ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

A Study On Perceived Benefits In Online Shopping

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ABSTRACT

In this research paper the authors have studied Perceived Benefits in online shopping. The authors have collected data from various categories of online shoppers like businessmen, employees, housewives and students. A 5 point Likert scale questionnaire was designed. Judgment sampling technique was used to select respondents from different categories. A total of 645questionnaires were circulated, but completely filled questionnaires came to 600 in number. The study was undertaken in the city of Visakhapatnam.A questionnaire was used in order to collect data on the perception of respondents towards Perceived Benefits in online shopping. Different colleges, IT offices, business houses and households were visited in order to collect the data. The data collected was analyzed through the use of Anova Tables and meaningful conclusions were drawn.Through the study and analysis it was found that various categories of online shoppers like businessmen, employees, housewives and students had different views on the perceived benefits of online shopping. Findings also support review of literature.

Key Words: Online shopping, Perceived benefits, Demographic variables , Occupation as a variable ,Gender as a variable, Age as a variable , Education as a variable, Income as a variable. .

1. INTRODUCTION

One of the biggest events of the century has been the birth and growth of the internet. From a small beginning in1999-2000 now it is accessible to the global market and audience. Internet has completely changed the way transactions happen and online shopping is one of the most important one. Since the year 2000 online shopping is present in India. The ongoing digital transformation in the country is expected to increase

ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

India's total internet user base to 829 million by 2021 from 604.21 million as of December 2018. Thus the future of online shopping looks very bright.This gives us an opportunity to study the perceived benefits of online shopping that various categories of respondents feel as against a physical shopping scenario.

2. LITERATURE REVIEW

Forsythe et. al, (2006) have described the perceived benefit on online shopping to be a subjective perception. Childers et al., (2001) say functional as well as hedonic motives are important factors determining the attitude towards online shopping. Functional motives are physical advantages like convenience, quality and variety of merchandise, price. Nonfunctional or hedonic motives are emotional and social in nature like need for enjoyment and interesting shopping experience. Prasad and Aryasri (2009) used service, enjoyment and convenience as determinants of buyer behavior. An online shopper can take as much time as one wants to browse for shopping. Another advantage is he can avoid the embarrassment of not buying anything after browsing for many hours.This is not possible in Traditional shopping. Sarkar (2011) and Khare et al., (2012) say shopping comfort got through ease of use is a perceived benefit. It provides flexibility to shop any time and even if nothing is purchased they may just enjoy browsing.

3.OBJECTIVES OF THE STUDY

(i) To find out various dimensions of perceived benefits in online shopping.

(ii) To study the impact of socio-economic dimensions affecting perceived benefits in online shopping

4. METHODOLOGY

Sample size: 600 sample respondents were selected using a pretested questionnaire.

Response Rate: Researchers used 645 questionnaires, and respondents filled 600 questionnaires.

Research design: Quantitative research method was used, in which structured questionnaires based on the study was done. This survey is cross-sectional in the nature. The sample consisted of respondents from various occupations, ages, gender and education.

Data Collection Method: The data collection tools which we used are observation method and interview method.

Sampling technique: We used the techniques of judgmental sampling where in respondents were selected. Based on the Krejcie and Morgan (1970), paper on Determining Sample Size for Research Activities was referred. The table built up using the statistical model was used at arriving at the sample. (Refer:- https://doi.org/10.1177/001316447003000308) , though 373 samples are adequate 600 samples were collected.

ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

The research gap is though this Indian online market is growing at an exponential rate, it is still unexplored in terms of its shopping behavior especially in perceived benefits of online shopping.

Sample Design-Primary Data is collected from respondents in Visakhapatnam through questionnaires and personal interviews For this 600 sample respondents were selected using a pretested questionnaire containing variables to be scaled on a five point likert scale with "strongly agree " dictating the highest level of satisfaction and "strongly disagree " as the highest level of dissatisfaction. The collected data are analyzed through SPSS with the help of cross tabulation and chi square test for deriving meaningful conclusions. The secondary data comprised of books and journals. Data was also collected from the Internet. In order to be accurate with the data various websites data was compared. Pilot Testing- A total of 20 pilot tests will be conducted in order to complete the reliability analysis. Cronbach's Alpha was found to be 0.907. The value is reasonably high and hence the questionnaire was found to be reliable for the further analysis.

Hypotheses:

H01 Occupation has no influence on Perceived Benefits of online shopping.
HA1 Occupation has an influence on Perceived Benefits of online shopping.

H02 Gender has no influence on Perceived Benefits online shopping.
HA2 Gender has an influence on Perceived Benefits online shopping.

