

Website attributes impacting Online shopping Behaviour**Arijit Roy****Anushree B Roy*

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Retailing in India is experiencing a dynamic time with growth of e-tail posing a challenge to the traditional retail formats. The involvement of internet has changed how consumers shop and the factors that influence shopping on an internet based platform is also different from that of traditional offline shopping. This research paper looks to identify the various factors impacting online consumer buying behaviour, specifically related to website features. The data for this study has been collected from Bengaluru and a total of 123 responses has been analyzed for this paper. From this study, it is seen that while selecting a website for online shopping consumers give preference to websites which offers varied and quality products, better price and discounts, less delivery time and after sales services. Analysis based on demographic factors shows that while it comes to loyalty towards a website female are more loyal toward a particular website than male.

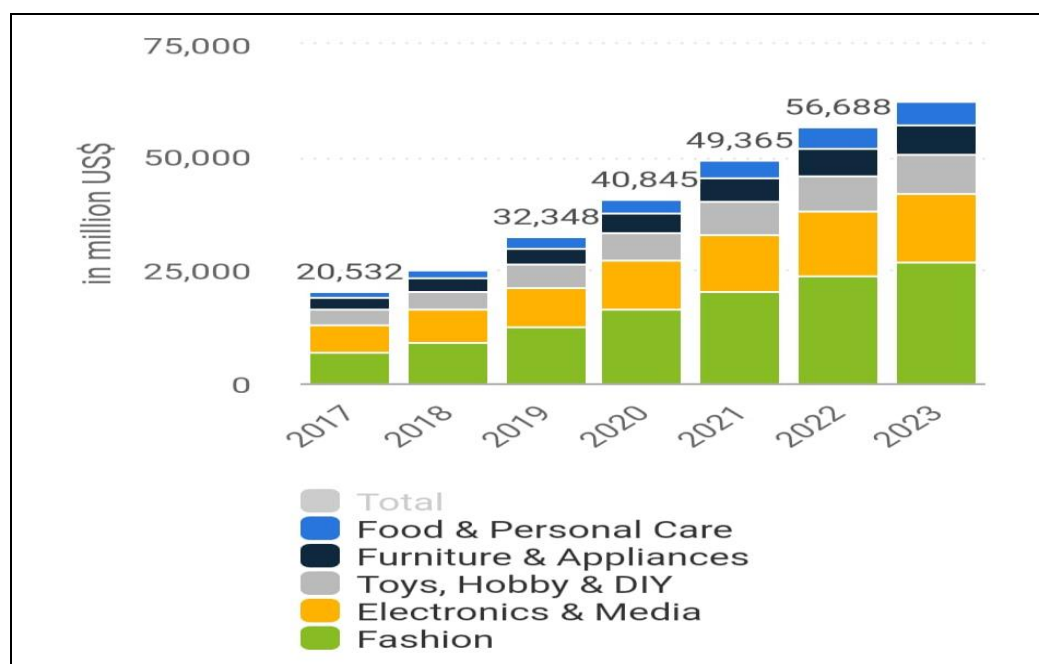
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Introduction

The advancement in technology along with the growth in the internet has given a boost to the retail sector across the world. The factors that chiefly influenced the growth of internet in India are: Increased availability of bandwidth, availability of smart phones at cheaper cost, cheaper data plan and various government initiatives such as digital India. The growth in internet usage is not only restricted to the urban region, in fact it's much higher in rural area which accounts for 35% when compare to 7% in urban regions. According to world atlas (2019) India has second higher number of internet user after China with 699 million users connected.

According to a report by Statista (2019), India's revenue in ecommerce market amounts to US\$32348 million with growth of 27.8% in 2019. The revenue is expected to grow at the rate of 17.8%, amounting to US\$62284 by the year 2023. Further the report also states that currently (2019) the user penetration in India is 37.5%, which is anticipated to reach 46.2% by the year 2023.

