A Study of Influencing Factors on Online Buyers' Behaviour in Chengalpattu Town

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ABSTRACT -- *The electronic market is growing and an increasing number of young customers seem to be buying the products. With the advertisement in various social media, community groups and government support in cashless India increases the popularity of online shopping. The retailers and wholesalers begin to look for online marketers' service to market their products. Buyers concern on security issues are reducing and have positive impact on online shopping. The theory of planned behaviour helps to understand the consumer behaviour. The research study focuses on influencing factors of buyers' behaviour on online purchases. To know the buyers behaviour on online purchases, the questionnaire was framed based on the objectives of the study and the data collection was carried out in Chengalpattu district.*

Keywords-- Social *media, online shopping, teleshopping, cashless economy, buying behaviour, online marketing, etc.*

I. INTRODUCTION

The development in information technology sector and its applications in business reduce the impact of traditional method of buying. It increases the growth of the online buying behaviour among customers and provides competitive behaviour among online marketers. Online buying behaviour continued to increase among customers because it is flexible, they can compare the products easily, they have expanding list of products available, etc. Online shopping allows individual, organization or group to purchase goods or services directly from the online marketers through the internet access. Over the years, online shopping attained tremendous growth, services like user friendly and easy process attract the customer and it increases the customers' expectations. It is essentials to know the customers' expectation and their intensity on consumer behaviour.

II. ONLINE BUYING BEHAVIOUR

According to Solomon, Russel Bennett and Previte (2012), different theories are available to test quantitative and qualitative data of buying behaviour of consumer. According to Kuester (2012), in general consumer behaviour study helps to know the individual, groups and organizations' action and the way they select, use and dispose the products and services. Varma and Agarwal (2014) found that electronic mode of shopping is a process of searching and buying a product or services through internet service. Liao, Palvia and Lin (2010) found online buying process involves searching for the product, comparing and selecting the right product and placing an order is the first stage process, tracking the ordered product and satisfaction or returning the production is the second stage of online buying process. Ajzen (2008) stated that attitudes are the predictors of consumer behaviour. Solomon Thangadurai

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(2018) found that attitude is the best predictor of behaviour. He also found that online marketer should know the requirements of the customers. Vantomme (2005) stated that attitude is the best determinants of behaviour, an individual who have positive attitude will purchase the product.

III. STATEMENT OF THE PROBLEM

Now a day, most of the buyers prefer online channel for buying almost all types of products. It is considered that this mode of marketing is convenient for both the seller and buyer. Online marketing has attracted the entire world and influences the buyers to shift their traditional mode of buying to modern online mode of buying. There are number of factors that influence the buyers to go for online purchase. In the light of these issues, the study is conducted to examine the various factors that influence the behaviour of online buyers.

IV. OBJECTIVES OF THE STUDY

1. To study the relationship between the factors of online buying behaviour.
2. To rank the factors of online buying behaviour.
3. To fit the model of online buying behavior

V. RESEARCH METHODOLOGY

The study is analytical in nature. The primary data were collected from 93 respondents with the help of structured questionnaire in Chengalpattu town. Convenience sampling method was adopted. Secondary data were collectedfrome-journal, e-thesis and websites. Frequency, Fried man test, correlation, multiple regression and structural equation model were employed in this study.

VI. ANALYSIS AND INTERPRETATIONS

Table 1: Reliability Analysis

Cronbach's Alpha	No. of Items
0.980	181

The reliability for 181 items is 0.980. Even if one of the 181 items is deleted the Cronbach's Alpha value will be reduced. This indicates that the reliability for all items is higher.

Table 2: Fried Man Test of the Factors

Factors	Mean Rank	Chi-Square	P value
Awareness	2.03		
Benefits	3.35		
Barriers	3.39	46.850	<0.001**
Attitude	3.16		

Behaviour	3.08		

Source: Primary Data.

Since P value is less than 0.001, the null hypothesis is rejected at 1% level of significance. Hence, it is concluded that there is significant difference in mean rank of factors. Awareness (2.03) is the most important factor followed by behaviour (3.08), attitude (3.16), benefits (3.35) and barriers (3.39).

Table 3: Correlation between the Factors of Online Buyers' Behaviour

Correlation Coefficient		Awareness	Benefits	Barriers	Attitude	Behaviour
Pearson Correlation	Awareness	1.000	-0.066	0.185	0.066	0.128
	Benefits	-0.066	1.000	0.004	0.125	0.092
	Barriers	0.185	0.004	1.000	0.080	-0.067
	Attitude	0.066	0.125	0.080	1.000	0.165
	Behaviour	0.128	0.092	-0.067	0.165	1.000

Source: Primary Data.

The relationship between awareness and benefits of online purchases is -0.066. This indicates that there is a low level of negative relationship between awareness and benefits of online buyers. The relationship between awareness and barriers of online purchases is 0.185. This indicates that there is a low level of positive relationship between awareness and barriers of online buyers. The relationship between awareness and attitude of online purchase is 0.066. This indicates that there is a low level of positive relationship between awareness and attitude of online buyers. The relationship between awareness and behaviour towards online purchase is 0.128. This indicates that there is a low level of positive relationship between these variables in factors influencing online buyer behaviour.

Moreover, the relationship between benefitsand barriers is 0.004. This indicates that there is a low level of positive relationship between benefits and barriers online purchases. The relationship between benefitsand attitude of the online buyers is 0.125. This indicates that there is a low level of positive relationship between benefits and attitude of the online buyers. The relationship between benefitsand behaviour of the online buyersis 0.092. This indicates that there is a low level of positive relationship between benefits and behaviour of the online buyers.The relationship between barriers and attitude is 0.080. This indicates that there is a low level of positive relationship between barriers and attitude of the online buyers. The relationship between barriers and behaviour of the online buyers is -0.067. This indicates that there is a negative relationship between barriers and behaviour of the online buyers. The relationship between attitude and behaviour is 0.165. This indicates that there is a low level of positive relationship between attitude and behaviour of the online buyers.

