

**A PERCEPTUAL STUDY FROM THE CONSUMER POINT OF VIEW ON  
ONLINE SHOPPING MARKET: AN EXPLORATORY STUDY IN NORTH  
24 PARGANAS DISTRICT (W.B)**

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**ABSTRACT**

*Online shopping or e-shopping is a process of purchasing and selling of products and services through the Internet. It's a growing technology and changing the buying pattern from traditional to online business. Lot of web portal has been launched in our country and help of online shopping, the consumers can purchase clothing, shoes, books, airline and events tickets, foods, computers hardware and so on. . Most of the companies are running their on-line portals to sell their products/services on-line. Though online shopping is very common outside India, its growth in Indian Market, which is a large and strategic consumer market, is still not in line with the global market. In the present study an attempt have been made to analyze the perception among demographic variables from the North 24 Pargans distric. For this analysis chi-square testing has been applied. Majority of the respondents assumed that convenience, time factor, security, services, delivery process, delivery time and reputation of the company are the important variables in online shopping. With the growth of online shopping, there are various opportunities and challenges to online business retailers and consumers. This study will definitely explore diverse variables and their level of influence on the customers in different area of North 24 Parganas District of West Bengal towards online shopping or e-shopping. For this study researcher have collected 100 samples and given a positive conclusion from the view of consumer perception in North 24 Parganas District.*

**Keywords: Demographic Profile, Consumer Perception, Traditional Shopping, Online Shopping, Mindset**

## **1. PRELUDE**

Online Shopping or e-shopping is a part of electronic commerce where the customers buy goods / products / services directly from the merchants over internet. Theoretically it is more convenient to buy products online due to its flexible nature, but in India the adoption rate of the technology is significantly different from other nations because of the country's unique social and economical characteristics. India has diverse culture and extreme disparities of income. Consumer Behavior is still a challenging subject for the marketers to actually understand the pattern of buying decisions and when it comes to e-shopping the situation is even worst. Though the adoption of online shopping significantly increased in the last decade, but still fewer people purchase products online than anticipated (Pastore, 2000). This adoption is not justified by the internet penetration growth in most countries, which again reveals the unpredictable nature of consumer behavior in e-market (Ernst and Young's, 2000). Thus this is still a growth market where numbers of players are less due to the uncertain nature of the business. A literature review in the next section helps us to ascertain about research work that has been done in this area.

## **2. LITERATURE REVIEW**

Many studies have highlighted the benefits that Internet shopping offers to consumers which include ability to shop round the clock at anywhere, to search and browse products, to compare prices, and to make flexible electronic payments (Hoffman et al., 1995; Alba et al., 1997; Peterson et al., 1997; Strauss and Frost, 1999; Shim et al., 2001). India's e-commerce market was worth about \$2.5 billion in 2009, it went up to \$6.3 billion in 2011 and to \$14 billion in 2012. About 75% of this is travel related (airline tickets, railway tickets, hotel bookings, online mobile recharge etc.). Online Retailing comprises about 12.5% (\$300 Million as of 2009).

As this article is about the Online Shopping in West Bengal: A Perceptual Study on Customers in Kolkata, West Bengal. Some prior researches done on the subject of Online Shopping will be discussed in this segment. A significant amount of research work has been done on Online Shopping. A large group of researchers has pointed out the possibilities of Online Shopping. Others pointed out on the drawbacks and at the same time they provided necessary suggestion to make Online Shopping more useful for the online consumers.

Rook and Fisher (1995) conducted a study that provides conceptual and empirical evidence that consumers' normative evaluations moderate the relationship between the buying impulsiveness traits and related buying behaviors. They defined buying impulsiveness as a consumer's tendency to buy spontaneously, unreflectively, immediately and kinetically.

Liu and Arnett (2000) mentioned that the success of the e-commerce site depends on several factors such as Information, service quality, system use, playfulness and system design quality.

Parasuraman et.al. (2004) opined to measure the service delivered by web sites. The study developed two scales E-S-QUAL and E-RecS-QUAL model on the basis of these models, the factors like responsiveness, efficiency and various dimensions had a significant impact on customer's global evaluation of website.

