

Yashoda Multidisciplinary Research Journal**“A STUDY OF ONLINE BUYING BEHAVIOR OF CONSUMERS TOWARD STANDARDIZED PRODUCTS”****Sarika Anil Bhosale****Asst. Prof.****Yashoda Technical Institute Wadepkata Satara****Email- sarikabhosale76@gmail.com**

Abstract: In today globalized era e-commerce becomes common to all. Techno savvy people adopt e-commerce as it provides various facilities as it save time, save efforts such as waiting in a queue etc. But exactly what kind of products prefer by online buyers is become a matter of issues. As young generation attracts towards that e-commerce, unique quality of may be one issue or standardized product having low consumers involvement may be prefer by consumers. Researcher selects this paper to find out factors that affect the choice of online products by online buyers. The paper may help to segment market on the basis of types of products to be preferred. Instrument is executed on 796 samples in Satara district, to find out influencing factors. Result of the research indicates that the product generally not available in local and nearby market, consumers like to shop online The Standardized products mostly having low consumers involvement are shopped on-line.

Key Words: Online Buying, Standardized Product, Unique Product, E-Commerce

Introduction:

Globalization brings quick and rapid access of all things around the world. In today's modern era person do not have much time to visit at various showrooms and made shopping. This problem was addressed by E-shopping. It is the concept of electronic shopping means to shop online using internet from anytime, anywhere.

E-shopping means act of purchasing product or services over the internet. Online shopping has grown popularly over the years, mainly because

people find it convenient and easy to bargain from the comfort of their place, home or office. An important benefit e-shopping provide is that unlike traditional shopping there is no need to wait in long lines or search from store to store. It is just search of an advertise by Google.

E-commerce stands for electronic commerce and pertains to trading in goods and services through the electronic medium, i.e. the Internet or phone. On the Internet, it pertains to a website, which sells products or services directly

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from the site using a shopping cart or shopping basket system and allows credit card payments. It involves conducting business with the help of electronic media, making use of the information technology such as Electronic Data Interchange (EDI). In simple words, electronic commerce involves buying and selling of goods and services over the World Wide Web. Customers can purchase anything at anytime right from a car or a cake sitting comfortably at their location and gift it to someone sitting miles apart just by click of a mouse.

Literature Review:-

A plethora of search scholar studied on the online shopping among national and international level. Adoption of online shopping still observed on nascent stage. The researchers seem to take different perspectives and focus on different factors in different ways.

Researcher has attempted contextual review of articles published in international, national and regional research journals.

Most of these studies have attempted to identify factors influencing or contributing to online shopping attitude and behavior, few of them also focus their attention on demographic difference in online shopping behavior. The researcher seems to take different perspective by different ways viz. (Haq, 2010) Author opine that the perception of online shoppers is independent of their age and gender but dependent of their qualification & gender and income & gender.

Further more (Ahasanul Haque, 2006), reported that gender and family income had significant relationship with overall attitude. (Almoussa, 2011) revealed that in 18-25 years age groups, both males and females, use the internet heavily and more adapted to internet shopping. Although this age group does not have higher incomes of their own and is not expected to earn income yet in the Saudi culture, rather, they are mostly dependent on others until they graduate and then participate in the job market.

On contrary (Srikanth Beldona, 2011) didn't observed any significant difference between male and female online buyers. This result is also supported by (Nabil Tamimi, 2004) that gender and frequency of online shopping are independent of each other. Also (Yet Mee Lim, 2010) did not find any statistical significant gender differences in online behaviours and Attitudes.

Again on contrary (Jooyoung Park, 2009), opine that as compare to male females were search more information by visiting more product pages in the online shopping process. Author agrees that female are more interested in clothing and males are more interested in electronics goods category. He also opines that females are more likely to read the reviews on products or services and seeks the help on an assistant's agent for online shopping. Specifically, females consulted customer reviews and used an assistant agent more often

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when shopping for experience goods than when shopping for search goods. On the other hands, males showed no significant differences in information search across product categories. This implies that the influence of product characteristics on consumers' information search differs between males and females. A consistent result is also observed by (Arpita Khare, 2011) The male and female students differed in their attitude toward online shopping, utilitarian motives, and purchase intention. Men are likely to perceive online shopping Web sites as convenient, flexible, enabling product, price comparisons, and easy to operate.

