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## A STUDY ON CONSUMER BEHAVIOUR TOWARDS WEBSITE FACTORS IN ONLINE SHOPPING

### Article Particulars

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### Abstract

*E- Commerce transactions has shown an increasing trend in the recent years. Online shopping refers to the purchases of the products through the internet. The growth of the technology have paved the way for the consumers to move to online shopping gradually over a period of time. There are a number of reasons and the perception of the individual vary with one another. Hence this study is put forth to identify the website factors that influences the buyers and is depicted with 17 variables. The demographic and socio- economic profile of the respondent is considered and its significance over level of satisfaction is assessed. The sample size consisted of 412 respondents belonging to Tiruchirapalli and Erode district the samples being identified using the snowball sampling technique. Data collected was analysed using the statistical tools like chi-square, ANOVA and factor analysis. The results drawn indicated that the educational qualification of the respondents had a significant relationship with the level of satisfaction of the respondents towards online shopping. Two factors security concern and low price identification is significantly influencing online shopping compared to other variables considered under the website factors. The study concluded that the consumers exhibited a satisfied view with regards to online shopping*

**Keywords:** Perception, E-Commerce, Online Shopping, Website factors, Satisfaction.

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### Introduction

Internet has become the part and parcel of the individual's survival. Online Shopping refers to the purchase of the product through the internet. E-Commerce transactions widely increased over a period bringing the world under one roof making the global product availability in local markets. The facilities of internet usage with the help of computers, laptops, smart phones, tablets had facilitated much for the individuals to change from the traditional shopping to online shopping. The first entry was the online ticket reservation system in the year 2002 which was started by Indian Railway Catering and Tourism Corporation which helped to book tickets from

anywhere in India. Then emerged online companies like a mushroom growth grabbing the online consumers with increased sales promotions.

### **Statement of the problem**

The analysis of the review of literature covered the researches conducted in the field of consumer attitude, behavior, perception, perceived risk etc., The research will be meaningful only if a complete analysis related to the website factors as purchase is made in the website. Websites act as an indirect promotional tool thereby encouraging repeated purchases and loyalty as with that of traditional methods. Hence an elaborate analysis was made to assess the website influence over online purchases.

### **Objectives of the study**

1. To analyze the relationship between demographic and socio economic factors and level of satisfaction towards online shopping.
2. To study the website factors that influences the buyer for online purchases.

### **Methodology**

The primary and secondary data were used for the study. The primary data was collected with the help of an interview schedule. Two districts Erode and Tiruchirapalli were randomly selected among top ten districts based on Per Capita Income for the period 2010 – 2011, 2011 – 2012. Since there was no list of internet shoppers the snowball sampling technique was used for the study. The sample size for the study is 412. Appropriate tools like chi – square, ANOVA, Factor analysis were used to obtain the results of the study.

### **Data analysis and interpretation**

Based on the data collected from 412 respondents the following hypothesis was tested.

$H_0$  : There is no relationship between the demographic and socio- economic factors and the level of satisfaction towards online shopping.

### **Age of the Respondents**

It is essential to study the age of the respondents as the influence of the advancement of shopping technology impact can be found from the study. 49.5 per cent of the respondents belong to the age of 25 – 35 years. It is significant to note that a portion 8.3 per cent of the respondents fall in the category of 45 – 55 years which states that online shopping is preferred by all age group of people.

**Table – 1 Age and Level of Satisfaction Towards Online Shopping (Chi-Square-Test)**

Factor	Calculated $t^2$ Value	Table Value	D.F	Remarks
Age (years)	20.021	26.30	16	Not significant

It is noted from the above table that the calculated chi-square value is 20.021 which is lesser than the table value 26.30 and the result is not significant. Hence the null hypothesis is accepted and there is no significant relationship between the age of the respondents and their level of satisfaction towards online shopping.

### Gender of the respondents

Shopping has become hedonic rather than utilitarian in recent days. Moreover online shopping is considered as a trend or fashion of shopping today. In the study made among the 412 respondents 53.6 per cent of the respondents are male and 46.4 percent of the respondents are female. To assess the relationship between gender and the level of satisfaction towards online shopping the chi – square test was applied and the following hypothesis was developed.

**Table – 2 Gender and Level of Satisfaction towards Online Shopping (Chi-Square-Test)**

Factor	Calculated $t^2$ Value	Table Value	D.F	Remarks
Gender	7.567	9.49	4	Not significant

It is noted from the above table that the calculated chi-square value 7.567 is lesser than the table value 9.49 and the result is not significant in hence the null hypothesis is accepted and the alternate hypothesis is rejected. It portrays that there is no significant relationship between the gender of the respondents and their level of satisfaction towards online shopping.

### Educational qualification of the respondents

The impact of education over the online shopping is much essential for the study as the process of online shopping as well as the internet usage requires a basic knowledge as how to use the technology. 31.8 per cent of the respondents are post graduates and 27.4 per cent of the respondents has completed their under graduation. Analysing the importance of education the level of satisfaction towards online shopping was tested using chi- square to know the relationship.

