

Research Using Judgmental Sampling to Choose Samples From Ghaziabad City Internet Shoppers

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ABSTRACT

The objective is to investigate the factors influencing consumers' online shopping behavior. Design, technique, and approach: a descriptive study that selects samples from online customers in Ghaziabad City utilizing judgmental sampling. A questionnaire was used to collect the data. After the factor analysis is completed to determine the factors, the nonparametric test is utilized for hypothesis testing.

Conclusions - The study's findings indicate that a variety of factors, such as social and demographic factors, the online shopping experience of consumers, website design, social media, situational factors, enabling conditions, product characteristics, sales promotional schemes, payment options, product delivery, and after-sales services, significantly influence the online shopping behavior of consumers.

Research limitations/implications – The study outcome cannot be generalized to the all online shopping users for the reason that of small sample size and geographical location from where data is collected. Future studies may also apply some more statistical techniques to increase the conclusiveness of the answers reported in this study.

Practical implications – The results should be of interest to the online retailers in deciding their marketing program.

Originality/value – The paper is based on original work, the questionnaire has been establish reliable after checking the KMO values supports the capability of sample size. It will help the academicians and scholars in their research work in the structure of a literature on online shopping. It will also provide guidelines to online retailers in making their marketing program.

Introduction

In India, online purchasing has been expanding quickly. The number of internet shoppers has increased, as has the size of their wallets. By 2024, it is estimated that Indian consumers' annual spending power would have increased to more than \$1.5 trillion, propelled by the country's growing middle class, whose size is projected to reach 580 million by then. According to a Bank of America Merrill Lynch (BofA ML) analysis from October 2021, internet services are the foundation of online commerce in India, where there will be 95 million subscribers by the end of 2023. On websites like Flipkart, online buyers may find over 35 million products across more than 75 categories, including books, everyday items, consumer electronics, and lifestyle. Amazon has also better its variety of products from 18 million to 35 million and Snapdeals has been contribution over 15 million unique products, SBI Research. There are more than 160 online shopping websites available in India providing goods and services straight to the consumers. These e-retailers provide an electronic products. The consumer select the products from their catalogue and purchase the product by compare it with other products. It has many advantages like global reach, range of products with required information, According to Taylor Nelson Sofres Interactive's "Global e-Commerce Report," the worldwide raise in e-commerce activity is most obvious for certain product categories, such as books, music videos, electronic goods, sports equipment, and toys, and for services such as consumer banking and finance, and health information. It save time during the purchasing of goods, because it eliminate the travel time required to go to the store. Consumer can purchase products 24X7, it also provide products at minimum achievable price, and consumer gets offers and discounts on purchasing products online. The consumers have put their mind to do online shopping due to the discounts, gift, and quality factor in e-store. Online shopping also has some disadvantages like while we do not purchase goods following searching it online then it results in wasting of time, it cannot be done without internet connection and one electronic gadgets (computer and mobile), it necessary extra money for arranging these two items.

When we get faulty products, it takes time in reverse pickup, replacement and refund system. Online shopping websites also charge money for delivery of products in some cases, online shopping doesn't have delivery of goods in some regions. Many researches have conducted investigation for identifying the driving factors which affect consumer's online shopping behavior, what drives consumers to buy online? What makes consumers buy from Internet? Barriers to Online Shopping in Switzerland (Rudolph, Rosenbloom, and Wagner, 2004)

Literature review

The comparative advantage of the system, according to Said S. Al-Gahtani & Malcolm King (1999), was the biggest factor in attitudes and satisfaction. The main driver of use and the most significant antecedent of the belief variables, including relative advantage, is the system's suitability for the task at hand. Additionally, they cautioned that there is a high positive link between usage and satisfaction and that the usage-satisfaction relationship is ambiguous and perplexing. When assessing end users' acceptance of computer technologies, they promoted the idea that attitude is "more than" a replacement for satisfaction and that pleasure should be utilised as a complement to usage.

According to Toñita Perea y Monsuwé Benedict G.C. Dellaert Ko de Ruyter, (2004) attitudes towards online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by various factors like consumer character, situational factors, product characteristics, earlier online shopping experiences, and faith in online shopping.

According to Lakshmanan (2016) product preferences, problems faced by the customers, more number of products with discount, risk perception and past sales services are the factors which affect client satisfaction towards online shopping.

According to Evanschitzky, Iyer, Hesse, Ahlert (2004) financial safety of the transactions convenience and site aim are the most important factors affecting e-satisfaction.

According to Szymanski & Hise (2000) consumer perception of online convenience, merchandising (product offerings and product information), site plan, and financial security are dominating factors affecting e-satisfaction assessments.

According to Sirrka L., Peter A. (1996) Goods perception, shopping experience, customer service, and perceived consumer risk are the factors affecting electronic shopping on the internet.

