

A STUDY ON THE FACTORS INFLUENCING PURCHASING MOTIVE OF CUSTOMERS IN ONLINE SHOPPING

Sajisha CM¹ Dr.K.Kumuda Devi²

¹ PhD Scholar, Rathinam Arts & Science College, Eachanari

² Dean, School of Commerce, KPR College of Arts Science & Research, Coimbatore

ABSTRACT: Majority people spent a large amount of time in shopping. The decision for select an item takes a long time. Travelling and buying an item may take a day, week or a month. But now it can be easier by online shopping. Online consumers are increasing day by day. Youth prefer online to meet their requirements. In the busy world, no one have time to go out and buy. So consumers choose online shopping instead of direct shopping.

Keyword: Online consumers, satisfaction, websites, etc

INTRODUCTION

E-commerce also called Internet marketing, Online shopping etc. In the modern era the role of E-commerce is increasing at an increasing rate. It means the customer-retailer relationship achieved without face to face interaction. In E-commerce the transactions are fully done through electronically. Online shopping eliminates the intermediary function. Even though Amazon, Flipkart are widely used. Now-a-days big retailing companies are also entered in E-commerce. They offer their product and services at an attractive form and give the opportunity to customers to select as per their wish using a credit card , debit card, paytm, by cash on delivery etc.. The customers also have the right to cancel the order and return the product without losing their money.

Timeline of online shopping

YEAR	EVENTS
1969	Founded the 1 st major American e-commerce company CompuServe.
1979	Michael Aldrich invented Electronic shopping.
1982	<ul style="list-style-type: none"> i. Launched the Boston Computer Exchange ,a prominent bulletin board system based (BBS) marketplace for selling used computers . ii. Launched Minitel,a pre –Internet Videotex online service[France].
1984	Launched Electronic Mail by CompuService , a popular online marketplace.
1986	The United States (US) National Science Foundation (NSF) limits use of the National Science Foundation Network (NSFNET) for academic purposes only.
1990	The first web browser called WorldWideWeb is released by Tim Berners-Lee .
1992	Book Stacks Unlimited , an online marketplace for selling books, launches. Initially , it launched on BBS, the moved to the internet in 1994,in the form of www.books.com .
1994	<ul style="list-style-type: none"> i. Netscape launches Netscape Navigator , a very prominent web browser . ii. Ipswitch IMail Server became the first software to be sold online and then be available for immediate download.
1995	<ul style="list-style-type: none"> i. The NSF lifts its ban of internet commerce on NSFNET. ii. Amazon.com , an extremely prominent online marketplace ,is launched by Jeff Bezos. iii. eBay.com, also an extremely prominent online market place,launches. Initially ,eBay.com was called AuctionWeb. iv. DoubleClick , a prominent and influential advertising launches. This one of the first services to serve ads on the internet .
1996	<ul style="list-style-type: none"> i. IndiaMART,a promintent Indian online marketplace, launches . ii. ECPlaza ,a prominent Korean online marketplace ,launches.
1997	Netflix, an extremely popular subscription video on demand service ,launches. Netflix also offers a DVD delivery service. Netflix only began offering online video streaming in 2007.
1998	<ul style="list-style-type: none"> i. CompuServe is acquired by AOL. ii. PayPal, a very prominent online payment system, launches.
1999	<ul style="list-style-type: none"> i. Zappo , a popular online marketplace for shoes and other apparel, launches. ii. Amazon patents its 1-Click service , which allows users to make fast purchases. iii. Tradera,an online marketplace similar to eBay.com in function launches.

