

Behavioural differences in e – shopping towards product preference, motivation and satisfaction

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Abstract

At the moment, E – commerce is a buzz word in Indian Society and e – shopping or online shopping is a part of it. Online shopping allows consumers to directly purchase products or services from the sellers over the internet, i. e., in the virtual world. There is a wide scope to carry out studies in this field of research. This article is one such attempt to bring out the behavioural differences of different types of online buyers towards the product and e – tailer preferences, motivation and satisfaction. The population of the study consisted of students pursuing arts and science subjects in three different universities in Coimbatore. In order to test the differences in choice behaviour, the online shoppers were grouped into four namely new, ad – hoc, experienced and regular buyers based on their past experience with online buying. The data was collected using a self – administered questionnaire from students, who were assumed to be the largest users of internet for online shopping, on a convenience basis. The findings of the study revealed a mixed response.

Keywords: E- shopping, Behavioural Differences, Preferences, Motivation, Satisfaction

1. Introduction

Online shopping has been a growing phenomenon all over the world. A survey conducted by IAMAI (Internet and Mobile Association of India) reported, there are around 302 million internet users in India, among them online shopping has become the third most popular Internet activity, immediately following e – mail or instant messaging and web – browsing (UCLA Centre for Communication Policy). There are several reasons that lead to developing a strong consumer base for e – tailing as a preferred alternative than visiting traditional bricks and mortar stores. The development of more advanced technology has facilitated smoother surfing on the internet. The increased use of smart phones, tablets, palm – tops, etc. and access of internet from mobile phones, apart from PCs. More people are finding easier and convenient for using internet, with better navigation and search engines. Hence, it is easy for them to become the members of the internet community. Changes in lifestyle are also inducing consumers to go for online shopping. With the growing trend of online shopping, an increasing number of companies are joining this journey and offering a convenience shopping experience to their consumers thinking that they will lose the sales to their counterparts who are intensively moving in this direction. Currently, the Indian Retail market is primarily served by traditional brick & mortar stores with 93 per cent of the total market and the balance is catered by Corporatized Brick and Mortar (with 6.9 per cent) and e – tailing (with 0.1 per cent). However, e – tailing is expected to grow at 7 – 8 per cent of the total Indian retail market by 2020. Books, apparel and accessories and electronics are the largest selling products through e – tailing, constituting around 80 per cent of products distribution. However, sectors such as entertainment, travel and FMCG are also slowly catching up.

With the growing importance of e – tailing business and the increasing number of online shoppers, it is imperative for online marketers to develop a better understanding of the

online shoppers. In addition, it is crucial to better understand their attitude, motivation, pattern of information acquisition and purchase decision making process. Only through this awareness, marketers will be able to develop strategies and tactics to attract and maintain these customers. Specifically, this research attempts to provide insights into the behavioural differences in product and e – tailers preferences, motivation and satisfaction of various online shoppers typology developed.

1.1 Review of Past Related Work

Many researchers have attempted to study the differences of online shoppers and traditional shoppers as well as internet users and non – internet users towards online shopping. For example, Douthu and Garcia (1999) ^[2] were the first to examine the significant differences between Internet shoppers and non – shoppers. They found the two groups differ significantly in terms of age, income, importance of convenience, risk aversion, impulsiveness, variety seeking propensity, attitude towards advertising. Anderson & Elina (2009) ^[17] identified that the traditional and online buyers differ in terms of importance of time, money, convenience and shopping frequency. Consumers' behaviour change with purchase experience between the potential and experienced e – customers (Hernandez *et al.*, 2010) ^[19]. The three types of online buyers such as online purchases, browsing and in store purchases differ in the decision making and usage of online shopping channel with respect to their socio – demographic variables, attitudes and beliefs towards online shopping (Soopramanien and Robertson, 2007) ^[14]. Andrews and Currim (2004) ^[12] evaluated the differences in behaviour of online shoppers and traditional shoppers with respect to product category and found statistically significant differences between two groups in terms of price, size and brand name. Shergill and Chen (2005) ^[13] investigated how four types of online buyers (trial, occasional, frequent and regular) perceived four website

