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MOTIVATORS AND INHIBITORS OF ONLINE SHOPPING IN HYDERABAD

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ABSTRACT

Online shopping offers wide range of benefits to internet users such as unique products, low price, convenience etc. despite these benefits there are various issues such as privacy, security, return of products. The purpose of this article is to examine motivation factors and hindrance factors for online shopping in Hyderabad. The population of this research is people from Hyderabad who have experience in purchasing product through online shopping site. Respondents were selected from different occupational groups, education, age, gender with a condition of internet shopping experience. A survey was conducted with pre-structured self administered questionnaire using importance and frequency scales on motivators and hindrances respectively. Snowball sampling was used to collect data from sampled respondents. Various statistical techniques such as mean, standard deviation and factor analysis are used for this study. The present study contributes an understanding of consumer perception towards these factors in B2C E-commerce in Hyderabad.

KEYWORDS

B2C Ecommerce, Motivators, Inhibitors, Online shopping and Quantitative Survey.

INTRODUCTION

Internet is rapidly growing as an important tool for attracting customers to search and shop product online leading the growth of business. E-commerce growth is tremendous in the world. According to computer world (2008), In "U.S. Online Retail Forecast, 2007-2012." offered by JupiterResearch LLC shows, non-travel-related e-commerce sales were \$128 billion in 2007, up from \$108 billion in 2006, and would grow to \$148 billion in 2008, \$166 billion in 2009, \$182 billion in 2010, \$199 billion in 2011, and \$215 billion in 2012. According to Anjali Chandra (2011) online retail industry in India is expected to reach Rs 7,000 crore mark by 2015 as per ASSOCHAM predicts.

LITERATURE REVIEW

According to Pazgal and Sikka (2001) online shopping is more suitable for information based products like software and digital music, as they are easy to access online and does not require any physical medium for transportation.

Rettie (2001) hypothesized that a key motivating factor for people to visit, search, and shop online was the consumer's view that the Internet was a good place to provide information, access to explore and purchase "hard to find" goods.

Zhang (2001) states that online shoppers are more concerned with time saving in his study. He also found that high level of inertia is exhibited in online stores in comparison to bricks-and-mortar stores.

Grant and Waite (2003) stated that online shoppers spend time online due to interest in entertainment and purchase of educational type products available over the Internet. He also states youth prefers to use internet to escape from boredom and to maintain social network, and academic purpose and to establish and maintain communication with friends and family with friends.

Karyanni (2003) found shopping motives plays a major role in online shopping. As online shoppers are concerned with time saving, availability of 24 hours shopping and avoiding queues

According to Lee and Marlowe (2003) convenience is different based on age, life-style, comfort of consumer with technology for its easy use, and it plays a major role in online shopping decision.

OBJECTIVES

The main objective of present study is to investigate the motivators and inhibitors of online shopping in B2C perspective of E-Commerce in Hyderabad.

RESEARCH METHODOLOGY

The current study explores the buying behaviour of a sample of Hyderabad Internet Users' targeted at Business to Consumer (B to C) market segment. The respondents involved in this research study were selected from the population with the condition of having had experience in browsing or purchasing through the Internet (does not specify numbers of years using the Internet). In other words, this is known to be the measurement of Hyderabad consumers having Internet experience in shopping online. They were drawn from different occupational categories, education, age, gender or ethnic categories but all of them fulfilled the basic condition mentioned earlier.

POPULATION AND SAMPLE SIZE

The population of this study includes online shoppers in Hyderabad who have purchased different products from online shopping sites. Respondents were selected from different occupational groups, education, age, and gender with a condition of having internet shopping experience.

DATA COLLECTION

In the present study both primary and secondary data is used. Primary data is collected through self administered questionnaire from online shoppers in Hyderabad. Snow ball sampling technique was used to identify people having internet shopping experience. Secondary data involves various articles from journals, websites related to online shopping.

SURVEY INSTRUMENT

A structured questionnaire was developed on various factors of motivators and inhibitors of online shopping. It consists of two sections. First section involves questions with seven point rating scale of importance for motivators and second section involves questions with five point rating scale of frequency for inhibitors of online shopping. It was developed with discussion of experts and online shoppers and review of literature.

