

'Influence of E-Tailing on Buying Behavior among the E-Customers of Tirupattur District, Tamil Nadu'

*** Dr. Arockia Mary. R. & ** S. Jenifer,**

* Assistant Professor, Department of Management Studies, Sacred Heart College (Autonomous),
Tirupattur, Vellore Dt. - 635 601.

** M. Phil Research Scholar, Department of Management Studies, Sacred Heart College (Autonomous),
Tirupattur, Vellore Dt. - 635 601.

Introduction

E -tailing is the selling of retail products on the web another way to say "electronic retailing" and utilized in web exchange as right on time as 1995 the term appears and practically inescapable expansion email e-business and web based business e following is synonymous with business to consumers(b2c) exchange.

Electronic retailing e-tailing is the clearance of the merchandise and ventures through the web. E-tailing expects organizations to tailor their plans of action to catch web deals, which incorporate structure out conveyance channels in that capacity as distribution centers, web site pages and item sending focuses. In India online retail or e-following business sector speaks to an extremely little portion of the absolute market India, however holds tremendous business potential driven for the most part by developing web infiltration, expanding utilization of cell phones and cost focal points and colossal financing by private value in speculators. Fame of Money On – Conveyance (COD) and rising working ladies, developing agreeableness of online installments, ideal socioeconomics and absence of composed retail advertise are the other key entertainers driving the development of online retail in India.

In Indian online retail advertise significant e-following firms the Filpkart, Snapdeal and Amazon have embraced resource light model and consequently moved away stock model to commercial center model .The improvement of present day innovation has made new open doors for the e-following sector. One of these advancements which have grown impressively is the cell phone.

Online Customer Conduct

With the advancement of online correspondence through web clients currently observe online commercials of different brands. It is the quick getting up to speed with the purchasing conduct of customers and is a significant wellsprings of exposure for Specialty portions and furthermore for set up brands. This the better approach for advanced revaluation and business worldwide has understood their value.

Models: online catalogs, websites, or web search tools when clients have adequate data they should contrast and the selection of items and administrations.

Elements of Online Client Conduct

- The outer variables – statistic, financial, innovation and public arrangement, culture sub culture, reference gatherings and showcasing
- Internal factors-dispositions, learning ,observation, inspiration and mental self portrait
- The utilitarian thought processes time, accommodation of shopping on the web, price, the condition of shopping, place, determination of items et.,
- The non-utilitarian thought processes the culture or social qualities like the brand of the store or item.

Theoretical Foundation

The literature review presented here are some of the major reviews of researches pertaining to understanding the influence of e-tailing on consumer buying behavior. The researchers of the past has made valid researches and they have found that the development in the area of communication and technology has made the consumers to enter into a new world of consumer behavior. **Cotte et. al. (2006)** says that “unique characteristics of the internet offer new techniques facilitating fruitful and interesting interaction among the customers, with the organizations and the wider e-market place more will be the attractions. In the words of the researcher (**Kemp, 2015**) “People research online about a product before buying it”. Asma Khan and **Asif Ali Syed (2018)** have expressed in their study that “There are so many factors that influence the behavior of customer to online shopping”. **Dr. R. V. Tehra (2017)** “With increase involvement of customers with the technology there is a probability to develop the positive attitudes towards the innovative shopping models”. **Rekha (2017)** also says in her research that “Consumers attitude which deals with a predisposition to behave in a favorable or unfavorable way towards any object, person or phenomenon, was cited as one of the most important reason leading towards increased usage of digital marketing communication in buying decision process across product categories”. Thus it is the utmost necessity of every marketers to understand the nature of influence that e-tailing creates on consumers and hence the need for the study.

Research Methodology

Research methodology may be considered as a systematic path for resolving the research problem under consideration. For the research problem under consideration the researcher has chosen descriptive research with cross sectional research design that helps to collect data from the multiple respondents in a single shot.

Since the universe of the study happen to be customers who are interested in online purchase the researcher has defined the population to be the people of Tirupattur District, Tamil Nadu. The researcher has chosen convenience sampling under non probability method for data collection from the respondents.

The data were collected using structured questionnaire from 50 respondents which were the sources of primary data and the secondary data were collected through records, journal, articles etc.

Thus the study works out to find the following which turns out to be the objective of the study.

Research Objectives

For understanding the e-tailing consumer behavior statistical analysis of the data were carried out for testing the following relationships,

- To understand the relationship between the awareness created by the e-tailing communication and the usage of e-tailing channels for purchasing.
- To analyze the significant influence of positive customer reviews on e-tailing platform in positive evaluation of the e-tailing platform.
- To identify the variation in usage of digital communication among male and female.
- To know the change in brand consideration after online search by different sets of respondents.

Research Hypothesis

1. The e-tailing channels are in the recent days providing ample information to the customers of the information worlds and trying to be more interactive. This type of a system though present in the traditional model it does not provide the much needed suggestions, comments and feedback as in the e-tailing platforms and it is necessary to know how these communications make a customer become aware of their needs. This frames out the first hypotheses as,

H0: There is no significant relationship between awareness created by the e-tailing communication and the usage of e-tailing channels for purchasing.

H1: There is a significant relationship between awareness created by the e-tailing communication and the usage of e-tailing channels for purchasing.

2. The positive comments, suggestions and feedback about the products, brands and even about the services provided by the e-tailer is reviewed by the customers before making a purchase. If the reviews are negative in any form it creates a negative impression and creates a deviation in the purchase and the vice versa. Thus, the researcher has made an attempt to understand the influence of these on the impression that is developed on the e-tailing platform.