Online shopping offers to consumers which include ability to shop round the clock at anywhere, to search and browse products, to compare prices, and to make flexible electronic payments (Bhattacharjee Sarathi Partha, et al., 2012;) investigates the relationship between globalization, ecommerce adoption or acceptance that lead to business performance and effectiveness. According to Ranganathan and Ganapathy (2002), several key dimensions to B2C websites are - Design functionality, Security, Privacy and Information quality.

Tinne (2010) conducted spontaneity buying has four characteristics; firstly it is unplanned purchase. Secondly is exposure to the stimulus, thirdly characteristics of impulse buying is the immediate nature of the behavior and lastly consumer experiences emotional and cognitive reactions.

There is a broad range of products and services marketed online (Kiang et al., 2011), yet none of the above classifications refers to marketing products through the internet.

Patna (2013) investigates the relationship between globalization, ecommerce adoption or acceptance that lead to business performance and effectiveness. Through privacy and security policies, developers are doing their best to put an end to this unethical practice. That will pay the way for its success.

Bashir et al. (2013) Predicted impact of cultural values and life styles on desire buying behavior and the results suggested that there is significant impact of cultural values and life styles on spontaneous buying behavior. They found that the gender role is the only one variable of cultural values and life style of customers where significant difference exists between male and female customers while making. They also discussed that Impulse buying is influenced by time, location, personality, economic, and cultural factors.

Indrajit and Debansu (2014) identified the factors of satisfaction level on online shopping market from customer point of view. Meghdoot, debansu & indrajit (2015) has identified some factors for acceptance on online shopping from customer's perception.

Indrajit (2015) have analyzed a Demographic study of buying spontaneity on E-Shoppers: Preference Kolkata (West Bengal) from customer perception.

Indrajit and Debasish (2016) have analyzed a Online shopping in West Bengal: a perceptual study on customer's in Kolkata.

### **3. OBJECTIVE**

To investigate any association between the demographic variables (gender, income, age, education, occupation and area) and the customer preferences of e-marketing.

### **4. RESEARCH METHODOLOGY**

#### **Data Collection Methodology and Sample Plan**

**Research type:** Exploratory

**Population:** Customers who use internet across all demographic characteristics.

**Research Design:** The study has been partly descriptive and partly analytical. The study is based on both primary and secondary data.

**Sampling Method:** The questionnaire was distributed to both the users and non-users of online-marketing. A total of 100 questionnaires were distributed among the customers of different areas of North 24 Parganas District (West Bengal).

**Tools for Data Collection:** Questionnaire based on 5point Likert Scale and Questionnaire consists of 15 questions and distributed among on male and female of internet and non internet users.

**Sampling Area:** The area around semi urban & little rural area in North 24parganas District (West Bengal) was the sampling area for this survey.

**Sampling Frame:** Customer List (s) of the selected Local Internet Service Providers.

**Sample Units:** Online and non online buyers.

**Sample Size:** 100 (Male-59 and Female-41)

#### **Data Collection Methodology:**

The study was consisting of both primary and secondary data.



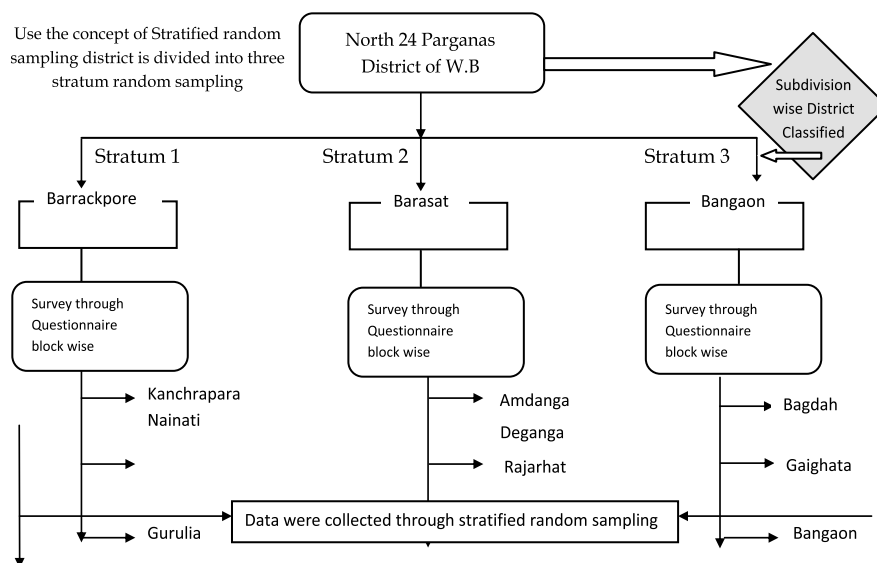
**I Primary Data Collection:** This data were collected through well structured closed ended questionnaire.