(Acilar, 2012), reported that male students have more positive attitudes toward online shopping than female students , consistent result revealed by (Ms. Asmatara Khan, 2012) Among the entire population of internet users, men more than women are inclined to trying the internet for varied reasons.

1.2 Research Problem :

India's economic growth has accelerated significantly from last two decades and it has inflated the spending power of its citizens. With rising incomes, household consumption has increased and a new Indian middle class has emerged. The world is changing very fast. Technosavy people don't have time to west on shopping. Their trends towards adopting new technologies of shopping were increasing.

Estimate of internet users 'universe' includes those accessing internet on their mobile phone. Users are also profiled as consumers of a variety of product and services. E-shopping now a days provides variety of produce viz. FMCG product, Wearable, Household and kitchen durables, Automobiles, Electronics, Mobiles, and various services.

Changing Attitude towards Online Shopping

“Awareness, Future Demand Focus for Emerging Markets & Current Issues” malls springing up everywhere and yet people are E-shopping! And not in small numbers either. Consumers are more rational nowadays and have ability to get the choices from the market. Awareness among the consumers is spread through internet. The number of internet users is increasing day by day which attracts people who have an option to buy online. It was never expected that Indians would go for e-shopping in such a way. Ticketing, travel bookings and even books and movies seem fine to buy online. Knowing that in India sizes vary from brand to brand and quality is inconsistent, even for some of electronic items, how is it that there are people buy these items online? In India there are few segments of people who have not yet tried purchasing over internet.

Hypotheses of the Study:

Standardized product can be defined as the product which produces with the process of setting generally uniform characteristics for a

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particular good or service. Product standardization among the goods provided by different businesses operating in technology-based industries can be useful for consumers since it permits competition among the various suppliers.¹

A standardized product means a good quality product and branded product, as online buying lacks in physical touch and feel approach. Generally standardized products are more preferred by the consumers hence following parameters are sought to judge the consumers behavior.

1. The Standardized products mostly having low consumers involvement are shopped on-line.

Objectives of the Study:

1. To find out factors influencing purchase

Sr.	Standardized Product	Mean	SD	Rank
1	I like to buy popular brands via online shopping.	4.58	0.686	1
2	A popular brand means good quality products.	4.38	0.632	2
3	Internet shopping provides a better quality product.	4.03	0.925	8
4	I would like to pay more for branded product.	3.95	0.995	6
5	It is important for me to buy products/services with popular brand names	4.2	0.797	3
6	If I buy products/services from a web-retailer, I would prefer to buy popular brand name.	4.1	0.777	4

decision regarding e-shopping.

Research Methodology:-

The study is conducted in Satara District State of Maharashtra, India. Study limited to the buyers from various locations in Satara district. Samples are selected from 11 taluka places in Satara district vary in numbers. Structured schedules are the instrument for data collection. Study was conducted during 2012 to 2014 and data from samples were collected from June 2013 to December 2013.

Data has processed using MS-Excel and analyzed using SPSS Package. Descriptive analysis, inferential statistics and multivariate statistical tools brought into use.

Data Analysis:

Nature of product prefers to buy online

Standardized Product

Following table shows the agreement of samples towards buying online nature of as a standardized product. Six parameters were asked to option on five point likert type scale. 1 for strongly disagree and 5 for strongly agree. The options were analyzed using mean, SD and ranks calculated on mean score as follows.

Table 1 Standardized Product (Source: Field Data)

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Table 1 presented above reveals that the samples prefer to purchase standardized product online. Customer involvement is low in case of standardized and branded products; hence samples had given highest preference i.e. 1st rank to buy popular brands with 4.58 mean. A quality is important parameter which makes brand popular is next preferred by samples with 4.38 mean and 2nd ranks. Samples had given 3rd rank to “It is important for me to buy products/services with popular brand names” with 4.2 mean. Remaining parameter having their mean values more than 3.96 it means that samples are agreed to buy standardized or branded products online.

Unique Product

Following table shows the agreement of samples towards buying online nature of as a unique product. Four parameters were asked to option on five point likert type scale. 1 for strongly disagree and 5 for strongly agree. The options were analyzed using mean, SD and ranks calculated on mean score as follows.

