

Adoption of virtual shopping - The change in consumer Buying behaviour towards purchasing of Mobile phones

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Abstract

The increasing use of internet and mobile phone by the young/new generations in India provides an emerging prospect for virtual(online) consumers. The internet is changing the world of consumer behavior with the familiarity to technology having an internet access and trust of customer gives a high boom in this online business. The awareness of the Consumer is always looking to the best in terms of brands, quality for money, features and mainly the time and secure to buying. The study concentrates to take how online shopping navigating the consumer buying behavior with respect to mobile phones. During the pandemic many consumers are preferred to buy their products through online since it's very safe to buy and at the same time in a recent past of the history of online shopping the FMCG products was very familiar among the consumer to purchase through online. The era changed, many consumers are purchasing their FMCG products also in online especially the mobile phone is the prime way of purchasing through online era.

In this juncture this study would be very essential to understand about the consumer buying behaviour towards mobile phones through online shopping. The main objective of the study is to find out what are the main factors are considered by the consumer while purchasing mobile phones through online and what is the reason behind that. The studies used by descriptive research design, with help of convenience sampling method, 104 valid responses were collected through structured questionnaire. On the basis of data analysis study concluded that most of the customers were perceived that online shopping is better option for purchasing mobile phones than in store shopping and most of the customers are satisfied by online shopping. From the research it can be set that in today's fast moving world, people don't have time to travel to buy goods and other factors like distance, traffic make it even more difficult for a person to manually go to shops and buy goods and hence people have started using online shopping for purchasing and because of payment modes like cash on delivery has rapidly increased the number of the online shoppers and this list will keep on increasing.

Keywords: Buying behavior, virtual shopping, FMCG, FMDG, Pandemic, Internet, Navigation.

INTRODUCTION

In today's busy world online shopping is the easy way to purchase goods and saves time. Within the past decade, there had been a colossal amendment within the approach of customer's searching. Despite consumers' continuation to shop for from a physical store, the users or patrons feel terribly convenient to on-line searching. on-line searching saves crucial time for contemporary folks as a result of they get therefore busy that they cannot or unwilling to pay abundant time searching.

In the 21st century, trade and commerce are therefore diversified that multichannel has taken place and on-line looking has multiplied considerably throughout the globe (Johnson, Gustafsson, Andreassen, Lervik, & Cha, 2001). Globally, e-commerce regarding deep-rooted about a pair of 2.29 trillion greenback market (John, 2018) and expected to achieve four trillion greenback by 2020 (eMarketer, 2016) because of the double-digit worldwide growth in sales (15%) and order (13%) (eMarketer, 2018) altogether types of e-commerce like business-to-business (B2B), business-to-consumer (B2C) (Zuroni & Goh, 2012).

Unlike a physical store, all the products in on-line stores represented through text, with photos, and with transmission files. Several on-line stores can offer links for abundant of information available regarding their product hence it is very for the customers to get information in click of the button. On the opposite hand, some on-line customer's area unit associate degree adventuresome someone, fun seeker, online searching lover, and a few area unit technology muddlers, hate looking ahead to the merchandise to ship. Consequently, on-line client behavior (user action throughout looking out, buying, and victimization products) became a recent analysis space for associate degree increasing variety of researchers to grasp this distinctive nature of on-line searching.

The primary need of every business is to satisfying the customer/Consumer. In this growing competitive world the study about

the consumer behavior is playing very important to compete and to be unique with your competitor. Online provides interaction with the customer/consumer make more convenient for the people to take purchase design

