

Online Buying Behavior Frequency & Determining Variable: An Empirical Analyze

¹Mrs.N.SHOBA, ² Dr.D.MUTHUSAMY

¹Research Scholar in Commerce, ² Associate Professor and Head,

¹ PG & Research Department of Commerce

Kurinji College of Arts & Science

Tiruchirappalli – 02.

ABSTRACT

In the changing world of buyer's market, recognizing the necessities and needs of the clients and understanding the factors affecting purchasing conduct is a difficult assignment is inquire about is meant to completing an examination to recognize the statistic factors that impact purchasers recurrence to shop on the web. Web based shopping is a method for purchasing products and ventures utilizing web access. For achieving result of the study a questionnaire has been developed and primary data was collected from 150 respondents from Tiruchirappalli city. Investigation was completed utilizing Chi square test, and recurrence test to check the statistic profile of the respondents.

IndexTerms – Online buying, web based purchasing recurrence and utilizing web access.

Introduction

Web based shopping has now a training among Indian purchasers. Individuals, who used to hurry to advertise for their arranged or impromptu buys, presently pick their portable or open their workstations for satisfying their buy needs. Internet shopping as a marvel has got acknowledgment among all age bunches in Indian market. In spite of the fact that the adolescents are accounted for to be most impacted by online shopping. In most easiest terms web based shopping is characterized as doing shopping by utilizing web either through workstations/PCs or cell phones. Online customers can visit web stores from the solace of their homes and shop as they sit before the PC. Inclinations for internet shopping over online method of shopping are expected extraordinary highlights and advantages of it. Maybe a couple of them are 24* 7 openness of online shops, anyplace shopping which implies one can shop from wherever i.e home, office, park and so on., abnormal state of comfort, lower costs, tremendous measure of markdown deal, accessibility of colossal extent of items and availability to expansive scope of national just as universal brands, and so forth. In present day items as well as be obtained from online shops. Industry astute online travel industry is considered to most beneficial section among all offering their product on the web. With reference to development , web based shopping is basic outside India, yet its development in Indian market, which is a vast and key customer advertise, is as yet not in accordance with the worldwide market. the term

internet shopping is by and large connected with business to purchaser model of the trade. In spite of the fact that there are a few different models of the trade present in Indian market like business to plan of action , shopper to buyer demonstrate, customer to government display and so forth. Out of all these, business to shopper demonstrate is generally prevalent.

Review of Literature

Sai Vishwagna (2016) has undertaken an study and has shown that online shopping concept has got acceptance in India in positive manner. Author have applied ANOVA test and proved that gender does impact possession of internet and frequency of online purchase of consumer's but occupation is a demographic variable which does not impact any of the variables under study.

Poonam Chahal (2015) in his work suggested that the young generation i.e. from age group of 20-25 years is very keen to shop online. Among the gender, male group are more interested in online shopping then females.

Adil Bashir (2013) found that most of the respondents who do online shopping are male belonging to the age group of 26-30 and are working professionals. It was also inferred that there exists a significant difference between age, income with the buying intention. In the same study it was found that there is an association between the income and the mode of payment. Also study have highlighted that working professionals tend to shop online more due to the time saving factor.

Dahiya Richa (2012) Studied about relationship between demographic variables and online buying behaviour. For drawing results author has made use of ANOVA as statistical tool. the results of the study have shown that gender among various demographic variables impacts frequency of on-line shopping positively and family size impacts overall spend on on-line shopping.

Zuroni Md Jusoh & Goh Hai Ling (2012) investigated how socio-demographic factors (age, income and occupation), pattern of online buying (types of goods, e-commerce experience and hours use on internet) and purchase perception (product perception, customers' service and consumers' risk) affect consumers' attitude towards online shopping. e findings revealed that there is no significant difference in attitude towards online shopping among age group but it do exists among income group . The research finding also showed that there is no significant difference in attitude towards online shopping among occupation group and types of goods.

