



DIMENSIONS OF LIFESTYLE IN DETERMINING BEHAVIOUR OF ONLINE CONSUMERS IN CHENNAI CITY

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Introduction

Online shopping behaviour (also called online buying behaviour and Internet shopping/buying behaviour) refers to the process of purchasing products or services via the Internet. Goldsmith and Goldsmith (2002) found that experienced online shoppers have more trust and better feeling on online service than non-experienced shoppers who have no online shopping experience before. Consumers choose online shop by their experience of shopping behaviour; moreover they feel which websites are offering discounts and complimentary products. Among products can be purchased online, fashion is the most popular due to the advantage of easy glance, reviewing and being offered price compared to customary shopping method .

Now-a-days, mass inhabitants of sphere is having internet connections on mobiles anytime, anywhere and patrons especially young generation adopting online websites to order/buy products and services offered by e-retailers. Due to progression in internet and technology, online shopping is becoming fashionable. Online shopping is a process whereby patrons directly buy goods or services from a seller in real-time, without a conciliator service, over internet. An online shop, e-shop, e-store, internet shop, web shop, web store, online store or virtual store restricts patrons from buying products or services at a bricks and mortar retailer/shopping centre. This process is called Business to Consumer (B2C). In simple words, online shopping is an act of purchasing/buying products or services over the internet. Internet has offered many benefits such as abundant information, handiness, instant saving, cost benefits, global brands etc. The growth of internet usage has lead to the dawn of concept e-commerce/online shopping. Through E-business various kinds of businesses has gained an opportunity to increase their sales and can maintain a direct bond with their patrons without any mediator. The concept of E-business has helped a lot in globalization of businesses throughout the world. Now it becomes easy for all kinds of companies to market their products and services in whole globe and also to capture great market for their products. As such, it is important for already existing online businesses or offline businesses interested in venturing into online market, to understand their consumers' perceptions, both online and offline, and what are the factors responsible to persuade their shopping decisions. With better understanding of what factors play an important role in process of consumer decision making in doing transactions online or offline, retailers and businesses can better gear themselves to serving their customers in either of the shopping venues.

Due to fast-moving life and shortage of time, now patrons are searching for their desired products in online shopping stores. As many shoppers are shopping online, the importance of online stores is growing with the course of time. Today's online consumers have more control and bargaining power than consumers of physical stores because the Internet offers more interacts between customers and products/ service providers as well as greater availability of information about products and services.

Online shopping behaviour is very important because the business transaction will be done in the absence of physical interaction between online retailers and the buyers. Selling in an online context is different from selling in a physical store because it requires understanding consumer behaviour in a virtual environment. Moreover, online shopping behaviour is especially essential in promoting online electronic services compared with traditional services because electronic services are modified to consumer demands, convenient to use, and dependent on consumer perceptions . Perceived usefulness is an individual's point of view that using a system will improve his or her job performance. If the consumers believe that online shopping will enhance their performance and productivity, individuals are likely to have optimistic attitude about online shopping

The arrival of the internet has totally transformed the way businesses are conducted all over the world. Consumers today have a lot of channels through which they can interact with businesses. One of the alternatives available to them is that of e-commerce. Close and Kukar-Kinney (2010) suggest that online shopping behaviour denotes the activity of buying goods or services on the internet. There has been a shift towards online shopping due to ease, comfort, convenience, cost saving, timesaving and quick delivery as compared to conventional or traditional shopping. Consumers are no longer bound by timings or location to make their transactions. Purchasing products is only a few clicks away as a result of a speedy growth and development of e-commerce. An increase in online shopping activities has forced companies to offer their products and services online.



Shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements.

The Internet has become the way of life for millions of people across the world (Harcar and Yucelt, 2012). The industry analysts have estimated that the number of Internet users increases by one million every month. As per this estimation, there were almost two billion Internet users in 2010. The Internet has changed the manner of doing business. Consumers nowadays have more ways of accessing the information on organisation's products and services (Law and Leung, 2000).

Traditionally, service can be obtained through the interactive process between the customers and service providers (Harvey, 1998). However, when a service is delivered through the Internet, there is almost no face-to-face interaction between the customer and service provider, and it is an interaction between the customer and the website.

