

NATIONAL CONFERENCE
ON

MANAGEMENT RESEARCH IN INDIA
(17 - 18 MAY, 2019)

Proceedings



Organized by



INSTITUTE OF PUBLIC ENTERPRISE

Sponsored by



Indian Council of
Social Science Research

CONTENTS

| S No | Title of the Paper | Author (s) |
|------|---|--|
| | Programme Schedule | |
| 1 | Transition to Transformation – Management Research in India | Dr. Shulgana Sarkar |
| 2 | Impact of Passenger Load factor on Z-Score of Select Indian Aviation Companies | Dr.Syed Khaja Safiuddin |
| 3 | Management Research in Technology needs to follow Dual Approach | Dr Anil Vaidya |
| 4 | Impact Of Foreign Institutional Investors Shareholding On Net Profit And Market Price Of The Company: A Study With Special Reference To Automobile Sector | Mrs. Manisha Pallavi Chauhan, Dr. S. S. Prasada Rao |
| 5 | Theory Building – Need Of The Hour In Indian Research | Sharon Jyothi Kannipamula, Dr. Srinivasa rao D |
| 6 | Online Shopping Behavioral Patterns of consumers: A Study in the city of Hyderabad | Syed Mohammed Abul Waseem, Dr Reshma Nikhat |
| 7 | A Study On Corporate Social Responsibility Of State Bank Of India | Dr. Khyati Kochhar, Dr. Prashant Raman |
| 8 | Internet and Brand Building: An Empirical Study | Mr.A.V.Bala Krishna, Dr.V.Srikanth |
| 9 | Intellectual Capital and Bank Performance in India: Panel VECM Approach | Dr. Harishankar Vidyarthi |
| 10 | Management of Community Based Organisations (CBOs). A Study of Some of the Best Practices | Rashmi C.K, Dr. Anand Akundy |
| 11 | Working Capital Practices in Select State Owned and Private Owned Power Distribution Utilities in India | Dr. Syed Azhar, Dr. Khurdsiya Zeeshan |
| 12 | Impact of Talent Management on Employee Performance- A Case Study of Bharti Airtel in twin cities of Telangana State | Syed Hamid Mohiuddin Quadri, Dr. Syed khaja Safiuddin |
| 13 | Nostalgic Research – Marketing Perspective (A Case Study of Patanjali) | Veeramangala S |
| 14 | Impact of Liquidity, Efficiency and Solvency on Profitability- A Study of Select Banks | Dr. Mohamd Mushtaq Khan |
| 15 | Image Management Do's and Don'ts: "An Analysis of the Service Sector with reference to Kingfisher Airlines" | Ms. Urvashi Bhamboo, Dr. Shikha Singh |
| 16 | Influence of Nudge on Reducing Retail Shrinkage: A Study of Indian Retail Sector | Dr. Samarendra Kumar Mohanty |
| 17 | Career Management Issues in 21st century | Dr. K.V.Anantha Kumar |
| 18 | Socially Responsible Procurement for Improved Supply Chain Performance | Dr. C V Sunil Kumar |

Online Shopping Behavioral Patterns of consumers: A Study in the city of Hyderabad

¹ Syed MohammedAbulWaseem, ²DrRashmaNikhata

Abstract: The world has become a small village thanks to the invent of technology, onlineshopping has emerged as one of the emerging trends in retailing and globalization , the consumers can have a wide variety of product range with an ease ,only with a click of mouse. The Global Online Shopping Market suggests a positive growth rate in the coming years.E-commerce, it is divided on the basis of technology, productsand services. This study seeks to assume a complete approach to consider how consumers perceive online shopping atmospheres and the factors affecting the behavior of consumer. The data was collected through Questionnaires on a sample of 100. The results of study reveal that on-line shopping and behavioral pattern in India is significantly affected by various factors. The results of the study could be further used by the researchers for conducting further studies.

Key words: BehavioralPattern, Consumer Decision Making, Customer Satisfaction, Electronic Commerce, Electronic Commerce, Online Shopping Behavior.

1. Introduction

In 2018, an estimated 1.8 billion people worldwide purchase goods online. During the same year, global e-retail sales amounted to 2.8 trillion U.S. dollars and projections show a growth of up to 4.8 trillion U.S. dollars by 2021 The Indian e-commerce market is expected to grow to US\$ 200 billion by 2026.The digital buyers have increased to 1.92 billion by 2019. India is fastest growing economy from US \$39 billion in 2017 to 120 US \$billion by 2020 growing with highest rate in the world with 51 % . 100% FDI is allowed in B2B .The major players being AMAZON, Alibaba, JD, eBay, Walmart, Target Corporation, IKEA, Best Buy, Newegg, Sears, Macy's, Snapdeal, PaytmMall, JABONG, Myntra, Shopclues, Pepperfry, Flipkart. Product Segment sB2B, B2C, B2B2C, Application Segments: B2B, B2C, B2B2C.

