CONSUMERS' PURCHASING DECISION TOWARDS E – SHOPPING: A DESCRIPTIVE ANALYSIS

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ABSTRACT

In India, the shopping environment has been changed from the primitive or the unorganized retail shops to the modern day's online stores. It has been observed that the consumer purchasing decision changes in the shopping environment. As the retail environment is experiencing a huge change with the introduction of new formats and the entry into online retail industry by the global investors there is a huge scope for research and analysis and thus it is necessary to understand the buying decision of the consumers in such an environment. The purpose of the present study was to investigate the impulse purchase decision of the Indian shoppers when they visited the online stores. The major objectives of this study are to find out factors that influence buying decision of products through online. Data was collected using questionnaire method from 300 online buyers living in Tiruchirappalli, Tamilnadu, India. The results of this study provided an in-depth understanding of the online shopping value and how the factors influenced the consumers. The findings also provided an important understanding the impact of factors (Personal, Cultural, Social, Psychological, subjective, objective: Price, Product quality and Credibility) on overall satisfaction of online buying. As this study is exploratory in nature, certain limitations are identified and based on that suggestions are offered for future research.

Keywords: Online Shopping, Online Buyers, Purchase decision, Overall Satisfaction.

INTRODUCTION:

Life consists of a series of decisions. Right decision helps individuals to identify and choose alternatives based on the principles and preferences of the decision maker. Decision Making is an essential part of life. Decision making seems to be a central activity of people, government and organizations. Moreover, decisions are central to the ordinary day to day existence.

The field of 'decision making theory' has developed focusing on solution of the problems with contribution, investigating how it is that individuals and groups come to decide on certain paths and enterprises over others.

E-Shopping is a recent phenomenon in the field of E-Business. Most of the companies are running their on-line portals to sell their products/services online. The potential growth of on-line shopping has triggered the idea of conducting a study on on-line shopping in India. The internet revolution has brought about a paradigm shift in the way things are done. In order to sell anything over the internet, they have to take into account that what consumers buy, why they buy, how they buy how they buy, who their customers are, what their spending habits are like and the products and services they prefer.

REVIEW OF LITERATURE:

Koyuncu & Bhattacharya, (2004) conducted the study on "The Impacts of Quickness, Price, Payment Risk, and Delivery Issues on On-line Shopping" and the study found that Individuals tend to purchase less through the Internet because the online payment of Internet shopping involves some risk Thirdly, risk to privacy refers to the degree to which a consumer may sacrifice their privacy when they are required to provide confidential information to process an EC transaction.

Internet and Mobile Association of India (IAMAI, 2006) conducted the study in collaboration with cross tab marketing services, clearly established the dominance of people-to-people (P2P) reference in online shopping space, with 31% respondents finding such sites through word of mouth. As much as 55%visitors to e-commerce sites have adopted internet as a shopping medium, out of which 25% of regular shoppers are in the 18-25 age group, while 46% in the 26-35 age group and 18% in the 35-45 age group.

Pooja Mordani (2008) explored the study on investigation of consumer's perception towards internet based e-shopping and the study involved an experiment in which the respondents were asked to go through the online shopping process and relate their experiences. The study found that the positive experience with a website plays a vital role in forming consumers trust while shopping online and if consumers trust the website then they will perceive ease of use, perceive enjoyment and perceive the website to be less risky which would finally culminate into an intention to transact with the website.

AC Nielsen (2009) conducted the study on covering 38 markets and over 21,100 respondents across the globe have revealed that more Indians are taking to shopping online. It suggested an upward trend in online shopping across the world. A significant observation of this study was that India beat the global counterparts in number of purchases per month, with a mean of 5.2 purchases against the global average of 4.9. In India, books followed airline reservations closely, with 35% of netizens buying them online. Nearly 24% have bought electronic items and more than 20% have purchased items such as apparel, music and electronic entertainment such as movies, DVDs and games.

Taweerat Jiradilok _et al._ (2014) in their paper concluded that the study iis applicable for both types of internet users that are users with experience in purchasing and users with no experience in purchasing. The experienced customers will value appropriate pricing and website information Quality after assurance and empathy while the inexperienced will depend on responsibility and reliability instead. As a result, it is suggested that the shop vendors should include all of these variables; assurance, empathy, responsibility, website information quality, and reliability, into websites; however, the vendors can use diverse tactics to draw different groups of customers by focusing on each attribute valued by the target customers. The results show that variety, website system quality, and tangibility have no influence on purchasing intention in customer's decision even though the respondents were quite satisfied with these dimensions.