Things become more complicated when service quality is seen as one of the major aspects that determine the sources of a business. According to Soloman and Stuart (2003), quality is all about exceeding expectations. When a service is exceeding the expectation, it will indirectly indicate that the service quality is good and will create a satisfaction among the customers. Satisfaction will slowly create loyalty among the customers. In addition, building a long-term relationship with customers also depends on the service quality (Kanti et al., 2013). However, service providers do not have a standard service quality dimension to their business. Many researchers have pointed out different key dimensions related to service quality in different areas such as online banking, Internet catalogue, website design and online retailing.

Review of Literature

The following national and international reviews are investigated to create a supportive document for lifestyle dimensions in determining the behaviour of on-line consumers in Chennai city.

1. Shraddha Sharma and Manish Sitlani (2013) conducted a research online shopping among higher education students in Indore. The study was to explore the various factors that influence the decision of young students in online shopping. The results revealed that the internet traits, attitudinal traits and convenience have a positive impact on online shopping behaviour.
2. Rajesh and Purusothaman (2013) conducted a study on consumer perception towards online shopping in kanchipuram. The findings revealed that delivery time and price are the main factors that influence online shopping and there is a significance correlation between purchase decision and getting information from internet prior to online shopping.
3. Gagandeep Nagra and Gopal (2013) analysed the factors affecting online shopping behaviour of consumers. The results of the study indicated that age, gender, marital status. Family size and income significantly affects online shopping.
4. Emily Yapp Hon Tshin, Geoffrey Harvey Tanakinjal and Stephen Laison Sondoh Jr., (2014) in an innovative study empirically identified that, service quality is one of the major aspects of success of any business, including online retailing. This study attempts to identify the key dimensions of service quality as perceive by the online air ticket buyers.
5. Hooria Adnan (2014) analysed the factors affecting online purchase behaviour of Pakistani consumers. The findings indicated that perceived advantages and psychological factors has a positive impact and perceived risk has a negative impact on consumer buying behaviour.
6. Korina Pinca (2015) analysed the online shopping behaviour of college students of business administration in Philippines. The findings revealed that female respondents tend to online shopping than male and wide variety of choices is the main reason for online shopping.
7. Muhammad Aqsa (2015) analysed the impact of online advertising on consumer attitudes and interest for buying online. The findings revealed that online advertising has a positive influence on consumer buying behaviour.
8. Asmatara Khan and Chavan (2015) analysed the factors affecting online shopping behaviour of customers for electronic goods in Mumbai. The results indicated that innovativeness and subjective norms positively affect online shopping behaviour while financial risk and non-delivery risk negatively affects the attitude towards online shopping.
9. Shadi Altarifi et.al. (2015) examined the electronic shopping determinants and their impact on consumer purchase decision in Jordan. The researchers concluded that the determinant of marketing has no influence on the consumer purchase decision and a cultural and technical determinant has a positive impact on consumer buying decision.

- Sathyaraj, Santhosh Kumar and Subramani (2015) conducted a study to determine the consumer perception towards online grocery shopping in Chennai. The results indicated that gender and age does not influence the perception of consumers.

Gaps in the Literature

After the scrutinising of ten predominant research works the researcher identified two important unaddressed issues, the first completely deals with the depth of dimension determination and second one deal with factors influencing the dimensions of lifestyle. These two predominant gaps leading to formulate the following objectives.

Objectives

- To identify the dimensions of lifestyle perceived by the buyers towards online shopping.
- To assess the most influential life style dimension in achieving a higher level of overall service quality as perceived by buyers.
- To assess the relationship between the lifestyle and attitude towards online shopping.

Hypothesis

- The dimensions of lifestyle of online shoppers do not differ significantly.
- There is no significant influence of lifestyle dimension over service quality in online shopping.

Methodology

The study depends upon on both primary and secondary data. The primary data is obtained through a well structured questionnaire. The questionnaire circulated among 200 respondents in different parts of Chennai city. This study is conducted in three steps namely measures complication, pre-testing, pilot study and main study. In this three step process the researcher refined the statement in the questionnaire and also checks the reliability and validity of all the statement.

The application of chron batch alpha, exploratory factor analysis and confirmatory factor analysis are done to identify the lifestyle dimensions as well as subsequent influence over online shopping perception.

Analysis and Discussion

In this section the researcher subsequently applies K- means Cluster analysis and factor analysis by principle component method. In these two analyses, the researcher is able to determine the factors responsible for lifestyle dimensions and its respective classification. The result of factor analysis of a principle component method is clearly presented in the following table.