**ii) Secondary Data:** The data from secondary sources was collected through books, journals, research studies, internet sources.

**Sampling :** Multistage sampling technique was used for this study. Based on the single district the subdivision has classified into 3 and each subdivision has 3 blocks.

Out of four sub division researcher have taken only three sub division through randomly and the lottery method data was collected for each division. That's why 100 respondents have been collected for the sample size. The District is divided into 3 Stratum: Stratum1: Barrackpore, Stratum 2: Barasat, Stratum 3: Bangaon. Each sub division was dived into 3 blocks. Use of stratified random sampling researcher has collected equal data from 3 sub division.

### Sampling design through a diagram



## 5. DATA ANALYSIS METHODOLOGY

The data collected from the survey will be subjected to data cleaning in order to identify missing value, sample characteristics and meet the assumptions of normality. After this, the Descriptive statistics, ANOVA testing is used to summarize the respondents' demography. The researcher will ensure that all items meet the acceptable limit level.

## ANOVA

As with the -test, ANOVA also tests for significant differences between groups. But while the t-test is limited to the comparison of only two groups, one-way ANOVA can be used to test differences in three or more groups. Several hypotheses worth investigating in our project involve the comparison of more than two groups. ANOVA is based upon a comparison of variance attributable to the independent variable (variability between groups or conditions) relative to the variance within groups resulting from random chance. In this study ANOVA was applied to find the significant differences between groups based on the consolidated value of consumer attitude score and satisfaction score of the consumers'.

### 1) Hypothesis testing through ANOVA based on some demographic variables

#### a) H<sub>0</sub>: Online buying behavior is not associated with Gender.

Descriptive Statistics			
Dependent Variable:Buyer or Not Buyer			
Gender	Mean	Std. Deviation	N
1	1.36	.483	59
2	1.46	.505	41
Total	1.40	.492	100

Levene's Test of Equality of Error Variances <sup>a</sup>			
Dependent Variable:Buyer or Not Buyer			
F	df1	df2	Sig.
3.036	1	98	.085
Tests the null hypothesis that the error variance of the dependent variable is equal across groups.			
a. Design: Intercept + Gender			

Buyer or Not Buyer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Buyer	40	40.0	40.0	40.0
	Not	60	60.0	60.0	100.0
	Buyer				
	Total	100	100.0	100.0	
Tests of Between-Subjects Effects					
Dependent Variable:Buyer or Not Buyer					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.279 <sup>a</sup>	1	.279	1.155	.285
Intercept	192.279	1	192.279	794.391	.000
Gender	.279	1	.279	1.155	.285
Error	23.721	98	.242		
Total	220.000	100			
Corrected Total	24.000	99			

Form the above analysis since the p-value is  $>.05$ , therefore the  $H_0$  is accepted and alternative hypothesis not accepted ( $H_1$ ), the result is non significant. Therefore we can infer there is no significant association between the gender group and online buyer.

**b)  $H_{02}$ : Online buying behavior is not associated with income.**

Between-Subjects Factors			
		Value Label	N
Income	1	10-15K	14
	2	16-21K	18
	3	22-27K	40
	4	28-33K	15
	5	Above 33K	13

Levene's Test of Equality of Error Variances <sup>a</sup>			
Dependent Variable:buyer not buyer			
F	df1	df2	Sig.
6.100	4	95	.000
Tests the null hypothesis that the error variance of the dependent variable is equal across groups.			

Tests of Between-Subjects Effects					
Dependent Variable:buyer not buyer					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	4.191 <sup>a</sup>	4	1.048	5.025	.001
Intercept	185.501	1	185.501	889.621	.000
Income	4.191	4	1.048	5.025	.001
Error	19.809	95	.209		
Total	220.000	100			
Corrected Total	24.000	99			
a. R Squared = .175 (Adjusted R Squared = .140)					

Form the above analysis since the p-value is  $<.05$ , therefore the  $H_0$  is not accepted and alternative hypothesis accepted ( $H_1$ ), the result is significant. Therefore we can infer there is a significant association between the income group and online buyer.