Figure1- Showing the revenue of ecommerce across various segments



Retailing

Retailing is buying and selling of goods/merchandise to the end users through various distribution channels, whereas e tailing is sales of retail goods with the use of internet. It is a model which does not require any intermediates as the business would directly interact with the customers. Often the term ecommerce and e tailing is used interchangeably but ecommerce is much broader term with e tailing being a subcategory of it. E tailing is defined as selling of good on internet, whereas e commerce can be defined as commercial transaction conducted by electronic means on the internet. Various factors that have contributed in the growth of e commerce and e tailing are growth convince, availability of wide ranges products, less time consuming and availability of adequate and quality information about products and services.

Factor impacting online consumer behavior

Consume behavior is the Study of how consumer make decision about what they buy, want and need with regards to a product, service or a company. It is mainly concerned with psychology, motivations and behavior. It is a three stage process which includes pre purchase, purchase and post purchase stages. There are various underlying processes that takes place during each of these stages. Usually the number of stages further depends upon the involvement in the purchase. Low involvement decision are, typically product in which risk

is low, inexpensive and consumer need not think much before purchasing the product . Contrary to which, high involvement decision carries higher risk, are more complex and highly priced and hence consumer tend to spend lot of time comparing different aspects.

There are various factors that impact the consumer offline purchase behaviour, which can be bifurcated into internal factors and external factors. Internal factors (Also known as personal factors) are the personal traits and behaviour of consumer which includes attitude, learning and motivation while external factors (Also known as environment factors) are the ones that are beyond the control of consumer. It includes demographic, socio economic, marketing, technology, culture, sub culture and various marketing stimulus. All these factors have impact on all the stages of buying.

Pre-purchase is an intergral part of consumer decision making process and buying process. During this stages consumer tend to use both traditional offline information source and online information source. The most distinctive attributes of internet is that it helps the consumer to extract the information about the product and also helps in looking for alternatives during this stage .Online consumers selects those seller who provide them with huge variety of products, additional information about the product- description, review, images and videos. Several other extrnal factors that impact during online shopping are the marketing stimuli, word of mouth, brand reputation and social media.

During the second where the actual purchase takes, website selection is very important. The various important parameters of the website are the website design, page load time, payment process, privacy and security, availability of products, personalization, navigation, check out process and attractive website. Out of which availability of information along with website image and visual appeal play a crucial role as it increase the chances of consumer purchasing the product. The loading time of the page should also be fast otherwise the possibility of consumer moving to other site is high.

There are various studies focusing on gender differences in online consumer behaviour. Few studies have shown that men and women have different psychological for online shopping. Male consumer were found to have more positive attitude towards online shopping than female consumers. This provided support that gender will have impact on consumers online purchase decision making. Some studies states that the effect of trust on the intention to shop online is stronger for women than for men due to their different communication styles, with women being more network oriented and men being more task oriented. Further studies states

that men are more task and system oriented and have more risk appetite than female. One more study states that female are more strongly influenced by social and emotional factors in online shopping environment and also men are quick shopper while women comes under category of shopping for fun.

Table showing website attributes impacting online consumer buying behavior by various authors

Website Attributes
Available product / service on website
Website Image
Visual Appeal
Interactivity of website
Loading Time/ speed
Product/ Information/ Content
Customer Service
Website privacy and Security
Transaction process

Objective of the study

- To understand the importance and impact of website attributes on consumer decision making in an online context.
- To analyse the role of gender as a variable on online shopping.

Limitations of the study

- The sample size considered is relatively very small when compared to the population of the city, hence the inference derived may not be generalised.
- The respondents responses may be influenced by the situation and mood and may not objectively reflect the reality.

Research Methodology**Sampling method**

150 randomly selected respondents based on randomly generated numbers. The numbers were assigned to email ids of various online shoppers.

Data collection

A structured questionnaire was created using Google form which was send to 150 respondents across Bangalore. Out of which 123 responses were consider for the further research study.