DATA ANALYSIS

Data analysis was done using Statistical Package for Social Science (SPSS) Version 17.0 for the data gathered through structured questionnaire. Mean, standard deviation, and factor analysis were used as statistical tools.

TABLE I: MEAN, MEDIAN, STANDARD DEVIATION OF REASONS, PROBLEMS OF ONLINE SHOPPING

Variables	Mean	Median	Std. Deviation
Reason : Selection	6.04	6.50	1.501
Reason : Time	6.06	6.00	1.058
Reason : Price	5.31	5.00	1.103
Reason : Enjoy	4.88	5.00	1.269
Reason : Personalized product	5.02	5.00	1.238
Reason : Delivery	6.02	6.00	1.315
Reason : Unique	5.33	5.00	1.389
Reason : Convenience	5.82	6.00	1.495
Reason : Ease of comparison	5.41	6.00	1.553
Concern : Cost	3.42	3.00	1.230
Concern : Delay delivery	3.02	3.00	1.116
Concern : Failure to information	3.10	3.00	.848
Concern : Risk of security	2.40	2.00	1.192
Concern : Privacy	3.24	3.00	1.199
Concern : Difficult to cancel order	3.04	3.00	1.384
Concern : Poor service	3.04	3.00	.955
Concern : Low stock availability	3.57	4.00	.994
Concern : Difficulty in product return	2.81	3.00	1.363
Concern : Difficult in quality evaluation	3.47	4.00	1.039
Concern : Time consuming	2.88	3.00	1.043

Table-I explains that selection, time saving and timely delivery are perceived as most important reasons for online shopping by the respondents with mean of 6.04, 6.06 and 6.02 respectively. Whereas High cost, low stock availability, quality evaluation are most important concerns perceived by respondents with mean of 3.42, 3.57 and 3.47 respectively.

TABLE II: COMMUNALITIES FOR REASONS TO SHOP ONLINE

COMMUNALITIES		
	Initial	Extraction
Selection	1.000	.806
Time	1.000	.865
Price	1.000	.754
Enjoy	1.000	.822
Personalized	1.000	.855
Delivery	1.000	.791
Unique	1.000	.687
Convenience	1.000	.892
Ease of comparison	1.000	.767

EXTRACTION METHOD: PRINCIPAL COMPONENT ANALYSIS

Table-II explains the extraction communalities which are useful as these are obtained using extracted factors. In the present research eighty nine percent of the variance in 'convenience' is explained by the extracted factors. It is also useful to note that eighty six percent of variance is for time saving, followed by eighty five percent of variance is for personalized products is extracted by factors.

TABLE III: TOTAL VARIANCE EXPLAINED FOR REASONS

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.703	30.030	30.030	2.703	30.030	30.030	2.458	27.310	27.310
2	1.908	21.205	51.235	1.908	21.205	51.235	1.658	18.417	45.727
3	1.397	15.525	66.760	1.397	15.525	66.760	1.628	18.085	63.812
4	1.231	13.681	80.441	1.231	13.681	80.441	1.497	16.629	80.441
5	.535	5.942	86.383						
6	.438	4.863	91.246						
7	.379	4.216	95.461						
8	.309	3.438	98.899						
9	.099	1.101	100.000						
Extraction Method: Principal Component Analysis.									

Table-III: explains that it is also important to note that out of nine variables, four factors can explain the 80.441 percent of variance. Total variance explained can be seen in the following table. It is important to note from the table that four variables have Eigen value of more than 1.

TABLE IV: ROTATED COMPONENT MATRIX FOR REASONS

	Component			
	1	2	3	4
Selection		.852		
Time		.900		
Price			-.517	.526
Enjoy				.905
Personalized			.918	
Delivery	.793			
Unique			.466	.577
Convenience	.927			
Ease of Comparison	.787			
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 5 iterations.				

