



Buying Behaviour of consumers in Online Shopping through WhatsApp Status

Dr. Trupti Sandeep Thorat.

Assistant Professor in Commerce

D.G. Tatkare Arts and Commerce College, Tala. Raigad.

trupti4857@gmail.com

Abstract

Nowadays, a world without the internet is unimaginable. In the 21st century Online shopping has obtained very important position. In such a situation online shopping became the easiest and most suitable mode for their shopping. Due to Internet, consumer's store has rapidly developed into a global perspective. An online shop arouses the physical similarity of buying products as well as services from internet shop and this process of shopping is called business-to-consumer online shopping. With the advent of smartphones, the internet and the growing importance of WhatsApp as an effective and cheap online means of daily communication, certain attributes of Users such as posts, activities, quotes, images and writings can be valuable to assess emotions and thoughts among others. This research aims to understand behaviour of customers i.e., WhatsApp users who shop their products through WhatsApp Status. WhatsApp Status is a part of social media channel which provides supporting engagement between sellers and buyers. WhatsApp is the most used chat application which allows attachment between sellers and customers. WhatsApp is an effective online means of daily communication which attributes of user's posts, activities, quotes, images and writings can be valuable to assess emotions and thoughts among others and also for viewers. This study empirically investigates whether the android WhatsApp status updates could understand the consumer behaviour.

Keywords: Online shopping, consumer behaviour

Introduction

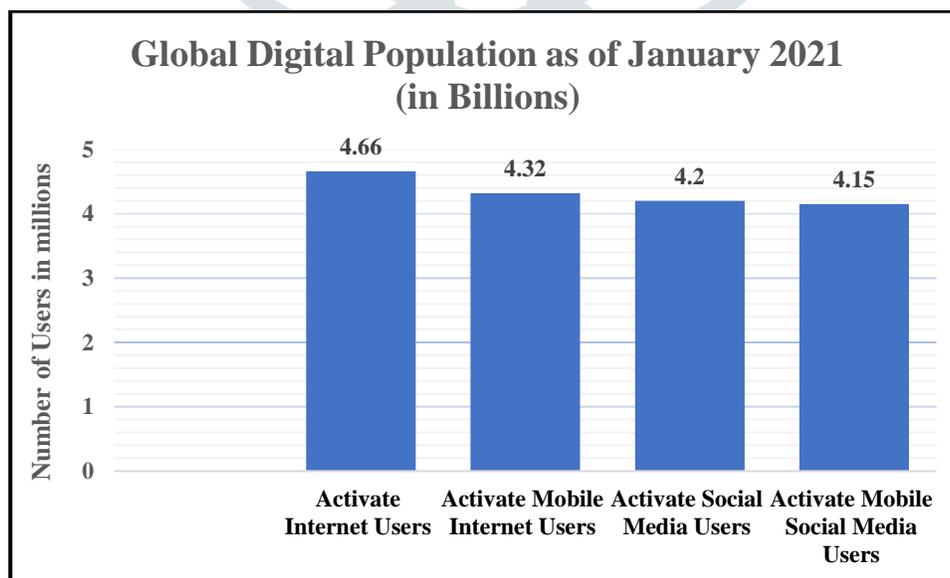
Internet is a core pillar for connecting people all over the globe. Worldwide digital population as of January 2021 Published by Joseph Johnson , Sep 10, 2021, there were 4.66 billion active internet users worldwide - 59.5 percent of the global population. Of this total, 92.6 percent (4.32 billion) accessed the internet via mobile devices. In the modern information society online shopping is becoming increasingly popular for variety of reasons. Internet and the use of social media such as WhatsApp messenger are relevant in our day-to-day life and activities. Due to this technological advancement, everyone is compelled by this system of communication. Mobile phone communication, the internet and social media useful to connect billions of people worldwide always expanding. Connecting billions of people worldwide, the internet is a core pillar of As of 2020, Asia was the region with the largest number of online users – over 2.5 billion at the latest count.