Data analysis

Table1: Showing Demographic analysis of respondents

<i>Demographics</i>	<i>Frequency</i>	<i>Percent</i>
<i>Gender</i>		
Male	71	57.70%
Female	52	42.30%
<i>Age</i>		
18-35	102	82.90%
36 - 55	20	16.20%
> 55	1	0.80%
<i>Occupation</i>		
Students	42	34.10%
Working Professional	77	62.60%
Home Maker	4	3.30%
Retired	0	0.00%
<i>Family income</i>		
0-300000 per annum	20	16.30%
300001 - 600000 per annum	48	39.00%
600001 - 900000 per annum	20	16.30%
900001 and above	35	28.40%

It is evident from the above table that out of 123 samples, 71 respondents are male which accounts for 57.7% whereas 42.30% of respondents are female with majority of them being in the age group of 18 to 35.

It is also identified that 62.2% of respondents were working professional and 34.1% of them were students.

Further the 39% of them had annual income between 3 to 6 lakhs and 28 % of them had income above 9 lakhs per annum.

Table 2: Showing most preferred category of product for online shopping

<i>Preferred Category of Product for online shopping</i>	N	Frequency
Apparels/Accessories/Shoes	57	46.3%
Mobile/Computer/Laptop and related accessories	45	36.6%
Home decor and Furniture	02	1.6%
Grocery	02	1.6%
Baby products	04	3.3%
Others	13	10.6%

Among various category of product available online, fashion apparel are most preferred category which accounts for 46.3 per cent, followed by electronic appliance like mobile, computer laptop and related accessories which accounts for 36.6 per cent.

Table 3 - showing consumers preference for internet uses

		Responses		Percent of Cases
		N	Percent(%)	
Q5 ^a	Research/ Information	111	28.5	90.2
	Communication	111	28.5	90.2
	Entertainment	76	19.5	61.8
	Shopping	76	19.5	61.8
	Others	15	3.9	12.2
Total		389	100	316.3

It can be analysed from the above table that greater number of consumer used internet for gathering information and communication, while the second most important reason for use of internet is shopping and entertainment.

Table 4 - Showing most important factor during selecting website for online shopping

	“While selecting a website for shopping I look for”	Frequency	Percent (%)
Valid	Availability and Quality of Product/s /Service/s	45	36.6
	Delivery and after Sales Service	22	17.9
	Others	1	0.8
	Other promotional Offers	2	1.6
	Price	43	34.96
	Website Friendliness	6	4.9
	Website Security	4	3.3
	Total	123	100

There are various factors that have an impact on selecting website, the most important one being the quality and availability of the products and service along with price of the product. The other requirement of the consumer were delivery and after sale service, website friendliness and website security.

Table 5-Showing most preferred website

Sr. No.	Website Name	n=123	Frequency (%)
1	Amazon	53	43
2	Flipkart	33	26.8
3	Myntra	14	11.4
4	Snapdeal	6	4.9
5	Others	17	13.8

After that respondents were asked to select most preferred website for shopping and based on result Amazon has been identifies as most preferred website for online shopping followed by Flipkart and Myntra (Table 5).

Table 6- Websites attributes during actual buying process

“While purchasing from my preferred website, factors important to create a positive experience”	Mean	Std. Deviation

	Statistic	Std. Error	Statistic
Financial and Personal Security provided by website	4.1707	.11116	1.23280
Website Uploading and Transaction Processing Time	4.1626	.10914	1.21043
Products / Service sold	4.1301	.10323	1.14491
Functional Design (Basic Content)	3.7561	.10912	1.21021
Visual and Auditory Content	3.6179	.10676	1.18405
Communication with the Company	3.6016	.11118	1.23301
Communication with other users	2.8699	.10515	1.16619
Links to other websites	2.4878	.10154	1.12619
Valid N (list wise)			

To focus more on website attributes respondents were asked to rate the various factors responsible for creating a positive experience during actual buying process (second stage of buying process) from their preferred website on a five-point Likert scale (1= Least important and 5= Most important). The mean importance ratings are presented in Table 6 and the results indicated that financial and personal security provided by website, website uploading and processing time and product / services offered on a website are most important factors for creating a positive experience during shopping. And for all these three factors mean importance rating is above four.