	iv. Alibaba.com, a very prominent Chinese online marketplace, launches.
2000	<ul style="list-style-type: none"> i. StubHub , a very popular online marketplace for event tickets , launches . ii. Google launches AdWords , an advertising service that allows users to show an advertisement in Google search results that is related to the viewer's search . iii. Walmart launches its website , allowing customers to shop online.
2001	<ul style="list-style-type: none"> i. Skrill (formally known as Moneybookers.com), a prominent online payment platform, launches. ii. Costco launches its own business-to – business online shopping system. iii. Newegg , a very prominent online marketplace for technology ,launches.
2002	<ul style="list-style-type: none"> i. eBay.com acquires PayPal for \$1.5 billion in stocks. ii. Bossgoon , a prominent business - to – business(B2B) online marketplace launches. iii. Safeway Inc. launches an online delivery service, allowing customers to shop online .
2003	<ul style="list-style-type: none"> i. Google launches AdSense ,allowing users to promote their goods on the web based on the product's relevance to the viewer of the advertisement ii. Valve launches Steam , the most popular Digital rights management (DRM) and gaming platform in the world .
2005	Amazon launches its Amazon Prime service, which allows users to expedite shipping on any purchases for a flat annual fee.
2006	<ul style="list-style-type: none"> i. Shopify , a prominent storefront service, launches. ii. Tradera is acquired by eBay.com for approximately \$50 million.
2007	<ul style="list-style-type: none"> i. StubHub is acquired by eBay.com. ii. Hulu, a popular subscription video on demand service, launches. Hulu is composed of various media organizations. iii. Facebook launches its Facebook Beacon service to display more relevant information to users by collecting data on their web browsing outside of Facebook . With this, Facebook can also promote products based on whatever is relevant . iv. Flipkart, a popular Indian online marketplace , launches. v. AmazonFresh , a very prominent online food ordering service, launches in Seattle. It has since spread to dozens of cities across the US.
2008	<ul style="list-style-type: none"> i. Magento , a popular online storefront service, launches. ii. Google acquires DoubleClick for \$ 3.1 billion in cash. iii. GOG.com , a prominent online gaming marketplace that offers DRM-free games, launches. iv. PayPal Credit (formerly known as Bill Me Later) is acquired by eBay.com.
2009	<ul style="list-style-type: none"> i. BigCommerce , another popular online storefront service,launches. ii. Amazon acquires Zappos.com for \$1.2 billion. iii. Bitcoin , a very prominent cryptocurrency launches, and changes how consumers can pay for online purchases or even in restaurants.
2010	<ul style="list-style-type: none"> i. Groupon, a prominent online marketplace,launches. ii. HBO Go, a popular subscription video on demand service that offers streaming of exclusively HBO content , launches.
2011	<ul style="list-style-type: none"> i. Magento is acquired by eBay.com. ii. Google Wallet , a prominent online payment system similar to PayPal , launches. iii. Facebook Beacon is shut down due to privacy concerns.
2012	Instacart, a popular and growing online food ordering and delivery , launches.
2013	<ul style="list-style-type: none"> i. Facebook begins letting users sponsor posts , which helps give their friends, followers , and those to whom the post is relevant. ii. Google express(formely known as Google Shopping Express), a service similar to AmazonFresh and Instacart launches in several cities across the US, starting with San Francisco iii. China becomes the largest e-commerce market in world .
2014	<ul style="list-style-type: none"> i. ApplePay ,a prominent payment system in the form of a mobile app that mimics a credit or a debit card, launches. ii. Jet.com an online marketplace , launches. iii. Singles'Day sales on Alibaba sites reach US \$3 billion.
2015	<ul style="list-style-type: none"> i. Google launches Adroid Pay , a prominent payment system similar to Apple Pay. ii. Cyber Monday sales set a new record of \$3 billion . iii. Pinterest enters the e-commerce scene by adding Buyable Pins, a feature that allows users to sell their pins to other users iv. Singles'Day sales on Alibaba sites reach US \$14.3 billion .

2016	<ul style="list-style-type: none"> i. Walmart Announces it will be acquiring Jet.com for \$3 billion ii. Alibaba announces it will be acquiring a controlling stake in Lazada Group for around US\$1 billion. iii. Singles' Day sales on Alibaba sites reach US \$17.7 billion
2018	Flipkart is acquired by Walmart.
2020	Zomato acquired Uber Eats

Types of online shopping

1. Business-to- Consumer (B2C)
Transaction made between a business and a consumer is called B2C. In e-commerce this is widely used sale model.
2. Business-to-Business(B2B)
Transaction made between business entities, such as manufacturer to wholesaler, manufacturer to retailer. Commonly used to buy raw materials or repackaged products.
3. Consumer-to- Consumer (C2C)
Transaction made between consumers.
4. Consumer-to-Business(C2B)
Consumers make their products and services available for business buyers. It is just reverse to the traditional e-commerce model.
5. Business-to Administration (B2A)
Transactions made between online business and administration. Services related to social security, legal documents are example for this.
6. Consumer-to- Administration (C2A)
Consumer sells online products and services to an administration. Online consulting for education is an example for this.

STATEMENT OF THE PROBLEM

The present study is more relevant because digital population were increasing at huge rate. Only few studies were conducted on repurchasing motive of consumers in online shopping. The present study examines the factors influencing repurchasing motive of consumers in online shopping. Option for test or try is a disadvantage of the online shopping.