H03 Age has no influence on Perceived Benefits online shopping
HA3 Age has an influence on Perceived Benefits online shopping

H04 Education has no influence on Perceived Benefits of online shopping
HA4 Education has an influence on Perceived Benefits of online shopping

H05 Income has no influence on Perceived Benefits of online shopping
HA5 Income has an influence on Perceived Benefits of online shopping

5.ANALYSIS AND INTERPRETATION

Sr. No.	Characteristics	Category	Frequency	Percentage (%)
1.	Gender	Male	324	54.0
		Female	276	46.0
2.	Age	18-30 years	326	54.3
		30-50 years	274	45.7
3.	Education	Higher secondary	113	18.8
		Graduate	308	51.3
		Post graduate	179	29.8

ISSN:0971-1260
Vol-22-Issue-4-October-December-2019

4.	Occupation	Business	150	25.0
		Employee	150	25.0
		House wife	150	25.0
		Student	150	25.0

Anova for Perceived Benefits of Online Shopping with Occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.860	3	.287	.500	**.683**
Within Groups	341.880	596	.574		
Total	342.740	599			

Hypothesis:

H01There is no significant difference among the occupational level in the perceived benefits of online shopping.

HA1 Occupation has an influence on Perceived Benefits of online shopping.

One way ANOVA was applied to find whether there is a significant difference among the occupation groups in the perceived benefits of online shopping. It is evident from the above table that F value is .500 and it is not significant at five percent level so the hypothesis is rejected . . Hence, the formulated hypothesis that there is no significant difference between occupation and perceived benefits in online shopping is not supported by the data. Therefore occupation of the respondents has a bearing on perceived benefits of online shopping. Alternative hypothesis is accepted.

Anova for Perceived Benefits of Online Shopping with Gender

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.392	1	.392	.684	**.409**
Within Groups	342.348	598	.572		
Total	342.740	599			

H02 Gender has no influence on Perceived Benefits online shopping.

HA2 Gender has an influence on Perceived Benefits online shopping.

One way ANOVA was applied to find whether there is a significant difference in gender groups in the perceived benefits of online shopping. It is evident from the above table that F value is .684 and it is not significant at five percent level so the hypothesis is rejected . Hence, the formulated hypothesis that there is no significant difference between gender and perceived benefits in online shopping is not supported by the data. Therefore gender of the respondents has a bearing on perceived benefits of online shopping. Alternative hypothesis is accepted.

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Anova for Perceived Benefits of Online Shopping with Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.792	1	.792	1.385	**.240**
Within Groups	341.948	598	.572		
Total	342.740	599			

H03 Age has no influence on Perceived Benefits online shopping

HA3 Age has an influence on Perceived Benefits online shopping

An ANOVA was applied to find whether there is a significant difference among the age group of the respondents in their perception of perceived benefits. It is evident from the above table that F value is 1.385 and it is not significant at five percent level so the hypothesis is rejected . It is clear that the hypothesis is rejected and hence it can be concluded from the above statement that the age has significant difference over the perceived benefits of online shopping factors. Alternative hypothesis is accepted.

Anova for Perceived Benefits of Online Shopping with Education

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.423	2	.211	.369	**.692**
Within Groups	342.317	597	.573		
Total	342.740	599			

H04 Education has no influence on Perceived Benefits of online shopping

HA4 Education has an influence on Perceived Benefits of online shopping

An ANOVA was applied to find whether there is a significant difference among the educational qualification of the respondents in their average perceived benefits of online shopping . It is evident from the above table that F value is .369 and it is not significant at five percent level so the hypothesis is rejected . It is clear that the null hypothesis is rejected hence it can be concluded alternative hypothesis can be accepted.

Anova for Perceived Benefits of Online Shopping with Income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.570	3	1.523	2.684	**.046**
Within Groups	338.170	596	.567		
Total	342.740	599			

A one way ANOVA was applied to find whether there is a significant difference among the annual income in the respondents and benefits of shopping online. It is evident from the above table that F value is 2.684 and it is significant at five percent level so the null

ISSN:0971-1260
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hypothesis is accepted. Hence it can be concluded from the above statement that the annual income has no significant difference over the online shopping benefits.

6.CONCLUSION

Based on the findings through primary data analysis and through review of literature the study has significant managerial implications. First of all it provides an insight into the influence of socio demographic variables on perception of perceived benefits in online shopping. Questions were asked from various groups of respondents regarding perceived benefits in online shopping like : Shopping convenience, Product selection, Hedonic/enjoyment Can save the effort of visiting stores, Items from everywhere are available,Broader selection of products, Access to many brands and retailers, To try new experience and Can custom design product. It can be concluded from the analysis that Occupation , Gender, Age, Education, have an influence on Perceived Benefits of online shopping. However income has not shown any difference among various groups of respondents on perceived benefits of online shopping.

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