



A STUDY ON BUYING BEHAVIOUR OF INTERNET SHOPPERS WITH REFERENCE TO SELECTED HOUSEHOLD PRODUCTS IN GUNTUR AND KRISHNNA DISTRICTS

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Abstract

The study is conducted to understand the buying behaviour of household products in Andhra Pradesh. Through this study the researcher is trying to understand the internet shopper's satisfaction level which determines the effectiveness of online sales in Guntur and krishnna districts, Andhra Pradesh. The results drawn in the study is purely based on the survey conducted among the online shoppers. On-line shopping allows the shoppers to purchase products from the convenience of their homes by using the net. The internet shopping web sites allow buyers access to purchase the products they want to have. Instead of physically visiting a store for shopping people tend to be more dependent for shopping on-line.

In this context the present study was conducted on on-line shoppers in Indian household products, the purpose of study is to measure the attitudinal differences among the online shoppers of various markets in Guntur and Krishnna districts. A total 223 online shoppers among various markets from two districts with the pilot study. Both primary and secondary data was used to analyze data. Few statistical techniques are also used to provide statistical inferences. After the data was analyzed the conclusions are drawn and suggestions are given to the online marketing companies to improve satisfaction level of internet shoppers.

Keywords: Online Shoppers, Household Products, Effectiveness, Buying Behaviour.

Introduction

Online shopping is considered to be a very helpful way of buying products through the internet especially during the holidays and clearance seasons. It allows customers to enjoy a wide variety of products and items not only from a specific store, but from a diverse storage that includes all kinds of items. Online shopping also provides customers with a good customer service that also occurs online. Purchasing items and products through the Web is a very easy task to do. It is now playing a very important role in everybody's life especially elderly people, as well as people with a very busy life schedule.

Purchasing items and products through the Web is a very easy task to do. It is now playing a very important role in everybody's life especially elderly people, as well as people with a very busy life schedule. It provides a very comfortable service for its customers, by being able to save the item in the personal shopping bag, and buy it later on.

Research Problem

An extensive investigation of the literature provides numerous studies on the topic of buyer behaviour. However, there are very few studies related to on buying behaviour of internet shoppers among household products. Based on investigator personal observation and data collected from secondary sources, many online companies had undergone various surveys to identify internet shoppers buying behaviour but results are not up to the expected level and also very few studies were attempted in identifying buying behaviour of internet shoppers in Krishnna and Guntur districts.

Nature and Scope of the Study

The nature of the study is descriptive as it attempted to find out the views of online shoppers of different household products on various aspects like customer services, customer problems and feedback mechanism. The scope of the study is limited to two districts of Coastal Andhra Pradesh viz Guntur and Krishnna.

Objectives of the Study

1. To study the buying behaviour of internet shoppers on various household products and to assess the variations among those companies in execution of marketing functions.
2. To measure the attitudinal differences among the internet shoppers of various household products in identifying the need for online customers.
3. To offer pertinent suggestions based on the study for the improvement of online buyer satisfaction level.

Research Methodology

A brief outline of the methodology for the study is given below:



Data Sources: Data sources are primary and secondary. Data relating to attitudes of the online customers of household products are identified with primary data and online companies marketing practices are studied through secondary sources.

Data Collection: Primary data was collected through administration of a structured questionnaire. The required secondary data was collected through the records of the selected online companies, relevant websites, etc.

Sample Design

Sampling: For the present study, purposeful sampling technique is adopted for selecting the respondents from the household companies. The respondents comprise the internet shoppers of various household products in Guntur and Krishna districts of Coastal Andhra Pradesh.

Data Analysis and Interpretation

Table: 1 Internet Shoppers Purchasing Frequency

Frequency of Purchase	Internet Shoppers from Guntur District		Internet Shoppers from Krishna District	
	Frequency	Percentages	Frequency	Percentages
Frequently (once a week)	2	7.14	14	60.87
Regularly (at least once a month)	6	21.43	4	17.39
Occasionally (once in 2-4 months)	11	39.29	3	13.04
Rarely (Once in a year)	3	10.71	1	4.35
According to the need	6	21.43	1	4.35

Interpretation: In case of all the respondents of Guntur district have given more preference to the Occasional Purchasing. In case of Krishna district respondents prefer Purchasing once a week.

