

Buying behaviour of Consumers towards Online-Marketing: A Study of Patiala Consumers

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Abstract—Buying behaviour is a study of how individuals make decision to spend their available resources like time, money and effort on consumption related items (what they buy, why they buy, when they buy, where they buy, how often they buy and use a product or service). With the increasing disposable income population, their per capita consumption of goods and other products is increasing. This paper examines the buying behaviors of consumers in relation to online-marketing perspective. Attempt has been made to study the acceptance rate of online-marketing among the Patiala consumers and its impact on their purchase decision. Customer behaviors are influenced by different factors such as culture, social class, and references group relation, family, salary level and salary independency, age, gender etc. and so they show different customer behaviors towards their buying decision.

A questionnaire was designed, data collection through survey methods were preferred; Questionnaire has been followed by survey in Patiala city between May 15, 2015 and June 12, 2015. There were 233 responded and within the responded questionnaires 216 were usable for analysis. Most of the respondents were hesitant to purchase items over internet because of security concerns. Most of the respondents irrespective of gender of different age group (especially age group of 18-30 years) find e-shopping more convenient & time saving and prefer credit card as the easiest mode of the payment. The result of this study can be part of international consumers buying behaviours towards online marketing.

Keywords: Internet Marketing, E-Shopping, Consumer Behaviors, Online, Behaviors, Buying Behavior

1. 1. BACKGROUND

Consumer buying behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. Nowadays, the Internet is being widely used in daily life. The existence of the Internet brought many advantages to individuals' daily lives. With the help of the medium, people can communicate, learn, entertain, buy products and get services. Of course the disadvantages of it have long been discussed; as the virus threat, the risk of personal information theft, spamming etc. However since the advantages outweigh the drawbacks, most of the people cannot resist bringing it to the centre of their lives today more than two billion people linked to the Internet. This number

shows that 30 percent of the world population uses the Internet. The Internet have been using for several different purposes. The Internet has created a new market for both customers and organizations, and has been an alternative market to the traditional market.

2. INTRODUCTION

What we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self concept, social and cultural background and our age and family cycle, our attitudes, beliefs values, motivation, personality, social class and many other factors that are both internal and external to us. While buying, we also consider whether to buy or not to buy and, from which source or seller to buy.

Consumers Buying behaviour is a study of how individuals make decision to spend their available resources with reference to time, money and effort on consumption related items (what they buy, why they buy, When they buy, Where they buy, How often they buy and use a product or service) With the increase in income of consumers, the consumption of electronic goods and other products are increasing. They are desirous of improving their standard of living with the hygienic and reasonably high quality products and get ride of the spurious and sub- standard products being supplied to them. They deserve quality products, correct information about a product and a door step delivery. It is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating & disposing of products & services that they expect will satisfy their needs through internet

3. A RESEARCH ABOUT BUYING BEHAVIOUR OF ONLINE CONSUMERS

Today, with the rise of the technology, significant percentage of commercial activities takes place over the Internet. Since commercial activities' main goal is to sale, sale for one party can be purchase of a different party, as we know customers. Therefore, for electronic commercial activities, it is important to analyze online customers' behavior. Furthermore, in order to develop effective marketing strategies the factors that affect

consumer behaviors should be investigated. Online retailers can better understand customer needs and wants by directly analyzing the interaction between a customer and the online shop. Moreover, it is impossible to think marketing without the Internet in today's world. Online marketing is the topic that have been researched and made applications many times by researcher from past to nowadays. Studies on online shopping investigated the factors that influence online shopping. As a result, the academic researchers and the business world started to focus on the consumer side of the online purchasing behavior and a lot of researches and articles were prepared to make guidance for the development of online shopping. There are millions of people online are a potential consumer in the online market. Since there are so many providers, the most important thing for organizations is to understand what are consumer wants and needs in this competitive business environment. In the Internet shopping market since there is no face-to-face contact, analyzing and identifying factors that influence the consumer is vital. Moreover, consumers have new demands in the Internet medium.

4. FACTORS AFFECTING ONLINE SHOPPING BEHAVIOR

Factors Affecting Online Buying	
1. Physical Look and Feel of Product	2. Website Usability
3. Information	4. Design
5. Interactivity	6. Speed
7. Convenience	8. Reduced Search Time
9. Reduced Search Costs	10. Price/Attribute Comparison
11. Broader Market Access	12. Utility
13. Firm Size	14. Fear of theft of Data
15. Privacy and Security	16. Payment System
17. Customer Service	18. Presence of more goods and presentations
19. Availability of unique products	20. Presence of high quality products
21. More diversity in products	22. Ease of shopping
23. Greater confidence in electronic market	24. More reasonable prices
25. More Convenient	26. Cost of shipping
27. Need for a credit card	28. Lack of international shipping
29. Risk of non-delivery	30. Lack of experience in online buying
31. Long time	32. Language barrier
33. Lack of after-sales services	34. Need for postal address