Europe was ranked second with almost 728 million internet users. China, India and the United States rank ahead all other countries in terms of internet users. China has more than 854 million internet users, and India has approximately 560 million online users. Both countries still have large parts of the population that are offline. The Internet is one of the world's most powerful equalizers, capable of propelling new ideas and people forward. In today's life, everyone is busy in their schedule Consumers can get full information about the product with its reviews being passed by the existing users. If one wants to buy a product, he/she is no longer limited to asking the friends and families because there are many products reviews on the web which gives opinions of the existing users of the product.

Online shopping sites contain wide variety of goods both high quality and mild quality keeping in mind the level of people. There are no national and International Barriers. In online shopping the consumers will be in a demanding position and suppliers will not be in a commanding position. Connecting and interacting with people through social media is possible due to internet. This is useful better for understanding individual's psychology and basis for decision making. It is an instrument to support growing interest in online shopping trend. Mobile is a reliable tool to test the customer's view and tendency because mobile phones are highly portable and accessibly carried by users everyday anytime and anywhere as they want. Now a days social networks like Facebook, Twitter, goggle +, WhatsApp, LinkedIn, academia and Skype are strongest visited sites by users because they make information sharing easy among peers.

The traditional method of text messages is diminishing nowadays because of the WhatsApp. Sellers can type manually and choose a picture of their own choice to communicate and for marketing their products across the globe through WhatsApp messenger. Customers are also choice as per their demand. These attract emotional response from contacts who value the emotions of others and maybe convinced to share their emotions on the same WhatsApp platform. Within a short period of time, information can be shared worldwide and it takes no time to get it to spread.

WhatsApp users are very careful about what they post as their status because their contacts will make meanings from their post. People are sensitive to WhatsApp profile status; this implies there is a lot of significance attached to it. WhatsApp was officially launched in November 2009 as a chat app service for iOS. In August 2010, WhatsApp released an app for Android users. After that, it only took 4 years for the messenger app to hit a milestone of 200 million monthly active users. Today, WhatsApp is reported to have more than 2 billion monthly active users globally. And is ranked among the most popular mobile messenger apps in the world.



(Source: © Statista 2021)

The mobile phone industry is one of the fastest growing sectors in telecommunication sector and in online shopping also. The aim of this study is to understand factors that lead positive consumer behaviour in Online Shopping through WhatsApp Status.

Literature Review:

Anders Hasslinger, Selma Hodzic and Claudio Opazo (2007) studied factors that influenced the online consumer. The study investigated factors that for majority of students. By investing the factors of online consumers, the findings indicated that there were three types of segments like High Spenders, Price Easers and Bargain seekers. Price, Trust and Convenience were an important factors that identified. Price was most important factor for majority of students.

Kusumah Arif Prihatna, Rosalin Ayal, Meutia Sistarani and Yunitasari Christanti (2019) focused on background capabilities of WhatsApp Status that allowed resellers to market their products based on capabilities of WhatsApp Status as part of social media, as a channel to deliver the value proposition to the customer, and as a means of supporting engagement between sellers and buyers. The findings indicated that WhatsApp Status allows resellers and consumers to get to know each other, so there was an emotional bond where reseller hope that content delivered via WhatsApp Status will get a good response from consumers. This emotional bond that forms the basis of WhatsApp Status allows reseller to upload content efficiently that enables personalization, in the form of a personal approach, which leads to increased relationships from consumers to customers.

Dr.S.Sanath kumar (2020) made an attempt to analyse the buying pattern of the respondents concerning different consumer avenues and its impact on satisfaction. The result indicated that many products available in the market, a large number of people preferred to purchase products through online because all kinds of goods were available while searching in online web stores. It has made the people to get whatever they want without struggle and they get it just a tap ahead. The study suggested that, the online retail store should maintain more attractive economic condition of consumers and also should be offered to the customers.

