



A COMPARATIVE STUDY ON ONLINE BUYING BEHAVIOUR OF AT RURAL & URBAN AREAS OF D&NH

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Abstract

Buyer behavior of consumers plays one of the key roles in fulfillment of the main goals of a company. It is influenced by many external and internal factors but the company can also influence the final process of buyer decision-making process significantly by its activities. The subject matter of this article is an analysis of the features of online buyer behavior compared to the general regularities of buyer behavior, definition of the main motives of online shopping, and description of the current trends. The article uses the basic terminology of this subject and current bibliography as well as other resources. Theoretical knowledge is based on historic directions of Maslow's theory of motivation where it is possible to find the basis for a buyer behavior analysis. The article is also based on the formerly carried out questionnaire survey which examines the motives and experience of the respondents with online shopping. The information was assimilated by primary and secondary source. The reviews of various literature were studied to understand the concept to the theme of the study. The primary data was collected by the help of questionnaire. The survey was conducted on a sample size of 100 respondents 50 from Rural & 50 from Urban, selected as per simple random sampling technique. The survey conducted was further analysed to gather inferences and conclude the study. The paper also highlights the excerpts of the surveys conducted by the Researcher with the online buying behaviour of Rural & Urban area responders in the region of D&NH. The study attempts to gather hands on knowledge pertaining to the same.

Keywords: Customer behaviour, Brand, Price, Quality.

Introduction

Online Shopping is the process whereby consumer directly buy goods or service from a seller in real-time, without an intermediary service, over the Internet. It is a form of Electronic commerce. An online shop E-store, Internet shop e-shop, Web shop web store, online store or virtual store the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping centre. The process is called business to consumer (B2C) online shopping. When a business buys from another business is called business to business (B2B) online shopping.

A good online store is easy to navigate and browse for possible purchase it has a product catalog that customer can use to browse the search criteria's usually a type, price, material, age, etc.) information about the product, the seller and the service centre, online store, may also discuss conditions and a complaints procedure.

According to an Independent study, India has more than 100 million Internet Users.

Online shopping is considered to be a very helpful way of buying products through the internet especially during holidays and clearance seasons. Purchasing items and products through the web is a very easy task to do. It is now playing a very important role in everybody's life especially elderly people, as well as people with a very busy life schedule. The growing strength of the e-commerce in term of E-Shopping culture, the leading importance of E-shopping in the society and the overall effectiveness of the concept signifies the rationale behind the empirical study of the e-shopping culture in the region of Silvassa, U.T. of DNH.

Objectives of the Study

The Researcher has identified basic two objectives to be analyzed and hence collect the information regarding the same.

1. To study the concept of online buying behaviour of customers in D&NH.
2. To present a comparative analysis of online shopping in Rural & Urban areas of D&NH.

Rationale & Significance of the Study

In recent years, online shopping has become very popular in Rural & Urban of DNH. Consumer buying behaviour towards online shopping is a wide field in rural & urban area the use of internet is increasing day by day. The study is very relevant because it can give a clear picture of the future of online shopping in rural and urban area of DNH. The various factor that influences online shopping habits and demerits are also dealt with. Considering the Online services being a recent & developing phenomenon, craze among the people for online, dependency of Industries on IT infrastructure for Sales & marketing and potential of the Online businesses signifies the rationale behind the study.

Theoretical Background

An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping centre; the process is called business to consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business to business (B2B) online shopping. The Largest of these online retailing corporations are Alibaba, Amazon.com and eBay.



The first World Wide Web server and browser, created by Tim Berners –Lee in 1990 opened for commercial use in 1991. Thereafter, subsequent technological innovations emerged in 1994; online banking the opening of an online pizza shop by pizza hub, Netscape’s encryption standard for secure data transfer, and inters hop’s first online shopping system. The first secure retail transaction over the web either by Net Market or Internet Shopping Network in 1994, Immediately after , Amazon.com Launched its online shopping site in 1995 and eBay was introduced in 1995.

Retailers are increasingly selling goods and services port availability through retail for testing building and managing demand.

Customer

Online customer must have access to the internet and a valid method of payment in order to complete a transaction. Generally, higher level of education and personal income correspond to more favourable perception of shopping online. Increased exposure to technology also increases the probability of developing favourable attitudes towards new shopping channels.

Product Selection

Customer find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine.

Once a particular product has been found on the website of the seller, most online retailers use shopping cart software to allow the customer to accumulate multiple items and to adjust quantities like filling a physical shopping cart of basket in a conventional store.

