

**CONSUMERISM**

**IN**

**INDIA**

**THE CHANGING PARADIGM  
OF CONSUMER PROTECTION**



**Editor**

**Dr. R. Karuppusamy**

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CONSUMER PROTECTION**

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43.	A Study on Green Consumerism in India <b>Dr. B.Rajalakshmi</b>	330
44.	Consumer Protection: Role of IRDA <b>Rekha K. Date</b>	336
45.	Consumer Behaviour: Advertisement and Its Impact on Consumers <b>Shrinivas S Kamat, Shivanand Bulla, Damodar Shanbhag &amp; Rashmi R Pishe</b>	344
46.	Education on Green Consumerism <b>Dr.R.Azhagaiah &amp; A.Aroul Marie</b>	354
47.	Student Consumerism in Higher Education <b>Dr. M.Thirunarayanasamy &amp; T. Rajalakshmi</b>	361
48.	Cyber crime - Nature and Preventive methods in E-commerce <b>Dr (Mrs.)S.Kalaiselvi &amp; Mrs.P.Janaki</b>	369
49.	A Study on factors Influence on Attitude and Brand Recognition Toward Purchase Intention of Online Marketing <b>Dr. P.Deivanai</b>	375
50.	Impact of Advertisements in Consumerism <b>Mr. Dhiraj. R. Ovhal</b>	382
51.	The Effect of Brand Image and Customer Satisfaction on Organisational Effectiveness with special reference to Autonomous colleges in Puducherry <b>Dr. D. Aravazhi Irissappane &amp; Rouvier Sabrina Marie</b>	387
52.	Cosmetics – The Rising Market <b>Dr. K. Karpagam, Ayisha. A &amp; Backilakshmy. S</b>	394
53.	“Impact of Advertisements in Consumerism” <b>Mrs.N.Kalyani, Mrs. K.Marcelline &amp; Mrs.A.Kumari</b>	401

# A Study on factors Influence on Attitude and Brand Recognition toward Purchase Intention of Online Marketing

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## **Abstract**

*Shopping is one of the essential parts of our day to day life. The main objectives of the study is i) . To study the online shopping intention of customers ii) To find out the supportive factors influencing of online shopping. The study has been made by conducting a survey in Madurai district. A questionnaire assessing attitudes of customers towards online shopping and buying intention of customers has been used. Analysis and interpretation was made on the basis of percentage. Five point Likerts five point scale, Chi - square, Garrett Ranking methods were used for this research.*

**Key words:** brand recognition, online marketing, global market.

## **Introduction**

Shopping is one of the essential parts of our day to day life. Shopping divides our life into two parts i) Physical life, ii) virtual life. The internet society works to foster growth and access to technology by bringing information, training and partnerships to people and communities across the globe. Internet development is about people. Shared knowledge and collaborative relationships are key drivers of successful internet growth, not technology alone. The knowledge concentrating on building projects focused on sustainable human technical and governance infrastructures. These three fundamental pillars are the key to successful internet development initiatives that benefits local culture. Online shopping behavior (also called online buying behavior and Internet shopping/buying behavior) refers to the process of purchasing products or services via the Internet. The process consists of five steps similar to those associated with traditional shopping behavior. When potential consumers recognize a need for some merchandise or service, they go to the Internet and search for need-related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need. They then evaluate alternatives and choose

the one that best fits their criteria for meeting the felt need. Finally, a transaction is conducted and post-sales services provided. Online shopping attitude refers to consumers' psychological state in terms of making purchases on the Internet. Now online shopping is so much popular that E-Commerce B2C product sale in USA will be worth around \$300 billion by 2015. Not only in the USA, is online shopping now becoming too popular to all nations and all kinds of people. All types of items like cars, books, apparel, jewelry, baby care, gifts, tools, etc. can be shipped using online shopping system. A questionnaire assessing attitudes of customers towards online shopping and buying behavior of customers.