Shadi Altarifi _et al._ (2015) in their paper found that the determinants of marketing have insignificant

influence the consumer purchasing decision, while cultural and technological determinants had significant influence on consumer buying decision. The researchers recommend protection strategies in the adoption of preventive e-business networks, which are made through the Internet and an intensive awareness programs aimed to show the advantages shopping services via the Internet.

RESEARCH GAP AND NEED FOR THE STUDY:

Many studies have been conducted in the field of Bricks and mortar shopping in various countries focusing on conceptual aspects. In India, particularly in Tamilnadu, a Very limited studies are conducted relating to online shopping, consumer behaviour towards online shopping. But there are no studies found in the context of consumers' purchasing decision towards online shopping in Tiruchirappalli. This study fulfills the Gap of such a research and also gives scope for the need of research. An attempt is made to explore various dimensions which influence the consumers to shop online.

OBJECTIVES OF THE STUDY:

1. To Study the consumer purchasing decision towards Online Shopping in Tiruchirappalli.
2. To find out factors that influence buying decision of products through online.

MATERIALS AND METHODS:

The study is mainly based on the Primary Data were collected using a structured questionnaire from 300 respondents who purchases a product through Online in Tiruchirappalli. The Secondary Data were collected from books, journals and web sites.

Research methodology is a way to systematically solve the research problem. The type of research is descriptive. Samples are collected and statistics are calculated from the samples so that one can make inferences or extrapolations from the sample to the population. Convenient Sampling Technique was used for this study.

The sample of 300 respondents makes it difficult to generalize the results. The data were obtained through questionnaire and it has its own limitations. Some of the respondents might not have presented the accurate data.

In this study, the data collected from the primary sources are analyzed according to the objective with the help of the statistical tool that is Regression analysis at 1% level of significance were used in this study.

RESULTS AND DISCUSSIONS:
MULTIPLE REGRESSION ANALYSIS:

Table- 1

Dependent variable: Overall Satisfaction

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
(Constant)	3.261	0.187	---	17.449	0.000**
Influence of Age (X_1)	0.054	0.032	0.071	1.673	0.095
Influence of Occupation (X_2)	0.043	0.022	0.082	1.936	0.053
Influence of Income (X_3)	-0.011	0.019	-0.025	-0.603	0.547
Influence of Savings (X_4)	0.055	0.030	0.078	1.841	0.066
Influence of Life Style (X_5)	0.008	0.028	0.012	0.291	0.771

Independent variables: Personal Factors

(Source: Primary Data)   **R value = 0.140, R^2= 0.019; F value = 2.356**

[** Significant at the 0.01 level (2-tailed)]

The value of R(0.140) is the correlation of the five independent variables Influence of Age (X_1), Influence of Occupation (X_2), Influence of Income (X_3), Influence of Savings (X_4) and Influence of Life style (X_5) with the dependent variable Overall Satisfaction (Y), after all the inter-correlations among the five independent variables are taken into account. The R Square(0.019), which indicates all the independent variables together explain 2% of the variance in Overall Satisfaction, which is highly significant (F=2.356), p<0.01).

The multiple Regression Equation is

$$\hat{Y} = 3.261 + 0.054X_1 + 0.043X_2 - 0.011X_3 + 0.055X_4 + 0.008X_5$$

This equation indicates that Overall Satisfaction level increase by 0.054 for every one unit increase in Influence of age, 0.043 units for every one unit increase in Influence of occupation, 0.011 units for every one unit decrease in Influence of income, 0.055 units for every one unit increase in Influence of savings and 0.008 units for every one unit increase in Influence of life style. *Also, we infer that, 'Influence of Savings' is the best predictor of Overall Satisfaction among the other predictors.*

Table – 2

Dependent variable: Overall Satisfaction
Independent variables: Cultural Factors

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
(Constant)	3.447	0.154	---	22.378	0.000**
Traditional Shopping **(X_1)**	0.039	0.033	0.050	1.169	0.243
Principles of Religion **(X_2)**	0.109	0.032	0.148	3.377	0.001**
Various Social Classes **(X_3)**	-0.049	0.029	-0.072	-1.713	0.087

(Source: Primary Data)   **R value = 0.169, R^2= 0.028; F value = 5.814**
[** Significant at the 0.01 level (2-tailed)]