Payment

Online shopper commonly use a credit card or a PayPal account in order to make payments. However, some systems enable users to create accounts and pay by alternative means such as: Cash on delivery (C.O.D), Cheque, Debit Card, Gift cards, Credit card etc.

Product Delivery

Once a payment has been accepted, the goods or service can be delivered in the following ways. For physical items.

Shipping

The product is shipped to a customer designated address. Retail package delivery is typically done by the public postal system or a retail courier as FedEx, DHL. Or TNT.

Advantages

1. Convenience: online store are usually available 24 hours a day and many consumers have internet access both at work and at home, other establishment such as internet cafes and school provides internet access as well.
2. Information and reviews : online store must describes products for sale with text photos and multiple files, whereas in a physical retail store, the actual product and the manufacture’s packing will be available for direct inspection.

Disadvantages

1. Fraud and security concerns
2. Lack of full cost disclosure.

Literature review

An empirical study of the online shopping in Rural & Urban area of DNH examines the perception and attitudes that silvassa users hold towards electronic shopping sites. It can be referred as an importance measures to study the online shopping in Rural & Urban area of DNH.

Ghadaelsaid and Kate hone through their paper on culture and e-commerce: An exploration of the perception and Attitudes of Egyptian internet user presents the perception and attitudes that Egyptian user hold towards electronic shopping sites. This paper describes an exploratory card sorting study conducted Egyptian consumers. The study was designed to examine the e-commerce interface features that are most salient to this user group and to explore how these relate to user intentions to engage in internet shopping the results support the role of site familiarity in predicting purchase intentions within this culture setting.

Na LI ping zhang through their paper on **consumer online shopping attitudes and behavior: an assessment of research** presents the current status of studies of online shopping attitudes and behavior and a conceptual model of online shopping and represents existing literature on consumer online shopping attitudes and behavior based on analytical literature review. In doing so this study attempts to provide a comprehensive picture of the status of this subfield and pointy out limitations and area for future research.

Shambhavianand & Rasulbailay through their articles on “**How malls are trying to counter online shopping shopping portals**” has mentioned that shopping malls in the country are going through a transformation to make themselves more of an ‘experiential’ destination, addicting more restaurants, spas, saloms and even doctor clinics, at least partially influenced by the recent boom in online shopping . Bangalore-based real estate developer prestige group, forexample, plans to bring food offerings to almost every floor and prominently on the first floor of its upcoming malls than restricting food outsets mostly to the top floors is the common practice now.

ZiQiu Liao and Michael Tow Cheug through their paper articles **internet based e-shopping and consumer attitudes: an empirical study** have come up with the analysis on consumer attitudes towards internet- based e-shopping and aims to provide a theoretically and empirically grounded initial reference position against which later research can explore and interpret the effect of changes in variable representing consumerpreferences and shifts in these preference on the success or failure of B2B e –commerce over the internet

Nirupma Gupta, Meenakshi Handa and Bharat Gupta throughtheir articles on **young adults of India –online suffers or online shoppers** has examine that online behavior of young adults of India. A total of 115 internet users from 18 to 25 years of age were surveyed from the national capital region of Delhi, India, based on research findings they have suggested ways to encourage online shopping by young adults.

Anthhony D. Miyazaki and Ana Fernandez throughtheir articles on **consumer perceptions of privacy and security risks for online shopping** presents that the government and industry organization have declared information privacy and security to be major obstacles and in the development of consumer- related e-commerce. Through this paper they explores risk perception among consumers of varying levels of internet experience and how these perceptions relate to online shopping activity. Findings provide evidence of hypothesized relationships among consumer’s levels of internet experience. The use of alternate remote purchasing methods the perceived risks of online shopping and online purchasing activity.

Srihar Ramaswamy through his article on **shoppingthen and now: five ways retail has changed and how business can adapt** presents the constant connectivity, contextual relevance, and a multi-screen world that are changing both online and offline shopping.

Research Methodology

The Study of the online buying behaviour at rural & urban areas of D&NH is an Exploratory and Descriptive study by the help of the primary and secondary data. The Exploratory and Descriptive study is completed through the survey conducted by a self –structured questionnaire from a sample of (100) 50 from rural & 50 from urban from Male and Female. The data collection through the Questionnaire was analysed & presented through Tables & Graphs.