Table 7- Shifting of respondents due to non availability of products or services

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	Never	5	4.1	4.1	4.1
	Sometimes	60	48.8	48.8	52.8
	Always	58	47.2	47.2	100.0
	Total	123	100.0	100.0	

Table 8 - Shifting of respondents because of various promotional offers on other competitive websites

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	Never	5	4.1	4.1	4.1
	Sometimes	69	56.1	56.1	60.2
	Always	49	39.8	39.8	100.0
	Total	123	100.0	100.0	

Out of 123 respondents 104 (84.6%) were registered on their preferred website/s but at the same time only 4.1 % respondents showed loyalty towards their preferred websites because as they did not mind shifting to other websites because of various reasons such as non-availability of product or attractive promotional offers on other competitive websites (Table 7 and Table 8).

Table 9- Satisfaction level of respondents

		Frequency	Percent	Valid Percent	Cumulative percent
Valid	Dissatisfied	1	.8	.8	.8
	Neutral	8	6.5	6.5	7.3
	Satisfied	84	68.3	68.3	75.6
	Highly Satisfied	30	24.4	24.4	100.0
	Total	123	100.0	100.0	

While asking them about the overall satisfaction from their previous experience most of the respondents were satisfied from their online shopping experience shows in Table 9.

Table 10 - Impact of gender during actual buying process and website attributes

	Functional Design (Basic Content)	Visual and Auditory Content	Communication With the Company	Communication with other users	Links to other websites	Products / Service sold	Financial and Personal Security	Website Uploading and Transaction Processing Time
Mann-Whitney U	1575.500	1748.000	1730.000	1739.000	1649.000	1733.000	182.000	1653.000
Wilcoxon W	2953.500	3162.000	3108.000	4295.000	4205.000	3111.000	3198.000	3031.000
Z	-1.455	-.332	-.616	-.565	-.1048	-.628	-.150	-1.098
Asymp. Sig. (2-tailed)	.146	.740	.538	.572	.297	.530	.880	.272
Grouping Variable: Male/Female								

Table 11- Shifting of respondents due to non availability of products

Test Statistics ^a	
	If your desired product is not available on your preferred website, do you go to other websites
Mann-Whitney U	1491.500
Wilcoxon W	2869.500
Z	-2.056
Asymp. Sig. (2-tailed)	.040

Table 12- Shifting of respondents because of promotional offers

Test Statistics ^a	
	Special Discounts / Special Sale / Offer coupons on other websites attract you to check other competitive websites
Mann-Whitney U	1535.000
Wilcoxon W	2913.000
Z	-1.826
Asymp. Sig. (2-tailed)	.068

Table 13 - Satisfaction Level of Male and female consumers

Test Statistics ^a	
	Satisfied with shopping experience
Mann-Whitney U	1578.500
Wilcoxon W	2956.500
Z	-1.677
Asymp. Sig. (2-tailed)	.093

To satisfy the second objective of paper further analysis has been done to study the difference between male and female's online buying behaviour specifically when it comes to website attributes, for this Whitney Test has been used as data was not normally distributed. Result suggested that there is no significant difference between male and female's behaviour while selecting a website and considering various factors impacting the positive experience during actual buying process from preferred websites as in both cases p value is >0.05 (Table 10). But when it comes to loyalty towards a website it is found that if desired product/s or services are not available on preferred website, male and female shows different behaviour as p value is < 0.05 (Table 11) while in case of promotional offers no significant difference has been observed as $p > 0.05$ (Table 12). Further statistical analysis showed that in first case female are more loyal to a particular website than male. With this no significant difference have been found between male and female's satisfaction level as p value is 0.093 which is $p > 0.05$ (Table 13).

Conclusion

As per report of !BEF 2017 Indian Retail industry is set to touch 1 Trillion \$ by 2020, thus making it necessary for marketer to understand consumer buying behaviour and in this regard various academic studies can help marketers. As this study focuses more on website attributes, marketers can utilize the finding to design attractive and impactful websites.

This study will contribute in existing literature review on online consumer buying behaviour as well as it also has its managerial implications. This study supported various studies done on online Indian consumer buying behaviour and focuses majorly on website related attributes. On one side it supported previous studies on other hand it also contradicts with

some existing literature review such as importance website's aesthetic features, importance of service, importance of connecting with seller and other customers as according to this study these factors are not very important for consumers.

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