Table: 2 Customer Preferences to Internet Shopping

Reasons for Preferring Internet shopping	Internet Shoppers from Guntur District		Internet Shoppers from Krishna District	
	Frequency	Percentages	Frequency	Percentages
Convenience	10	26.32	10	47.62
Ease of finding products	9	23.68	6	28.57
Offers/Discounted prices	10	26.32	4	19.05
Known or famous brand name	9	23.68	1	4.76
Assurance of on-time delivery	0	0	0	0

Interpretation: In case of all the respondents of Guntur district have given more preference to Convenience and offers or discounted pricing and Krishna district have given more preference to the Convenience.

Table: 3 Internet Shopper Perceptions on Online Marketing Problems

Online Marketing Problems	Internet Shoppers From Guntur District		Internet Shoppers From Krishna District	
	Frequency	Percentages	Frequency	Percentages
No possibility for touch, feel actual products	11	28.95	40	50.63
Fear of misuse of credit card	14	36.84	11	13.92
Fear of losing social contacts	5	13.16	20	25.32
Fear of on time delivery after payment	6	15.79	8	10.13
Doubt about the performance of products	2	5.26	0	0



Interpretation: In case of all the respondents of Guntur district have given more preference to the misuse of credit card. In case of Krishna district respondents prefer no possibility for touching product.

Table: 5 Mean values for Internet shoppers Purchasing Frequency

Frequency of Purchase		
Household products	N	Mean Squares
Guntur District	100	2.20
Krishna District	123	2.22

Interpretation: In case of all the respondents of Krishna District have highest mean value than the respondents of Guntur District regarding purchasing frequency.

Table: 6 Mean Values for Customer Preferences to Internet Shopping

Customer Preference to Internet Shopping		
Household Products	N	Mean Squares
Guntur District	100	2.31
Krishna District	123	0.90

Interpretation: In case of all the respondents of Guntur district have highest mean value than the respondents of Krishna district regarding preferences to internet shopping.

Table: 7 Mean Values for Internet Shopper Perceptions on Online Marketing Problems

Perceptions on Online Marketing Problems		
Household Products	N	Mean Squares
Guntur District	100	0.50
Krishna District	123	2.94

Interpretation: In case of all the respondents of Guntur district have lesser mean value than the respondents of Krishna district regarding online marketing problems.

Findings

1. The study reveals that there are significant differences in the views of online shoppers on frequency of purchase.
2. The study reveals that there are significant differences in the views of internet shoppers on buying preference to internet shopping.
3. The study reveals that there are significant differences in the views of online shoppers on various online marketing problems.
4. The study reveals that there are significant differences in the views of customers on frequency of purchase related to household products, significant differences are also noticed in the views of respondents across Guntur and Krishna districts.
5. The study reveals that there are significant differences in the views of online shoppers on various preferences to online shopping related to household products, significant differences are also noticed in the views of respondents across Guntur and Krishna districts.
6. The study reveals that there are significant differences in the views of online shoppers on various online marketing problems relating to household products, significant differences are also noticed in the views of respondents across Guntur and Krishna districts.



Suggestions

1. The study found that there is a difference between the opinions of the respondents in frequency of purchasing. So the concerned executives are required to identify the reasons for frequency of purchasing.
2. In the light of these observations, there is a need on the part of organizations to bring improvements in certain online shopper satisfaction level.
3. It is suggested that sufficient care has to be taken by both the Guntur and Krishna internet marketing companies in designing effective buyer purchasing programs.
4. The household company's management should adopt innovative methods for satisfying needs of online shoppers.

Conclusion

The online marketing industry has been playing a important role in the process of economic development of the country. The household industry has contributed a significance growth in terms of investments and customer relationship management. The household companies also positively and adequately responded to the industry economic reforms, which are introduced since 1991.

It has been a widely accepted fact that online marketers play an important role in the process of development of any organisation in the country. The effective implementation of policies relating to internet marketing will yield the expected results in satisfying the expectations of different groups which are dependent on the organization.

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