Dr. Jitendra Bhandari, Dr. Sunil Dhanavade and Dr. Vijay Dhamore (2021) conducted a study on about the young graduates shopping experience. The study emphasized on association between consumer vigilance, purchase experience and satisfaction among the young graduates. According to author, regarding E- shopping tendency, it's seen that the most shopped products were apparels and Mobile phones. Mostly used mode for payment was cash on delivery, and the less used method is online payment. The study suggested that, E-sellers should create online system that give safe and good internet shopping experience for buyers with productive conveyance frameworks and redressal system. This may additionally support buyer certainty for E shopping and boost online sales. Most of respondents had confronted issues while shopping on the internet, the main basic being delay in transportation and quality of goods. This showed e-sellers must ensure to design good process to give great client support to buyers on the internet.

Research Gap:

It is difficult to identify the customers wants and needs in online shopping especially through WhatsApp status. It is important to identify the factors that influence the customers to prefer online shopping through WhatsApp status. One of the primary features of this study is to share content to anyone who saves mobile phone numbers between users so that it implies that between WhatsApp Status users are those who know each other. Therefore, the study is undertaken by the researcher.

Hypotheses Development:

H₀₁: There is no significant difference between customer's gender and occupation in online shopping through what's app status.

H₀₂: Women are no more motivated to buy products online via WhatsApp status than men.

Research Methodology:

For executing this research, both primary and secondary data were used.

Questionnaire Construction

In this study, primary data were collected through questionnaire using 5-point Likert Scale (Strongly Agree -5 to Strongly Disagree-1). The hypothesized research model (Figure 1) was created by depicting the hypotheses which are related with the objectives of the research.

Analysis and Results:

The data were analyzed using MS Excel. At the beginning of study, certain demographic details were taken and few questions related to online shopping were posted to the participants. The analysis derived from that is mentioned in Table 1. Majority of respondents were students (44%), while Professionals (20%) and others (17%). The frequency of online purchase through What's App of customers where once in a six month (23%), once a year (18%), at least once in a month (15%) and never bought online through whats app status.

Table 1. Characteristics of Respondents

Demographic Details	Frequency	Reason for Online Shopping through What's App	
Residence		Attachment	3
Rural	39	Interactivity	2
Urban	27	Personalization	9
Occupation of the customer		Enhanced Relationship	6
Govt. Employee	7	Mobility	9
Self Employed	6	None of the above	37
Professional	13	Motivational Factors to buy product through what's app	
Student	29	Wide range of product	5
Others	11	Easy Payment	7
Frequency of Online Purchase through What's app		No Hidden Cost	1
At least once in a month	10	Home Delivery	18
Once in a six month	15	Belief on Quality	6
Once a year	12	Emotions	2
Never bought online through what's app status	29	None of the above	27

Reliability Testing

In this study, reliability of collected primary dataset has been tested through Cronbach's alpha value. Here, Cronbach's alpha of 0.977 (Table 1) shows the tolerable range of reliability which should be more than 0.70.

