



FACTORS AFFECTING ONLINE SHOPPING IN GHAZIABAD DISTRICT

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Abstract

The growth of online shopping in Ghaziabad district is low compared to other major cities. This fact has brought the researcher to conduct at the research work to identify the major factors affecting the online shopping behavior at Ghaziabad District. This study has identified four factors. They are convenience, product characteristics, web site quality and awareness. The objective of the study was to access the influence of these factors towards online shopping. There are 100 samples selected for this research work. Primary data were collected by using well-structured questionnaire. Likert five point scales are used to collect the opinion of the respondents. The convenient sampling method is used for this research. There are four online mobile applications are chosen for this study. They are amazon, flipkart, snapdeal and others. The SPSS 25.0 software is used for data analysis. The factors such as convenience, product characteristics and web site quality are positively correlated among themselves. The findings show that three factors affect online shopping in Ghaziabad District.

Keywords: Online shopping, convenience, web site quality, awareness

Introduction

Online shopping is an emerging shopping trend for young people. The internet provides a convenient facility for the users to access the web sites. The growth of online shopping in worldwide is increasing very fast. The TAM model is famous in twenty first century. The internet markers are facing non acceptance from the internet users. This model analyzed perceived usefulness, perceived enjoyment and perceived ease of use. This study shows perceived use and enjoyment impact more on online shipping (Umair Cheema et. al., 2012).

Statement of the Problem

The online shopping business is not attractive in Ghaziabad District. The increasing population in the study area may create an opportunity for online shopping business. The industry is stagnant in this segment. There are many factors contributing to the growth of online shopping pattern. The factors differ by different writers, different time and in different countries. This study has made an exploratory investigation with a questionnaire to get more insight about the respondent's opinion. This study has identified convenience, product characteristics, and web site quality and awareness factors affecting online purchase intention.

Objectives of the study

- To identify the factors affecting online shopping in Ghaziabad
- To analyze the correlation between the variables for online shopping
- To analyze the impact of convenience, product characteristics, web site quality and awareness on purchase intention

Review of Literature

Yu and Wu (2007) found the determinants of online shopping pattern. The convenience is playing a major role in consumer's satisfaction. Ahmad (2002) found convenience is the major promotion tool for online shopping. It facilitates better shopping experience. Wang et. al., (2005) investigated online service facilities. They found convenience is the major factor influence on online shopper's willingness. The consumers purchase around the clock in the online stores.

Jahng et. al., (2001) studied the factors affecting electronic commerce. The Technology Fit Model used in to measure the relationship between product and electronic commerce characteristics. The study

concluded that there is a positive relationship between product characteristics and electronic commerce environment which give better customer satisfaction as an outcome.

Gefen and Straub (2000) analyzed the importance of website quality for online websites. Jasur Hasanov and Haliyana Khalid (2015) analyzed the impact of website quality towards online purchase intention. This study has used ‘WebQual Model Approach’. This study determines the impact of website quality on purchase intention. Anantha Laxmi and Sarat Kumar (2016) investigated the factors affecting online purchase. They found awareness and attitude are the major factors. Cash on delivery, customized website and free home delivery attracts online purchasers.

Research Methodology

This study has used deductive design. The total population is infinite in the study area. The convenient sampling method is used for this research work. This study considers the respondents in GHAZIABAD District. The GHAZIABAD city and surround area are cover for data collection. The online shopping websites, journals and books are referred for secondary data collection. The questionnaire consists of twenty questions. The Likert five point scales are used to collect the respondent’s opinion.

Results and Discussion

There are three stages in the result analysis. There are demographic analysis, online shopping pattern and independent variables analysis.

Table No.1: Demographic Details

Sl.No.	Demographic Details		Frequency	Percentage
1.	Gender	Male	72	72
		Female	28	28
2.	Age	Less than 21	13	13
		22 to 30	26	26
		31 to 40	44	44
		Above 40	17	17
3.	Qualification	U.G. Degree	42	42
		P.G. Degree	33	33
		Others	25	25
4.	Marital Status	Single	47	47
		Married	53	53
5.	Occupation	Student	13	13
		Private Job	47	47
		Self-employee	16	16
		Government Job	14	14
		Others	10	10
6.	Income per month	Less than 15,000	36	36
		15,0001 to 30,000	24	24
		Above 30,000	15	15
		No income	25	25
7.	Residence	Urban	78	78
		Rural	22	22

The above table shows the demographic details. This study selects gender, age, qualification, marital status, occupation, income per month and residence to collect the details about the respondent’s demographic details. There are two classifications for gender. The above table value shows 72 percent of the respondents are male and 28 percent of the respondents are female. The age has classified into four options. The table value shows 13 percent of the respondents are less than 21 year, 26 percent are

between 22 to 30, 26 percent are 31 to 40 and 44 percent are above 40 years in GHAZIABADDistrict. The educational qualification has three options. The table result shows 42 percent have studied U.G. Degree, 33 percent have studied P.G. Degree and 25 percent have studied other courses. The marital status has classified into two options. The data show 47 percent are single and 53 percent are married in the study area. This study chooses five options for occupation. The table value shows 13 percent are student, 47 percent are doing private jobs, 16 percent own their own business, 14 percent are working in government organization and 10 percent are in other occupation category. The research has chosen four options for income per month. There are 36 percent of the respondents earning less than Rs. 15,000 per month, 24 percent are earning from 15,000 to 30,000, 15 percent are earning above 30,000 and 25 percent do not have their own income in GHAZIABADDistrict. There are two classifications for residence. 78 percent are living in urban and 22 percent are living in rural area.

