Strategic Online Customers' Decision Making In Kanyakumari District –An Analytical Study

Dr.R.Sivasankar

Assistant Professor, P.G. Department of Commerce, Vivekananda College, Agasteeswaram – 629 701

Abstract : *Online customer decision making radically different from that in the traditional environment. In Indian buyer have not yet fully realised the importance of using technology for buying product. Kanyakumari district need to take cognizance of these trends and react fast in order to be an active participant in the emerging electronic world. With the aim of analysing the strategic online customer decision making style in Kanyakumari district there are three objectives framed by the researcher. For this purpose data collected from 120 sample respondents selected on the basis of non-proportional stratified random sampling method. For interpret the final data the statistical tools such as percentage analysis, t-test, standard deviation and chi-square test used for the study.*
Keywords: *Online, Customers, Decision, environment, buying behaviour*

I.   Introduction

The world is moving towards electronic commerce activities at a very fast pace. Electronic Commerce is a modern business methodology that addresses the needs of organisations, merchants, and consumers to cut costs while improving the quality of goods and services and increasing the speed of service delivery. Electronic markets are emerging in various fields. Different industries have markets with different characteristics. For example an information B2C market differs in many respects from the automotive B2B market. Consumers are increasingly going online to shop for and purchase products, arrange financing, arrange shipment or take delivery of digital products such as software, and get service after the sale. The process of making decision are very similar whether the consumer is offline or online. But one some major differences are shopping environment and marketing communication. According to traditional consumer decision model, consumer purchase decision typically starts with need awareness, then information search, alternative evaluations, decision to purchase and finally, post purchasing behavior. In terms of online communication, when customers see banner ads or online promotion, these advertisements may attract customers attention and stimulate their interesting particular products. Strategic online customer before they decide to purchase, they will need additional information, they will search through online channels, e.g., online catalogs, websites or search engines When customers have enough information, they will need to compare those choices of products or services. In the search stage, they might look for the product reviews or customer comments. They will find out which brand or company offers them the best fit to their expectation.

II. Literature Review

A. Sanjeevan Rao and Mokhalls mohd. mehdi (2010) research indicated online buyers could gain the ability to search for products not on display, gather information without taking up the sales persons' time and even purchase or play for products for immediate delivery, when conducting online buyers when they conducted the shopping online shopping. It is clear from the research conducted that security is the important factor for online buyers when they conducted the shopping online.

Shanthi and Desti Kannaiah (2015) had observed the consumer's perception on line shopping varies from individual to individual and the perception to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The perception of the consumers also has similarities and the difference based on their personal characteristics, major draw card of online shopping is the case and discounts available for different kind of products.

Gopal R and Deepika Jindoliya (2016) observed that the ever increasing competition has called for adoption of new marketing strategies, new media and "out of box thinking" to influence the customer to visit the site and make purchases. As e-tailing is worth millions of dollars it is of atmost importance for the companies to know the degree of impact their new marketing campaign would have on potential customers. It would help them in channelizing more money and effort towards the strategy which has maximum impact on consumer psyche.

Sanjeev Prasher, et.al., (2016) their study reveals the foremost significant outcome of this study is the categorization of four distinct segments of online shoppers namely: Traditional Shoppers, Benefit Seekers, Convenience and Assurance Seekers. Based on the four cluster solution, useful management implications have been identified. The classification created provides the potentials for a much closer fit between a company's offer and heterogeneous customer needs.

III. Statement Of The Problem

Internet enables Consumers to perform many stages of the sales process in a quick and efficient manner. It also Provides Comprehensive product information, facilitate Comparison shopping. Online customer decision making may be radically different from that in the traditional environment. In Indian buyers have not yet fully realised the importance of using technology for buying product. Kanyakumari District needs to take cognizance of these trends and react fast in order to be an active participant in the emerging electronic world. However, little information is known about online users in Kanyakumari district with respect to online shopping. The present research is carried out in order to get viable solution to the above problems.

IV. Objectives Of The Study

1. To analyse the customers perception towards online shopping in Kanyakumari district.
2. To analyse the level of awareness of customer about online shopping in Kanyakumari District.
3. To analyse the strategic decision making style of online customers' in Kanyakumari district.

V. Methodology And Data Collection

The Study is an analytical in nature based on both primary and secondary data. The Primary data were collected by using a self-administered questionnaire. The questions were presented in mostly close-ended style with self structural questions. The questionnaires were distributed to the respondents chosen at random at various locations of Kanyakumari district such as high learning institution, shopping malls of Nagercoil, Industrial area and other important shopping area. This study applies stratified random sampling method was adopted. For the purpose of the study the respondents are equally selected from learning institution, shopping malls, Industrial area and other important shopping places as non-Proportional basis. The size of the sample is 120 respondents.

