

A Study on Factors Influencing Online Consumer Buying Behaviour with Reference to Kurnool District

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Abstract

Online purchasing is a fantastic example of a commercial revolution. E-commerce has simplified and innovated people's lives on a communal and individual level. Customers behave differently while buying online compared to in-person markets where they can physically view the items. Traditional brick-and-mortar stores are quickly being replaced by internet retailers. The confidence that consumers have in internet retailers has grown significantly over time. On the one hand, the growth in these sites has resulted in tough competition, which has led to better and more affordable items for customers, but on the other hand, people worry about their privacy when they purchase online. The internet is transforming the way people shop and purchase products and services, and it has quickly spread to other countries. The goal of this research study is to examine customer attitudes towards online purchasing as well as the numerous elements that affect this trend.

Keywords: Online Shopping, Consumer Behaviour, Internet

Introduction

In the last ten years, the internet has experienced remarkable growth as a medium, and online shopping is the fastest-growing segment of e-commerce. Many customers have access to the internet both at work and at home, and online retailers are often open 24 hours a day. The internet is transforming the way people shop and purchase products and services, and it has quickly spread to other countries. In order to compete in extremely competitive marketplaces, many businesses have started using the internet to reduce their marketing expenses and, as a result, lower the price of their goods and services.

Additionally, businesses utilise the internet to transmit, communicate, and disseminate information in order to market their products, get consumer feedback, and perform customer surveys. Customers utilise the internet to evaluate costs, product characteristics, and the availability of after-sale services from various retailers in addition to making online purchases. Along with the enormous potential of the e-commerce industry,

the internet offers businesses a singular chance to connect with both current and new clients more effectively.

Review of Literature

Norshaheeda Mohd Noor et.al., (2022)¹ in their study they found that websites affect the shopping decisions of Malaysian university students. Price rated highly for public university students when comparing the influencing factors between public and private colleges, while for the latter, convenience was the most important element. The results of this study are expected to help direct future research in the field of internet buying. Customers' perceptions vary constantly; thus it is important for researchers to adapt and update pertinent components while also monitoring the affecting variables over time.

Yi Jin Lim et.al., (2015)² their study was to ascertain how purchase intention, perceived utility, and online purchasing behaviour relate to one another. The investigation was conducted on university students who are presently enrolled in University

Malaysia Perlis and are between the ages of 18 and 34. Only 662 of the 800 disseminated questionnaire sets could be used for coding, analysis, and testing the hypothesis. Following collection, data were examined using AMOS version 16.0 and SPSS version 18.0. Hypothesis testing and structural equation modelling to assess how well the model matches the data. The finding is that subjective norm and perceived utility both significantly positively influence online purchasing intention, while subjective norm has a negligibly small impact on buying behaviour. It's surprising to see how little perceived utility affects consumers' online purchase decisions. Additionally, research showed that the desire to buy significantly influences one's online purchasing behaviour. To reduce sampling bias in future study, working adults' samples and other characteristics relevant to internet buying were to be added.

Objectives of the Study

1. To identify the demographic makeup of internet shoppers.
2. To analyse the factors influencing towards online consumer buying behaviour in Kurnool district of Andhra Pradesh.

Hypothesis of the Study

H₀₁: there is a significant difference in opinion on online consumer buying behaviour with respect to the age of the respondents.

H₀₂: there is a significant difference in opinion on online consumer buying behaviour with respect to the educational qualification of the respondents.

H₀₃: there is a significant difference in opinion on

online consumer buying behaviour with respect to the family income of the respondents.

Methodology

It was determined that a hybrid technique would be the most effective way to conduct this study in order to fully address the research topic and to be able to accept or reject the suggested hypothesis.

First, a qualitative literature review will be conducted in which significant publications and research that are pertinent to this study will be gathered, examined, and assessed. This will provide researchers a better understanding of the current studies and research on the issue of consumer behaviour. This will be accomplished using an academic search engine, and it will assist in developing the theoretical framework that will direct the study.

Second, a closed-ended questionnaire will be employed in a quantitative method. University students will get this questionnaire in order to share their honest ideas and experiences that are pertinent to the study. The gathered information will then be sorted and evaluated to look for any broad patterns that can provide insight into the study's goals.

Finally, in order to answer the research question and decide whether to accept or reject the suggested hypothesis, the theoretical framework will be merged with the results from the questionnaires to wrap up the study.

Data Analysis & Interpretation

Table 1 - Percentage Analysis for Demographic Factors

Demographic Variables	Groups	Frequency	Percentage (%)
Gender	Male	120	60.00
	Female	80	40.00
Age (Years)	Below 30	78	39.00
	31 to 40	87	43.50
	41 to 50	32	16.00
	Above 50	3	1.50
Marital Status	Married	147	73.50
	Unmarried	53	26.50

Educational Qualification	Under Graduate	98	49.00
	Post Graduate	61	30.50
	Others	41	20.50
Occupational Status	Business	33	16.50
	Govt. Employee	56	28.00
	Private Employee	81	40.50
	Profession	21	10.50
	Others	9	4.50
Family Income	Less than ₹ 20,000	34	17.00
	₹ 20,001 to ₹ 40,000	101	50.50
	₹ 40,001 to ₹ 60,000	57	28.50
	Above ₹ 60,001	8	4.00
Family Type	Nuclear Family	164	82.00
	Join Family	36	18.00
Total		200	100.00

(Source: Primary Data)

From the above table it is clear that 60 percent of respondents are male and 40 percent are female. The maximum age group of the respondents belongs to 31 to 40 years with the percentage of 43.50 followed by below 30 years (39%), 41 to 50 years (16%) and above 50 years (1.50%). Most of

the respondents are married. Many of the respondents did they're under graduation and their occupational status is private employees. Majority of the respondents are living in nuclear family and their family income is between ₹ 20,001 to ₹ 40,000

Table - 2 Online Shopping Wise Classification of the Respondents

S. No.	Online Shopping	Frequency	Percentage (%)
1	Television Advertisement	53	26.50
2	Newspaper Advertisement	23	11.50
3	Online Advertisement	113	56.50
4	Others	11	5.50
Total		200	100.00

(Source: Primary Data)

From the above table it is clear that most of the respondents (56.5%) are doing online shopping by online advertisement followed by

television advertisement (26.5%), newspaper advertisement (11.5%) and others like radio, billboards etc., (5.5%).

