

## THE ONLINE MARKET: CHANGE IN BUYING BEHAVIOUR – THE MARKET PHENOMENA

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### ABSTRACT

*Every study somewhere comprises a problem or a statement on the basis of which the studies conducted. Our study is relevant towards the behaviour of the consumer of middle class community in shopping in online as we have seen that increasing utilisation of Internet and increase in the quantity of utilisation of the Internet on frequent basis. On the basis of these available studies it is not possible for us to make a prediction of the behaviour of the consumer especially the middle class consumer for the entire country and a generalised opinion cannot be framed up. We have also seen that varied nature foreign researchers have been conducted on the larger topic but there are three problems with those researches. The first one is they are not in Indian context. The second one is that they are covering only the consumer's behaviour but not middle class consumer behaviour and hence again not relevant for India because in India the highly of the population is of middle class and third they are very old and hence do not represent the current scenario. Some of the studies have been found which are conducted considering the psychological aspect of the consumer's like behaviour in shopping in online. We found some studies where they have indicated that the pattern or the manner of online sales in no case can be uniform throughout the entire world and that definitely differs from country to country as per to the variable of different demographic nature of the country and undoubtedly in our opinion it is true and that is why no research have been observed conducted on the behaviours of the buyers the middle class community in India and therefore the present study named "**The Online Market Change In Buying Behaviour – The Market Phenomena**" have been undertaken.*

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**Keywords:** Market, Research, Consumer, Attitude, Shopping, Measures, Demographic, Population, Country.

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### Introduction

We all know and understand that a research must have some definite addition in the measures to the literature already available on the set topic. Without any intention the research cannot be fulfilled at all and the efforts are not at all usable. In the same way the research also provides a measures addition to the available existing literature on the consumer in online shopping behaviour for shopping in middle class community. The study have been undertaken with the intention to make an exploration of varied nature factors which could leave an impact on the behaviours of the buyers consumer in shopping in online which is undoubtedly a requirement of today's business world because in today's business world the behaviour of the consumer is the highly crucial element and every business must know to get success the business including their retailers and the sellers undoubtedly puts a lot of efforts in satisfying

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the customer but the customer comfort status may change at the different point of time and we need to consider this from the customer's point of view. This attitude of the customer or consumer is perhaps the highly vital factor which could have an impact on sales in online market. However it is quite difficult to make an assessment of the exact behaviour of the consumer in any of the shopping in online and there is a very little details available as far as the behaviour of middle class communities relevant in shopping in online hence it is very significant for us to know and understand that how a consumer of middle class community behave in Internet shopping and varied nature factors which could leave an impact on the consumer's behaviour of middle class in an shopping in online. Research statement in the present study is consumer in online shopping's behaviour in middle class communities. For the intention of our study we will make analysis of the varied nature purchase intentions of middle class consumer and will put efforts to find out that why people do or do not make a shopping in online. There are varied nature factors which could impact the behaviour of the consumer for making the shopping in online such as the security involved while making the payment, the quality of the commodity, the supplier of the nature, the trustworthiness of the website and confidentiality of personal details.

### **Objective of Study**

Research have been conducted on this topic to evaluate the behaviours of the buyers consumer in shopping in online but the shopping in online is not very old concept in India, hence that all the studies are still not analysing the behaviour of the customer with a comparison with the traditional shopping behaviour hence if a buyer wants to make shopping online it is very significant for him to know what are the factors which could leave an impact on his buying behaviour. These factors undoubtedly help us and help the retailers and manufacturers that what a consumer can get and how he can satisfy his needs. With all this background the researcher is trying to find out those influential factors which is comprising an impact on the determination of a buyer in an shopping in online especially when he is a middle class consumer and what are the risk which could involve in making the consumer agreed the result of our study will definitely help us to improve our services

### **Review of Literature**

**Jayakumar and Kumar (2013)** They focus on the attitude of customer's towards shopping in online in the Chennai City he has collected a sample of 100 interviewee through a descriptive sampling method he prepared an open ended questionnaire and through that method he measures the attitude of buyers of shopping in online the result has presented that the attitude of customer's towards Internet shopping was highly impacted significantly as far as their age or sex type and earning is relevant it was also negatively associated with the qualification the educational background the size of the family the attitude and nature is relevant. he found all these factors insignificant as far as this is relevant the results provided that the attitude of different customer's differ in shopping in online.