Table No: 1

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.446
Bartlett's Test of Sphericity	Approx. Chi-Square	2055.816
	Df	300
	Sig.	.000

From the above table it is found that KMO measure of sampling adequacy is equal .446, Bartlett's Test of Sphericity with approximate Chi-Square value 2055.816 are statistically significant at 5% level.

This implies all these 25 variables of lifestyle dimension in to ten predominant factors. The communalities table is clearly presented below.

Table No: 2

Communalities		
Predominant factors	Initial	Extraction
1	1.000	.594
2	1.000	.720
3	1.000	.588
4	1.000	.611
5	1.000	.488
6	1.000	.514
7	1.000	.508
8	1.000	.686



9	1.000	.527
10	1.000	.624
11	1.000	.457
12	1.000	.561
13	1.000	.543
14	1.000	.872
15	1.000	.904
16	1.000	.904
17	1.000	.529
18	1.000	.482
19	1.000	.538
20	1.000	.537
21	1.000	.570
22	1.000	.484
23	1.000	.555
24	1.000	.588
25	1.000	.692
Extraction Method: Principal Component Analysis.		

From the above table it is found that the 25 variables possess the variance ranging from .457 to .904. It implies the 25 variable have variances ranging from 45.7% to 90.4%. This is highly significant in data reduction process.

Table No : 3,The following total variance table confirms the emergence of 10 factors with cumulative variance 60.315% which is statistically significant at 5%.

Component	Total Variance Explained					
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.291	9.162	9.162	2.291	9.162	9.162
2	1.914	7.656	16.819	1.914	7.656	16.819
3	1.753	7.014	23.833	1.753	7.014	23.833
4	1.559	6.237	30.069	1.559	6.237	30.069
5	1.512	6.048	36.117	1.512	6.048	36.117
6	1.469	5.877	41.994	1.469	5.877	41.994
7	1.327	5.307	47.301	1.327	5.307	47.301
8	1.142	4.567	51.868	1.142	4.567	51.868
9	1.072	4.289	56.157	1.072	4.289	56.157
10	1.040	4.159	60.315	1.040	4.159	60.315
11	.997	3.990	64.305			
12	.951	3.803	68.108			
13	.875	3.500	71.608			
14	.842	3.369	74.978			
15	.806	3.223	78.201			
16	.779	3.115	81.316			
17	.709	2.836	84.152			
18	.688	2.751	86.903			
19	.638	2.552	89.454			
20	.618	2.472	91.926			
21	.550	2.199	94.126			
22	.512	2.050	96.175			
23	.463	1.851	98.026			
24	.413	1.654	99.680			
25	.080	.320	100.000			
Extraction Method: Principal Component Analysis.						

The ten factors and their individual variance are presented below table

Table No: 4

SI No	Particulars	Percentage (%)
1.	Gregarious Lifestyle	9.162%
2.	Careful Lifestyle	7.656%
3.	Luxurious Lifestyle	7.014%
4.	Product Oriented Lifestyle	6.237%
5.	Quality conscious Lifestyle	6.048%
6.	Technologically Sound Lifestyle	5.877%
7.	Fragality Sound Lifestyle	5.307%
8.	Mechanical Lifestyle	4.567%
9.	Un ambitious Lifestyle	4.289%
10.	Developmental Lifestyle	4.159%

These 10 factors act as a basis to classify the respondents in to three major categories as shown in the table below

Table No: 5

SI No	Particulars	Percentage (%)
1.	Luxurious respondents	50%
2.	Unenthusiastic respondents	30%
3.	Go getters	20%
	Total	100%

From the above table it is computed that the application of cluster analysis revealed that the sample unit consist of 50% of respondents with luxurious lifestyle followed by 30% with Unenthusiastic approach in exhibiting their consumer perception. The remaining 20% have their lifestyle with survival of the fittest approach. They are duty bound to work hard before materialising the purchase.

Findings and Conclusion

This empirical reveals the lifestyle dimension of consumers depends upon the environmental psychology, economy, family back ground, educational qualification and age. In the present liberalisation and globalisation of Indian economic situations 50% of the consumers are very enthusiastic in purchasing the new product by analysing their usage, technology involved and perceived value. The analysis on lifestyle also reveals that in the marketing Erna of India still some consumers find their difficulties in providing the luxurious product.

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