SCOPE OF THE STUDY

We are in digital era and all are become techies now. Through online shopping consumers can buy the products faster than offline shopping. The consumers can consume the time, travelling etc .Lower operational cost for companies is also an advantage for companies. The present study discusses the factors influencing the repurchasing motive of consumers in online shopping. Socio economic profile of respondents, reasons for online shopping etc are analyzed in the present study. So the present study has a wide scope.

OBJECTIVE OF THE STUDY

The primary objective of the study is to know the factors influencing purchasing motive of consumers in online shopping.

The secondary objectives of the study are:

1. To know which gender use online shopping mostly
2. To know which age group use online shopping mostly.
3. To study the reasons for online shopping.
4. To know which product is purchased by mostly.
5. To know the most used site for purchasing.

LIMITATIONS OF THE STUDY

1. The study was conducted in a very short period.
2. Lack of prior studies.
3. Reliability and accuracy depends upon the respondents.

PROFILE OF THE STUDY:

This Research is Empirical Research. The study is done through observation using a structured questionnaire.

SAMPLE DESIGN:

The study is conducted in Kozhikode, one of the districts in Kerala.

DATA SOURCE:

Both primary and secondary data used for the study.

Primary data:

Primary data are collected by using survey method; a structured questionnaire is designed with structured questions and that were distributed among the people of Calicut District in Kerala. The information was later analyzed to obtain the required interpretation and the findings.

Secondary data:

Secondary data also used for the study. It collected from various Books, Journals, Articles and news papers and web sites.

RESEARCH SAMPLE

Sample Technique –The researcher adopted the Convenient Sampling, a type of non probability sampling, which doesn't provide every item in the population with a known chance of being included in the sample.

Sampling Units – Account Holders

Research Instrument – Structured Questionnaire

Sample Size:

For the purpose of the present study the sample size used is **70** which cover some part of Kozhikode city.

Period of the study:

The period of the study is 2 months.

Tools of analysis

Percentage Method

Graphical method

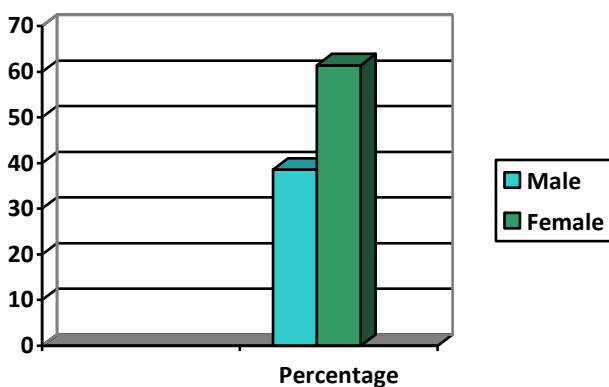
REVIEW OF LITERATURE

Josef Bucko, Lukas Kakalejcik & Martina Ferencova revealed that the price is important for university students, because they are not employed and their financial budget is limited. Wiebke Relie reveals that financial risk, product risk, convenience risk, non delivery, return policy and cultural differences are the factors of higher transaction rates and glimpse into shopping behavior. Zivile Glaveckaite & Gintare Gulevic revealed that convenience, simplicity and better price are the factors influence to shop online and possibility to compare price and buy at a lower price are considered more beneficial factors of online shopping.

RESULT AND DISCUSSION

TABLE 1: CLASSIFICATION OF RESPONDENTS BY GENDER

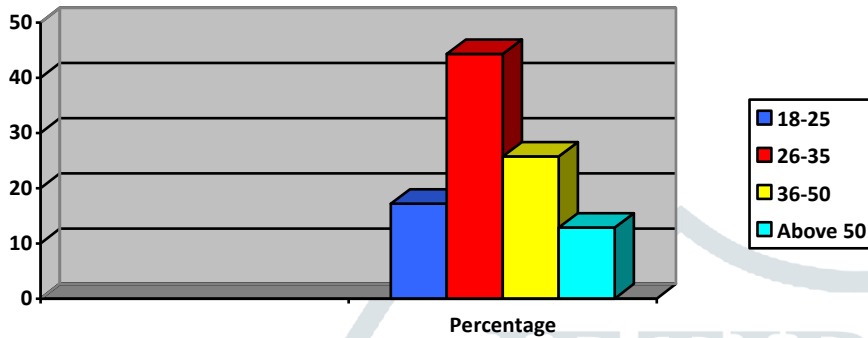
Gender	Frequency	Percentage
Male	27	38.57
Female	43	61.43
Total	70	100



INFERENCE: The above table shows that 38.57% of the respondents are male and 61.43% of the respondents are female.