Types of research Design

1. Exploratory Research Design.
2. Descriptive Research Design

Sample Size

100 Respondents, 50 from the Rural & 50 from Urban area of D&NH.

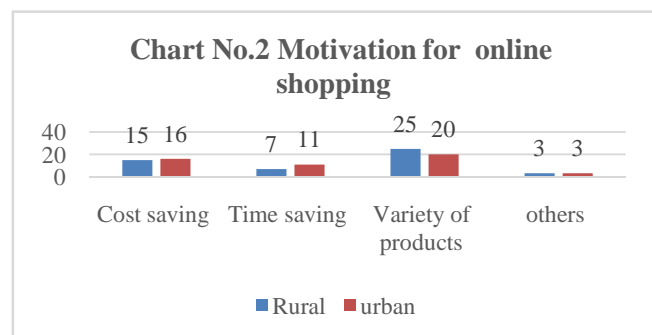
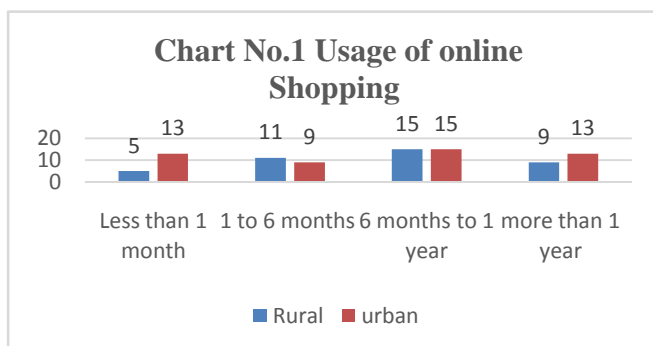
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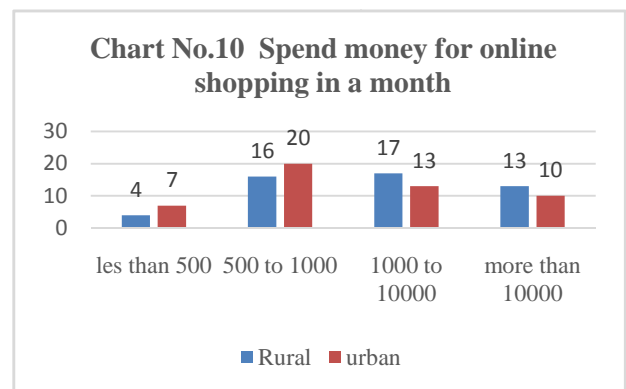
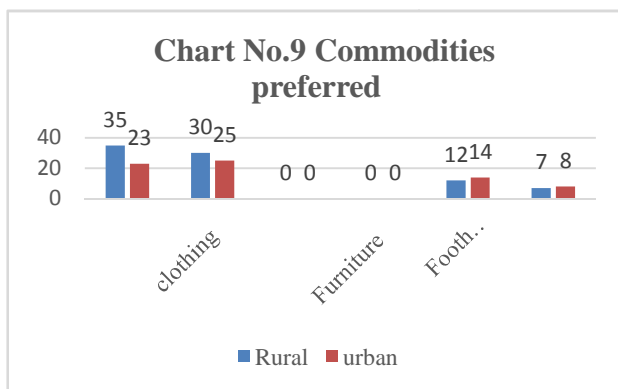
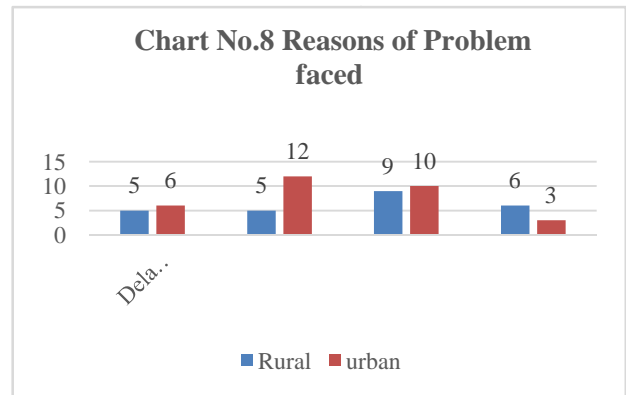
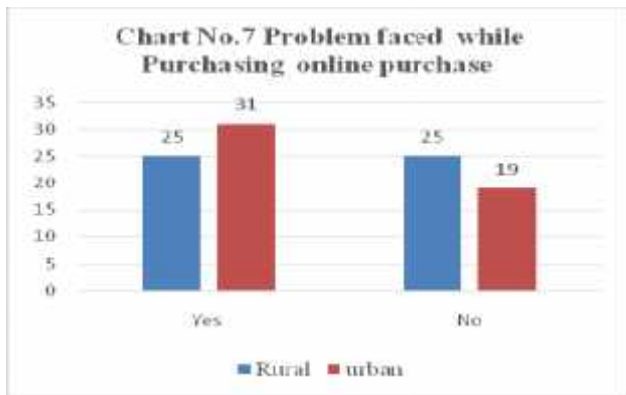
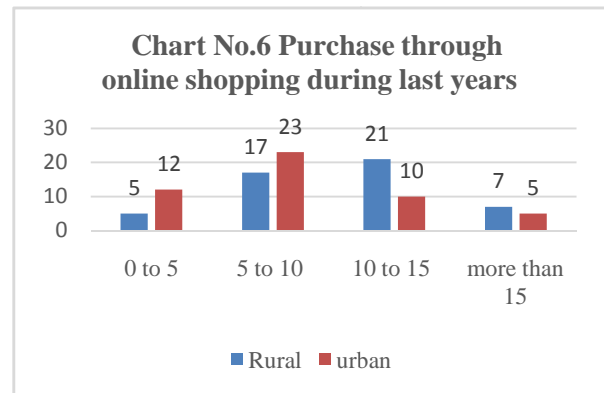
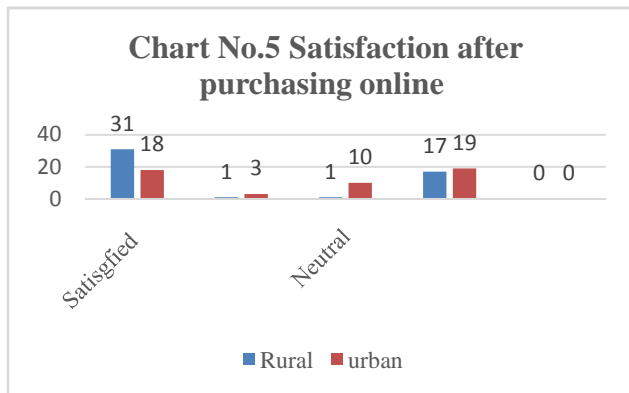
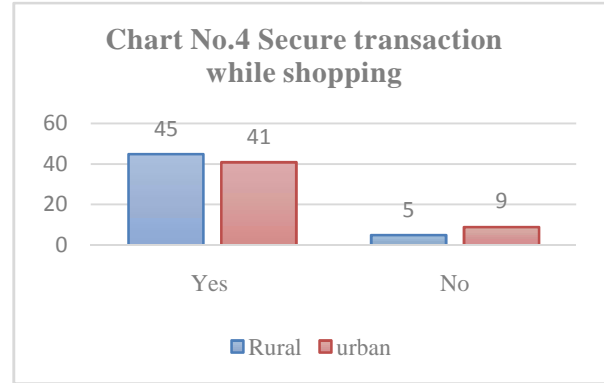
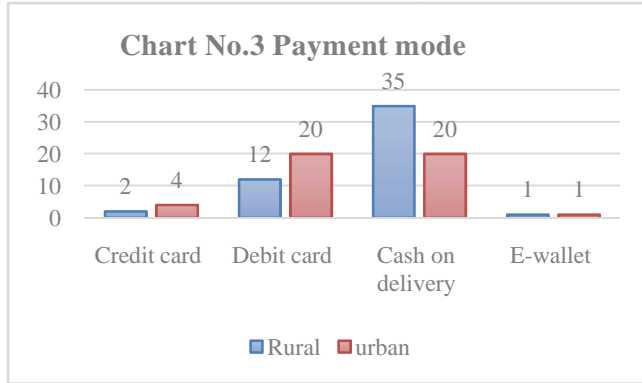
Source of Data