The value of R(0.169) is the correlation of the three independent variables traditional shopping (X_1), Principles of Religion (X_2) and Various Social Classes (X_3), with the dependent variable Overall Satisfaction (Y), after all the inter-correlations among the three independent variables are taken into account. The R Square (0.028), which indicates all the independent variables together explain 3% of the variance in Overall Satisfaction, which is highly significant(F=5.814), p<0.01). **The multiple Regression Equation is**

$$\hat{Y} = 3.447 + 0.039X_1 + 0.109X_2 - 0.049X_3$$

This equation indicates that Overall Satisfaction level increase by 0.039 for every one unit increase in traditional shopping, 0.109 units for every one unit increase in principles of religion, 0.049 units for every one unit decrease in various social classes. *Also, we infer that, 'principle of religion' is the best predictor of Overall Satisfaction among the other predictors.*

Table – 3

Dependent variable: Overall Satisfaction

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	2.754	0.167	---	16.541	0.000**
Consult with friends/others **(X_1)**	0.100	0.033	0.128	3.018	0.003**
Family suggestions **(X_2)**	0.140	0.034	0.177	4.168	0.000**
Status in Society **(X_3)**	0.044	0.026	0.067	1.667	0.096

Independent variables: Social Factors
(Source: Primary Data)   **R value = 0.260, R^2= 0.068; F value = 14.385**

[Significant at the 0.01 level (2-tailed)]

The value of R(0.260) is the correlation of the three independent variables Consult with friends/others (X_1), Family suggestions (X_2) and Status in Society (X_3), with the dependent variable Overall Satisfaction (Y), after all the inter-correlations among the three independent variables are taken into account. The R Square (0.068), which indicates all the independent variables together explain 7% of the variance in Overall Satisfaction, which is highly significant(F=14.385), p<0.01).

The multiple Regression Equation is

$\hat{Y} = 2.754 + 0.100X_1 + 0.140X_2 + 0.044X_3$

This equation indicates that Overall Satisfaction level increase by 0.100 for every one unit increase in Consult with friends/others, 0.140 units for every one unit increase in Family suggestions, 0.044 units for every one unit increase in Status in Society. *Also, we infer that, 'Family suggestions' is the best predictor of Overall Satisfaction among the other predictors.*

Table- 4

Dependent variable: Overall Satisfaction

Independent variables: Psychological Factors

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	2.873	0.196	---	14.694	0.000**
Customer care availability (X_1)	0.156	0.031	0.210	4.969	0.000**
Immediate Shipment (X_2)	0.101	0.033	0.133	3.006	0.003**
Payment Modes (X_3)	0.066	0.029	0.093	2.237	0.026
Delivery Time (X_4)	0.048	0.028	0.070	1.749	0.081
Refund period (X_5)	-0.020	0.017	-0.047	-1.176	0.240
E-store newly opened/not (X_6)	-0.104	0.030	-0.146	-3.522	0.000**
Seller's Attitude (X_7)	0.005	0.031	0.007	0.163	0.871

(Source: Primary Data)   **R value = 0.323, R^2= 0.104; F value = 9.796**

[Significant at the 0.01 level (2-tailed)]

The value of R(0.323) is the correlation of the seven independent variables Customer care availability (X_1), Immediate Shipment (X_2), Payment Modes (X_3), Delivery Time (X_4), Refund period (X_5), E-store newly opened/not (X_6) and Seller's Attitude (X_7) with the dependent variable Overall Satisfaction (Y), after all the inter-correlations among the seven independent variables are taken into account. The R Square(0.104), which indicates all the independent variables together explain 10% of the variance in Overall Satisfaction, which is highly significant (F=9.796), p<0.01).

The multiple Regression Equation is

$\hat{Y} = 2.873+ 0.156X_1 + 0.101X_2 + 0.066X_3 + 0.048X_4 - 0.020X_5 - 0.104X_6 + 0.005X_7$

This equation indicates that Overall Satisfaction level increase by 0.156 for every one unit increase in Customer care availability, 0.101 units for every one unit increase in Immediate Shipment, 0.066 units for every one unit increase in Payment Modes, 0.048 units for every one unit increase in Delivery Time, 0.020 units for every one unit decrease in Refund period, 0.104 units for every one unit decrease in E-store newly opened/not and 0.005 units for every one unit increase in Seller's Attitude. *Also, we infer that, 'Customer care availability' is the best predictor of Overall Satisfaction among the other predictors.*

Table- 5

Dependent variable: Overall Satisfaction
Independent variables: Subjective Factors

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	3.060	0.175	---	17.524	0.000**
24x7 E-store operation (X_1)	0.096	0.032	0.130	3.058	0.002**
Wide variety of products (X_2)	0.096	0.033	0.127	2.953	0.003**
Shop for fun/ Entertainment (X_3)	0.049	0.030	0.068	1.672	0.095
Don't have time after work (X_4)	0.001	0.004	0.012	0.302	0.763
Traditional Shopping Exhaust (X_5)	-0.043	0.026	-0.067	-1.643	0.101