5. THE AIM AND THE PURPOSE

The aim of this study is to investigate the buying behaviour of consumer groups Patiala city, Moreover, it is also wanted to identify and analyze online buying habits of consumers of different group. The survey method of Personal Interview and questionnaire have used in Patiala city, in order to find out the different online buying behaviour. In the questionnaire, the preferences of consumers have been different or not are being studied, and it is being studied whether the consumers have differences or similarities. The main objective of research is to identify the buying behaviour of online purchase preference. With today's Internet environment consumers can reach companies easily. Using the web, consumers can drive transactions with businesses, rather than the other way around Consumers can also send requests and complaints via complaint web sites. The emergence of e-commerce has begin

with two organizations: Amazon.com, Inc and eBay Inc. they have been the early leaders of the e-commerce industry both of them are now offering many different types of products to many parts of the world. Since then, Amazon and EBay have become the icons of the new economy. Paying visits to their Web sites has become part of our regular life. Today's customers are now spending most of their time on the internet for their purchasing decisions.

6. ONLINE SHOPPING

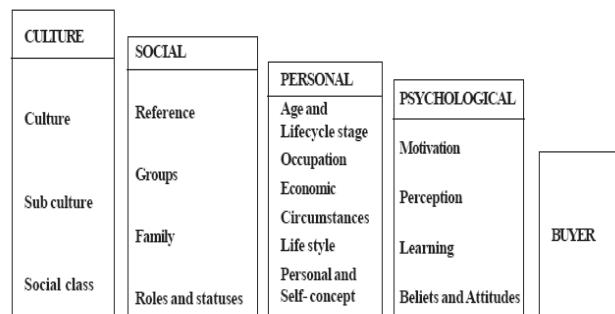
E-commerce provides consumers more choices, more information and more ways to buy. Moreover, e-commerce will remain as a medium to sell products, services and content over the internet. As a result individuals can buy or sell anything, 'at anytime, from anywhere through online shopping more than two billion people use the internet worldwide which equals to 30 percent of the world's population. Furthermore, individuals spend 5 percent of their total time on the internet with online shopping activity. Online shopping decision-making includes information seeking, comparison of alternatives, and choice making. The results bearing on this factor directly influence consumer's purchasing behavior. In addition, there appears to be an impact on user's satisfaction

7. CONSUMERS BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING

With the emergence of the Internet, Internet-based electronic commerce developed and this environment provide individuals to reach information about products and services easily. Moreover, commercial organizations have moved to incorporate the World Wide Web into their promotional campaigns, and by offering the facility of online purchasing and like many other innovations 'online shopping' has become a part of our lives. The Internet business have created more competitive environment, understanding features of online shoppers' behaviors have been more important. Moreover, it should be analyzed by online sellers that 'why some still prefer not to buy online

8. FACTORS INFLUENCE BUYING BEHAVIOUR

The major factors influencing buyer behavior are cultural, social, personal and psychological.



9. SAMPLE OF A QUESTIONNAIRE

Questionnaire method was used to understand the consumer's perception on online purchase and the preference

QUESTIONNAIRE

Name

Phone no

1. Age (in years):

- | | | | |
|-------------|--------------------------|-------------|--------------------------|
| a) 15 below | <input type="checkbox"/> | b) 15-20 | <input type="checkbox"/> |
| c) 20-25 | <input type="checkbox"/> | d) 25-30 | <input type="checkbox"/> |
| e) 30-35 | <input type="checkbox"/> | f) 35-40 | <input type="checkbox"/> |
| l) 40-45 | <input type="checkbox"/> | j) 45-50 | <input type="checkbox"/> |
| k) 50-55 | <input type="checkbox"/> | l) Above 55 | <input type="checkbox"/> |

2. Gender

- a) Male b) Female

3. What is the highest level of education you have completed?

- a) Secondary education
- b) Higher secondary education
- c) Graduation
- d) Post graduation
- e) Other

4. Income Source?

- a) Dependent
- b) Independent
- c) Other

5. Do you have an Internet access?

- a) Yes
- b) No

6. Do you prefer online shopping?

- a Yes
- b No

7. How often do you use Internet for information prior to a purchase?

- a) Very often
- b) Often
- c) Sometimes
- d) Rarely
- e) Never

8. If yes to above, than how often you use internet?

- a) Daily
- b) Weekly
- c) Monthly
- d) Occasionally

- e) Often
- f) Other

9. How many hours you spend on internet?

- a) Less than 1 hour
- b) 1hr-2hr
- c) 2hr-3hr
- c) More than 3hrs

10. Do you have access to Purchase online?

- a) Yes
- b) No

11. Which of the following online sites you often use?

- a) Flipkart
- b) Snapdeal
- c) Mantra
- d) Amazon
- e) All above
- f) Others (Please Specify)

12. Average monthly online Purchases?

- a) 0-500
- b) 501-1000
- c) 1001-1500
- d) 1501 Above

13. Purchases Status?

- a) Weekly
- b) Monthly
- c) Occasionally

14. Preference to?

- a) Brand
- b) Quality
- c) Availability
- d) Style
- e) Value for money
- f) Other

15. Shopping on the internet saves time. [Please select your level of agreement to the following questions.]

- a) Strongly Disagree
- b) Disagree
- c) Agree
- d) Strongly Agree

16. It is a great advantage to be able to shop at any time of the day on the internet [Please select your level of agreement to the following questions.]