**Kavitha (2015)** She measured the rapid development of details technology and ecommerce including E marketing she observed that they are all increasing gradually but with a very high speed and because of that new business models and business has been exerted with a vital influence on the economic competitiveness of the country the online or E shopping is undoubtedly not an older phenomenon but E business will definitely go to the long run in the business world highly of the companies are running their own shops on E Commerce or web to make sale of their commodity or services in an online mode the ability of making purchasing through online has undoubtedly given a comfortness to the customer's to find out the commodity which is available easily in the global market because of this rapid globalisation every kind of the commodity is easily available on Internet including the services such as goods books audios and videos and even the tickets can also be booked easily through Internet.

**Park (2015)** He has conducted a study in making exploration of a connexion to be developed between the varied nature efforts put into and results gathered between online and offline shopping they explode in a study that making shopping in online is a fundamental development of the individuals purchasing status every kind of the determination needs expenditure of different nature in the form of a varying degree which is taken into account the valuable suggestion that to which some kind of the limited resources while making the determinations the study has presented that the primary importance of varied nature cognitive efforts will definitely minimise the goals in establishing the aspects of the descent making the marketing efforts are undoubtedly good enough to attract the customer's attention the study has made an examination of fact that shopping in online will lead to the regret by a conducting experimental efforts the results has presented that there are the varied nature advantages for gathering such details but the cognitive details will definitely moderate the result.

**Rahman (2000)** there are different elements which he has considered for gathering the willingness of consumer in an online market with the help of latency lated. Which is between the utilisationer and input and the system generated output the system generated interval time undoubtedly impacted by varied nature factors such as the hardware or the availability of good Inteand the design which reduces and because of the good design this may reduce the capacity of this entire structure all subjective status on the long term replies time results which may create a kind of frustration and this should end in the consumer living positioning.

**Reddy (2013)** Has given an opinion that ecommerce does not gives only a benefit of a broader selection or choice to the customer for different item but it also provides details for different companies and the commodity and competitors this gives them a facility of comparing these commodity and to find out the simplest and easy deal with the cheapest price a good website also gives lot of usable details to the consumer no salesman has capacity or possibility to access to variety of commodity and the data given will be usable for searching out the facts for different commodity as against the real customer this makes enable the business to be larger efficient and consumer will definitely get what they require.

**Sharma in Sitlani (2013)** They have made an estimation of different risk involved in the Internet attributes and the convenience factors which affects the behaviour of customer's making shopping in online the conducted study on larger education and qualification students in the Indore City the study is also suggested that varied nature E retailers must work in a risk reduction strategy so as to cut down that possibilities of involving risk in an shopping in online hence the varied nature strategies adopted for the reduction of the risk for example the money bank guarantee scheme or facility of cash on delivery easy and prompt delivery of the commodity or some of the factors which helps in developing the perceived risk and reducing their chances the E retailers are also now introducing the concept of 3<sup>rd</sup> party insurance.

#### **Hypothesis for Study**

**Ho1:** Null Hypothesis: Public connectivity media do not leave any impact on determination for buying

**Ho2:** Null Hypothesis: There not found any difference at significant status between different interviewee for online purchase comfort as per to variable of different demographic nature.