Table 4: Multiple Regressions between Behaviour and Awareness, Benefits, Barriers and Attitude

Variables	Unstandardized Coefficients (B)	SE of B	Standardized Coefficients (Beta)	t value	P value
(Constant)	2.206	0.869	-	2.539	0.013
X_1 Awareness	0.298	0.222	0.142	1.346	0.182
X_2 Benefits	0.075	0.095	0.082	0.788	0.433
X_3 Barriers	-0.194	0.193	-0.106	-1.004	0.318
X_4 Attitude	0.148	0.101	0.154	1.470	0.145

| R value	R Square	F Value	P Value
0.241	0.058	1.362	0.254

The multiple correlation coefficients are 0.241 and measure the degree of relationship between the actual values and the predicted values of the respondents'behaviour on online buying. Because the predicted values are obtained as a linear combination of awareness (X_1), benefits (X_2), barriers (X_3) and attitude of the buyers (X_4), the coefficient value of 0.241 indicates that the relationship between respondents' behaviour on online buyingand the four independent is positive.

VII. STRUCTURAL EQUATION MODEL ON ONLINE BUYERS' BEHAVIOUR

The model contains observed endogenous variables namely awareness, benefits,barriers and attitude of the online buyers and unobserved exogenous variables such as attitude of the online buyers and behaviour of the online buyers. The null hypothesis is that the model has a good fit

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Table 5: Variable Counts (Group Number *1)*

Number of variables in your model	7
Number of observed variables	5
Number of unobserved variables	2
Number of exogenous variables	5
Number of endogenous variables	2
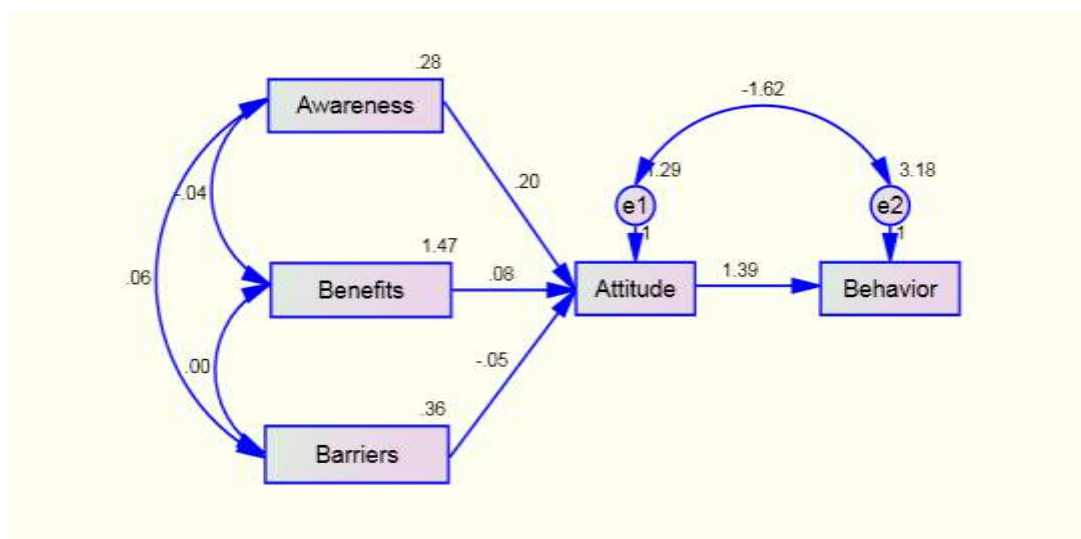
Figure 1: Structural Equation Model on Online Buyers' Behaviour

Table 6: Model Fit Summary of Structural Equation Model

Indices	Value	Suggested Value
Chi-square value	1.590	-
P Value	0.452	> 0.05
GFI	0.993	>0.90
AGFI	0.949	>0.90
CFI	1.000	>0.90
RMR	0.026	<0.08
RMSEA	0.000	<0.08

The value for the fit statistic, the p value should greater than 0.05. It is found that the calculated p value is 0.452 which is greater than 0.05 which indicates perfectly fit. The criteria for an accepting model are as follows: RMSEA of 0.08 or lower; CFI 0.90 or higher. GFI equal to or greater than 0.90 indicates a good fit; the root mean square residual (RMR) equal 0.08 or lower. Here, GFI value, and CFI (Comparative Fit Index) is greater than 0.9 which represent it is a good fit and also it is found that RMR (Root Mean Square Residuals) and RMSEA (Root Mean Square Error of Approximation) value is less than 0.08 which indicates it is a good fit.

VIII.   FINDINGS

The maximum percentages (50.5%) of them are female consumers. 47.3% were completed post-graduation. 21.5% of consumers are businessman and students. 31.2% of respondents are earning below Rs.10001-20000. 52.7% of consumers are singles. 78.5 of consumers are living in rental house.Coefficient value indicates that the relationship between respondents' behaviour on online buying and the four independent factors are positive.

IX.   SUMMARY AND CONCLUSION

The Fried man test of the factors has shown awareness is most important factors on buyers' behaviour. Coefficient of correlation analysis revealed positive relationship between attitude and behaviour of online buyers.SEM analysis indicates good fitness of the variables. Absence of physical appearance and security issues are some barriers in online buyers' behaviour.

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