**c)  $H_{03}$ : Online buying behavior is not associated with Age.**

Between-Subjects Factors			
		Value Label	N
Age	1	15-22yrs	23
	2	23-30yrs	43
	3	31-38yrs	21
	4	>38yrs	13

Levene's Test of Equality of Error Variances <sup>a</sup>			
Dependent Variable:Buyer not Buyer			
F	df1	df2	Sig.
10.955	3	96	.000
Tests the null hypothesis that the error variance of the dependent variable is equal across groups.			
a. Design: Intercept + Age			

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Buyer	40	40.0	40.0	40.0
	Not Buyer	60	60.0	60.0	100.0
	Total	100	100.0	100.0	

Tests of Between-Subjects Effects					
Dependent Variable:Buyer not Buyer					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	4.488 <sup>a</sup>	3	1.496	7.361	.000
Intercept	184.978	1	184.978	910.115	.000
Age	4.488	3	1.496	7.361	.000
Error	19.512	96	.203		
Total	220.000	100			
Corrected Total	24.000	99			
a. R Squared = .187 (Adjusted R Squared = .162)					

Form the above analysis since the p-value is  $<.05$ , therefore the  $H_0$  is not accepted and alternative hypothesis accepted ( $H_1$ ), the result is significant. Therefore we can infer there is a significant association between the Age group and online buyer.

**d)  $H_0$ : Online buying behavior is not associated with Education.**

Between-Subjects Factors			
		Value Label	N
Education	1	class 10	11
	2	Class 12	15
	3	Graduation	30
	4	Masters	31
	5	PhD	13
Levene's Test of Equality of Error Variances <sup>a</sup>			
Dependent Variable:Buyer not Buyer			
F	df1	df2	Sig.
1.366	4	95	.251
Tests the null hypothesis that the error variance of the dependent variable is equal across groups.			

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Buyer or Not Buyer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Buyer	40	40.0	40.0	40.0
	Not Buyer	60	60.0	60.0	100.0
	Total	100	100.0	100.0	

Tests of Between-Subjects Effects					
Dependent Variable: Buyer not Buyer					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	2.772 <sup>a</sup>	4	.693	3.102	.019
Intercept	180.874	1	180.874	809.466	.000
Education	2.772	4	.693	3.102	.019
Error	21.228	95	.223		
Total	220.000	100			
Corrected Total	24.000	99			

a. R Squared = .116 (Adjusted R Squared = .078)

Form the above analysis since the p-value is  $<.05$ , therefore the  $H_0$  is not accepted and alternative hypothesis accepted ( $H_1$ ), the result is significant. Therefore we can infer there is a significant association between the Education group and online buyer.

Tests of Between-Subjects Effects					
Dependent Variable: Buyer not Buyer					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	2.772	4	.693	3.102	.019
Intercept	180.874	1	180.874	809.466	.000
Education	2.772	4	.693	3.102	.019
Error	21.228	95	.223		
Total	220.000	100			
Corrected Total	24.000	99			

e)  $H_0$ : Online buying behavior is not associated with Occupation.

Between-Subjects Factors			
		Value Label	N
Occupation	1	Business Man	27
	2	Service Man	54
	3	Students	19

Levene's Test of Equality of Error Variances <sup>a</sup>			
Dependent Variable: Buyer or Not Buyer			
F	df1	df2	Sig.
9.449	2	97	.000

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Occupation

Buyer or Not Buyer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Buyer	40	40.0	40.0	40.0
	Not Buyer	60	60.0	60.0	100.0
	Total	100	100.0	100.0	

Tests of Between-Subjects Effects					
Dependent Variable:Buyer or Not Buyer					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	6.585 <sup>a</sup>	2	3.292	18.338	.000
Intercept	191.006	1	191.006	1063.873	.000
Occupation	6.585	2	3.292	18.338	.000
Error	17.415	97	.180		
Total	220.000	100			
Corrected Total	24.000	99			

a. R Squared = .274 (Adjusted R Squared = .259)

Tests of Between-Subjects Effects					
Dependent Variable:Buyer or Not Buyer					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	6.585 <sup>a</sup>	2	3.292	18.338	.000
Intercept	191.006	1	191.006	1063.873	.000
Occupation	6.585	2	3.292	18.338	.000
Error	17.415	97	.180		
Total	220.000	100			
Corrected Total	24.000	99			

a. R Squared = .274 (Adjusted R Squared = .259)

Form the above analysis since the p-value is <.05, therefore the H<sub>0</sub> is not accepted and alternative hypothesis accepted (H<sub>1</sub>), the result is significant. Therefore we can infer there is a significant association between the occupation and online buyer.

f) H<sub>0</sub>: Online buying behavior is not associated with Area.