(Source: Primary Data)   **R value = 0.234, R^2= 0.055; F value = 6.895**
[** Significant at the 0.01 level (2-tailed)]

The value of R(0.234) is the correlation of the five independent variables 24x7 E-store operation (X_1), Wide variety of products (X_2), Shop for fun/ Entertainment (X_3), Don't have time after work (X_4) and Traditional Shopping Exhaust (X_5) with the dependent variable Overall Satisfaction (Y), after all the inter-correlations among the five independent variables are taken into account. The R Square(0.055), which indicates all the independent variables together explain 5% of the variance in Overall Satisfaction, which is highly significant (F=6.895), p<0.01.

The multiple Regression Equation is
$$\hat{Y} = 3.060 + 0.096X_1 + 0.096X_2 + 0.049X_3 + 0.001X_4 - 0.043X_5$$
This equation indicates that Overall Satisfaction level increase by 0.096 for every one unit increase in 24x7 E-store operation, 0.096 units for every one unit increase in Wide variety of products, 0.049 units for every one unit increase in Shop for fun/ Entertainment, 0.001 units for every one unit increase in Don't have time after work and 0.043 units for every one unit decrease in Traditional Shopping Exhaust. *Also, we infer that, '24x7 E-store operation' and 'Wide variety of products' is the best predictor of Overall Satisfaction among the other predictors.*

Table- 6

Dependent variable: Overall Satisfaction
Independent variables: Objective Factors- Price

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	3.026	0.181	---	16.708	0.000**
Low Price in Online (X_1)	0.139	0.031	0.188	4.411	0.000**
Free Delivery (X_2)	0.144	0.035	0.180	4.077	0.000**
Discounts / Cash back (X_3)	-0.007	0.030	-0.010	-0.230	0.819
Pay high price for unavailable products (X_4)	0.002	0.014	0.005	0.120	0.904
Comparison of price in online (X_5)	-0.038	0.027	-0.057	-1.403	0.161
Free gifts / Combo offers (X_6)	-0.017	0.014	-0.048	-1.195	0.233

(Source: Primary Data)   **R value = 0.302, R^2= 0.091; F value = 9.863**
[** Significant at the 0.01 level (2-tailed)]

The value of R (0.302) is the correlation of the six independent variables Low Price in Online (X_1), Free Delivery (X_2), Discounts / Cash back (X_3), Pay high price for unavailable products (X_4), Comparison of price in online (X_5) and Free gifts / Combo offers (X_6) with the dependent variable Overall Satisfaction (Y), after all the inter-correlations among the six independent variables are taken into account. The R Square(0.091), which indicates all the independent variables together explain 9% of the variance in Overall Satisfaction, which is highly significant (F=9.863), p<0.01).

The multiple Regression Equation is

$$\hat{Y} = 3.026 + 0.139X_1 + 0.144X_2 - 0.007X_3 + 0.002X_4 - 0.038X_5 - 0.017X_6$$

This equation indicates that Overall Satisfaction level increase by 0.139 for every one unit increase in Low Price in Online, 0.144 units for every one unit increase in Free Delivery, 0.007 units for every one unit decrease in Discounts / Cash back, 0.002 units for every one unit increase in Pay high price for unavailable products, 0.038 units for every one unit decrease in Comparison of price in online and 0.017 units for every one unit decrease in Free gifts / Combo offers. *Also, we infer that, 'Free Delivery' is the best predictor of Overall Satisfaction among the other predictors.*

Table- 7

Dependent variable: Overall Satisfaction
Independent variables: Objective Factors- Product Quality

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	3.130	0.192	---	16.334	0.000**
Product Quality **(X_1)**	0.094	0.032	0.122	2.903	0.004
Positive Feedback indicates high Quality **(X_2)**	0.105	0.033	0.135	3.197	0.001**
Don't mind about snap products and actual product received **(X_3)**	-0.013	0.028	-0.018	-0.444	0.657
Overall Quality of products in online **(X_4)**	-0.005	0.028	-0.007	-0.168	0.867

(Source: Primary Data)   **R value = 0.205, R^2= 0.042; F value = 6.501**
[** Significant at the 0.01 level (2-tailed)]

The value of R(0.205) is the correlation of the four independent variables Product Quality (X_1), Positive Feedback indicates high Quality (X_2), Don't mind about snap products and actual product received (X_3), and Overall Quality of products in online (X_4) with the dependent variable Overall Satisfaction (Y), after all the inter-correlations among the four independent variables are taken into account. The R Square (0.042), which indicates all the independent variables together explain 4% of the variance in Overall Satisfaction, which is highly significant (F=6.501), p<0.01).