factors (website design, website reliability / fulfillment, web customer service and web security) differently. The results revealed buyers have significant different evaluations for website design and website reliability but similar evaluations for web customer service and web security or privacy. Some studies were made to know the differences of online shoppers of two different countries. For example, Cho and Geistfeld (2004) ^[11] examined how cultural values of US and Korean consumers affected the decision – making with respect to e-commerce and found that two countries differ in the relative importance they give to factors like perceived risk, perceived self – efficacy and subjective norms while adopting e-commerce. There were no differences found between male and female in all occupational groupings with regard to security and convenience in online shopping (Dr. Panicos Georgiades, 2000) ^[5]. Vaggelis *et al* (2010) ^[21] investigated the perceptions of Greek University students' who were adopters and non – adopters of online shopping and found significant differences in terms of demographic profile and expectations in online stores. It was observed that adopters had more expectations to purchasing online than non – adopters and they had a very low perception about the advantages of online shopping.

Few studies were conducted to examine the typology of online shoppers. For example, Hamilton (2000) ^[6] examined online shopper typology and classified online customers based on their internet usage into six categories namely the simplifiers, the surfers, the connectors, bargain shoppers, the routine followers and the sportsters. Online shoppers were classified into four on the basis of search behaviour and purchasing horizon as directed buying, hedonic browsing, search/deliberation and knowledge building. Kau *et al.* (2003) ^[8] classified online shoppers based on behaviour into six as on – off shoppers, comparative shoppers, traditional shoppers, dual shoppers, e – laggard and information surfers. Based on Internet lifestyles online shoppers were classified into eight namely shopping lovers, adventure some explores, suspicious learners, business users, fearful browsers, shopping avoiders, technology muddlers and fun seekers (Swinyard & Smith, 2003) ^[9]. Based on motivation, Rohm & Swaminathan (2004) ^[10] classified online shoppers as convenience shoppers, variety seekers, balanced buyers and store – oriented shoppers whereas Ganesh *et al.* (2010) ^[20] classified as interactive shoppers, destination shoppers, apathetic shoppers, e – window shoppers, basic shoppers, bargain seekers and shopping enthusiasts. Liu *et al.* (2012) ^[22] classified online window shopping customers based on consumers information processing model as promotion finders, social and hedonic experience seekers, information gathers and leaners and novices.

However, there is a scanty of published empirical works in Asia which examined the behavioural differences of various typologies of online shoppers. Therefore, this study aims to fill

this gap and attempts to provide insights into the products, e – tailers preferred, motivation and satisfaction of various typologies of online shoppers.

2. Methodology

The study is empirical in nature and the area selected for this study is Coimbatore, as it is the hub of reputed medical, engineering and arts and science universities. However, for this study, the shopping behaviour of the student segment who is in the age group between 18 – 30 was assessed by the researcher because they have good exposure towards internet usage through wired and non – wired technology. A Convenience sampling method was adopted for choosing 200 university students who are undergoing arts and science courses only. To collect data from the respondents a self – administered questionnaire was used aimed at gathering information about their background, their online shopping experiences, how long they shop online, the type of goods purchased through online and from which e – tailer it was purchased, their motivation for purchasing through online and their level of satisfaction towards online shopping. To better understand the differences in online buying behaviour of the students, they are grouped into four on the basis of their past online shopping experience and are labelled as new buyers, experienced buyers, ad – hoc buyers and regular buyers with online shopping experience for less than six months, six months to two years, two – four years and above four years respectively. Thus, the collected data was analysed using statistical tools like percentage analysis, descriptive statistics and one – way ANOVA in IBM SPSS version 20.0. In terms of assessing the choice of differences among the online shoppers in their preferences, motivation and satisfaction, one – way ANOVA was used.

3. Research Finding and Discussion

Profile of the Respondents

The profile of the respondents under the study is given in Table 1, which revealed that in case of new buyers majority (57.78 per cent) were male, 48.82 per cent of them were between the age group of 18 – 20 years and had post-graduation qualification with four members in their family. In respect of, ad – hoc buyers, majority (56.92 per cent) of the respondents are male and fall under the age group 18 – 20 years with a maximum qualification (49.23 per cent) of post – graduation. 35.38 per cent of them had four family members. In case of experienced buyers, majority (69.70 per cent) were male, 60.61 per cent of them are between the age group 18 – 20 years old. Most of them (45.45 per cent) had PG educational level with four members in their family. In case of regular buyers, majority (61.40 per cent) of them were male, between the age group 21 – 23 years, who were undergoing post-graduation degree.