VI. Statistical Techniques Used

Data in this study were analysed with the help of statistical package for social science. The t-test and standard deviation is used for factor motivate the online shopping and strategic decision making style of online customers and chi-square test (χ^2 - test) is used for analysing the level of awareness about online shopping.

VII. Data Analysis And Interpretation
Demographic Profile of Respondents:
Table 1 : Age

S. No	Age	Frequency	Percent
1	20 – 30 Years	62	52
2.	30 – 40 Years	28	23
3.	40 - 50 Years	18	15
4.	Above 50 years	12	10
	Total	**120**	**100**

Table 2 : Gender

S. No	Factor	Frequency	Percent
1	Male	73	61
2.	Female	47	39
	Total	**120**	**100**

Table 3 : Household income Per-Months

S. No	Income	Frequency	Percent
1	Less than 10000	29	24
2.	10000 - 20000	42	35
3.	Above 20000	49	41
	Total	**120**	**41**

Table 4 : Educational Qualification

S. No	Education	Frequency	Percent
1	Graduate	68	57
2.	Post – graduate	34	28
3.	Professionals	18	15
	Total	**120**	**100**

Table 5 : Occupation

S. No	Factor	Frequency	Percent
1	Salaried	52	43
2.	Business	17	14
3.	Professional	14	12
4.	Students	37	31
	Total	**120**	**100**

Table 1 shows that 52 per cent of the respondents are belongs to 20 -30 years and 10 per cent are belongs to above 50 years. The study reveals majority of the respondents are frequently shopping from online between 20 -30 years.

Table 2 reveals 61 percent are male and 39 percent are female. The survey reveals male respondents mostly used online for purchasing the products.

Table 3 indicates 41 percent of the respondents monthly income is above Rs. 2000 and 24 Percent respondents earn below Rs. 10000. The survey reveals high income people mostly involved the online shopping.

Table 4 shows that 57 percent graduate and 15 percent are professionals. Thus, the study reveals mostly graduate actively involved the online purchase.

Table 5 noted that 43 per cent are salaried employee and 12 per cent are professionals. The Study clearly indicates graduate is impact the purchase of product through online.

Types of Product purchased Online:
To know the types of products purchased from online shopping the following
Table 6, give clear information:

Table 6
Types of product purchased online:

S. No	Product	Frequency	Per cent
1	Electronic Items	44	37
2.	Books & Magicians	12	10
3.	Clothing	42	35
4.	Others	22	18
	Total	**120**	**100**

It is Clearly indicated that out of the 120 respondents, 37 per cent purchased electronic items, 35 percent clothing, 18 percent others and 10 percent purchases books & magazines. It is clear from electronic items is important product purchased by the people through online.

Website Used to Buy Products:
The following Table 7 clearly shows that the websites used by the respondents in the study area.

Table 7
Website used to buy Products:

S. No	Website	Frequency	Percent
1.	Amazon.Com	29	24
2.	Flipkart.Com	72	60
3.	C.bay.Com	12	10
4.	Others	7	6
	Total	**120**	**100**

Out of 120 sample respondents, 60 percent said that they use the Flibkart.com to purchase the products, 24 percent are use Amazon. Com, 10 Percent ebay.Com and 6 percent are use others. Thus the Flibkart.com impact the purchase of product from online in Kanyakumari district.

Factor Motivate the Online Shopping :

Some of the factors motivate the people to buy the product through online. These factors are listed by the researcher and relevant data have been collected from respondents. The Collected data is analysed with the help of standard deviation and one sample t –test.

Table 8
Factor motivate the online shopping

S. No	Factor	Mean Score	Standard deviation	t – test
1	Security	3.97	1.189	1.234
2	Reliability	4.12	1.078	4.621*
3	Searchability	4.21	1.289	2.589&
4	Quality	4.01	1.116	1.112
5	Availability	4.25	1.061	3.421*
6	Accessibility	4.18	1.062	2.862*
7.	Trust	4.11	1.161	0.892
8.	Convenience	4.28	1.002	4.061*

*Significant at five percent level

From the above table it is clear that the Convenience purchase have the most important factor that determine the purchase of product from online shopping . The variables such as 'reliability' 'searchability' 'availability' 'accessibility' and convenience, since their respective 't'-test significant at five per cent level These are the factor that significantly impact the online shopping in the study area.