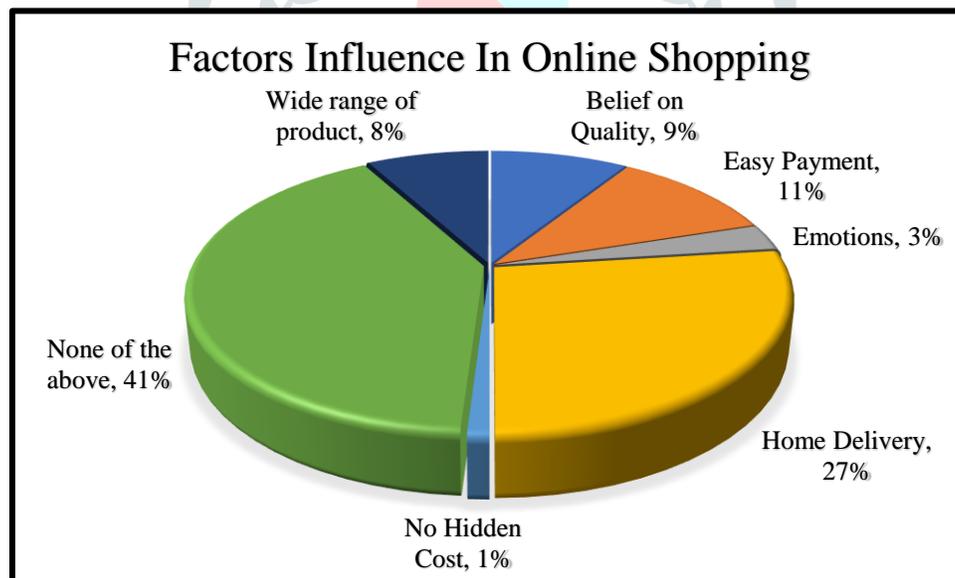
Table 2. Overall Reliability Statistics

Cronbach's Alpha	No. Of Items/ Variables
0.977	15

Table 3. KMO Measure of Sampling Adequacy and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.921
Bartlett's Test of Sphericity	Approx. Chi-Square	589.586
	Df	105
	Sig	0.000

Since the primary objective of this research is to identify the factors that influence the customers to prefer online shopping through WhatsApp status which is depicted with the following chart.



Graph 1: Factors Influence in Online Shopping

Factors motivating respondents to buy products online. Principal components factor analysis was employed to empirically identify the main underlying dimensions in the motives data. Five factors were produced from motivation variables: Attachment, Interactivity, Personalization, Enhanced Relationship, Mobility, accounting for almost 32 percent of variance (see Table 3). The results show that the strong point is prompt response from the respondents in an attachment dimension. It includes variables related to 1) prompt response, 2) easy to select product and 3) convenience. This dimension is the most important for respondents deciding to shop or not to shop online, as 45 percent of the respondents agreed to them. The least specific feature of this respondents' motivation is easy to select products in this dimension. It reveals that the respondents prefer good belongingness to buy products/services in Online Shopping through WhatsApp Status. 42 percent of the respondents indicated the agreement to that. On the strength of the factors loading

criteria mobility (ranging from 0.35 to 0.42), we can state that easily accessible to shop online anytime and anywhere, thus general benefit of the Internet, has the strongest effect for respondents' decisions. Whereas, easily refundable has the weakest effect.

Table 4. Motivation dimensions

Motivation Dimensions and the items	Factor Loading	Cronbach alpha	Variance Explained	Agree (%)
1.Attachment		0.95	32%	
Prompt response	0.069			45%
Easy to select products	0.069			35%
Convenience	0.068			41%
2.Interactivity		0.86	29%	
Searching the products easily	0.062			32%
Provides safety and ease of navigation	0.062			33%
Quality of information	0.060			33%
3.Personalization		0.89	30%	
Confidentiality	0.078			38%
Enjoyment	0.062			38%
Tailored Service	0.061			35%
4.Enhanced Relationship		0.92	31%	
Safe and Secure	0.070			32%
Trustworthy	0.065			32%
Good Belongingness	0.070			42%
5.Mobility		0.93	31%	
Easily accessible	0.070			42%
Easily refundable	0.065			35%
24* 7 Shopping	0.069			41%

* Percentage of respondents who responded strongly agree (5) or agree (4)

H₀₁: There is no significant difference between customer's gender and occupation in online shopping through what's app status.

To evaluate this hypothesis, chi-square test is used in this study where chi-square value is 9.488 and df = 4, which is significant at the 0.05 level. Hence, it is found that there is a significant difference between customer's gender and occupation in online shopping through what's app status and we accept null hypothesis and reject alternative hypothesis.

Conclusion:

Buying Behaviour of Consumers depends upon factors like wide range of products, easy payments, emotions, home delivery etc. This study shows the buying behaviour of consumers in online shopping through WhatsApp status. WhatsApp Status is a marketing channel to raise awareness among customers through uploading status. It is a marketplace which is not differ from other social medias like Facebook, Instagram and so on. Product's home delivery is the factor which influence more while shopping online through customers. Reseller will get a good response from consumers. In this type of shopping resellers and consumers have an emotional bond while uploading content efficiently that enables personalization, in the form of a personal approach, which leads to increased relationships from consumers to customers. Gender and Occupation are the most important influencing factor while buying in online shopping through WhatsApp Status.

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