Table 1: Profile of the Respondents

Demographic Variables		New Buyers (N = 45)	Ad – Hoc Buyers (N = 65)	Experienced Buyers (N = 33)	Regular Buyers (N = 57)	Total (N = 200)
Age	18-20	22 (48.89)	33 (50.77)	20 (60.61)	26 (45.61)	101 (50.5)
	21-23	15 (33.34)	28 (43.08)	12 (36.36)	27 (47.37)	82 (41)
	24 and Above	8 (17.77)	4 (6.15)	1 (3.03)	4 (7.02)	17 (8.5)
	Total	45 (100)	65 (100)	33 (100)	57 (100)	200 (100)
Gender	Male	26 (57.78)	37 (56.92)	23 (69.70)	35 (61.40)	121 (60.5)
	Female	19 (42.22)	28 (43.08)	10 (30.30)	22 (38.60)	79 (39.5)
	Total	45 (100)	65 (100)	33 (100)	57 (100)	200 (100)
Marital Status	Unmarried	6 (13.33)	11 (16.92)	8 (24.24)	10 (17.54)	35 (17.5)
	Married	39 (86.67)	54 (83.08)	25 (75.76)	47 (82.46)	165 (82.5)
	Total	45 (100)	65 (100)	33 (100)	57 (100)	200 (100)
Educational Qualification	Under Graduate	11 (24.44)	13 (20)	10 (30.31)	13 (22.81)	47 (23.5)
	Post Graduate	22 (48.89)	32 (49.23)	15 (45.45)	33 (57.89)	102 (51)
	M.Phil	8 (17.78)	12 (18.46)	5 (15.15)	7 (12.28)	32 (16)
	Ph.D	4 (8.89)	8 (12.31)	3 (9.09)	4 (7.02)	19 (9.5)
	Total	45 (100)	65 (100)	33 (100)	57 (100)	200 (100)
Number of Members	Two	1 (2.22)	3 (4.62)	4 (12.12)	1 (1.75)	9 (4.5)
	Three	7 (15.56)	19 (29.23)	6 (18.18)	10 (17.55)	42 (21)
	Four	26 (57.78)	23 (35.38)	19 (57.58)	27 (47.37)	95 (47.5)
	Above Four	11 (24.44)	20 (30.77)	4 (12.12)	19 (33.33)	54 (27)
	Total	45 (100)	65 (100)	33 (100)	57 (100)	200 (100)

Source: Primary Data

Note: Figures in parentheses indicate share percentages

3.1 Behavioural Differences by Typology

In order to identify the choice behaviour of the four types of online shoppers in terms of product and e – tailers preferred, motivation and satisfaction, one way – ANOVA was used and the results are shown in Table 2,3,4 &5.

3.2 E - tailers Preference through Online Shopping

In this study, the preference of various online shoppers was measured using mean value and their behavioural differences were assessed using one – way ANOVA. Table 2, clearly

indicated that Flipkart.com is the most preferred e – tailer with the highest mean score in case of all types of buyers followed by Amazon.in and Snapdeal.com in the order of their importance. However, the ANOVA results revealed that out of ten e – tailers selected for the study, the four types of buyers differ in their preferences only with Myntra.com (with F – value of 7.68 and p – value significant @ five per cent). Hence, it is concluded that the preferences of four types of buyers towards e – tailer is the same except with Myntra.com which deals with single product i.e., Clothing only.

Table 2: E- tailers Preferred by the Respondents – ANOVA

E- Tailers	Mean value					F-Value	Sig
	New buyers	Ad - Hoc buyers	Experienced buyers	Regular buyers	Total		
Flipkart.com	2.68	2.55	2.61	2.68	2.63	1.37	.254 ^{ns}
Amazon.in	2.23	2.25	2.00	2.04	2.14	2.47	.063 ^{ns}
Myntra.com	1.80	1.62	1.64	1.67	1.66	7.68	.000*
Jabong.com	1.55	1.57	1.61	1.47	1.53	1.26	.289 ^{ns}
Snapdeal.com	2.13	2.14	2.03	2.04	2.08	2.59	.054 ^{ns}
Ebay.in	1.95	1.80	1.58	1.74	1.77	1.43	.234 ^{ns}
Alibaba.com	1.35	1.17	1.24	1.28	1.25	1.08	.359 ^{ns}
Homeshop18	1.40	1.31	1.36	1.44	1.36	0.10	.961 ^{ns}
Shopclues.com	1.40	1.45	1.48	1.42	1.42	0.13	.944 ^{ns}
Yebhi.com	1.23	1.42	1.39	1.33	1.34	2.50	.061 ^{ns}

