

Buying Behavior Towards E-Tailing In Rural Areas Of Kanyakumari District

S.Fenin Samuel¹, Dr. K. Asha², Dr. M.C.Shibin Tad³
{feninsml@gmail.com¹, kajanardhanan@yahoo.com², shibintad@gmail.com³}

Research Scholar, Faculty of Management Studies, Noorul Islam Centre for Higher Education,
Kumaracoil¹,
Assistant professor, Faculty of Management Studies, Noorul Islam Centre for Higher Education,
Kumaracoil^{2,3}

Abstract.In the contemporary world, E-Shopping has become one of the most popular arrangements among compulsive shoppers. E-Shopping gives access to any user to purchase any sort of products or avail any kind of services which are listed online, within their comfort zone. It does not even compromise on the convenience of the customers, because anyone who purchases a product or service from the internet have the provision to get it delivered at their doorstep. Online vendors have been acquiring more volume of customers through creative and crafty marketing and hassle-free shopping experience with maximum satisfaction. Online vendors stay on top of the game by fulfilling their clients' requirements seamlessly. A detailed assessment of this buying pattern reveals that users shop online with the principle moto to save their time. Some of the crucial issue with an online purchase was identified as EMI issues and the modest nature of items. Although there are many issues occurred during e-commerce, but the well-layered administration of the online vendors has managed to rule out all the grievances to a considerable extend. This has motivated many users to depend on online vendors and thus Consumer buying behavior has significant involvement in online shopping.

Keywords: e-shopping, e-tailing, Buying Behavior of Consumers.

1 Introduction

The purchasing conduct varies from customer to customer. Tastes and Interests of customers differ globally based on their culture, job, inclination, age, salary level, and many other influential factors. Considering their buying behavior online vendors offer a vast array of merchandise and enterprises to choose from. Shoppers usually are found to settle for regular purchase choices, these purchases are mostly an empathetic influence of their social, mental and personal traits. E-retailing has quickly grown into an effective medium for advertisements. As highlighted by the inclination of online shoppers, they can choose their value run, shading determination, models, colors, brand choice, and much more from the options available on an e-commerce website. Hence E-tailing or E-Retailing is beneficial, simple and offers privacy for the users. Online advertising channels similarly provide access to similar data about the organizations, their items, competitors, and administrations. Online shoppers can use such websites to raise a query, provide suggestions and recommendations and even communicate their criticisms to organizations. E-commerce is developing at a rapid pace as most of the users prefer online methods for shopping.

2 STATEMENT OF THE PROBLEM

Purchasing the required items without even leaving our room is increasingly gaining an advantage to the online form of shopping. However, Users still experience one or another issue while shopping online sometimes. A share of such issues is listed below.

Users often receive items that are slightly or entirely different from the items that are displayed on the website, which is totally the responsibility of the vendor. Duration for delivering the product will take more time than what was promised during the time of purchase. Certain vendors do not even offer a discount on the products if they have failed with their assurance. Delivering the products to the wrong location will always create a bad impression for the vendors in the minds of online shoppers.

3 REVIEW OF LITERATURE

A. Factors impacting customers to lean toward a specific online site

Sinha (2012) characterize that accommodation chance, item chance, money related hazard, saw conduct control, merchandise exchange, emotional standard, frame of mind, innovation explicit ingenuity, conveyance of an arranged item and digital laws, shipping expenses, and after administration were a part of the variables that influence the shoppers to incline toward explicit online site. Though the comfort hazard appeared to be the key factor substantially influencing Indian shoppers' online purchases, when taking a quick peek at male and female discernments, there were various elements influencing male or female customer's practices.

B. E-business: customers purchasing conduct towards e-shopping

Bashir (2013) defines that E-business has made life basic and creative of people and gatherings; purchaser Behavior in e-shopping is not the same as the physical market. Price, efficiency, and accommodation were identified as important elements that lead to certain purchasing conduct. In e-shopping customers are hesitant to make web-based acquisitions, because at that point in time, the most well-known hindrance is the low degree of trust in online stores. Considering this fact, online vendors should adopt legitimate techniques to increase the buyer's degree of trust in them.