Table - 3 Influence Wise Classification of the Respondents

S. No.	Influence	Frequency	Percentage (%)
1	Work Place	53	26.50
2	Friends	97	48.50
3	Relatives	23	11.50
4	Neighbours	11	5.50
5	Own Interest	16	8.00
Total		200	100.00

(Source: Primary Data)

The above table stated that majority of the respondents are influenced by their friends (48.5%) followed by work place (26.5%), relatives (11.5%),

neighbours (5.5%), and own interest (8%) to do online shopping.

Table - 4 Frequency of Online Purchase by the Respondents

S. No.	Online Purchase	Frequency	Percentage (%)
1	Very Often	65	32.50
2	Often	82	41.00
3	Sometimes	43	21.50
4	Rarely	7	3.50
5	Very Rarely	3	1.50
Total		200	100.00

(Source: Primary Data)

The above table is stating that majority of the respondents are doing online shopping regularly (41.00%), only few respondents are doing online

shopping rarely. It means that majority of the people doing online shopping.

Table - 5 Types of Goods Purchased by the Respondents

S. No.	Types of Goods	Frequency	Percentage (%)
1	Electronic Items	79	39.50
2	Books	23	11.50
3	Apparels	48	24.00
4	Groceries	13	6.50
5	Household Appliances	15	7.50
6	Food & Drink	7	3.50
7	Cosmetics & Body Care	13	6.50
8	Others	2	1.00
Total		200	100.00

(Source: Primary Data)

The above table stated that most of the respondents are buying Electronic Items (39.50%) followed by Apparels (24%), Books (11.50%),

Household Appliances (7.50%), Groceries (6.50%), Cosmetics & Body Care (6.50) etc., from online shopping.

Table – 6 ANOVA Analysis between Opinion on Online Consumer Buying Behaviour and Age

	Sum of Squares	df	Mean Square	F	Sig.	Result
Between Groups	0.503	3	0.168	5.332	0.002	Ho Not Accepted
Within Groups	2.076	66	0.031			
Total	2.579	69				

(Source: Primary Data)

The ANOVA test reveals that the significance value is less than 0.05. Hence, no evidence was found to prove H_0 which clearly states that, the null hypothesis is not accepted as F-

statistics of 5.332 on (3,66) degrees of freedom for which p-value is 0.002. Therefore, there is a significant difference in opinion on online consumer

buying behaviour with respect to the age of the respondents.

Table – 7 ANOVA Analysis between Opinion on Online Consumer Buying Behaviour and Educational Qualification

	Sum of Squares	df	Mean Square	F	Sig.	Result
Between Groups	0.436	3	0.145	4.309	0.008	H ₀ Not Accepted
Within Groups	2.227	66	0.034			
Total						

(Source: Primary Data)

The ANOVA test reveals that the significance value is less than 0.05. Hence, no evidence was found to prove H₀ which clearly states that, the null hypothesis is not accepted as F-statistics of 4.309 on (3,66) degrees of freedom for

which p-value is 0.008. Therefore, there is a significant difference in opinion on online consumer buying behaviour with respect to the educational qualification of the respondents.

Table – 8 ANOVA Analysis between Opinion on Online Consumer Buying Behaviour and Family Income

	Sum of Squares	df	Mean Square	F	Sig.	Result
Between Groups	0.556	3	0.185	4.579	0.006	H ₀ Not Accepted
Within Groups	2.674	66	0.041			
Total	3.230	69				

(Source: Primary Data)

The ANOVA test reveals that the significance value is less than 0.05. Hence, no evidence was found to prove H₀ which clearly states that, the null hypothesis is not accepted as F-statistics of 4.579 on (3,66) degrees of freedom for which p-value is 0.006. Therefore, there is a significant difference in opinion on online consumer buying behaviour with respect to the family income of the respondents.

7. Most of the respondents are doing online shopping by online advertisement.
8. Majority of the respondents are influenced by their friends to do online shopping.
9. Majority of the respondents are doing online shopping regularly.
10. Most of the respondents are buying Electronic Items from the online shopping.

Findings of the Study

1. Most of the respondents are male.
2. The maximum age group of the respondents belongs to 31 to 40 years.
3. Most of the respondents are married.
4. Many of the respondents did they're under graduation.
5. Majority of the respondents occupational status is private employees.
6. Majority of the respondents are living in nuclear family and their family income is between ₹ 20,001 to ₹ 40,000.

Conclusion

In the modern day, we state that clients are amazing when they choose to make an online purchase due to the wide array of internet amenities available. As a result, the study tries to comprehend the causes of online purchasing, especially in India where people's preference for spending money has altered recently. The three products that people like to purchase online are books, electronics, and apparel; yet, these three remain the least popular options for online buyers. Clear information about products and services is what online customers are looking for. Convenience, time savings, security, and on-time delivery are other key considerations. The

most important factors driving internet buying in the Kurnool district, it has been determined, are time savings and transportation costs. Additionally, because to the influence of digital technology, there are more and more online shoppers worldwide nowadays.

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