Literature review

Title	Author name	Name of the journal	Article link	Findings
On the Go: How Mobile Shopping Affects Customer Purchase Behavior	Rebecca, Jen-Hui Wang ^a Edward C. Malthous, Lakshman Krishnamurthi	Journal of Retailing Volume 91, Issue 2, June 2015, Pages 217-234	https://doi.org/10.1016/j.jretai.2015.01.002	Mobile shopping is usually used for habitual purchasing and its also found that mobile purchasing is more convenient to the customers to purchase.
Omni channel Consumer Buying Behavior: Apprehending the purchasing pattern for Mobile buyers In India	Zaware, Nitin and Zaware, Nitin,	International Journal of Advanced Science and Technology Vol. 29, No. 3s, (2020), pp. 1086-1101	http://dx.doi.org/10.2139/ssrn.3819243	It s found that in day by day the customers are purchasing mobile phones in both online and offline and customers are using various channels to purchase mobile phones. The customers are using different channel for information search and, evaluation of the product. It's a big challenge to understand the customers influence to purchase product.
A study on consumer buying behavior of mobile phones	Deepika Ganlari, Pradeep Kr. Deka and Chandan Dutta	Journal of Management in Practice Vol. 1, No. 1, 3 May 2016, ISSN: 2456-1509	file:///C:/UserU/welcome/DoDocumen/DowDownlo/191-641-3-PB.pdf	It is found that most of the customers are getting influenced by both internal and external factors while purchasing mobile phones especially brand name has strong influence in purchase
Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention	Yi Jin Lim Abdullah Osman Shahrul Nizam Salahuddin Abdul Rahim Romle Safizal Abdullah	Procedia Economics and Finance Volume 35, 2016, Pages 401-410	https://doi.org/10.1016/S2212-5671(16)00050-2	It was found that the influence of online shopping behavior has positive significant towards shopping in online and further the sample can be extended to include minimum bias in the research. The people are influencing with family, friends and media.
The impact of internet user shopping patterns and demographics on consumer mobile buying behaviour	Enrique Bigne, Carla Ruiz, Silvia Sanz	Journal of Electronic Commerce Research, VOL. 6, NO.3, 2005	https://www.researchgate.net/profile/Enrique-Bigne-2/publication/228635427_The_impact_of_internet_user_shopping_patterns_and_demographics_on_consumer_mobile_buying_behaviour/links/0fcfd5135c6897	Mobile commerce is base d upon age social class and behavioural pattern
Consumer Buying Behavior	Mesay Sata	Journal of Marketing and Consumer	file:///C:/Users/welcome/Documents/	It is found from the study that most of the consumers are purchasing mobile phone in online is on the basis of price most