Source: Primary Data

Note: ns- not significant, * s- significant, at 5 per cent level

Products Preference through Online Shopping

In respect of the products preferred through online shopping, the results (in Table 3), revealed that computer products (CDs, Pen drives) were ranked first (with the mean score of 2.29) followed by clothing and apparel (with mean score of 2.11) and books (with mean score of 1.84). The F – values were

significant at five per cent only with two products namely books and computer products and this may be due to the fact that the consumer segment of this study is the student community who mostly buy these products.

Table 3: Products Preferred by the Respondents – ANOVA

Type of products	Mean value					F-Value	Sig
	New buyers	Ad - hoc buyers	Experienced buyers	Regular buyers	Total		
Books	1.95	1.65	1.79	2.04	1.84	3.51	.016*
Groceries/ Stationeries	1.43	1.42	1.36	1.51	1.44	1.93	.126 ^{ns}
Food	1.25	1.22	1.21	1.28	1.23	0.24	.869 ^{ns}
Cosmetics	1.53	1.42	1.39	1.56	1.47	1.29	.281 ^{ns}
Pharmacy	1.20	1.20	1.18	1.47	1.27	1.03	.383 ^{ns}
Clothing and Apparel	2.13	2.08	2.45	1.93	2.11	0.96	.413 ^{ns}
Beauty and Personal Care	1.75	1.48	1.70	1.60	1.59	2.02	.112 ^{ns}
Furniture	1.35	1.29	1.36	1.46	1.35	2.61	.053 ^{ns}
Electronics/ Kitchen gadgets	1.75	1.89	1.79	1.82	1.82	0.61	.613 ^{ns}
Computer products/ CDs, Pen drive	2.33	2.20	2.42	2.30	2.29	3.10	.028*
Baby care products/ Toys	1.30	1.38	1.39	1.46	1.38	0.03	.995 ^{ns}

Source: Primary data

Note: ns-not significant, * s- significant, at 5 per cent level

3.3 Motivating Factors Based on Type of Buyers- ANOVA

In Table 4, mean ranking and one way ANOVA test were performed to find the importance and differences for four types of online buyers based on motivating factors. The ANOVA results show that, there is significant differences among four types of online shoppers only with two factors namely product information and shop with confidence as their p – values were

less than 0.05. It is also clear that, regular online buyers registered the highest mean score for all four factors whereas the trial online buyers registered the lowest ratings. It was also assumed that there was no difference in perception of hassle free shopping experience and web design factor across the four types of online buyers.

Table 4: ANOVA on Type of Buyers and Motivating Factors

Motivating factor	Type of Buyers	Mean	SD	f- value	Sig
Hassle Free Shopping Experience	New buyers	16.6230	2.62147	1.585	.194
	Ad - hoc Buyers	16.9753	3.62621		
	Experienced Buyers	17.8000	4.15223		
	Regular Buyers	19.0556	3.76473		
	Total	17.2200	3.52900		
Website Design	New buyers	23.2459	3.64534	1.615	.187
	Ad - hoc Buyers	23.8272	4.71113		
	Experienced Buyers	24.3500	4.91231		
	Regular Buyers	25.7778	5.54718		
	Total	23.9300	4.55840		
Products Information	New buyers	15.3934	2.41025	2.767	.043*
	Ad - hoc Buyers	15.9259	3.12561		
	Experienced Buyers	16.2250	3.39296		
	Regular Buyers	17.1111	4.11438		
	Total	15.9300	3.10051		
Shop with Confidence	New buyers	11.9344	1.79693	3.214	.024*
	Ad - hoc Buyers	11.5062	1.93083		
	Experienced Buyers	12.0500	2.99530		
	Regular Buyers	13.2778	2.73981		
	Total	11.9050	2.26087		

Source: Computed from Primary Data

Note: ns- not significant, * s- significant, at 5 per cent level

Differences in Satisfaction with Online Shopping

Table 5, depicts the satisfaction level of various online shoppers towards online shopping. A comparison of mean values of satisfaction with four types of buyer’s viz., New Buyers, Ad - hoc Buyers, Experienced Buyers and Regular Buyers’, reveal that the mean values are higher in respect of all 24 variables for New Buyers. Hence it may be concluded that the satisfaction of New Buyers is higher than other types of

buyers towards online shopping. The ANOVA results show that the four types of buyers differ significantly in their satisfaction in respect of eight variables viz., Payment Security, Brand Options, Personal Information Privacy, Global Reach, Time Saving, Shopping and Payment System, Brand Image of Website, Product Information.