#### **Research Methodology**

In the present study researcher has used descriptive research design. It is a method in which we describe everything. It is a fact finding approach with the help of which we can find out adequate interpretation. That is why it is found to be the best method for adequate interpretation of the buying behaviour of consumers in E-Commerce industry. This method is undoubtedly very helpful in making a description of study using various methods like interview and questionnaire. The researcher has also reviewed various literatures for obtaining a better understanding of consumers buying behaviour in E-Commerce. A close ended questionnaire has been prepared for the present study which can be self analysed.

#### **Source of Data**

The primary data has been collected using a well structured close ended questionnaire. This questionnaire has been developed with the help of previous literature available on the above topic. The data have been collected from consumers visiting shopping malls. In some of the cases consumer have been approached personally or through email. Various secondary data have been collected from Previous Studies, Published Reports, Newspaper Articles and Internet.

#### **Sampling Technique**

This is because if huge collection of the data is held by the researcher, possibility of having better result or accurate result will definitely be higher. However it is not a guarantee that a large sample size will always give accurate data. Our study is based on a sample size of 800 responded who have been divided into different categories and have been selected from the Different cities.

#### **Sampling Design**

For covering all the sample units, convenient sampling method has been used.

#### **Results and Analysis**

The Social networks and the channels undoubtedly influence the buying behaviour or the decisions of the buyers in every aspect. For the purpose of the making an understanding of the impact of the social networks or media channels on the buying behaviour of the consumer in making shopping online, various statistical techniques which are fundamental to that aspect are used. We have used one

way ANOVA and Garrett Ranking Method so that analysis of the variances can be done and to find out whether there is statistical evidence as between the impact of the social media channels and various purchase decision. The distribution has been made in the below table

**Table: 1 One Way ANOVA (Buying Decision and Social Media Impact)**

Construct	Source of Variance	Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision	Between Groups	147.156	83	6.568	22.151	.000
	Within Groups	210.265	717	0.316		
	Total	357.421	800			

Source: primary data

The above table in which we have applied the one way ANOVA test is showing or indicating a very significant impact on different channels of the Social Media on the behaviour of buying of the buyers or the consumers at ( $F = 22.151$  and  $P = 0.000 < 0.05$ ) at 5 percent level of significance.

**Table 2: Social Media and its impact on purchase Decision**

S. No	Variables (Consumer Replies)	Frequency	Percent	Valid Percent	Cumulative Percent
1	Yes I am using Social Media and my buying online is impacted by this	543	67.875	67.875	67.875
2	Yes I am using Social Media and my buying online is not impacted by this	131	16.375	16.375	84.25
3	No I don't use Social Media at all	126	15.75	15.75	100.0
<b>Total</b>		800	100	100	

From the above table 2, it can be concluded that almost 67.875 percent respondents are those who use social media and they accepted that they get impacted by the social media and take decision accordingly. 16.375 percent respondents are those who use social media and but they accepted that they do not get impacted by the social media and take decision without considering the social media influence. 15.75 percent respondents are not at all using social media and hence the facts of influence of their buying decision by social media do not arise.

### Conclusion

It has been seen many times that the delays in the delivery commodity is quite common problem. This is a significant feature of home delivery is undoubtedly very vital because the quantity of people who are buying goods on online shops are increasing regularly. The interstate or international shopping is also increasing and the young consumer is exploring the market with better commodity qualities in an online format throughout the world. This development of E Commerce undoubtedly showing that it is not possible that all deliveries can be made on time and the customer may encounter a problem or experience with the delivery of the commodity made to them. At the time of the festival seizures making the timely delivery or steady delivery becomes larger challenging task because at the time of season the customer increases in the large quantity. Another problem which is encountered by the customer's is the delivery of damaged commodity or sometimes the commodity gets damaged during the delivery. Now this is a very awkward situation for the customer as he was waiting for the commodity for a long time and when he will get a damaged commodity. He will get disagreed and in that case it is quite impossible or least possible that they would like to order the commodity same from the same website unless the company has taken the action to deliver the commodity again with the least possible time because of customer's mistakes sometimes.

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