### **Review of Literature**

ZiaulHaq(2007) in his study entitled "perception towards online shopping: An empirical study of Indian consumers" discovered that overall website quality, commitment factor, customer service and security are the four key factors which influence consumers' perceptions of online shopping. The study revealed that the perception of online shoppers is independent of their age and gender but not independent of their education & gender and income & gender finally. Mohammad Faryabi et.al 2011) in their study entitled The Effect of Price Discounts and Store Image on Consumer's Purchase Intention in Online Shopping Context Case Study: Nokia and HTC. Examined the effect of price discounts on store image and eventually consumers' purchase intention in online shopping context of cell-phones.

### **Objectives**

Main objective of the study

- To know the demographic profile of the customers and its impact of the online buying.
- To study the purchase intention of customers towards online shopping
- To find out the supportive factors influence to purchase of products through online shopping.

### **Collection of Data**

The purpose of this study is to explain the methodology adopted to achieve the objective of the study. The required data for the study was collected from both primary and secondary sources. The primary data were collected through questionnaire and consumer attitude and purchase intention towards online shopping were analysed. The researcher has analysed the product purchase, reason for purchasing, amount spent for purchasing of products and their opinion about the product, quality, quantity, price, and their suggestion for improving. The secondary data were collected from books, journals, newspapers,

published articles and websites. The primary data have been collected from 150 respondents. The consumers are classified on the basis of age, gender, income.

### Statistical Tools:

The raw data were collected and carefully classified, edited and tabulated for this analysis. Interpretation was made on the basis of percentage. Five point Likerts scale, was applied calculate the

Chi square, Garrett Ranking methods and KS test were used for this research.

### Hypotheses

On the basis of review of literature the following hypotheses has been set:-

H1 - The personal factors of the respondents have no significant influence on the service factors of online shopping

### Factors influence on Service factors of online Shopping

Age draws the picture of experience. Different age groups have different physiological and psychological characteristics and quite dissimilar socio-cultural roles. The present study considers age as one of the demographic factors. The following table expresses the full detail about the respondent preference to purchase of online product under the classification of sample consumers based on their age.

**Table 1.**

**Age wise classification of Factors influencing service factors of online shopping**  
**Factor priority**

Age (in years)	Quality	Prompt delivery	Easy availability	Reasonable price	Total
20- 30	3 (15.00)	2 (10.00)	6 (30.00)	9 (45.00)	20 100.00)
30 - 40	5 (12.82)	8 20.51)	19 (48.72)	7 (17.95)	39 100:00)
40 - 50	9 (16.66)	20 (37.04)	14 25.93)	11 (20.37)	54 (100.00)
50 Above	4 (10.81)	20 (54.05)	7 (18.92)	6 (16.22)	37 (100.00)
Total	21 (14.00)	50 (33.33)	46 (30.67)	33 (22.00)	150 (100.00)

Source Interview Schedule

Figures in parentheses indicate percentages.

The above Table 1 depicts the out of 150 respondents' majority of 54 respondents belonging to the age group of 40-50. Among this age group of 33.33 per cent of the respondent would like to purchase for prompt delivery of online service

**Table 2**  
**Classification of Factors influence based on Age**

Sex	Quality	Prompt delivery	Easy availability	Reasonable price	Total
Male	15 (13.39)	37 (33.04)	33 (29.46)	27 (24.11)	112 (100.00)
Female	6 (15.79)	13 (34.21)	13 (34.21)	6 (15.79)	38 (100.00)
Total	21 (14.00)	50 (33.33)	46 (30.67)	33 (22.00)	150 (100.00)

Source Interview Schedule

It is evident from the above Table 2 that out of 150 respondents the majority of 112 the respondents are male, out of which majority of 33.04 per cent of the respondents influence of prompts delivery to purchase of products through online shopping .

### Chi-Square Analysis

Hypothesis: The personal factors of the respondents have no significant influence on the service factors of online shopping.

**Table 3**  
**Personal Factors influencing the service factors**

Personal Factors	Chi-Square value	Degree of Freedom	p - Value	Significant /Not Significant
Age	21.709	9	.001	Significant
Sex	2.229	3	.706	Not Significant
Educational	23.618	9	.001	Significant

qualification				
Income	24.485	9	.002	Significant
Marital status	4.633	3	.201	Not Significant
Family Type	5.470	3	.134	Not Significant
Family Size	6.341	6	.345	Not Significant

### Source Interview Schedule

#### Significant (P values $\leq 0.05$ ) ; Not Significant ( P values $\geq 0.05$ )

The above Table 3 explains that personal factors of the respondents have no significant influence on the service factors. It hypothesis the hypothesis is accepted in three cases like sex, marital status, family income and in other three cases the hypothesis is rejected It is concluded that age, educational qualification, of the online customers have significant influence on the service factor.