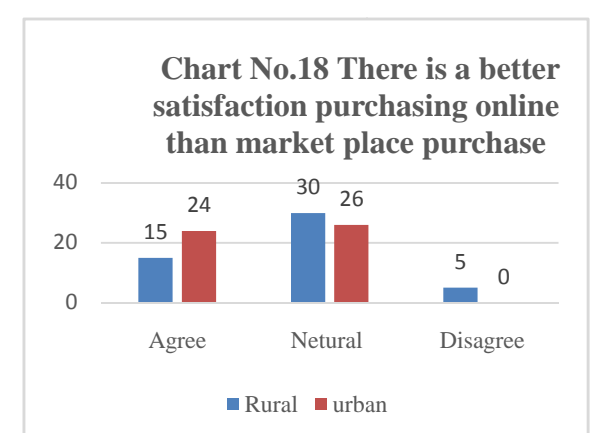
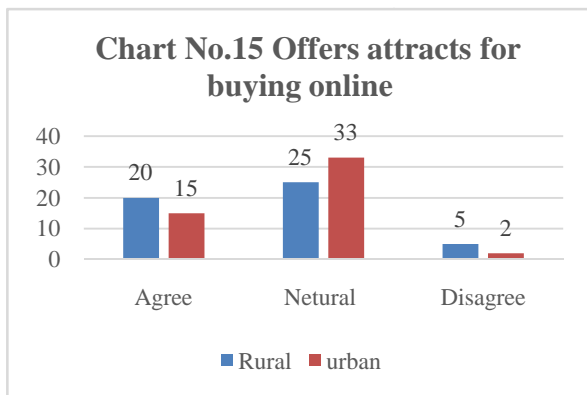
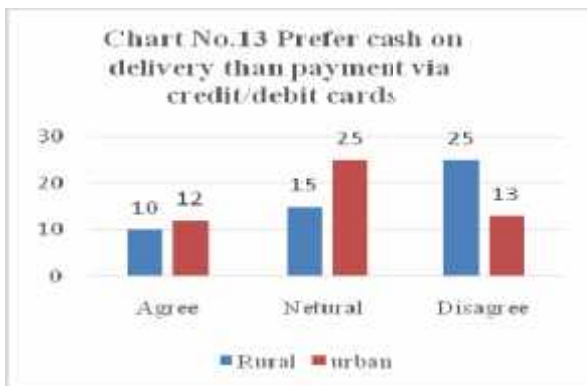
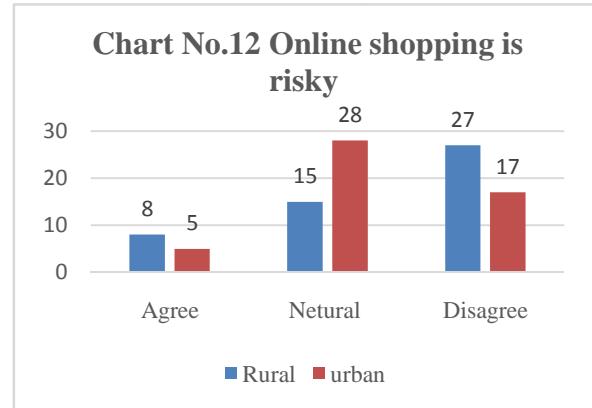
1. Primary Data : Questionnaire
2. Secondary Data: Online Sources like Books & Journals detailed in references section.