Table 2 9
Unique Product
(n=796)

S r .	Unique Product	M e a n	S D	R a n k
1	I prefer to buy unique product via online shopping	4.3	0.844	1
2	The product generally not available in local and nearby market, I prefer to shop online.	4.24	0.73	2
3	New arrivals / products are quickly available online	4.16	0.816	3
4	I like to introduce new style	3.82	0.951	4

(Source: Field Data)

Table shows that unique product offered by online retailer attracts most of the samples as that parameter secured 1st rank with 4.30 mean. “The products generally not available in local and nearby market, respondent prefer to shop online,” this parameter secured 2nd rank to with 4.24 mean. Respondent believes that new arrivals/ products are quickly available online as it scored 3rd rank with 4.16 mean and parameter ‘I am one who tends to introduce new style’ secure low rank with 3.82 mean.

Inferential Analysis:

H0: All types of products are shopped online.

H1: The Standardized products mostly having low consumers involvement are shopped online.

Samples were asked to rate their opinion on statements representing standardized products

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and unique products. Six statements were representing standardized products and four statements were representing unique products. The opinions were sought on five point scale. The mean score has calculated and the series of mean score of opinions of standardized products and unique products have put to test for test of significance.

Description of type of product shopped online

The nature of product shopped online has been assessed as follows. Two type of products were ask to opine on one is standardized product and another is unique product.

Table: 3
Description of type of product shopped online (n=796)

Sr.	Particulars	Mean	N	S.D.	SE Mean
1	Standardized Product	4.210	796	.522	.0185
2	Unique Product	4.13	796	.599	.021

Source: (Field data processed)

Above table shows that the opinion of samples means score for standardized product is 4.2 with standard deviation 0.522 and that of mean score for unique product is 4.13 with standard deviation of 0.599. It has observed that the figures of mean score and standard deviation are almost same.

Type of product shopped online test of significance

Following table shows test of significance regarding opinion of samples towards shopping standardized products and unique products. Paired sample 't' test has used to test the significance.

Table: 4
Type of product shopped online test of significance

Sr	Particulars	Paired Differences				t	df	Sig. (2-tailed)	
		Mean	S.D.	SE Mean	95% Confidence Interval of the Difference				
					Lower				Upper
1	Standardized Product and Unique Product	.08877	.605	.0234	.04281	.1347	3.792	795	.000

Source: (Field data processed)

Above table shows the value of calculated paired 't' is 3.792 with a 'p' value 0.000 the test is significant hence **null hypothesis is rejected and alternative hypothesis is accepted.** The alternative hypothesis is The Standardized products mostly having low consumers involvement are shopped on-line. In this test the merely opinions of samples towards

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standardized products has compared with opinions of same samples towards unique products.

Looking at the mean difference value is 0.088 with a standard deviation 0.66 shows proximity of the opinions of samples towards statements related with standardized product and unique product.

Findings:-

1. Customer involvement is low in case of standardized and branded products; hence samples had given highest preference i.e. 1st rank to buy popular brands with 4.58 mean. A quality is important parameter which makes brand popular is next preferred by samples with 4.38 mean and 2nd ranks. Samples had given 3rd rank to “It is important for me to buy products/services with well-known brand names” with 4.2 mean. (Refer Table No. 1)
2. Unique product offered by online retailer attracts most of the samples as that parameter secured 1st rank with 4.30 mean. “The product generally not available in local and nearby market, Samples like to shop online,” this parameter secured 2nd rank to with 4.24 mean. Samples believes that new arrivals / products are quickly available online as it scored 3rd rank with 4.16
3. It is opined that the opinion of samples means score for standardized product is 4.2 with standard deviation 0.522 and that of

mean score for unique product is 4.13 with standard deviation of 0.599. It has observed that the figures of mean score and standard deviation are almost same.

4. It is observed that the value of calculated paired ‘t’ is 3.792 with a ‘p’ value 0.000 the test is significant hence **null hypothesis is rejected and alternative hypothesis is accepted**. The alternative hypothesis is The Standardized products mostly having low consumers involvement are shopped on-line.

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