Table-IV clearly depicts that with the help of factor analysis researchers are able to find out the underlying following four dimensions. It is clear that 'Selection', 'Time', which have similar factor loading are grouped into one factor. Similarly 'Price', 'Enjoy shopping' variables are grouped into second factor. Further variables such as 'Personalized product' and 'unique' are grouped into third factor. At last, 'Delivery', 'convenience', and 'ease of comparison' variables are grouped into fourth factor.

CONCERNS TO SHOP ONLINE

TABLE V: COMMUNALITIES FOR CONCERNS FOR ONLINE SHOPPING

Communalities		
	Initial	Extraction
Cost	1.000	.822
Delay in delivery	1.000	.684
Fail information	1.000	.703
Risk of security	1.000	.578
Privacy	1.000	.701
Difficult to cancel order	1.000	.789
Poor service	1.000	.501
low stock availability	1.000	.645
Difficulty in product return	1.000	.622
Difficult in quality evaluation	1.000	.760
Time consuming	1.000	.578
Extraction Method: Principal Component Analysis.		

Table No: V explains the extraction communalities which are useful as these are obtained using extracted factors. In the present research eighty two percent of the variance in 'cost' is explained by the extracted factors. It is also useful to note that seventy eight percent of variance is for difficult to cancel order, followed by seventy percent of variance is for both privacy and failure to give accurate information are extracted by factors.

TABLE VI: TOTAL VARIANCE EXPLAINED FOR CONCERNS

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.195	38.136	38.136	4.195	38.136	38.136	3.622	32.930	32.930
2	2.003	18.211	56.347	2.003	18.211	56.347	1.991	18.096	51.025
3	1.186	10.781	67.128	1.186	10.781	67.128	1.771	16.103	67.128
4	.859	7.807	74.935						
5	.696	6.330	81.265						
6	.610	5.545	86.810						
7	.424	3.858	90.668						
8	.371	3.370	94.037						
9	.285	2.591	96.629						
10	.229	2.083	98.711						
11	.142	1.289	100.000						
Extraction Method: Principal Component Analysis.									

Table-VI explains that, out of eleven variables, three factors can explain the 67.128 percent of variance. Total variance explained can be seen in the following table. It is important to note from the table that three variables have Eigen value of more than 1.

TABLE VII: ROTATED COMPONENT MATRIX FOR CONCERNS

Rotated Component Matrix ^a			
	Component		
	1	2	3
High Cost	.727		-.453
Delay in delivery	.574	.500	
Fail to provide information		.728	
Risk of security	.719		
Privacy			.837
Difficult to cancel order	.881		
Poor service	.602		
Low stock availability			.718
Difficulty in product return	.732		
Difficult in quality evaluation		.861	
Time consuming	.660		
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 6 iterations.			

Table-VII clearly depicts that with the help of factor analysis researchers are able to find out the underlying following four dimensions. It is clear that 'High Cost', 'Delay in delivery', 'risk of security', 'difficult to cancel order', 'poor service', 'difficult to return', and 'time consuming' which have similar factor loading are grouped into one factor. Similarly further variables such as 'Failure to provide information' and 'difficulty in quality evaluation' are grouped into second factor. Finally variables such as 'Privacy' and 'Low stock availability', are grouped into third factor.

LIMITATIONS

The main limitation of this study is its scope, as results of present study are limited to study sample in Hyderabad. Another limitation is selection of respondents, as it is based on convenience. Finally study is subject to common limitation of non response error from respondents, incomplete sampling frame for study.

CONCLUSION

Companies are competing with each other to attract new customers and retain existing customers. The communication network and information technology development transformed the local and international markets growth. These allow the users in-depth search of information, product features and price comparisons, quality evaluation of the offerings of various suppliers. Moreover, there is a wider availability of "hard to find" products and greater selection of items. Hence there is lots of scope for e-commerce growth by understanding consumers motives and concerns.

SCOPE FOR FUTURE RESEARCH

The present study recommends future research to extend and expand its scope. As the study is focused on specific factors in Hyderabad, it can be expanded to other location of India. Future research can also identify other motivators and inhibitors which are not covered in present study.

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