Data Analysis

The Researcher through the observation & data analysis has conducted the following analysis









Findings

The Researcher through observation & analysis has come up with the following findings.

1. The study reflects that most of the respondents have used the online shopping service for more than a year. (Chart No:1)
2. The Researcher finds that most of the Respondents who buy their product online prefer cash on delivery for payment. (Chart No :3)
3. The study states that the problems faced by the respondents while shopping online are 1) Cheap quality products 2) Product damage (Chart No:7&8)
4. The study states that the respondents of both Rural & Urban area largely spend their money for online shopping above Rs. 1000. (Chart No: 10)
5. The Researcher understands that more number of respondents from Rural area feels safe & believes it's not risky while transacting through online (Chart No.12)
6. The study states that the more number of respondents from Urban as against rural agrees that online shopping is safe and secure (Chart No.17)
7. The Researcher gathers that as against the Rural area, more number of Urban respondents are satisfied with the Online purchasing. (Chart No. 18)
8. The Researcher understands that the perception of respondents towards better products being purchased through online is more agreeable to Rural customer than the Urban area. (Chart no. 19)
9. The study reflects that the respondents of Rural & Urban area are satisfied & agreed for the information & reviews provided for online shopping of any products. (Chart No: 20)

Conclusion

- The Researcher has undergone research project with the topic "A comparative study on online buying behaviour at Rural & Urban area of D&NH" with the help of both Exploratory & Descriptive research techniques. The study was completed by the researcher through analysis of data collected with the help of questionnaire
- Researcher has understood about the online shopping which plays an essential role on online customers in the Rural & Urban area of DNH. The study leads to an exciting conclusion that the Online shopping has entered quite well in the Rural areas as on several parameters during the study as stated in the analysis section, it was found that Rural respondents have agreed in more numbers as against the Urban respondents.
- The researcher also came to know about the several marketing strategies adopted by the online shopper like :
 - 1) Variety of products
 - 2) Shorter time and speed of delivery
 - 3) Satisfactory through various offers provided
 - 4) Promotion and advertisement
- Overall the researcher has come to the understanding that online shopping in the Rural & Urban area of DNH is satisfactory and thus has bright future in the region of DNH.

Future Scope of the Study

The study will be helpful for knowing the buying behaviour of consumers residing in rural as well as urban areas. The findings of the study might give the new Ecommerce start-ups an overview of the consumers, who prefer shopping online and their behaviour, and various other parameters included in the study; even the study will be helpful as a reference for conducting the same research with a more sample size and in larger geographical region.



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