AN ANALYSIS OF FACTORS PULLING SHOPPERS TOWARDS ONLINE SHOPPING SITES

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ABSTRACT

The purchase intention of online buyers can be due to push factors and pull factors. Push factors are at times derived from displeasure shopping experience in mom and pop stores. Pull factors are such things which add easiness to buyer while shopping online. In this study, descriptive research design of conclusive nature is used. Sampling survey is done accumulate data from target customers. Primary data is used for this study by collecting data using structured, undisguised questionnaire. Judgment Sampling is done in which the researcher judges the respondent based on his/her online surfing behavior. The eligible sampling units are any e-buyer of Salem & Tanjore city were taken as sampling unit in this study with sample size of the study is 250 respondents comprising 125 from Salem city & 125 from Tanjore city. A factor analysis was carried out on 23 variables that pull a shopper towards online shops and 7 factors were identified and are presented in the study.

INTRODUCTION

The purchase intention of online buyers can be due to pull factors. The e-commerce via internet is gaining awareness towards students today. This conjecture has been useful on the cram to accept technology user different and has been emerged as a model in investigation to raise projective power. Such theory was used in this study to give details about shoppers buying intent online. As well the ease of use and usefulness, other factors such as compatibility, privacy, security, normative beliefs and self-efficacy are exploited at this TAM. Compatibility, usefulness, ease of use and security has been found to be imperative towards approach in online shopping.

NEED FOR THE STUDY

The internet is fetching more popular as time goes on and buyers globally become more relaxed about the safety measures and on-time delivery of their orders. The key reasons for this escalation will include the growing penetration of Internet, massive buying of android phones, requirement for ease of purchasing, time convenience and more mobility. Deep discounts obtainable from e-portals will in addition push the market expansion. This is the area of merchandising that will continue to have a constructive viewpoint in the near future. It is time to analyze the factors influencing purchase intention in Indian cyber space. This forms the statement of the problem.

REVIEW OF PAST LITERATURE

Hsu, Shu-Hung; Bayarsaikhan, Bat-Erdene, MBA concluded that consumer innovativeness, perceived benefits and perceived risk are important determining factors influencing online shopping. Also the findings shown that consumer innovativeness, perceived benefits had positive impact on consumer shopping attitude, and perceived risk had a negative impact on consumer online shopping attitude.

Gong, Wen; Stump, Rodney L; Maddox, Lynda M found that Chinese consumers' age, income, education and marital status, and their perceived usefulness are significant predictors of online shopping intention. These results will enable e-marketers to better design their e-marketing strategies that cater to Chinese consumers changing needs and lifestyles and improve their online shopping experiences

Vaidehi, P Usha found that important factors consider, using correlation analysis, which influence online buyer while making online purchases. The results have shown that various reasons like time saving, less price, promotional activities offered by e-retailers, and ease in payment are the factors influencing online shopping behavior of the engineering student.

Tang, Shuling; Lv, Xin found that The shopping behaviors of the online consumers are often influenced by the price and quality of commodity, network security, after-sale service and other factors. The network marketing enterprises should fully analyze the influencing factors on the consumers' online shopping behaviors, make good use of advantages of online shopping.

Akbar, Saad; James, Paul T J found that the strongest influencers from highest to lowest were Price, Refund, Convenience, Auction Web sites, Security, Brand, Search engines, Promotion and Online shopping malls. According to independent t-test analysis for gender, there was significant different means between males and females for online shopping malls and Auctions Web sites factors to receptivity on online shopping.

Yulihasri; Islam, MdAminul; Daud, Ku Amir Ku found that besides the ease of use and usefulness, others factors such as: compatibility, privacy, security, normative beliefs and self-efficacy are utilized at this TAM. The results support seven hypotheses from nine. Compatibility, usefulness, ease of use and security has been found to be important predictors toward attitude in on-line shopping.

Guo, Li, found that empirical analysis of the hierarchy model of influencing factors of online shopping which is built by domestic scholars, and gets the relative importance of these influencing factors. The results show

that: security of online shopping, prices, and commercial credits are primary factors influencing consumers' purchasing behaviors, and genders education levels of consumers, and designs of store are the secondary ones

Dillon, Thomas W; Reif, Harry L found that young adults with a history of e-commerce purchasing experience have a more positive attitude towards online buying than do young adults without e-commerce purchasing experience. In a related finding, a history of e-commerce purchasing experience serves as a good predictor of future e-commerce commodity purchases. Additionally, consumer risk and shopping experience perceptions were found to influence experienced e-commerce shoppers.

Vanishree. found that the factors affecting online buyers' behaviour, and the relationships between these factors and the type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existent online customers. To capture a large share of the existing and future Internet market, E-marketers must understand the factors considered by the online buyers while purchasing online and the impact of users' demographic characteristics on attitudes towards purchasing over the Internet.