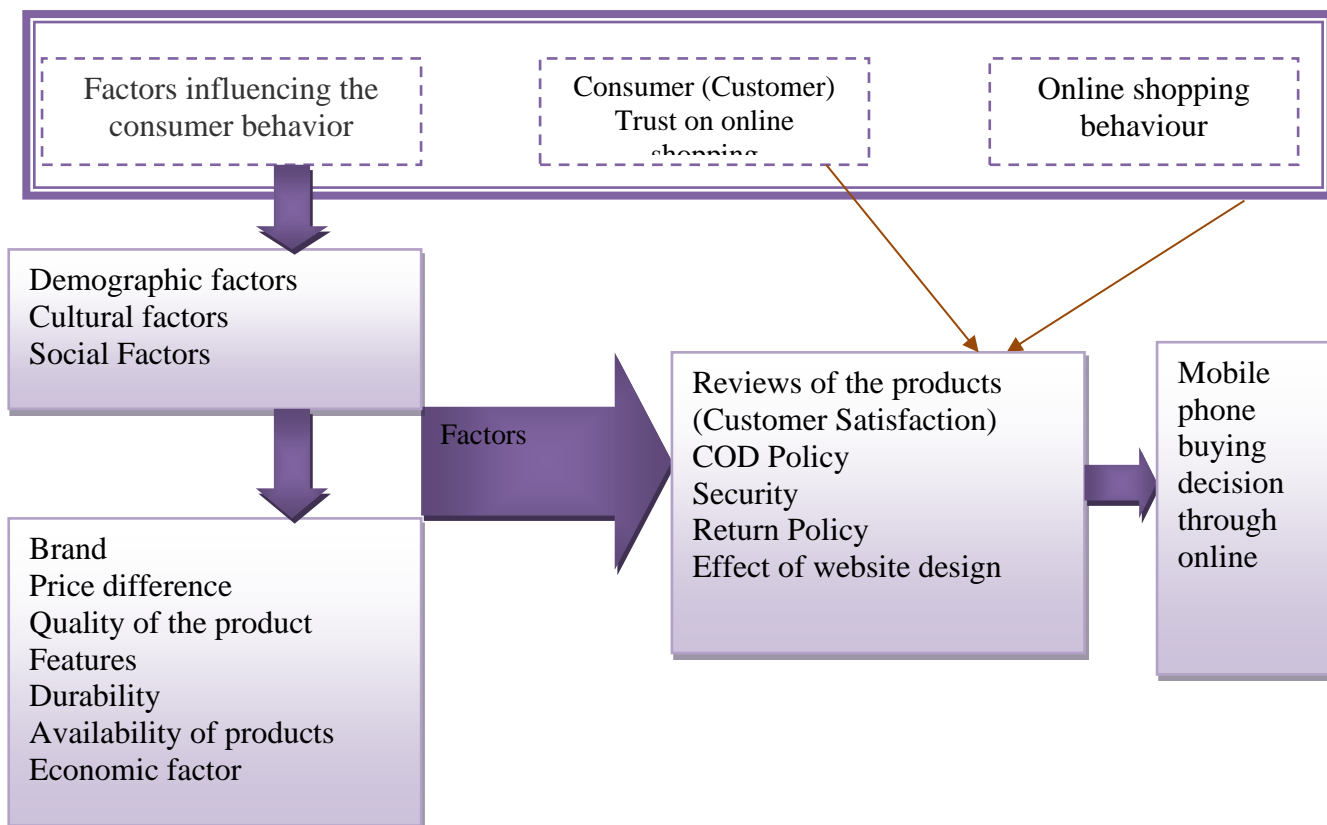
of Mobile Phone Devices		Research - An Open Access International Journal Vol.2 2013	Downloads/10064-12276-1-PB.pdf	importantly motivational factors has great impact while purchasing mobile phones.
A Study on Mobile Phone Buying Behavior Using an Image-based Survey	B.R.LondheDr.Srinivasan Radhakrishnan Brig. Rajiv Divekar(Retd)	Procedia Economics and Finance Volume 11, 2014, Pages 620-625	https://doi.org/10.1016/S2212-5671(14)00226-3	Found from the study that image base questions and text based questions are. People are having different perception through the analysis while purchasing mobile phones
A Study on customer buying behaviour towards mobile phones In online Shopping	J.Sureshkumar, M.Mohanraj, A.T.Jaganathan	The International journal of analytical and experimental modal analysis Volume XI, Issue IX, September/2019 ISSN NO: 0886-9367	https://www.researchgate.net/journal/The-International-journal-of-analytical-and-experimental-modal-analysis-0886-9367	Found from the study that most of the customers purchase mobile phones in online on the basis of price comparisons.
Factors influencing online purchase intention of smart phones: A hierarchical regression analysis	Rex P. Bringula, Shirley D. Moraga, Annaliza E. Catacutan, Marilou N. Jamis & Dionito F. Mangao	Cogent Business & Management Volume 5, 2018 - Issue 1	https://doi.org/10.1080/23311975.2018.1496612	This study concluded that the company factors are influencing the respondents to purchase mobile phones in online. The main conclusion is price and security and trust on company is playing major role to take decision to buy products.

Objectives of the study

- To find out the factors affecting the virtual shopping behaviour.
- To find out the reason for using the online mobile shopping.
- To study the Satisfaction level of virtual shopper.