Objectives of the Study:

- To investigate the demographical profile of purchasers shopping through internet shopping mode.

- To contemplate the relationship between statistic profile and purchasing recurrence of online purchasers.

Hypothesis of the study:

- Ho: There is no significant association between demographic factors of the respondents and web based purchasing recurrence.
- H1: There is significant association between demographic factors of the respondents and web based purchasing recurrence.

Research Methodology

With the end goal of this examination an example of 250 respondents was taken. The inspecting technique utilized was comfort examining. The discoveries of the investigation were drawn dependent on essential information gathered by methods for poll. E-survey was dispersed to 250 respondents out which 150 respondent's reaction were discovered helpful for the further investigation. E-contemplate were led in Tiruchirappalli city of Tamil Nadu in the long stretch of Walk 2019. The examination is related with business to customer model of online business as it were.

RESULTS AND DISCUSSION

Table 1: Demographical profile of respondents

Demographical Variables	Frequency	Percentage
Gender		
Male	94	62.7
Female	56	37.3
Total	150	100.0
Age (in years)		
25 – 30	63	42.0
31 -35	58	38.7
36 -40	22	14.7
41 -45	7	4.7
Total	150	100.0
Marital Status		
Married	131	87.3
Unmarried	19	12.7
Total	150	
Qualification		
Up to university level	112	74.7
Professional qualification	38	25.3

Total	150	100.0
Profession		
Service	95	63.3
Business	44	29.3
Homemaker	11	7.3
Total	150	100.0
Income (Annual)		
Less than 1 lakh	11	7.3
1 lakh to 2 lakh	12	8.0
2 lakh to 4 lakh	97	64.7
More than 4 lakh	30	20.0
Total	150	100.0

Source: Primary data

As appeared in Table, out of 150 respondents who took an interest in the investigation, 62.7% of the respondents were male and 37.3 % were female.

Age insightful respondents extended from 25 years to 45 years old. 42.0 % of respondents were from age bunch 25 to 30 years, 38.7 % has a place with age gathering of 31 to 35 years. Among the age gathering of 36 to 40 years, there were 14.7 % of respondents. 4.7% of respondents fall under the gathering of 41 to 45 years old.

Further the table delineates that out of all respondents, 87.3 % were married and remaining was single.

From capability perspective, 74.7% of respondents were found to have capability up to college level and 25.3 % were observed to be expertly qualified.

From the table plainly 63.3% of individuals reviewed procure their pay by doing some Administration/IT/Banking services while 29.3% of individuals overviewed were found having their very own business. The example was found to comprise of 7.3 % of housewife's who are doing web based shopping.

Respondents were found to have different yearly pay. 7.3 % have a pay of less than 1 lakh rupees, while 8.0 % of respondents fall under pay gathering of 1 lakh to 2 lakh rupees, 64.7 % of respondents were found to have a pay in 2 lakh to 4 lakh rupees and 20 % of respondents were found to have a pay in excess of 4 lakh rupees annually.

Hypothesis Testing

To test theory, chi square trial of affiliation is connected on essential information. In the investigation web based purchasing recurrence is taken as reliant variable and statistic variable as free

factor. Statistic variable taken for the investigation are gender, age, conjugal status, capability, calling, yearly salary of respondents.

Demographic variable 1 – Gender: Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)	Point Probability
Pearson Chi-Square	4.950a	3	.175	.178		
Likelihood Ratio	4.987	3	.173	.181		
Fisher's Exact Test	4.885			.181		
Linear-by-Linear Association	.055b	1	.814	.819	.438	.059
N of Valid Cases	150					

a. 0 cells (.0%) have expected count less than 5. e minimum expected count is 9.71. b. the standardized statistic is -.235.

In above case as no cell have expected count less than 5 so we will consider the Pearson Chi-Square test statistics. It value is 4.950 at 3 as degree of freedom. The corresponding p value is 0.175 which is greater than 0.05 which indicates that null hypothesis is accepted. As the interpretation drawn the gender of an online shopper is not associated with its buying frequency.