C. e-tailing: level of fulfillment of customers

Karim (2013) states that the customers use the internet to buy items through online stores considering the fact that they trust it is accommodation to them and the term advantageous incorporates components for example, efficient, data accessibility, opening time, usability, sites route, less shopping pressure, more affordable and shopping fun. Parallel to respondents' outlooks, online installment security, individual protection and trust, vague guarantees and returns arrangements and absence of individual client administration are the preeminent barriers of e-shopping.

4 OBJECTIVES OF THE STUDY

- To break down the factors influencing buyers to incline toward a specific e-shopping site.
- To assess the shopping conduct of online shoppers in rural areas of Kanyakumari district.
- To identify the degree of fulfillment of the clients towards web-based retailing.
- To provide recommendations based on the discoveries of the examination.

5 SCOPE OF THE STUDY

- The study has been conducted to discover the purchasing conduct of buyers towards online shopping or E-shopping. This analysis the analyst, online customers of rural Kanyakumari region and online retailers by examining purchasing conduct and inclinations of the buyers and distinguishing the purchasing choice of the online buyers that begins sometime before the real buy.
- To identify the extent of fulfillment of the clients towards web-based retailing.
- To make recommendations based on the analysis of the examination

6 RESEARCH METHODOLOGY AND DATA COLLECTION

A. Type of Research

Descriptive research is adopted for this study.

B. Sampling Method

From the aggregate of four panchayats, 80 tests have been taken through Stratified Random Sampling.

C. Sample Size

The respondents are clients of E-shopping. For the examination, 20 tests from Melpuram Panchayat, 20 tests from Munchirai Panchayat, 20 from Killiyoor Panchayat and 20 from Thiruvattar Panchayat have been taken through Random Sampling Method.

D. Data Collection Method

The information is gathered through Primary and Secondary Sources.

a) Primary Data:

Essential information is gathered through Structured Questionnaire. Information is gathered from the online buyers of rural areas of Kanyakumari District.

b) Secondary Data:

Auxiliary information is gathered through articles, diaries, magazines and e-tailing websites.

E. Tools Used for the Study:

- The instruments utilized are Correlation Analysis and Chi-square.

7 HYPOTHESIS OF THE STUDY

- Ho: There is no huge connection between the Income level of the shoppers and the Price of the item.
- There is a noteworthy connection between the Income level of the customers and the Price of the item.
- Ho: There is no huge connection between Gender and Shopping Behavior of the customers.
- There is a huge connection between Gender and Shopping Behavior of the customers.
- Ho: There is no huge connection between Age and Customer Satisfaction.
- There is a huge connection between Age and Customer Satisfaction.

8 ANALYSIS AND INTERPRETATIONS

1. To dissect the components impacting purchasers to favor a specific e-shopping site.

Individuals make online purchases by relying on their expectations for everyday comforts and other social variables repeatedly. Online retailers will be making use of such behavior of the customers and arrange products for their intended target group. For instance: Salary, everyday convenience, age group and much more.

Table No: 1 Correlation between the Income level of the online buyers and cost of the item.

X	dx	dx ²	y	dy	dy ²	dxdy
7	-9	81	5	-11	121	99
28	12	144	25	9	81	108
20	4	16	30	14	196	56
18	2	4	13	-3	9	-6
7	-9	81	7	-9	81	81
\sum x = 80	\sum dx = 0	\sum dx ² = 326	\sum y = 80	\sum dy = 0	\sum dy ² = 488	\sum dxdy = 338

Source: Primary data

$$r = 338 / 398.86$$

$$= 0.8474$$

In this way, the coefficient of the relationship between x and y is certain. Its seamlessly depicted that the elective speculation is acknowledged. It also reveals that there is a significant relationship between the income level of the buyers and the price of items. As such, the purchasing conduct of the client relies upon their income levels and the retailers arrange their items based on it.

2. To look at the shopping conduct of rural customers in Kanyakumari district

The shopping conduct of buyers can be based on gender. Frequently women have remarkable shopping tendency, thus an assessment is conducted to find out if there exists a relationship between Gender and Shopping behavior.