1.2. Design/methodology/approach – Data from a survey of 100 online consumers were used to testthe research model. Analysis was conducted to examine the reliability and validity ofthe measurement model. Chi square test, nova was done to compare themeans, regression analysis was done to see the impact of the independent variable on the dependent variable and factor analysis were used for data reduction.

1.2.1. Objectives:

- To find out whether demographic profile has any association on the behavioral pattern of consumers.
- To find out the factors influencing the decision making of consumers on online shopping.

1.2.2. Hypotheses:

- H1: There is no significant association of demographic profile on the behavioral pattern of online shoppers.
H2: There is no impact of the factors on the decision making of customer on online shopping.

1.3. Review of literature:

Afzal saifi and KamalunNabiMohd (2014) has felt that organized retailing explored the attitude of customers towards modern retail formats and unorganized traditional formats in Delhi and NCR and state that due to the changing demographics, increase in income, and beginning of electronic media especially internet as a source of product information , customers wish to purchase from organized outlets because of variety, easy accessibility and convenient shopping timings.³

¹ Research Scholar, MANUU, Gachi Bowli, Hyderabad, Telangana, 500032

² Assistant Professor, MANUU, Gachi Bowli, Hyderabad, Telangana, 500032

³ Afzal SaifiMohd and KamalunNabiMohd "customers attitude towards organized vis a vis unorganized retailing: a case study of Delhi and NCR" IIM Journal ISSN No 2277-4211 Vol no 3 issue no 1 Jan-jun 2014.

H2: There is no impact of the factors on the decision making of customer on online shopping.

Table 1.27 Summary of H2Hypothesis

| VARIABLE | F | SIG | HYPOTHESIS |
|---------------------------------|-------|------|------------|
| customer service | 1.081 | .361 | REJECT |
| S.Promotional offers | .531 | .662 | ACCEPT |
| Brand loyals | 2.125 | .102 | REJECT |
| Brand Comparison | .514 | .673 | ACCEPT |
| store image | 2.904 | .039 | REJECT |
| Payment flexibility | .704 | .552 | REJECT |
| change in perception | 1.021 | .387 | REJECT |
| Ease of purchase (conv — dis) | .377 | .770 | ACCEPT |
| Time flexibility | 1.148 | .334 | REJECT |
| Returns/exchange is possible | .626 | .600 | REJECT |
| products variety | .981 | .405 | REJECT |
| Usage and popularity | 1.260 | .293 | REJECT |
| Home delivery | .045 | .987 | ACCEPT |
| Off season &seasonal discounts | 1.164 | .328 | REJECT |
| service provider | .399 | .754 | ACCEPT |
| quick service | 1.411 | .244 | REJECT |
| new pricing schemes updated | 1.010 | .392 | REJECT |
| best price / competitive prices | 1.196 | .316 | REJECT |
| information on fashion trends | 1.481 | .224 | REJECT |

Interpretation: customer service, Brand loyal, Brand Comparison, store image, Payment flexibility, change in perception, Ease of purchase (conv — dis),Time flexibility, Returns/exchange is possible, products variety, Usage and popularity, Off season &seasonal discounts, quick service, new pricing schemes updated, best price / competitive prices, information on fashion trends are the variables which has an impact on the behavioral pattern of consumers' decision making process ,as the null hypothesis is rejected.

Promotional offers, Home delivery, service provider does not have any impact on the behavioral pattern of the consumers as the null hypothesis is accepted.

Result: There is an impact of factors on the decision making.

1.5. Findings—

1. The analytical results showed that there is significant association of demographic profile on the behavioral pattern of online shoppers. Variables like Gender, Occupation, Age, Income, Educational Status, Spending, Marital Status, Family Size, Type of Family, and Earnings Members in Family. There is association between demographic profile and online shopping on almost all except one item.

2. There is an impact of factors on the decision making on online shopping pattern of consumers. Influenced with variables like customer service, payment flexibility, time flexibility, ease of location, product variety, brand image, and so on. Moreover, the latter in turn are significantly related to behavioral pattern of consumer. customer service, Brand loyal, Brand Comparison, store image, Payment flexibility, change in perception, Ease of purchase (conv — dis), Time flexibility, Returns/exchange is possible, products variety, Usage and popularity, Off season &seasonal discounts, quick service, new pricing schemes updated, best price / competitive prices, information on fashion trends are the variables which has an impact on the behavioral pattern of consumers' decision making process ,as the null hypothesis is rejected.

Promotional offers, Home delivery, service provider does not have any impact on the behavioral pattern of the consumers as the null hypothesis is accepted.