Demographic variable 2 – Age: Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)	Point Probability
Pearson Chi-Square	4.605a	9	.867	.880		
Likelihood Ratio	4.456	9	.879	.907		
Fisher's Exact Test	4.550			.891		
Linear-by-Linear Association	.265b	1	.607	.633	.319	.030
N of Valid Cases	150					

a. 6 cells (37.5%) have expected count less than 5. e minimum expected count is 1.21. b. e standardized statistic is .515.

In above case as 37.5 % of cells have expected count less than 5 so we will consider the Fisher's Exact test statistics. It value is 4.550 at 9 as degree of freedom. e corresponding p value is 0.891 which is greater than 0.05 which indicates that null hypothesis is accepted. us the interpretation drawn is age of an online shopper is not associated with its buying frequency.

Demographic variable 3 – Marital Status: Chi-Square Tests

	Value	Df	Asymp. Sig. (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)	Point Probability
--	-------	----	------------------------	-----------------------	-----------------------	-------------------

Pearson Chi-Square	8.322a	3	.040	.039		
Likelihood Ratio	8.484	3	.037	.049		
Fisher's Exact Test	7.885			.040		
Linear-by-Linear Association	.781b	1	.377	.438	.222	.061
N of Valid Cases	150					

a. 3 cells (37.5%) have expected count less than 5. e minimum expected count is 3.29.b. e standardized statistic is -.884.

In above case as 3 cells have expected count less than 5 so we will consider the Fisher's Exact test statistics. Its value is 7.885 at 3 as degree of freedom. e corresponding p value is 0.040 which is less than 0.05 which indicates that null hypothesis is rejected. us the interpretation drawn is marital status of an online shopper is associated with its buying frequency.

Demographic variable 4 – Qualification: Chi-Square Tests

	Value	Df	Asymp. Sig. (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)	Point Probability
Pearson Chi-Square	8.309a	3	.040	.040		
Likelihood Ratio	8.279	3	.041	.046		
Fisher's Exact Test	8.142			.041		
Linear-by-Linear Association	1.828b	1	.176	.202	.102	.028
N of Valid Cases	150					

a. 0 cells (.0%) have expected count less than 5. e minimum expected count is 6.59.b. e standardized statistic is -1.352.

In above case as no cell have expected count less than 5 so we will consider the Pearson Chi-Square test statistics. It value is 8.309 at 3 as degree of freedom. e corresponding p value is 0.040 which is less than 0.05 which indicates that null hypothesis is rejected. us the interpretation drawn is qualification of an online shoppers is associated with their buying frequency.

Demographic variable 5 – Profession: Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)	Point Probability
Pearson Chi-	3.370a	6	.761	.775		
Likelihood	3.673	6	.721	.747		
Fisher's Exact	3.428			.768		
Linear-by-	.020b	1	.887	.906	.469	.047
N of Valid	150					

a. 4 cells (33.3%) have expected count less than 5. e minimum expected count is 1.91.b. e standardized statistic is -.142.

In above case as 4 cells have expected count less than 5 so we will consider the Fisher's Exact test statistics. Its value is 3.428 at 3 as degree of freedom. The corresponding p value is 0.768 which is more than 0.05 which indicates that null hypothesis is accepted. The interpretation drawn is profession of an online shopper is not associated with its buying frequency.

Demographic variable 6 – Annual Income: Chi-Square Tests

	Value	Df	Asymp. Sig. (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)	Point Probability
Pearson Chi-	9.115a	9	.427	.436		
Likelihood Ratio	9.015	9	.436	.515		
Fisher's Exact	8.798			.442		
Linear-by-	2.949b	1	.086	.087	.048	.009
N of Valid Cases	150					

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is 1.91. b. The standardized statistic is -1.717.