Methodology

To undertake this study online shopping navigates the change in the consumer behavior towards mobile phone purchasing in Chennai the researcher have undertaken a descriptive study through a survey using of structured questionnaire in view of the research objective. In order to answer to the research objectives the researcher used non-probability sampling method under convenient sampling technique has been adopted in this study to acquire data from respondents. I have targeted nearly 200 respondents but receive valid data from only 104 respondents and collected data are analyzed through SPSS software.



Results and Discussion

Table: 1

Particulars	Frequency	Percent
Occupation		
Student	66	55.0
Part time	10	8.3
Full time	25	20.8
Self employed	1	.8
Professional	14	11.7
Unemployed	4	3.3
Total	120	100.0
Income		
>1L	35	29.2
1L-3L	9	7.5
3L-5L	10	8.3
Not interested	66	55.0
Total	120	100.0
Purpose of using internet		
Research work, home work, study	22	18.3
social websites	53	44.2
Game	6	5.0
online shopping	16	13.3
information	14	11.7
Business	5	4.2
Others	4	3.3
Total	120	100.0

Chi square test

There is no association between monthly income and preferable mode of payment

Cross tabs

TABLE 2. What is your average monthly income? * Preferable mode of payment Cross tabulation

		preferable mode of payment				Total
		debit card	credit card	net banking	cash on delivery	
what is your average monthly Income?	<1L	8	10	4	13	35
	1L-3L	0	2	4	3	9
	3L-5L	0	6	0	4	10
	Not interested	14	8	12	32	66
Total		22	26	20	52	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.949(a)	9	.009
Likelihood Ratio	24.059	9	.004
Linear-by-Linear Association	1.238	1	.266
N of Valid Cases	120		

A 8 cells (50.0%) have expected count less than 5. The minimum expected count is 1.50.

It depicts from the table it is clear that Null hypothesis is rejected since p value is 0.009 which is lesser than 0.05 and alternative hypothesis is accepted. Hence there is an association between monthly income and preferable mode of payment.

FRIEDMAN TEST

There is no difference between shopping online saves time & money and product options can compare multiple brands

TABLE :4 Ranks

	Mean Rank
Shopping on the internet save money and time than shopping in stores	1.44
product options can be compare multiple brands easily	1.56

Test Statistics (a)

N	120
Chi-Square	3.920
Df	1
Asymp. Sig.	.048

From the table it is clear that Null hypothesis is rejected since p value is 0.048 which is less than the calculated value 0.05 and alternative hypothesis is accepted. Hence there is a difference between shopping online saves time & money and product options can compare multiple brands.

ONE WAY ANOVA

There is no significant difference between educational level and customer care accessible.

Table :5

		Sum of Squares	df	Mean Square	F
after sales, customer care is accessible when need assistance	Between Groups	.239	1	.239	.251
	Within Groups	112.428	118	.953	
	Total	112.667	119		

		Sig.	
after sales, customer care is accessible when need assistance	Between Groups	.618	
	Within Groups		
	Total		

From the above table it is clear that Null hypothesis 0 is accepted since p value is 0.618 which is greater than 0.005 and alternative hypothesis is rejected. Hence there is no significant difference between educational level and customer care accessible.

Conclusion

Today, purchasing items online is unavoidable, and it is a source of pride for young people who do so, particularly when it comes to mobile phone purchases. Furthermore, many customers prefer to buy their mobile phones online for a variety of reasons, the most common of which are the savings offered by mobile phone companies. The study found that the majority of the young respondents prefer to shop their mobile phones through online, and the majority of customers are satisfied with their purchases, but the one drawback is that online shopping is not totally secure with digital payment. Many of the respondents believe it is much easier to buy products online than going from store to store. In today's fast-paced world, many people dislike travelling and, moreover, they don't have time to shop in stores, so they turn to the internet to buy products, particularly mobile phones, according to the survey. The government may take actions to improve online website and online payment security so that online customers feel safe while using their debit card, credit card, or making online payments.

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