Table 5: Level of Satisfaction of Type of Buyers

Satisfaction variables	New Buyers		Ad - hoc Buyers		Experienced Buyers		Regular Buyers		F- Value	Sig
	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
Payment Security	3.83	0.52	3.78	1.00	3.38	1.37	3.17	1.42	3.405	.019*
Low Price	4.04	0.66	3.73	1.04	3.55	1.28	3.61	1.38	2.270	.082
Brands Options	4.06	0.74	3.69	1.02	3.43	1.36	3.22	1.77	4.125	.007*
Review about product	3.83	0.82	3.86	1.06	3.53	1.28	3.39	1.54	1.640	.182
Online delivery	3.78	0.87	3.60	1.04	3.35	1.33	3.28	1.53	1.731	.162
One stop shop	3.57	1.11	3.46	1.10	3.40	1.30	3.39	1.46	.235	.872
24*7	3.72	1.08	3.64	1.45	3.60	1.53	3.33	1.68	.369	.775
Personal information privacy	3.77	0.84	3.35	1.03	3.25	1.21	3.39	1.38	2.649	.050*
Global reach	4.06	0.96	3.67	1.12	3.28	1.36	3.39	1.50	4.216	.006*
Time saving	4.13	0.93	3.77	1.18	3.45	1.47	3.50	1.65	2.954	.034*
Convenience while shopping	4.01	0.84	3.80	0.94	3.58	1.34	3.39	1.69	2.220	.087
Shopping and payment system	4.00	0.65	3.70	0.99	3.35	1.23	3.11	1.60	5.174	.002*
Product comparison	3.85	0.99	3.78	1.13	3.53	1.40	3.17	1.58	1.923	.127
Discount	3.86	0.93	3.57	1.00	3.43	1.38	3.22	1.59	2.168	.093
Brand image of the website	3.86	0.92	3.60	0.96	3.70	1.24	3.00	1.41	3.224	.024*
Privacy in shopping	3.55	0.84	3.57	0.89	3.38	1.33	3.06	1.43	1.446	.231
Product information	4.04	0.61	3.88	1.02	3.53	1.36	3.28	1.60	3.601	.014*
Quality product	3.60	0.86	3.59	1.00	3.40	1.28	3.17	1.38	1.100	.350
Customer care	3.59	0.93	3.33	0.94	3.55	1.15	3.28	1.49	.996	.396
Easy return policy	3.31	1.21	3.28	1.11	3.50	1.20	3.11	1.53	.505	.679
Guarantee	3.21	1.11	3.28	0.96	3.45	1.15	3.06	1.35	.658	.579
Warranty	3.55	0.92	3.26	1.00	3.23	1.05	3.17	1.25	1.461	.226
Insurance in transit	3.47	1.01	3.35	1.09	3.35	0.98	3.33	1.19	.217	.884
Packaging style	3.98	0.84	3.64	0.95	3.65	1.31	3.28	1.56	2.217	.087

Source: Computed from Primary Data.

Note: ns – not significant, *s - significant, at 5 per cent level

4. Conclusion

Past researches in the field on online shopping was carried out on determinants of consumers purchase behaviour, users versus non – users, reasons for not buying online, attitude and trust of online shoppers and various typologies of online consumers. This study aims at examining the behavioural differences of various online shoppers towards online shopping behaviour. The various groups also exhibited significant differences in terms of product preferred, e – tailers preferred, motivation and satisfaction. Thus, this information can be fully employed by online marketers to develop different marketing programs aiming at each segment. For instance, the four groups of respondents differed significantly with one e – tailer namely Myntra.com. This may be because they dealt only with one product i.e., clothing. On the other hand, four types of buyers preferred the same products books and computer parts, since they were the only items used mostly by students. Therefore, it is imperative for marketers to identify the specific segments of shoppers they want to target and devise price and promotional strategies accordingly.

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