In above case as 50 % of cells have expected count less than 5 so we will consider the Fisher's Exact test statistics. Its value is 8.798 at 9 as degree of freedom. The corresponding p value is 0.442 which is more than 0.05 which indicates that null hypothesis is accepted. The interpretation drawn is annual income of an online shoppers is not associated with its buying frequency.

Conclusion

Internet shopping in India is picking up an edge over the conventional offline shopping mode step by step. When discussing purposes for this move of clients, the most regularly covered reasons being its different advantages. Most likely it has a few points of interest which above offline method of shopping however so as to pull in and hold the clients its fundamental for the advertisers to direct research with respect to conduct of clients of online shopping. The present investigation infers that among the demographical factors, those which impact the purchasing recurrence of the customers are conjugal status and capability of customers. In spite of it sexual orientation, age. Calling and yearly pay are found to have unbiased effect on purchasing recurrence of the purchasers. Therefore advertisers while structuring their showcasing program must mull over sexual orientation, age and capability of planned purchasers under thought to improve the purchasing recurrence of purchasers.

References

1. Sai Vishwagna (2016). An Study of Factors Affecting on Online Shopping Behaviour of Consumers in Hyderabad. International Journal & Magazine of Engineering, Technology, Management and Research.3 (2).411 -414.
2. Vijay, Sai. T. & Balaji, M. S. (May 2009). Online Shopping in India: Findings from a Consumer Research. Marketing Mastermind. 5, the ICFAI University Press.
3. Dahiya Richa(2012). Impact of demographic factors of consumers on online shopping behaviour: A study of consumers in India. International Journal of Engineering and Management Sciences. 3(1) 43-52.
4. Zia UI Haq, (2012). Perception towards online shopping : An empirical study of Indian Consumers. Abhinav . 1(8), 9-22.
5. Mehrdad Salehi (2012). Consumer Buying Behavior towards online shopping stores in Malaysia. International Journal of Academic Research in Business and Social Science .2(1). 393-403
6. Adil Bashir (2013). Consumer behavior towards online shopping of electronics in Pakistan. Seinajoki University of Applied Sciences
7. Dr V.P.T Dhevika, Dr O.T.V.Latasri, S.Karmugil (2014). "Factors influencing online buying behavior in trichirapalli district",Research Journals Vol.2 No.4.
8. Kenneth L. Flick, 2009, "Assessing Consumer Acceptance of Online Shopping: Examining Factors Affecting Purchase Intentions",Northcentral University, Arizona.
9. Achal Hardial and Kapil Sharma (2013). Empirical Study of Factors Affecting Online Shopping Amongst Youths Global Journal of Management and Business Studies.3(2). 91-96
10. Ashish Pant, 2014, "An Online shopping change the traditional path of consumer purchasing",
11. International Journal of Business and Management Invention ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X www.ijbmi.org Volume 3 Issue 3 March.2014 PP.39-42.
12. Ankur kumar Rastogi, 2010, "A study of Indian online consumers and their buying behavior", International Research Journal , July 2010 ISSN- 0975-3486 RNI: RAJBIL 2009/30097 Vol.1, issue.10
13. Aggarwal, 2014, "A study on growth of Online Shopping in India", International Journal of in Multidisciplinary and Academic Research (SSIJMAR) Vol. 3, No. 4, August-September (ISSN 2278 – 5973)
14. Chandra and Sinha, 2013, "Factors affecting the online shopping behavior: A study with reference to Bhilai Durg" International Journal of Advanced Research in Management and Social Sciences ISSN:2278-6236.

15. Chatterjee and Ghosal, 2014, “Online shopping: An Empirical study in West Bengal from the customer point of view”, International Journal Of Scientific Research And Education, Volume 2, Issue 11, Pages-2405-241, November-2014, ISSN (e): 2321-7545.
16. Dr.Seema Agarwal, 2013, “A study of factors affecting Online shopping behavior of consumers in Mumbai region”, Tactful Management Research Journal, ISSN: 2319-7943.