H0: There is no influence of positive customer reviews on e-tailing platform in positive evaluation of the e-tailing platform.

H1: There is an influence of positive customer reviews on e-tailing platform in positive evaluation of the e-tailing platform.

3. The ways the digital communications are used by male and female are different and the likeness and the preferences towards various forms of digital communication also differ among male and

female. The extent of variation and the most preferable form of digital communication usage has to be addressed.

H0: There is no significant variation in usage of digital communication among male and female.

H1: There is a significant variation in usage of digital communication among male and female.

4. Usually the customers go through the reviews, suggestions and comments by the previous buyers and then make their purchase decisions. Sometimes this is also the same for e-tail brand. Hence a hypothetical testing is needed to confirm whether there is a change in brand consideration after online search and to check for the differences in the same among male and female.

H0: *There is no significant change in brand consideration after online search by different sets of respondents.*

H1: *There is a significant change in brand consideration after online search by different sets of respondents.*

Research Analysis

Correlation analysis was undertaken to understand the relationship between awareness created by the e-tailing communication and the usage of e-tailing channels for purchasing. The table below represents the correlation analysis done.

Correlation Analysis	Awareness about the e-tailing communication	Usage of e-tailing platform
<i>Awareness about the e-tailing communication</i>	1	0.90
<i>Usage of e-tailing platform</i>	0.90	1

A very high r value of 0.90 shows that there is a strong correlation between the two statements under consideration.

Regression analysis to understand the influence of independent variable on the dependent variable was undertaken in the study to find the influence of positive customer reviews on e-tailing platform in positive evaluation of the e-tailing platform.

Regression Statistics								
<i>Multiple R</i>	0.956							
<i>R Square</i>	0.915							
<i>Adjusted R Square</i>	0.886							
<i>Standard Error</i>	3.102							
<i>Observations</i>	5							
ANOVA								
	Df	SS	MS	F	Significance F			
Regression	1	309.136	309.136	32.130	0.011			

Residual	3	28.864	9.621					
Total	4	338						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95%	Upper 95%
Intercept	-1.12	2.403	-0.466	0.673	-8.766	6.526	-8.766	6.526
X Variable 1	1.112	0.196	5.668	0.011	0.487	1.736	0.488	1.736

The regression statistics of the study shows r square value of 0.91 exhibiting a high level of influence of the independent variable on the dependent variable.

2-way ANOVA is a bivariate test which identifies and analyses the variation in variables in two different levels. Here the test is used to specifically understand the variation in the usage of digital communication channel between the male and female.

Source of Variation	SS	Df	MS	F	P-value	F crit
Rows	56	1	56	3.818182	0.098509	5.987378
Columns	861.7143	6	143.619	9.792208	0.096891	4.283866
Error	88	6	14.66667			
Total	1005.714	13				

The p-value across the rows (0.098) and the column (0.096) shows that there is a significant variation in the usage of digital platforms and also there is significant variation in the usage by both male and female.

To understand the significant change in brand consideration after online search by different sets of respondents the t- test is used as it is a form which depicts the variation in response among different sets of samples.

t-Test: Paired Two Sample for Means	Variable 1	Variable 2
Mean	10.66666667	6
Variance	132.2666667	38.8
Observations	6	6
Pearson Correlation	0.965973088	
Hypothesized Mean Difference	0	
Df	5	
t Stat	2	
P(T<=t) one-tail	0.050969739	
t Critical one-tail	2.015048372	
P(T<=t) two-tail	0.101939479	
t Critical two-tail	2.570581835	

The t stat value of 2 is lesser than the t critical two-tail value which is 2.57. Thus it can be said that there is no significant difference between the two sample mean.

Research Findings

- The **correlations analysis** made in the study to understand the relationship between the awareness created by the e-tailing communication and the usage of e-tailing channels for purchasing shows that the awareness created by the e-tailing platforms helps the users to make online purchases.
- The **regression statistics** narrated a significant influence of the positive customer reviews on e-tailing platform in positive evaluating of the e-tailing platform.
- The **ANOVA test** exhibits that there is significant difference in the usage of different digital channels and the customers prefer smart phones as better medium for gathering information and also there is a difference in usage rate by both male and female, here the male respondents are found to be having a higher usage rate when compared to female.
- The **t-test** done to understand the difference in opinion between change in brand consideration after searching e-tailing platforms between the male and female customers shows that there is no significant change in opinion on brand after searching online.

Conclusion

It is the utmost need of time that we need to understand the expanding spectrum of e-tail business. What so ever may be the times to come and the nature of business to change it is the customers who are the rulers of the market and hence it is of utmost necessity that we understand their opinions, their values and preferences and most importantly understand the factors that influence their choices of purchase. Thus the research paper has made the necessary justification in understanding the influence of e-tailing in consumer behavior among a small geographical group of customers.

References

- Dahiya, R. (2012). Impact of demographic factors of consumers on online shopping behavior: A study of consumers in India. *International Journal of Engineering and Management Sciences*, 3(1), 43-52.
- Prahalad, C. K., & Ramaswamy, V. (2004a). Co-creating unique value with customers. *Strategy & Leadership*, 32(3), 4-9.
- Rekha. (2017). Impact of Digital Marketing Communication on Consumer Buying Decision Process A Study of Indian Passenger Car Market (Published thesis). Uttarakhand Technical University. Uttarakhand. India.