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## Online Consumer Buying Behaviour on the Problems faced and perceived while shopping online by students of Mizoram University: An analysis on the level of education (Graduation and Post Graduation)

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### Abstract

Online shopping is a sort of electronic business, which enables customers to straightforwardly purchase merchandise or administrations from a man who offers over the Internet utilizing a web crawler. All inclusive, extensive number of individuals are purchasing through online in light of the fact that it is more advantageous to them. Online shopping has turned out to be well known in 1999-2000. Amazon.com, established a history by turning into the pioneer book shop with nearness just on the web. Afterward, Yahoo.com and MSN.com likewise organized internet shopping channels where individuals could purchase something other than books. Customer's attitude and shopping models are changing quick. Internet shopping will progress toward becoming standard in the coming years. This study aims at studying the problems faced and perceived by online customers, particularly the students of Mizoram University. The introduction of online marketing makes it easier for many people, thus developing convenience for customers. A lot of customers prefer online shopping as it is more convenient, has better price, more variety to choose, price comparison and most of all no crowds.

**Keywords:** Online Buying Behaviour, Internet Marketing, Mizoram University, problems in online marketing

### Introduction

Today, with the rise of the technology, significant portion of commercial activities take place over the Internet. Since commercial activities' main goal is to sale, sale can be realised by the purchase of a different party, as we know customers. Therefore, for electronic commercial activities, it is important to analyse online customers' behaviour. Furthermore, in order to develop and apply effective marketing strategies the factors that affect consumer behaviours should be investigated.

Online retailers can better understand customer needs and wants by directly analysing the interaction between a customer and the online shop. Customer's disposition towards online shopping alludes to their mental state as far as making buys over the web.

Consumer Buyer behaviour has been defined as “a process, which through inputs and their use though process and actions leads to satisfaction of needs and wants” (Enis, 1974). Alternatively, consumer buying behaviour “refers to the buying behaviour of final consumers, both individuals and households, who buy goods and services for personal consumption” (Kumar, 2010).

Online buying behaviour process refers to the items obtained on the web. The procedure of Online buying behaviour process comprises of more advances and it is like customary shopping conduct. For example client perceive the requirement for getting some item, they alludes to the internet to purchase on the internet and begin to scan for the data and search for every one of the options lastly make a buy which best fits to their necessities. Before making last buy clients are shelled by a few components which points of confinement or impact clients for a ultimate choice. The main aim of the study is therefore to, analyse the problems faced and perceived by the customer or students towards online shopping.

## Literature Review

The exploration done by Sivanesan (2017) measure issues looked by clients in online shopping. It clarifies the connection between consumer loyalty and customer satisfaction and how it identifies with maintenance. Sinha (2010), in his investigation did in India suggested that Socio-mental variables and framework have been discovered powerful factors while the apparent hazard shockingly was not critical all in all but rather at sex level there was huge contrast between the online conduct of male and female because of hazard discernment. In the research done in India by P. UshaVaidehi (2014), it was uncovered that male understudies are keener on obtaining online products when contrasted with study of female. Sreya R. and Raveendran P. T. (2016) led this examination with a target to investigate the measurements of hazard apparent by customers while acquiring anything on the web. Urvashi (2016) in her paper took a shot at measurements influencing buyer's basic leadership process. Arshad A. and et. al. (2015) considered how online conduct of a shopper is impacted by two noteworthy kind of saw dangers i.e. natural and conduct hazard. Sharma S. and Sitlani M. (2015) with a target to give a few procedures to diminish the problems related with online shopping. Their research have recognized five hazard related elements – chance identifying with item, financial problems, chance identifying with merchandise exchange, social problems and data chance related with online purchasing. Dai B. and et. al. (2014) analyzed the relations between online shopping background and impression of product, money related, and security issues related with online shopping, and how both problem recognitions and experience affect online buy aims. Masoud E. Y. (2013) directed to examine the repercussion of saw dangers (monetary hazard, item chance, time chance, conveyance chance, social hazard and data security chance) on online shopping conduct in Jordan. Javadi M. H. M. and et. al. (2012) concentrated on examining the variables influencing internet shopping conduct of customers in Iran. Suresh A. M. and Shashikala R. (2011) endeavored to discover the determinants putting an effect on clients chance discernment related with electronic shopping. Crafted by George et al. (2015) in Nigeria demonstrates that since online sellers are the purchaser's principle center while executing on the web, trust is assembled in view of impression of the merchants.

## Objectives of the paper

To analyse the various problems faced and perceived by both graduate and post graduate students of Mizoram University.