O	E	O - E	(O - E) ²	(O - E) ² /E
2	3.1	-1.1	1.21	0.390
6	4.9	1.1	1.21	0.247
0	0.775	-0.775	0.601	0.775
2	1.225	0.775	0.601	0.491
0	0	0	0	0
0	0	0	0	0
2	1.1625	0.8375	0.701	0.603
1	1.8375	-0.8375	0.701	0.381
3	2.7125	0.2875	0.083	0.031
4	4.2875	-0.2875	0.083	0.019
7	8.9125	-1.9125	3.658	0.410
16	14.0875	1.9125	3.658	0.260
3	5.8125	-2.8125	7.910	1.361
12	9.1875	2.8125	7.910	0.860
1	2.325	-1.325	1.756	0.755
5	3.675	1.325	1.756	0.478
4	2.325	1.675	2.806	1.207
2	3.675	-1.675	2.806	0.764
7	3.1	3.9	15.21	4.91
1	4.9	-3.9	15.21	3.104

2	0.775	1.225	1.501	1.94
0	1.225	-1.225	1.501	1.225
Total				20.2016

The calculated value of chi-square test = 20.2016
Critical value (0.05), 10 = 18.3
Calculated value > Table value, 20.2016 > 18.3

Hence the determined estimation of chi-square is more noteworthy than the table worth, so the elected theory is acknowledged. This shows that there exists a significant relationship between gender and shopping conduct of purchasers.

3. To distinguish the degree of fulfillment of the clients towards e-tailing

Presently e-shopping facility is availed by a massive number of users including all age groups. Finally, an assessment is being done in this study to uncover if there exists a relationship between the age of clients and their fulfillment towards e-shopping.

Table No 3: Application of Chi-square test between Age and Shopping Behavior

O	E	O – E	(O – E) ²	(O – E) ² /E
3	3.15	-0.15	0.023	0.0073
11	11.025	-0.025	0.00063	0.000057
4	4.4625	-0.4625	0.214	0.048
2	1.8375	0.1625	0.026	0.014
1	0.525	0.475	0.226	0.430
4	3.75	0.25	0.063	0.017
15	13.125	1.875	3.516	0.268
3	5.3125	-2.3125	5.348	1.007
2	2.1875	-0.1875	0.035	0.016
1	0.625	0.375	0.141	0.226
0	1.65	-1.65	2.723	1.650
7	5.775	1.225	1.501	0.260
3	2.3375	0.6625	0.439	0.188
1	0.9625	0.0375	0.0014	0.0015
0	0.275	-0.275	0.076	0.276
4	2.4	1.6	2.56	1.067
6	8.4	-2.4	5.76	0.686
4	3.4	0.6	0.36	0.106
2	1.4	0.6	0.36	0.257
0	0.4	-0.4	0.16	0.4
1	1.05	-0.05	0.0025	0.0024
3	3.675	-0.675	0.456	0.124
3	1.4875	1.5125	2.288	1.538
0	0.6125	-0.6125	0.375	0.612
0	0.175	-0.175	0.031	0.177
Total				9.385

The calculated value of chi-square test = 9.385
Critical value (0.10), 16 = 23.5
Calculated value < Table value, 9.385 < 23.5

Hence, the calculated value of chi-square is lesser than the value of table, the invalid theory is acknowledged. The invalid theory thus demonstrated that there is no critical connection among age and consumer loyalty towards web-based retailing. Thus this method is more practical and is favorite for a lot of people.

9 FINDINGS OF THE STUDY

- The majority of the clients revealed that they spend from Rs.1000 to 2999 for purchasing an item from the internet.
- Consumers usually buy garments and PC accessories online.
- The majority of buyers agree that they shop online to save time.
- Cash on Delivery is the most preferred mode of payment for the majority of clients when they shop online.
- The majority of the respondents research online about the product that they want to buy before they make the purchase from any e-retailing sites.
- Most of the purchasers revealed that it is safe to use charge cards while shopping online.
- Majority of customers have agreed that they face issues when shopping online, for example, they receive products with less quality and damaged products as well.
- Majority of the purchasers are satisfied and delighted with the delivery processes of online vendors.
- Majority of the responders agree that they acquired items through Blue Dart messenger services.
- Majority of the purchasers have not faced any issues with the courier services.
- Majority of the individuals have dispassionate understandings related to the discounts that are being finished by the retailers for damaged or harmed items.