Eun Young Kim found that the transaction/cost factor and the incentive programs factor, along with demographic variables (gender, income and number of children), were important predictors in determining the intention to purchase clothing, jewelry, or accessories via the Internet.

OBJECTIVE OF THE STUDY

To identify the important factors that pull shoppers towards online shopping.

METHODOLOGY

The factors pulling shoppers towards online purchases were identified from the review of literature concerning it. After testing the content validity of the factors , 23 different factors were identified. The identified variables were incorporated into a structured undisguised questionnaire and using a sample survey using a descriptive research design.

SAMPLING DESIGN

The sampling design of the study was judgement sampling design, which is a type of non random sampling method. The respondents of the study were chosen based on the researchers judgemental capabilities of assessing the online purchasers. The sample size was 250 respondents. The sampling unit comprises of an online shopper who has made an online purchase within a month in the sampling area.

STATISTICAL DESIGN

The statistical design used was non experimental causal design. The collected data was analyzed using SPSS v.16. The tools used for analysis were inferential statistics, mean & standard deviation and Factor analysis a multi variate data reduction tool.

GEOGRAPHICAL AREA COVERED BY THE STUDY

The study area covered 125 respondents each from the cities of Salem and Tanjore of Tamil nadu making a total sample size of 250.

RESULTS OF THE STUDY

1. Demographic Characteristics of the Respondents:-

The majority of the respondent belonged to the ages between 31-40 years, 57.2% of the total respondents were female, 29.2% of the total respondents have pursued diploma, ITI, etc, 40.8% of the total respondents were working in private sector, 33.6% of the total respondents had a monthly income of Rs.25001-Rs.35000,

2. Online buying Behavior of the Respondents:-

30.8% of the total respondents shopped monthly once in online, 34.8% of the total respondents spent daily 2-5 hours online, 37.6% of the total respondents uses wifi internet connection, 40.4% of the total respondents preferred to pay via cash on delivery, 81.6% of the total respondents purchased saree online, forming 36% of the total respondents purchased in flipkart.com.

3. Level of agreement towards Pull factors (Refer table 1):-

The pull factors are factors which pulls customers towards online stores. The table 1 shows the level of agreement towards pull factors.

The highest mean rating is observed for statement comparison of product *variety is more* with the score of 3.992, and the second highest mean rating is observed for statement *promotional offers like OMG, EDLP* with the score of 3.684, and the third highest mean rating is observed for statement *order tracking system helps in locating product movement* with the score of 3.672, and the third lowest mean is observed for the statement *good connectivity with delivery* with the score of 3.292, and the second lowest mean is observed for the statement *it enhances self image* with the score of 3.272, and the lowest mean is observed for the statement *rating scores are available* with the score of 3.14.

The highest variation in the rating is observed for statement *customer care & support* with the score of 1.27538, the second highest variation in the rating is observed for statement *Good connectivity with delivery* with the score of 1.13662, the third highest variation in the rating is observed for statement *knowledge of all models & varieties* with the score of 1.07239, and the third lowest variation in the rating is observed for statement *quick delivery* with the score of 0.96329, and the second lowest variation in the rating is observed for statement *access to global brands* with the score of 0.94868, and the lowest variation in the rating is observed for statement *comparison of product variety is easy* with the score of 0.9051.

4. Results of Factor analysis of statements describing pull factors (Refer table 2):-

The variables were subjected to factor analysis using the extraction Method of Principal Component Analysis, and rotation method of Varimax with Kaiser Normalization. As a first step to know the sampling adequacy KMO and Bartlett's Test was carried out. Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.768, which means that the sample size is adequate to perform factor analysis. Moreover the cronebach alpha was 0.826 for pull factors which also states the reliability of the variables in measuring the consumer's opinion. Further it can be noted that in the Bartlett's Test of Sphericity the significance of Chi-Square is less than 0.05 which signifies the validity and suitability of the responses collected to the problem being addressed through the study. The 7 factors that have Eigen values more than one are extracted for push factors. In total, the seven factors are able to explain 70.059% for pull factors. The extraction by principal component analysis method, rotation by Varimax with Kaiser Normalization method converged in iterations. 7 factors were extracted in pull factors were named based on their loadings as follows

1. Display, promotional offers and attractive web design;

2. Good delivery, customer support and product knowledge;

3. Comparison of prices and product visibility;

4. Easy cancellation procedures and all time accessibility;

5. Easy comparison of products;

6. Access to purchase history; and

7. Global shopping possibilities.

Dr.S.C. Sivasundaram Anushan & L.Balakumaran

SUGGESTIONS

On the basis of inferential statistics and the factor analysis we are able to find out the pull factors that had the highest agreement among online shoppers were more variety, attractive promotional offers like OMG, EDLP and facilities for order tracking system and locating product movement. The researcher offers the following suggestion based on the findings of the study.