Between-Subjects Factors			
		Value Label	N
Area	1	Barrackpore	33
	2	Barasat	48
	3	Bangaon	19



Levene's Test of Equality of Error Variances <sup>a</sup>			
Dependent Variable: Buyer or Not Buyer			
F	df1	df2	Sig.
10.187	2	97	.000
Tests the null hypothesis that the error variance of the dependent variable is equal across groups.			
a. Design: Intercept + Occupation			

Buyer or Not Buyer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Buyer	40	40.0	40.0	40.0
	Not Buyer	60	60.0	60.0	100.0
	Total	100	100.0	100.0	

Tests of Between-Subjects Effects					
Dependent Variable: Buyer or Not Buyer					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	6.475 <sup>a</sup>	2	3.237	17.558	.000
Intercept	197.923	1	197.923	1073.435	.000
Occupation	6.475	2	3.237	17.558	.000
Error	17.885	97	.184		
Total	226.000	100			
Corrected Total	24.360	99			
a. R Squared = .266 (Adjusted R Squared = .251)					

Form the above analysis since the p-value is  $<.05$ , therefore the  $H_0$  is not accepted and alternative hypothesis accepted ( $H_1$ ), the result is significant. Therefore we can infer there is a significant association between the Area and online buyer.

**Table: ANOVA analysis on the relationship between personal factors and frequency of purchase products**

Sl.No	Study Factors	Degree of Freedom	Significant/Non Significant
1	Gender	1	NS
2	Income	4	S
3	Age	3	S
4	Education	4	S
5	Occupation	2	S
6	Area	2	S

## **5. CONCLUSION AND SUGGESTION**

From the above analysis it is observed that ->>

1. There is no association between Gender and online buyer. So the result is not significant.
2. There is strongly association between income group and online buyer. So the result is Significant.
3. There is strongly relationship between Age group and online buyer. So the result is significant.
4. There is a association between Education and online buyer. So the result is significant.
5. There is a relation between Occupation And online buyer. So, the result is significant.
- 6) There is a relation between Area and online buyer. So, the result is significant.

In the few years ago, consumers had sufficient time to visit shopping centers, searching for various products and others. Many traditional buyers prefer bargaining the product rate and decide the buying after physical assessment of the merchandise. The entire process can range from a few hours to weeks depending on the product, quantity, quality and source of purchase. But in the recent phenomenon, the concept has been changed from traditional to online marketing and the entire scenario of the market. Everything in today's world is Internet oriented like Electronic Data Interchange, E-Mail, E-Business and E-Commerce

Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions, it will flourish into a highly competitive and dynamic environment. But in our state online shopping is nutshell stage, few districts of west Bengal who captured these technology and they are very much aware about the online product. But some the other districts where people are not properly aware about this cause they are from rural area or semi urban area. In this study we have seen the not buyer is maximum. Because the study is mainly North 24 Pgs District where the semi urban and rural area is maximum.

But it is true that, the internet user is very high and their significance level is very high and they are very much savvy about internet. But buyer of the online product is less than the traditional buyer. But its growing up. In this district has many industries, estates, corporate hospitals and good number of engineering colleges and management colleges. In future, online shopping is bound to grow in a big way, given the growing youth population.

## **7. LIMITATIONS & SCOPE OF FUTURE RESEARCH**

The main objective of this research is to investigate any association between the

demographic variables (gender, income, age, education, occupation and area) and the customer preferences of e-marketing. Researchers only used 100 respondents to draw inference on the population which is a very small number compared to the massive population of the research. Future researchers can use the findings of this paper for further research and can extend their studies to other near district like Paschim and purba Midnapur, Murshidabad, Hoogly, Burdwan, Nadia etc... where the use of the online shopping is still in the nascent stage.

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