## Research Design

The study focuses on online buying behaviour of university students particularly Mizoram University and its constituent college i.e. Pachhunga University College. The sample size is denoted by 'n', Slovin's formula is expressed by,

$$n = \frac{N}{1 + Ne^2}$$

Where, N is the population size and, the margin of error is e. Thus, using this Formula, the required sample size is acquired. From the total population of Mizoram University (1954) and Pachhunga University College (2172) (Mizoram University Annual Report 2016-17), the total population of both the Institutions is 4126 students. Therefore by using the defined formula and using 95% (0.05) as the confidence level from the total population of 4126, the required sample size shall be 365.

## Data Analysis

**Table 1: Education level of respondents**

Distribution of respondents				
PUC		MZU		Total
Graduate	Post Graduate	Graduate	Post Graduate	
173	17	12	163	365
190		175		<b>Total</b>

## Problems perceived during online purchases

The following tables measure the problems or barriers perceived by customer (student) in online shopping. It indicates the various traits of problems a customer (student) perceived when shopping online, by facing all these factors, a customer purchase decision can depend on the problem or barrier he/she faces while online shopping.

**Table 2: Problems perceived during online purchases**

Main Barriers	Distribution of respondents					
	PUC		MZU			
	Graduate	Post Graduate	Graduate	Post Graduate		
Safety of payment	30 (17.34)	4 (23.53)	3 (25)	18 (11.04)	55 (14.52)	
Low trust level	41 (23.70)	6 (35.29)	4 (33.33)	50 (30.67)	101 (25.20)	
Value added tax	10 (5.78)	1 (5.88)	0 (0)	17 (10.42)	28 (7.67)	
High shipping cost	39 (22.54)	3 (17.65)	2 (16.66)	39 (23.92)	83 (23)	
Refund policy	15 (8.67)	1 (5.88)	1 (8.33)	19 (11.66)	36 (9.86)	
Warranty and claims	33 (19)	2 (11.76)	1 (8.33)	20 (12.26)	56 (16)	
Other reason	5 (2.89)	0 (0)	1 (8.33)	0 (0)	6 (1.64)	
<b>Total</b>	<b>173 (100)</b>	<b>17 (100)</b>	<b>12 (100)</b>	<b>163 (100)</b>	<b>365 (100)</b>	

**Source:** Field Survey

**Note:** Figures in parenthesis indicates percentage to total.

From the Table 2, from only graduate respondents of PUC and MZU, the highest or majority of the problem perceived is low trust level which is 23.70 percent from PUC and 33.33 percent from MZU, followed by high shipping cost which is 22.54 percent from PUC ,but from MZU it is followed by safety of payment which 25 percent, then again followed by warranty and claims which is 19 percent from PUC, but again from MZU, this is followed by high shipping cost which is 16.66 percent. The least problem perceived for PUC graduate respondents is other reasons which is only 2.89 percent and least problem perceived for MZU graduate respondents is value added tax which is 0 percent or nobody pot for it.

From Post Graduate respondents of PUC and MZU, the highest or majority of the problem perceived is also low trust level which is 35.29 percent from PUC and 30.67 percent from MZU, followed by safety of payment from PUC which is 23.53 percent, and on the other hand from MZU, it is followed by high shipping cost which is 23.92 percent, then again also followed by high shipping cost which is 17.65 percent from PUC and warranty and claims from MZU which is 12.26 percent. The least problem perceived is also other reasons which are not specified and both are zero percent.

Among the total respondents of graduate and post graduate from both PUC and MZU, low trust level is the major problem which is 25.20 percent, followed by high shipping cost which is 23 percent. The least problem perceived are other reason which is only 1.64 percent.

### **Problems faced while shopping online on basis of Education**

The table displays whether a customer faced any problem while engaging on online shopping or not. It displays the number of customer (students) who faces problems and number of customers who does not faced any problem. The kinds of problems are also specified in the given table.

**Table 3: Problems faced while shopping online on basis of Education**

<b>Problem felt while shopping online</b>	<b>Distribution of Respondents</b>				<b>Total</b>	
	<b>PUC</b>		<b>MZU</b>			
	<b>Graduate</b>	<b>Post Graduate</b>	<b>Graduate</b>	<b>Post Graduate</b>		
Yes	116 (67)	12(71)	9 (75)	108 (66)	245 (67.12)	
No	57 (33)	5 (29)	3 (25)	55 (34)	120 (32.88)	
<b>Total</b>	<b>173 (100)</b>	<b>17 (100)</b>	<b>12 (100)</b>	<b>163 (100)</b>	<b>365 (100)</b>	
<b>Kinds of Problem:</b>	<b>Graduate</b>	<b>Post Graduate</b>	<b>Graduate</b>	<b>Post Graduate</b>		
Delay in delivery	11 (9)	1 (8)	2 (22)	8 (7)	22 (9)	
Cheap quality of product	28 (24)	4 (33)	2 (22)	32 (29)	58 (24)	
Product damage	15 (13)	2 (17)	1 (11)	12 (11)	33 (13.46)	
Colour is not same as shown in picture	24 (21)	2 (17)	1 (11)	27 (25)	49 (20)	
Problem in size	19 (16)	2 (17)	2 (22)	15 (14)	38 (15.51)	
Non-delivery	7 (6)	0 (0)	1 (11)	3 (3)	15 (6.12)	
Difficulty in returning the product	12 (10)	1 (8)	0 (0)	11 (10)	25 (10.20)	
<b>Total</b>	<b>116 (100)</b>	<b>12 (100)</b>	<b>9 (100)</b>	<b>108 (100)</b>	<b>245 (100)</b>	