The multiple Regression Equation is

$$\hat{Y} = 3.130 + 0.094X_1 + 0.105X_2 - 0.013X_3 - 0.005X_4$$

This equation indicates that Overall Satisfaction level increase by 0.094 for every one unit increase in Product Quality, 0.105 units for every one unit increase in Positive Feedback indicates high Quality, 0.013 units for every one unit decrease in Don't mind about snap products and actual product received and 0.005 units for every one unit increase in Overall Quality of products in online. *Also, we infer that, 'Positive Feedback indicates high Quality' is the best predictor of Overall Satisfaction among the other predictors.*

Table- 8

Dependent variable: Overall Satisfaction
Independent variables: Objective Factors- Credibility

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	2.617	0.203	---	12.874	0.000**
Higher Credibility of E-Store (X_1)	0.132	0.034	0.171	3.880	0.000**
Proper layout of E-Store (X_2)	0.125	0.033	0.158	3.786	0.000**
E-Store of well known brand (X_3)	0.040	0.030	0.056	1.345	0.179
Details and Description of products in E-Store (X_4)	0.029	0.029	0.041	1.021	0.308
Longer history of E-Store (X_5)	0.043	0.031	0.059	1.402	0.161
Updating of tracking details (X_6)	-0.039	0.031	-0.055	-1.252	0.211

(Source: Primary Data)   **R value = 0.282, R^2= 0.079; F value = 8.524**
[** Significant at the 0.01 level (2-tailed)]**

The value of R (0.282) is the correlation of the six independent variables Higher Credibility of E-Store (X_1), Proper layout of E-Store (X_2), E-Store of well known brand (X_3), Details and Description of products in E-Store (X_4), Longer history of E-Store (X_5) and Updating of tracking details (X_6) with the dependent variable Overall Satisfaction (Y), after all the inter-correlations among the six independent variables are taken into account. The R Square(0.079), which indicates all the independent variables together explain 8% of the variance in Overall Satisfaction, which is highly significant (F=8.524), p<0.01).

The multiple Regression Equation is
       $\hat{Y} = 2.617 + 0.132X_1 + 0.125X_2 + 0.040X_3 + 0.029X_4 + 0.043X_5 - 0.039X_6$

This equation indicates that Overall Satisfaction level increase by 0.132 for every one unit increase in Higher Credibility of E-Store, 0.125 units for every one unit increase in Proper layout of E-Store, 0.040 units for every one unit increase in E-Store of well known brand, 0.029 units for every one unit increase in Details and Description of products in E-Store, 0.043 units for every one unit increase in Longer history of E-Store and 0.039 units for every one unit decrease in Updating of tracking details. *Also, we infer that, 'Higher Credibility of E-Store' is the best predictor of Overall Satisfaction among the other predictors.*

FINDINGS AND SUGGESTIONS:

From this study, it is showing that the various factors such as Personal, Cultural, Social, Psychological, Subjective and Objective factors (Price, Product Quality and Credibility) influencing the consumers' shopping decisions while purchase through online. Among these factors, 'Influence of Savings', 'Family suggestions', 'Customer care availability', '24x7 E-store operations', 'Wide variety of products', 'Free Delivery', 'Positive Feedback indicates high product Quality' and 'Higher Credibility of E-Store' are the best predictors among other predictors of the above factors.

Based on the above findings, the following suggestions are taken for consideration for online buyers and sellers.

While shopping online, the buyers buy the products for their life style also but at the same time the traditional shopping is not affected while the consumers purchase the products through online. If the sellers ship the product immediately after received their order on time will influence the consumers more. Immediate refund period from E-store for the failure of payments through E-transactions will boost their customers to shop online. Lack of awareness about discount coupon and Wallet cash back offers reduce

the sales in e-stores. If the e-store concentrates on advertising about discount coupon and cash back offers in media to the shoppers will make huge sales in online shopping among traditional shopping.

CONCLUSION:

In modern scenario, online shopping has become part and partial of the people in India. Online shopping in India can be a success if the E-tailors change their business models and understand their consumers more because consumers are the real kings. It is in evitable to create a sustainable environment mechanism for futuristic growth of on-line shopping in India. The aim of the research study was to analyse shopping decision of consumers when purchasing online. The resulting data show that Influence of Savings', 'Family suggestions', '24x7 E-store operations', 'Wide variety of products', 'Free Delivery' are the most important predictors among other predictors, which means the goals of this article have been fulfilled. Naturally, some stimuli are identical with the generally known customers' decisions during purchase through online.

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