



RESEARCH ARTICLE

A STUDY ON FACTORS AFFECTING E-SHOPPING BEHAVIOUR OF CONSUMERS IN GWALIOR CITY

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ABSTRACT

E-shopping or online shopping is a trend that is increasingly catching up among the consumers in India. The increasing trend is fuelled by rise in disposable income of the middle-class, as well as by deep penetration of mobile devices. The e-shopping phenomenon is also challenging the common and established beliefs that customers have to touch and feel the product before they buy it. Though, this rising trend is more commonly visible in advanced and metro cities of country, the tier II and III cities are also putting up a great show, as on an average almost 50 – 55% of e-Commerce business is coming from the tier II and tier III cities. With increasing exposure by television, social media and rising internet penetration and migrant population, the consumers of tier II and tier III cities are increasingly following the lifestyles of their counterparts in metros and tier I cities. This research work attempts to study and analyse the factors that influence the e- shopping behaviour of consumers in the city of Gwalior in Madhya Pradesh.

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INTRODUCTION

E-shopping or online shopping refers to the act of purchasing products or services over the Internet. The transactions over online shopping have grown over the years. The prime reason being people finding it convenient and easy to shop from the comfort of their home or office. Also it alleviates the need to wait in long lines or search from store to store for a particular item. Online shopping became popular during the Internet boom in 1999-2000. In USA, Amazon.com, the online bookstore established by Jeff Bezos, created history by becoming the first bookstore with a presence only on the Internet. Following the pursuit of success of Amazon, many bookstores with a physical presence also started creating their online presence in the market. Later, portals such as Yahoo.com and MSN.com also started online shopping channels where people could buy more than just books. In domestic market, Indiatimes.com and Rediff.com came up with similar options for the Indian consumers. Online shopping facilitates fast, easy, money saving and interesting shopping experience for consumers. For example it provides opportunity to shop anytime in 24 hours, most of the online shopping service providers offer coupons to get discount and rich product availability and specifications for its consumers. In India different e-commerce companies are selling variety of products online. Companies like Flipkart, Snapdeal, Myntra,

HomeShop18, Shopclues, Jabong and Naaptol etc. have been offering diverse product categories online. However the most shopped items by consumers are :

Apparels (Myntra.com, Jabong.com, Flipkart.com, Koovs.com, Limeroad.com, Voonik.com)

Electronic items (naaptol.com, homeshop18.com, ebay.in, infibeam.com, amazon.in)

Footwear (croc.com, myntra.com, jabong.com, yepme.com, zappos.com)

Food and Health (bigbasket.com, grofers.com, zopnow.com, patanjaliayurved.net, herbalife.co.in, amway.com)

Jewellery (bluestone.com, voylla.com, cilory.com, craftsvilla.com, kraftly.com)

Fashion Accessories (instyle.com, mirraw.com, stylefiesta.com, fashionandyou.com, limeroad.com, craftsvilla.com)

Toys & Video Games (toywiz.com, hamgo.com, firstcry.com, snapdeal.com, shopclues.com)

Kitchen & Home Furnishing (pepperfry.com, urbanladder.com, ikea.com, fabfurnish.com, shopclues.com, amazon.in)

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Subscriptions (magzter.com, vikatan.com, femina.in, amazon.in)

Handmade Goods (craftsvilla.com, etsy.com, madeitmyself.com, kraftly.com)

Literature Review

ComScore Report (2013) has found that the increasing usage of Internet services has made India as the third largest Internet population globally comprising about 73.9 million users. The study findings reveal that online retail in India is on a big rise having huge growth potential with about 60 percent of web users visiting online shopping website. Karim (2013) conducted a study on online shopping behaviour of customers and stated that online service providers can assure their consumers for transaction security and avoid long delays in completing online orders for better online shopping experience. Morris (2013) conducted a study on ‘More Consumers Prefer Online Shopping’. He observed that shoppers increasingly want what’s called a “seamless omni channel experience,” meaning one in which service providers allow them to make their purchase experience through both online and physical stores. Prof. Ashish Bhatt (2014) in article entitled “Consumer Attitude towards Online Shopping in Selected Regions of Gujarat” stated that online shopping is gaining popularity among people specially the younger generation. But in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. As per study mode of payment is depended upon income of the respondents. People from different age groups are doing online shopping regularly. The attitude of consumers is changing with the time. In a country like India, consumers are finding online shopping very comfortable because of many variables like cash on delivery, customization or personalization of the websites, home delivery etc. Prashant Singh (2014) in his article “Consumer’s Buying Behaviour towards Online Shopping A case study of Flipkart.Com user’s in Lucknow City” observed that future of e-retailers in India is very bright. E-retailers give consumers the best way to save money and time through purchasing online within the range of budget. Flipkart.com offering some of the best prices and completely hassle-free shopping experience. The whole concept of online shopping has altered in terms of consumer’s purchasing or buying behavior and the success of E-tailers in India is depending upon its popularity, its branding image, and its unique policies.