TABLE 2: CLASSIFICATION OF RESPONDENTS BY AGE

Age	Frequency	Percentage
18-25	12	17.14
26-35	31	44.29
36-50	18	25.71
Above 50	9	12.86
Total	70	100



INFERENCE

The above table reveals that 17.14% of respondents are between the Age of 18-25, 44.29% of respondents are between 26-35, 25.71% of respondents are between 36-50 and 12.86% are age of above 50.

TABLE 3: WEBSITE USED FOR SHOPPING

Website	No.of respondents	Percentage
Flipkart	63	90
Amazon	57	81.43
Myntra	44	62.86
Snapdeal	32	45.71
Shopclues	12	17.14
Ajio	27	38.57
Alibaba	20	28.57
Jabong	34	48.57
Others	9	12.86

INFERENCE

The above table reveals that 90% use Flipkart as the website, 81.43% use Amazon, 62.86 use Myntra, 48.57% use Jabong, 45.71% use Snapdeal, 38.57% use Ajio, 28.57% use Alibaba, 17.14% use Shopclues and 12.86% use other websites.

TABLE 4 :KIND OF PRODUCTS PURCHASED OVER ONLINE SHOPPING

Products	No.of respondents	Percentage
Clothing	60	85.71
Mobile	52	74.26
Laptops	48	68.57
Home decor	43	61.43
Toys & Gifts	41	58.57
Bags	39	55.71
Books	38	54.28
Electronics	37	52.86
Cosmetics	34	48.57
Footwear	33	47.14
Groceries	22	31.43
Stationary	18	25.71

Essentials	18	25.71
Furniture	12	17.14
Others if any	9	12.86

INFERENCE

The above table shows the kind of products purchased over online shopping. 85.71% purchased clothing, 74.26% purchased mobile phones, 68.57% purchased Laptops, 61.43% purchased home décor items, 58.57% purchased Toys & Gifts, 54.28% purchased bags, 48.57% purchased Cosmetics, 47.14% purchased Footwear, 31.43% purchased Groceries, 25.71% purchased Stationary & Essentials, 17.14% purchased Furniture and 12.86% purchased Other items.

TABLE 5: REASONS FOR ONLINE SHOPPING BY THE RESPONDENTS

Reasons	Number of respondents	Percentage
Convenience	55	78.57
Save time	47	67.14
Purchase can made 24*7	44	62.86
Product variety	40	57.14
No need to wait on queue	40	57.14
Save transportation expenses	33	47.14
Better price	59	41.43
Product replacement and refund	28	40
Get the review of products	22	31.43
Home delivery facility	19	27.14

INFERENCE

The above table shows the reasons for online shopping by the respondents. 47.14% says convenience as the reason, for 67.14% time saving, for 62.86% Purchase can be made 24*7, for 57.14% product variety and eliminate queue are the reasons. For 41.43% better price is the reason, 40% product replacement and refund is the reason, for 31.43% getting review of the product is the reason and for 27.14% home delivery facility is the reason.

FOLLOWING ARE THE FINDINGS OF THE STUDY

- ❖ Majority of the respondents are female.
- ❖ Majority of the respondents are in the age group of 26-35
- ❖ Majority of the respondents who use online shopping are from urban area.
- ❖ Majority use Flipkart site for their online shopping.
- ❖ Majority purchased cloths over online shopping.
- ❖ Majority chose convenience as the reason for the online shopping.
- ❖ Majority of the respondents use debit card as the mode of payment.
- ❖ Majority of the respondents not facing any problem with online shopping.
- ❖ Majority of the respondents prefer online shopping instead of direct shopping.
- ❖ Majority of the respondents highly satisfied in online shopping.

SUGGESTIONS

- ❖ The government should strength the speed of internet Not only in urban areas but also rural area.
- ❖ The government should promote the e-commerce and give guidelines to public regarding the same.
- ❖ Seller should produce the quality product and give correct information about the product.
- ❖ Should deliver the product in time and eliminate the risk of returning the product.
- ❖ Customers should verify all the reviews of the product and avoid quality problems.

CONCLUSION

The present study reveals the factors influencing the purchasing motive of customer in online shopping. Today online shopping apps are increasing. All branded and non branded products are available in online with offers. So buyers choose online than direct purchase. By this the buyers feel more convenient, save time, transportation cost etc. The study says mostly prefer Flipkart as their medium. Mostly buy clothing using online shopping.

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