Table No.2: Online purchase pattern

Sl. No.	Buying pattern	Frequency	Percentage	
1.	Internet access	Mobile phone	65	65
		Computer	35	35
2.	Usage of Internet	Less than 1 hour	24	24
		2 to 3 hours	26	26
		4 to 5 hours	29	29
		Above 5 hours	21	21
3.	Reasons for internet usage	Online shopping	35	35
		Knowledge search	32	32
		Entertainment	33	33
4.	Internet browser	Google	72	72
		Mozilla Firefox	28	28
5.	Shopping goods	Book	12	12
		Electronic items	34	34
		Dress material	27	27
		Gifts	14	14
		Others	13	13
6.	Website preference	Amazon	33	33
		Flipkart	24	24
		Snapdeal	21	21
		Others	22	22
7.	Purchase intention	Yes	64	64
		No	36	36

There are seven questions selected to know the respondent's online purchase pattern. They are internet access, usage of internet, reasons to use internet, internet browser, shopping goods, and website preference and purchase intention. The internet access has classified into two. The table result shows 65 percent of the respondents are using mobile phone and 35 percent of the respondents are using computer to access the internet. The usage of internet has four options in the questionnaire. 24 percent of the respondents use less than 1 hours, 26 percent of the respondent's use 2 to 3 hours 29 percent of the respondents use 4 to 5 hours and 21 percent of the respondents use above 5 hours. The respondents use internet for the following reasons. They are 35 percent of the respondents are searching the internet for online shopping, 32 percent of the respondents are using internet for knowledge search and 33 percent are using for entertainment purpose. The respondents prefer Google and Mozilla Firefox search engine. 72 percent of the respondents prefer Google and 28 percent of the respondents prefer Mozilla Firefox search engine. The shopping goods are classified into books, electronics, dresses, gifts and others. The table shows the internet user's preference with these items. The table shows 12 percent prefer to purchase books, 34 percent prefer to buy electronics, 27 percent prefer to purchase dresses,

14 percent prefer to purchase gifts and 13 percent prefer to purchase other items. This study chooses four options for website preferences. They are amazon, flipkart, snapdeal and others for online purchase. The respondent's distributions are 33 percent purchase from amazon, 24 percent from flipkart, 21 percent from snapdeal and 22 percent from other websites. The purchase intention is measured with two options. The result shows 64 percent prefer to buy through online and 36 percent do not prefer to purchase through online shopping.

Table No.3: Mean

	Mean	Std. Deviation	N
Convenience	3.5600	1.05357	100
Product Characteristics	3.7182	.98540	100
Website Quality	3.5806	.86069	100
Awareness	3.6120	.66160	100

The above table shows the mean value of convenience, product characteristics, web site quality and awareness. They are 3.56, 3.71, 3.58 and 3.61 respectively. The standard deviation values are 1.05, 0.98, 0.86 and 0.66 respectively. This show the mean values are above average in GHAZIABADdistrict.

Table No.4: Correlation Analysis

		Convenience	Product Characteristics	Website Quality	Awareness
Convenience	Pearson Correlation	1	.923**	.358**	-.040
	Sig. (2-tailed)		.000	.000	.693
	N	100	100	100	100
Product Characteristics	Pearson Correlation	.923**	1	.322**	-.057
	Sig. (2-tailed)	.000		.001	.576
	N	100	100	100	100
Website Quality	Pearson Correlation	.358**	.322**	1	-.071
	Sig. (2-tailed)	.000	.001		.483
	N	100	100	100	100
Awareness	Pearson Correlation	-.040	-.057	-.071	1
	Sig. (2-tailed)	.693	.576	.483	
	N	100	100	100	100

** Correlation is significant at the 0.01 level (2-tailed).

The above table shows the correlation between the selected variables. Convenience is positively correlated with product characteristics (0.923) and website quality (0.358). It is negatively correlated with awareness (-0.040). Product characteristics are positively correlated with convenience (0.923) and website quality (0.322). It is negatively correlated with awareness (-0.057). Web site quality is positively correlated with convenience (0.358) and product characteristics (0.322). It is negatively correlated with awareness (-0.71). Awareness is negatively correlated with convenience (-0.040), product characteristics (-0.057) and web site quality (-0.071).

Table No.5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.489 ^a	.239	.207	.97315	.239	7.447	4	95	.000

a. Predictors: (Constant), Awareness, Convenience, Website Quality, Product Characteristics

The above table shows the ‘R’ value as 0.489, ‘R Square’ value as 0.239 and ‘Adjusted R Square’ value as 0.207.

Table No.6: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.211	4	7.053	7.447	.000 ^b
	Residual	89.967	95	.947		
	Total	118.177	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Awareness, Convenience, Website Quality, Product Characteristics

The above ANOVA table shows the ‘F’ value as 7.447 with <0.05 significance. There is no significance association between the dependent and independent variables.

Table No.7: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.198	.760		.261	.795
	Convenience	.069	.245	.067	.282	.778
	Product Characteristics	-.168	.258	-.152	-.651	.517
	Website Quality	.129	.122	.101	1.054	.294
	Awareness	.785	.148	.475	5.288	.000

a. Dependent Variable: Purchase Intention

The above table beta value shows convenience, website quality and awareness influence on the purchase intention.

Conclusion

This study found convenience, web site quality and awareness affect online purchase intention in GHAZIABADDistrict. The extent of the effects of these four factors found differences in the level of significance. The correlation between the four factors show, except awareness other factors are positively correlated. Convenience and product characteristics are highly and positively correlated than other variables. Online shopping websites can exert their effort to increase the awareness and benefits of the consumers to attract them. The E-commerce websites can focus on new strategies to enhance the demand for online purchase. The online websites need to attract consumers by providing offers and discounts to attract them.

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