Upasana Kanchan , Naveen Kumar and Abhishek Gupta(2015) in their article “A Study of Online purchase behaviour of Customers in India” stated that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchase. Companies involved in online retailing should focus on building trustworthy relationship between producers and customers.

Research Methodology and Analysis

To study the factors affecting e-shopping behaviour of consumers, Descriptive research design was adopted. With the help of a structured questionnaire, a survey was conducted

within the Gwalior city to capture people’s responses .A sample size of 50 was undertaken to collect the response using Judgment sampling method.

Hypotheses

- H0: There is no significant relation between Gender and use of e-shopping.
- H0: There is no significant relation between Age and use of e-shopping.
- H0: There is no significant relation between Occupation and use of e-shopping.

With the help of responses obtained, we analyse whether there exists an association between given demographic factors and use of e-shopping. Using Chi square test of independence, we obtain following result

Relation between Gender and use of e-shopping

Table 1. Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.936 ^a	1	.164		
Continuity Correction ^b	1.224	1	.269		
Likelihood Ratio	1.947	1	.163		
Fisher's Exact Test				.254	.134
Linear-by-Linear Association	1.897	1	.168		
N of Valid Cases	50				

Result: A Chi-square test for independence indicated no significant association between gender and, e-shopping usage, $\chi^2(1, n=50)=1.224, p=0.269$

Relation between Age and use of e-shopping

Table 2. Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	10.053 ^a	1	.002		
Continuity Correction ^b	8.326	1	.004		
Likelihood Ratio	10.488	1	.001		
Fisher's Exact Test				.002	.002
Linear-by-Linear Association	9.852	1	.002		
N of Valid Cases	50				

Result: The result shows a significant association between age group and e-shopping usage, $\chi^2(1, n=50)=8.326, p=0.004$.

Relation between Occupation and use of e-shopping

Table 3. Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	26.190 ^a	1	.000		
Continuity Correction ^b	23.299	1	.000		
Likelihood Ratio	33.798	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	25.667	1	.000		
N of Valid Cases	50				

Result: The result shows a significant association between Occupation and e-shopping usage, $\chi^2(1, n=50)=23.299, p=0.00$

RESULTS AND DISCUSSION

1. The result showed that there exist no significant relationship between gender and e-shopping usage

among population. It means that the male and female were equally inclined towards shopping over internet. The responses showed that 53% male and 47% females were using online shopping.

2. Analysis of data obtained showed that there is a significant relationship between age group and e-shopping usage. People in lower age group are having more exposure and use of e-shopping. Thus, people under 30 years of age group were more users (79.2% of age group) as compared to people in above 30 years age group (34.6%).
3. The result shows that there is a significant relationship between occupation of people and the use of e-shopping. The responses showed that 76.4% of students used e-shopping for most of their requirements whereas only 32.5% of businessmen used e-shopping for their purchases.

Conclusion and Recommendation

This research work attempted to learn about the use of e-shopping or online shopping among people and evaluate it from angle of demographic set up of the population. The outcome of research work showed that people from lower age group and the students are heavy users of e-shopping. The findings reflect that choice and preference towards e-shopping are influenced by age and occupation of population. Therefore in order to promote and refine online shopping behaviour, the service providers need to run targeted campaigns among elderly and people belonging to different occupations. Since elderly people have more disposable income but due to lack of awareness and undue risk perceptions towards internet based

services, they avoid use of e-shopping. Similarly, people who prefer to make physical visits to brick and mortar shops need to be motivated by providing incentives for e-shopping trials. Only repeated purchase and related satisfaction through e-shopping would motivate people to shed away their inhibitions towards e-shopping.

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