**Table 4**

#### Analysis of Kruskal Wallis Test Through Service factors of online shopping and personal Factors

S.No	Service Factors influence on and personal factors	HValue	DF	Significane	
1	Service Factors of online marketingand age	5.201	3.0	.067	NA
2	Service Factors of online marketingand Gender	4.301	3.0	0.077	NA
3	Service Factors of online marketingand Educational qualification	4.015	3.0	0.250	NA
4	Service Factors of online marketingand Income	2.754	3.0	0.191	NA
5	Service Factors of online marketingand motivation factors	2.383	3.0	0.497	NA

6	Service Factors of online marketing and type of family	3.973	3.0	.0274	NA
7	Service Factors of online marketing and source of knowledge	4.326	3.0	0.128	NA
8	Service Factors of online marketing and members of family	4.538	3.0	0.209	NA
9	Service Factors of online marketing and Occupation of respondents	.143	3.0	0.205	NA

Source: interview schedule

The Major hypothesis stated in this research was "the service factors of online shopping may have significant influence on personal factors". In order to test this hypothesis Kruskal -wallis test as conducted. The analysis clearly indicates that out of 9 sub variables of dependent variable personal factors, there is no significant relationship between service factors of online shopping and personal factors. The table clearly indicates that the personal factors viz Age (.067) , Gender (.077) , Educational qualification (0.250) income (0.191) , motivational factors (0.497) types of family (.0274) , source of Knowledge (.0128), members of family ( 0.209), occupation of the respondent (0.205). Have no significant influence on the service factors of online shopping.

### Findings of the study

It is observed from the study that, Out of 150 respondents the majority of (112) 74.66 percentages of the respondents are male. The study reviews that the maximum of (54) 36 percentages of respondents who has belongs to the age group of 35 - 45 years and the education qualification of the respondents' majority of (59) 39.33 percentages respondents completed UG degree and they show interest in online shopping. There is no significant relationship between service factors of online shopping and personal factors. Because of the above table clearly indicates that the personal factors viz Age (.067) , Gender (.077) , Educational qualification (0.250) income (0.191) , motivational factors (0.497) , types of family (.0274) , source of Knowledge (.0128), members of family ( 0.209), occupation of the respondent (0.205). The above table exhibits the personal factors of the respondents have no significant influence on the service factors of online shopping.

## Conclusion

In today's scenario, for any global brand to succeed in Indian markets through online marketing, the companies need to shift their focus from forming global strategies for the overall market, to the strategies that adapt to the local market conditions in the India. This study investigated the factors determining consumers' intent to re-purchase in the online environment, specifically within the online market. The research reveals that the consumers' experience with an e-brand significantly affects their beliefs about the importance of trust. In conclusion, this research has identified that there are a number of factors determining consumers' intent to repurchase within the online commodity market, specifically these factors are consumers' experience with an e-brand and beliefs concerning the importance of convenience, trust and security when purchasing.

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## About KMCPGS

**Kanchi Mamunivar Centre for Postgraduate Studies (KMCPGS)** is one of the major landmarks in Puducherry. The Centre was established in the year 1989 by the Government of Puducherry with the aim of providing inclusive quality PG & Research level programmes at an affordable cost. Considering its consistent and enhanced performance and services, the Centre was accorded with **Autonomous** status and College with Potential for Excellence (**CPE**) status by UGC.

## PG & Research Department of Commerce

The Department of Commerce offers three higher learning programmes viz., M.Com, M.Phil, and Ph.D. The class rooms are equipped with LCD and ICT learning atmosphere with computer lab equipped with 30 systems with internet access. At present, there are 2 on-going major research projects, one from UGC and the other from ICSSR. The faculty members of the department have published more than 185 Research Articles/Papers in various National and International refereed journals of high quality and repute.

## About the Author

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