**Table – 3 Educational qualification and Level of Satisfaction Towards Online Shopping (Chi-Square-Test)**

Factor	Calculated $t^2$ Value	Table Value	D.F	Remarks
Educational qualification	45.136	31.41	20	Significant

It is inferred from the above table that the calculated chi-square value 45.136 is greater than the table value 31.41 and the result is significant. Hence the null hypothesis is rejected and the alternate hypothesis is accepted. There is significant relationship between the educational qualification of the respondents and their level of satisfaction towards online shopping.

**Occupation of the respondents**

The type of occupation of the respondents influences the differing modes of purchase whether they prefer traditional shopping or online shopping. The layman may think it good to make offline purchase and as the physical touch and feel of the product provides him satisfaction whereas the individual who is a busy with his occupation may prefer buying more from online. 151(36.7 per cent) of the respondents are employees in the study who belong to private employees, government employees, bank employees etc., followed by 31.1 per cent of the respondents who are students.

**Table – 4 Occupational status and the level of satisfaction towards Online Shopping**

Occupation	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	16.242	4	4.060	1.863	.116
Within Groups	887.166	407	2.180		
<b>Total</b>	<b>903.408</b>	<b>411</b>			

The table value of F at 5per cent level of significance for V1 = 4 and V2= 407 is 2.39.The calculated value is 1.863 is less than the table value 2.39 at 5per cent level of significance. Hence the null hypothesis is accepted and alternate hypothesis is rejected. There is no significant relationship between occupation and the level of satisfaction towards Online Shopping.

**Monthly income of the respondents**

Individual purchases are generally income based and the purchasing power is determined only based on this factor. The frequency and the level of purchases are highly dependent on the income of the respondents. Majority of the respondents 55.6 per cent fall in the income category of 10,001 to 20,000 followed by 20.4 per cent of the respondents who are in the income group of Rs 20,001 to 30,000.

**Table – 5 Respondents Monthly Income and the Level of Satisfaction Towards Online Shopping**

Monthly income	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.540	4	.385	.408	.803
Within Groups	384.237	407	.944		
<b>Total</b>	<b>385.777</b>	<b>411</b>			

The table value of F at 5per cent level of significance for V1 = 4 and V2= 407 is 2.39.The calculated value is 0.803, is less than the table value 2 and null hypothesis is accepted and alternate hypothesis is rejected. So it is inferred that in there is no significant relationship between income and the level of satisfaction towards Online Shopping in the present study.

### Factor analysis

The opinion of the respondents related to the various factors relating to the websites was collected and 17 variables were identified.

**Table - 6 Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.695	57.027	57.027	9.695	57.027	57.027	5.753	33.841	33.841
2	1.048	6.164	63.191	1.048	6.164	63.191	4.989	29.350	63.191
3	.801	4.712	67.903						
4	.760	4.468	72.371						
5	.714	4.197	76.568						
6	.597	3.514	80.083						
7	.522	3.069	83.152						
8	.486	2.857	86.009						
9	.441	2.594	88.603						
10	.334	1.964	90.567						
11	.310	1.824	92.391						
12	.276	1.625	94.017						
13	.270	1.585	95.602						
14	.229	1.347	96.950						
15	.191	1.125	98.075						
16	.177	1.040	99.115						
17	.150	.885	100.000						
Extraction Method: Principal Component Analysis.									

The above table depicts the total variance explained. The total variance is explained with rotation, the initial Eigen value, which are different for factor 1, 2. The Eigen value for the features related to the website is '**Security and privacy is maintained during Online Shopping by websites 9.695**', followed by '**Sites help to find out the lowest price when online shopping is made 1.048**'. The percentage of variance for the first factor was 57.027, it is followed by 6.164 for the second factor. From the analysis, it is inferred that out of the 17 factors of features related to the website influence over online shopping having been reduced to two factors and these two factors highly influenced the web related features in online shopping which have the cumulative percentage of 63.191 per cent of the total variance.

**Table - 7 Component Transformation Matrix**

Component	1	2
1	.738	.675
2	-.675	.738

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

From the above analysis it is noted that all the loading factors which are having loading value less than 0.50 are rejected from the analysis.

- a. Factor 1 is the most important factor which explain 57.027 per cent of the variation. The factor "**Security and privacy is maintained during Online Shopping by websites is (0.738)**" is highly correlated. This statement reflect the security concern of the website while making online purchase then the researcher named the segment as "**Security concern** "
- b. The Second kind of factor explains 6.164 percent of the variance. In this segment the researcher took one variable "**Sites help to find out the lowest price when online shopping is made**" (0.738) is highly correlated. The researcher named the segment as "**low price identification**".

### Findings of the Study

- 49.5 per cent of the respondents belong to the age group of 25 – 35 years
- 31.8 per cent of the respondents are post graduates, and there is a significant relationship between educational qualification and level of satisfaction towards online shopping.
- Majority 36.7 per cent of the respondents are employees and there is no relationship found between the occupation and their satisfaction level towards online shopping.
- The two website factors security and privacy is maintained during online shopping by the websites and sites help to find out the lowest price when online shopping is made and are highly correlated .

## Conclusion

The study assessed the influence of the website factors towards the online shopping viewed the two factors security concern and low price identification to be vital among the other factors considered for the study. There is no doubt that the online shopping is flourishing in a rapid pace replacing the traditional shopping. The concept of omni-channel is recently emerging which can be focused for further research in this field.

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