1.Make the web page display attractive;

2. Offer variety of products in their portal;

3.Release frequently more promotional offer; and

4. Responsive order tracking systems.

CONCLUSION

Attractive web display, large product variety, offering good promotional schemes and having a responsive order tracking system are the key pull factors towards e – shopping.

TABLES

Table: 1 -Agreement level towards pull factors and descriptive statistics

Statements		Highly disagree	Disagree	Neither agree nor disagree	Agree	Highly agree	Mean	Variance
It is very innovative	Count	6	41	84	91	28	3.3760	.96662
	%	2.4%	16.4%	33.6%	36.4%	11.2%		
It enhances self image	Count	14	41	84	85	26	3.2720	1.03649
	%	5.6%	16.4%	33.6%	34.0%	10.4%		
Comparison of prices is easy	Count	13	34	78	89	36	3.4040	1.05700
	%	5.2%	13.6%	31.2%	35.6%	14.4%		
Comparison of product variety is easy	Count	4	10	49	108	79	3.9920	.90510
	%	1.6%	4.0%	19.6%	43.2%	31.6%		
Good connectivity with delivery	Count	19	43	69	84	35	3.2920	1.13662
	%	7.6%	17.2%	27.6%	33.6%	14.0%		
Global shopping opportunities	Count	8	35	84	90	33	3.4200	.99173
	%	3.2%	14.0%	33.6%	36.0%	13.2%		
Access to global brands	Count	7	25	79	104	35	3.5400	.94868
	%	2.8%	10.0%	31.6%	41.6%	14.0%		
Cash on delivery reduces risk	Count	7	34	80	91	38	3.4760	.99871
	%	2.8%	13.6%	32.0%	36.4%	15.2%		
Attractive web page design	Count	6	31	77	96	40	3.5320	.98226
	%	2.4%	12.4%	30.8%	38.4%	16.0%		
Standardized returns policy	Count	11	40	75	94	30	3.3680	1.02996
	%	4.4%	16.0%	30.0%	37.6%	12.0%		
Promotional offers like OMG, EDLP	Count	7	27	65	90	61	3.6840	1.04523
	%	2.8%	10.8%	26.0%	36.0%	24.4%		
Accessible 24*7	Count	8	34	69	107	32	3.4840	.98673
	%	3.2%	13.6%	27.6%	42.8%	12.8%		
Visibility of user reviews	Count	10	30	77	99	34	3.4680	1.00249
	%	4.0%	12.0%	30.8%	39.6%	13.6%		
Rating scores are available	Count	17	47	96	64	26	3.1400	1.05682
	%	6.8%	18.8%	38.4%	25.6%	10.4%		
Knowledge of all models & varieties	Count	10	38	69	89	44	3.4760	1.07239
	%	4.0%	15.2%	27.6%	35.6%	17.6%		
Easy cancellation of orders	Count	9	38	72	102	29	3.4160	.99947
	%	3.6%	15.2%	28.8%	40.8%	11.6%		
Order tracking system helps in locating product movement	Count	8	28	58	100	56	3.6720	1.04344
	%	3.2%	11.2%	23.2%	40.0%	22.4%		
History of previous purchases	Count	8	37	80	94	31	3.4120	.99105
	%	3.2%	14.8%	32.0%	37.6%	12.4%		
Display of related products	Count	12	39	81	91	27	3.3280	1.02009
	%	4.8%	15.6%	32.4%	36.4%	10.8%		
Quick delivery	Count	5	28	77	98	42	3.5760	.96329
	%	2.0%	11.2%	30.8%	39.2%	16.8%		
Challenging pricing methods	Count	9	27	60	101	53	3.6480	1.04329
	%	3.6%	10.8%	24.0%	40.4%	21.2%		
Customer care & Support	Count	19	42	68	81	39	3.3520	1.27538

(Source: Primary data)

Table: 2-Rotated Component Matrix for pull factors

Pull variables	Factor Component						
	1	**2**	**3**	**4**	**5**	**6**	**7**
Display of related products	.820	*Display, promotional offers and attractive web design.*					
Attractive web page design	.819						
It enhances self image	.813						
Promotional offers like OMG, EDLP	.801						
Access to global brands	.623						
Good connectivity with delivery		.914	*Good delivery, customer support and product knowledge*				
Customer care & Support		.887					
Knowledge of all models & varieties		.812					
Order tracking system helps in locating product movement		.657					
Challenging pricing methods		.585					
Comparison of prices is easy			.759	*Comparison of prices and product visibility*			
Visibility of user reviews			.714				
Standardized returns policy			.663				
Buyer guides			.636				
Rating scores are available			.533				
Easy cancellation of orders				.940	*Easy cancellation procedures and all time accessibility*		
Accessible 24*7				.917			
It is very innovative				.734			
Comparison of product variety is easy	*Easy comparison of products*			.766			
History of previous purchases	*Access to purchase history*					.659	
Quick delivery						.516	
Cash on delivery reduces risk						.507	
Global shopping opportunities	*Global shopping possibilities*						.887

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