**Source: Field Survey**

**Note: Figures in parenthesis indicates percentage to total.**

Table 3 indicates the problems felt while shopping online and the kinds of problem. From the Graduate respondents of PUC and MZU, 67 percent from PUC and 75 from MZU have faced problem while shopping online, on the other hand, 33 percent from PUC and 25 percent from MZU does not faced any problem. Again, from the post graduate respondents of PUC and MZU, 71 percent from PUC and 66 from MZU have faced problem while shopping online, on the other hand, 29 percent from PUC and 34 percent from MZU does not faced any problem.

On the kinds of problems they faced by Graduate respondents from PUC and MZU, the major problem is cheap quality of product which is 24 percent from PUC and 22 percent from MZU, the least problem is non delivery which is 6 percent from PUC and only zero percent from MZU.

On the kinds of problems they faced by post graduate respondents from PUC and MZU, the major problem is also cheap quality of product which is 33 percent from PUC and 29 percent from MZU, the least problem is also non delivery which is zero percent from PUC and 3 percent from MZU.

Among the total of graduate and post graduate respondents from PUC and MZU both, 245 respondents (67.12 percent) have faced problems while shopping online while the other 120 respondents (32.88 percent) have not faced any. Therefore, among the 245 respondents who faced problems, majority has faced the problem of cheap quality of products which is 24 percent and least problem they faced is non delivery which is only 6.12 percent.

## **Results**

There are also several particulars problems which may affect the online buying behaviour of a customer. These problems can result in the final purchase decision of a customer or the online shopping pattern or behaviour of a customer, depending on the type and number of problem he/she face during online shopping. Therefore, this issue is an important factor.

- i. From all the analysis on the various variables, we can see that the major problem perceived is low trust level which always occupies the highest percentage from each and every variable. On the other hand, the lowest problem perceived is other reason which are not specified and which usually occupies the lowest percentage. Thus, it indicates that low trust level is an important issue in online shopping.
- ii. Table 3 shows the various problems faced by the students of MZU and PUC. From the total 365 students, 245 students (67.12 percent) have faced problem while shopping online, while the other 120 students (32.88 percent) have not faced any problem. From the variables, the major problem that the students faced can be seen as cheap quality of product, which occupies the largest percentage among each variable table and the lowest percentage occupant being non- delivery. Thus, this clearly signifies the importance of quality in products for online marketing.

## **Suggestions**

To the online marketers -

- i. Most of the respondents are confronted with the problem of absence of touch and feel and delivery point is not available in some of the customers area. Thus, internet online shopping companies should give more considerations about the delivery point, as well as convey the correct product and in the right time to the customers.
- ii. The internet online shopping companies should try to lessen the time of the product delivery. Customers should also to be made mindful about the differed sales promotion schemes, which make this online purchasing more alluring and well known among the purchasers. Appropriate awareness must be made accessible to all people of various occupations.

iii. Online shopping sites must ensure about the quality and right of the data or information to their customers. Since, trade or payment exchange/transaction is on the internet, the customers must be ensured of web security and private card data. The online shopping could be made achievement or success just by impacting the delivery of goods in undamaged quality and delivery in proper time. This study including students investigated the things bought when they shop on the web, the explanations behind which they shop on the web, the issues or problems experienced when they shop online, and the purposes behind being reluctant to shop on the web. It is suggested that more complete and comprehensive arrangements of items might be created.

To the students-

- i. Students must be educated on what shopping sites and websites should be trust and the consequences of dealing with a fault or mistrust websites.
- ii. Although cash on delivery is the most safest mode of payment, students must also know that trusted and renowned shopping websites are also safe for other payments such as Debit card payment, credit card payment etc.
- iii. Students should research the products which are of interest, before actually purchasing. They must know the product reviews, ratings etc. before purchasing as it can lead to false product or even poor quality product which is not contrasting with its price.
- iv. Students must try to maintain their private information on online shopping sites. They must know the customers privacy information and data issues and be acknowledge on these subjects.

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