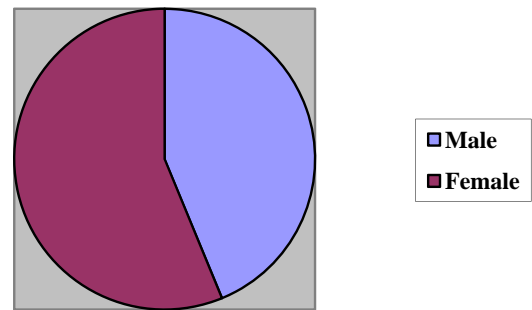
- a) Strongly Disagree
- b) Disagree
- c) Agree
- d) Strongly Agree

17. It is more difficult to shop on the internet.
 a) Yes
 b) No
18. Shopping online is risky. [Please select your level of agreement to the following questions.]
 a) Strongly Disagree
 b) Disagree
 c) Agree
 d) Strongly Agree
19. A long time is required for the delivery of products and services on the internet
 a) Strongly Disagree
 b) Disagree
 c) Agree
 d) Strongly Agree
20. Guarantees & Warrantees are really applicable
 a) Ever
 b) Never
 c) Sometimes
21. Difficulty in returning products [How important are each of the following factors in refraining/keeping you from shopping on the internet.
 A) Very Important
 b) Important
 c) Neither Important nor unimportant
 d) Not important
22. Have you ever undergone bad experience like risk of loss of privacy?
 a) Yes
 b) No
- 23 Which Brand do you Prefer?
 a) Indian
 b) International
 c) Both Indian & International
24. Are you satisfied with online Purchases?
 a) Yes
 b) No
25. Level of satisfaction?
 a) Below 50%
 b) 50%-60%
 c) 60%-70%
 d) 70%-80%
 e) 80%-90%
 f) 90%-100%
26. Mode of Payment?
 a) Credit card
 b) Cash on delivery

10. DETAILED SURVEY

- After surveying through questionnaire on 102males and 131females i.e.233 in total, I found out of 102 there were only 99males and out of 131 there were only 117 females were usable respondents i.e. total 266 in number, as shown bellow.

Male Respondents	Female Respondents	Total
102	131	233
Usable response (99)	Usable response (117)	216



- Frequency distribution of the respondents with respect to their age group

City Patiala	Age Group									Total
	15 & Below	16-20	21-25	26-30	31-35	36-40	41-45	46-50	50-60	
M	0	9	24	28	12	15	5	3	6	102
F	2	7	41	31	17	19	13	2	9	131
total	2	16	65	59	29	24	18	5	15	133

- Frequency distribution of the respondents with respect to their occupation

		male	female	Total	Percentage
Current Occupation	Student or/and not working	13	13	26	11.15
	Student or/and part-time working	18	19	35	15.02
	Full-time working	17	24	41	7.59
	Self-employed	17	05	22	9.44
	Retired	03	05	08	3.43
	Professional	12	14	26	11.15
	Unemployed	05	07	12	5.15
	Student or/and full-time working	18	25	44	18.88
	Housewife	—	19	19	8.15
	Total	102	131	233	

- Usable respondent collect data

City Patiala	Age Group									
	15 & Below	16- 20	21- 25	26- 30	31- 35	36- 40	41- 45	46- 50	50- 60	Total
M	0	8	24	26	12	15	5	3	6	99
F	1	7	37	28	17	9	9	2	7	117
total	1	15	61	54	29	24	14	5	13	216

Occupation

Males	Females	Total	%age
12	11	23	10.64
16	15	31	14.35
19	23	42	19.44
17	24	41	18.98
16	4	20	9.25
03	4	7	3.24
12	13	25	11.57
4	6	10	4.62
--	17	17	7.87
99	117	216	

11. CONCLUSION

E-Marketing's demand is increasing day-day, not only in developed countries but also in developing countries, as it is easy to access by just sitting at home or anywhere in the country. Thorough my survey in Patiala, I came to know that interest of online shopping is more pronounced in young generation than old generation but through my personal survey i.e. face to face interaction (beside Questionnaire) I came to know due to illiteracy, difficulty in accessing internet or due to lack of knowledge regarding computer or internet, etc, there

are not directly involved in online shopping but though their young once they are also exploiting their interest in it, the great enthusiasm. Through I also found many positive aspects or advantages of it, but some negative aspect or disadvantages too. Positive aspects or advantages includes- easy access to it, quality according to affordability, guaranty, warranty, more choice of goods, goods of need advantage easy mode of payment, goods of need all found at one place etc. Negative aspect or disadvantages include quality hesitation towards security, delaying goods delicacy of goods on quality or brand basis etc. In light of above disadvantages there is a great demand from consumer side towards producer's side regarding good quality, security. Privacy, guaranty, warranty, satisfaction, establishment of trustworthy relationship.

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