Consumer Satisfaction towards Online Product:

- Minimal number of customers expressed that they are happy with the cost of items listed online.
- Majority of customers were unhappy with the nature of the item.
- Majority of the customers were significantly happy with the vast collection of online items.

Customer Satisfaction towards E-tailing:

- Majority of the customers are happy with the security given during payment exchanges.
- Most of the customers have nonpartisan thoughts about the security of personal data.
- Majority of the buyers have unbiased opinions regarding the after-sales administration offered by the e-retailers.
- Majority of the buyers have neutral thoughts about the special and commercial elements

- A small number of customers are very happy with the time taken for the transportation of the item.
- Most of the customers are satisfied with the data provided by the retailers on items.

Factors Influencing buyers concerning buy of merchandise through the Internet:

- Some of the customers are interested in reputed online sites as they feel that the popularity of the website is really important.
- Some of the purchasers assure that there is minimal significance to buy products from the internet.
- Majority of the respondents states that data privacy isn't remarkable when shopping online.
- Majority of the customers states that the cost of the items and security are significant factors for online shopping.

10 SUGGESTIONS OF THE STUDY

- As the majority of customers are inclined towards online shopping the online vendors must concentrate on providing the best quality products.
- Courier companies play a vital role in the transportation of products from retailers to shoppers. Courier companies should transfer the items in a sensible charge.
- People are more likely to buy online because of the simplicity in shipping and delivery of the products, so a faster pace in transportation will be highly commendable.
- Since the majority of the customers are satisfied with the vast collections of items online, the data associated with these items should be extended by e-tailing organizations.
- A large number of potential shoppers can be drawn in using advanced marketing advertisements in a shorter period of time.
- Privacy and security of the buyers' data are one of alarming concern for buyers in e-commerce practices. buyers are not confident in sharing their data without having the fear of being exposed. The e-retailing organizations must provide a more convincing privacy and security policy.
- E-tailing organizations can similarly improve their strategies and techniques to add more buyers to their list.

CONCLUSION

From the assessment, it is concluded that fulfillment towards E-tailing is fundamentally to save time and energy.

However, buyers from the rural area are prone to face issues in installment exchanges, delayed deliveries and accepting poor quality items, the result thus legitimizes the growth and progress of E-tailing.

This also has demonstrated the positive attitude of customers towards online shopping. This result can be used by E-retailing websites to cultivate superior consumer loyalty towards online shopping.

References

- [1] Jayendra Sinha and Jiyeon Kim, "Factors affecting Indian consumers' online buying behavior", *Innovative Marketing Review*, Vol 8, Issue 2, 2012
- [2] ChayapaKatawetawaraks and Cheng Lu Wang, "Online Shopper Behavior: Influences of Online Shopping Decision", *Asian Journal of Business Research*, Vol 1, No 2, 2011
- [3] Steven Bellman, Gerald L. Lohse, and Eric J. Johnson, "Predictors of Online Buying Behaviour", *Communications of ACM*, Vol 42, No 12, Dec 1999.
- [4] Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri and Ehsan ulHaque, "Principles of Marketing", Pearson Education, Inc, Fifth Edition, 2013, pp no: 426-437
- [5] Donald R Cooper, Pamela S Schindler and J K Sharma, "Business Research Methods", Tata McGraw Hill Education Private Limited, 11th Edition, 2012, , pp no: 528-536
- [6] Saad Akbar and Paul T J James, "Consumer's attitudes towards Online Shopping: Factors influencing employees of crazy domains to shop online", *Journal of Management and Marketing Research*
- [7] Rashed Al Karim, "Customer satisfaction in Online Shopping: a study into the reasons for motivations and inhibitions", *IOSR Journal of Business and Management*, vol 11, Issue 6, Aug 2013, pp 13-20
- [8] Rayed AlGhamdi, Jeremy Nguyen, "Factors Influencing E-commerce adoption by retailers in Saudi Arabia: A Quantitative Analysis", *International Journal of Electronic Commerce Studies*, 2012, vol 3, No:1, pp no: 83-100.
- [9] Dr.GagandeepNagra, Dr. R. Gopal, "A study on Factors affecting Online Shopping Behaviour of Consumers", *International Journal of Scientific and Research Publications*, June 2013 ,vol 3, Issue 6.