Strategic Decision Making Style of Online Customers:

The decision making style of customers is varied from time to time according to product purchase from offline or online. In order to know the strategic decision making style of online customer the following Table 9 clearly explain

Table 9
Strategic Division making style of online customer

S. No	Factors	Mean Score	Standard deviation	t – test
1	Delivery in Time	4.34	1.008	3.621*
2.	Reasonable Prices	4.21	1.018	3.416*
3.	Guarantee and Warrantees	3.96	1.892	0.816
4.	Product Return Service	3.81	1.923	0.291
5.	Wider Information	4.27	1.221	2.921*
6.	Shipping Cost Clearly Stated	4.22	1.324	2.111*
7.	Fastest Access Latest News	3.92	1.911	1.621
8.	Cash on Delivery	4.01	1.211	5.213*
9.	Online Payment Systems	4.08	1.012	2.620*
10.	Delivery in Good Condition	3.61	1.995	1.001

* Significant at five per cent level

From the above analysis clearly shows that 'delivery in time' is important factor determining decision making style of online customers followed by 'shipping cost is clearly stated'. The variables such as 'delivery in time', 'Reasonable Prices', wider information, 'Shipping cost clearly stated, 'cash on delivery' and online payment system since their respective t-test is significant at five percent level. Hence these are most important factor significantly impact the decision making style of online customer in Kanyakumari district.

Level of Awareness about online shopping:-

The level of awareness about online shopping is analysed with the help of Chi – square test (χ^2 - test). For this purpose the profile variables are compared with the level of awareness about online shopping of the customers

Table 10
Level of Awareness about Online Shopping

S. No	Factors	Calculated Value	Table Value	DF	Result
1	Age and level of awareness	11.962	12.592	6	Not Association
2.	Gender and level of Awareness	30.0761	5.991	2	Association
3.	Education and level of awareness	35.689	9.488	4	Associations
4.	Occupation and level of awareness	19.389	12.529	6	Association

It is clear from the above analysis that the major profile variables that impact the level of awareness about online shopping is Gender, Education and Occupation. These three variables are significantly associating the level of awareness about online shopping. Thus the gender, education and occupation are significantly impact the level of awareness about purchase of product from online.

VIII. Conclusion And Recommendation

The development of internet is a powerful tool for online shopping. The technological innovation has given rise to a new marketing system. A website can have images, and can activate them by animation, thus making the customers feel and enjoy its presence. The touching and feeling of product is impossible for online shopping but the online customers can see the product with full information through the screen. This allows the customers in depth –information search, Product fomparisons and evaluations of the marketers for various suppliers.

From the study majority of the respondents have purchased electronic items and clothing through online. So that the Online marketers can conducted more ads through for online other product in order to increase the awareness to consumers to buy the product through online. Delivery in time and wide information is impact the decision making style of online customer. Hence the online marketers take additional effort on these areas in order to increase the marketing activities. Then the customers want that the information of the product should be clearly mentioned on their respective websites. Therefore, online transaction should be informative, reliable accessible, security, quality and trusted in order to attract new customers and retain the editing internet users.

Reference:
[1]   Dr.A.Sajeevan Rao, and mokhalles mohd.mehdi, "Online user behaviour in Delhi – A factor Analysis", *Indian Journal of marketing,* vol.40, No.7, July2010.
[2]   Dr.R.Shanthi, and Dr.Desti Karmaiah, "Consumers' Perception on online shopping" *Journal of marketing and consumer Research,* vol.13,2015.
[3]   Dr.Gopal, R and Deepika Jindoliya, "Consumer buying behaviour Towards online shopping - A literature Review", *International Journal of Information Research and Review,* vol.03, December2016.
[4]   Sanjeev Prashar, T. Sai Vijay and Chandran Parsad, "Segmenting online shoppings: A study of Consumer's web portal selection motivations for e-shopping", *Asian Academy of management journal,* vol-21,No.1.2016
[5]   Gupta, A., Su, B-C, & walter, Z,. "An empirical study of consumer switching from traditional to electronic channels"; A purchase – decision process perspective, 2004.
[6]   Zhu, F., and Zhang.x., "Impact of online Consumer Reviews on sales. The moderating Role of product and consumer characteristics", *Journal of marketing*, 2010.
[7]   P.T. Joseph, S.J. *"E-Commerce: An Indian Perspective"*, PHI learning Private Limited, Delhi, 2015.
[8]   Wigand, R.T, *Electronic Commence : Definition, theory, and context the information society"*, 1997.
[9]   Hawkins, D, Best, R. and Coney K. *"Consumer behaviour : Building marketing strategy",* MCG raw Hill, 2003.
[10]   Kotler, P. and Armostrong, G, *"Principles of marketing"*, prentice Hall of India Private Ltd, New Delhi, 2007.
[11]   Schiftman : *"Consumer Behaviour",* 2009.