According to Sang Yong Kim & Young Jun Lim (2001) the factors of entertainment, expediency, dependability, and information quality and speed play a vital role in customer satisfaction while shopping online.

According to Hausman, Siekpe (2008) person factor, Entertainment, informative, irritation, usefulness, attitude towards website, revisit intention are the significant aspects of a good website and it affects consumer's online shopping purchasing behavior.

According to Bai, Law, Wen (2008) website quality has a direct and positive impact on client satisfaction, and that customer satisfaction has a straight and positive impact on obtaining intentions.

According to Hasanov Jasur, Khalid Haliyana (2015) website value is not the only formative factors that could increase customer purchasing intention. Other qualities such as good customer service, efficient product distribution and logistics and also positive reviews from customers also play a significant role.

According to Nitish Singh Georg Fassott Mike C.H. Chao Jonas A. Hoffmann, (2006) attitude towards using the site is shown to have a strong impact on their intent to purchase from these international websites.

According to Forsythe Sandra M., Shi Bo (2003) Internet shoppers recognize several risks in Internet shopping, these perceived risks may not significantly influence Internet patronage behaviors along with current Internet shoppers in an extensive and methodical way.

According to Constanza Bianchi Lynda Andrews, (2012) perceived risk online had an inverse association with consumers' attitude and that approach has a positive influence on

intentions to continue purchasing.

Research Methodology

Respondents were selected from Ghaziabadr city because it had ease for the researcher. The sample selected had at least one time online shopping practice. The size of the sample selected was 164. A combination of Judgmental and snowball sampling were used because of the list of the online shoppers was not available. The first set of respondent was selected on the basis of judgment. Subsequently additional units were obtained on the basis of information given by initial sample units and then further referrals were taken from those selected in the sample. Total 250 questionnaires were distributed out of that 175 was received and 75 questionnaires were found incomplete. So only 164 questionnaires were selected finally for further analysis of data. The structured questionnaire including dichotomous, multiple choice, and semantic differential questions. All the degree of difference questions are considered to be based on interval scale. The arithmetic mean, standard deviation, reliability test based on KMO and Bartlett Alpha value, factorial analysis were the statistical measures and test used for data analysis.

Data Analysis

Frequency distribution of demographic variables

Table 1 was drawn to understand the socioeconomic background of the respondents and it was found that out of the total sample (n=164) 77.8% consisted of male and 22.2% of female. Further we have divided the age group in four categories and we found that more than half (85.2%) of respondents were below 25 years of age, while (9.3%) belonged to the age group of 25 to 30, (5.6%) respondents belonged to the age group of 30-35 years of age. We have categorized marital status in two categories i.e. un-married and married and it was observed that more than half (88.9%) of respondents were un-married and (11.1%) of them were married.

We have categorized education level in five categories i.e. High school, intermediate, bachelor, master, above master degree. It was observed around (63%) of respondents were bachelor, (22.8%) were masters, (10.5%) having intermediate, (1.2%) having high school and (2.5%) were having above master degree. We have categorized family monthly income in three categories, It was observed around (80.9%) of respondents were having less than ₹ 25000, (16%) were in income group 25000 to 50000, (3.1%) were in income group of greater than 50000.

We have categorized occupation in three categories i.e. self-employed, employed and student, it was observed that more than half (80.2%) of respondents were students, (17.3%) of respondents were employed and (2.5%) of them were self-employed. We have also categorized the frequency of shopping online of respondents in same four categories i.e. daily, weekly, monthly and annually. It was observed that more than half (63%) of respondents were having monthly, (16.7%) of

Table1: Demographic Profile of respondents			
Respondent		Frequency	Percent
Gender	Male	127	77.8
	Female	37	22.2
Age	15-20	58	35.2
	20-25	81	50.0
	25-30	16	9.3
	30-35	9	5.6
Income	less than 25000	132	80.9
	25000-50000	27	16.0
	Greater than 50000	5	3.1
Education	High school	2	1.2
	Intermediate	18	10.5
	Bachelor	103	63.0

	Master	37	22.8
	Above master degree	4	2.5
Marital Status	Married	19	11.1
	Unmarried	145	88.9
Occupation	Self employed	4	2.5
	Student	131	80.2
	Employed	29	17.3
Frequency of shopping online	Daily	7	4.3
	Weekly	28	16.7
	Monthly	103	63.0
	Annually	26	16.0
Total		164	100.0

respondents were having weekly, (16.1%) of them were having annually and (4.3%) of them were having daily online shopping.

Measures

Exploratory Factor Analysis

KMO and Bartlett test of sphericity sign post that the data was suitable for analytical factor analysis. As the KMO measures the sampling competence that should be greater than 0.5 and it was 0.752 indicating that the sample was adequate to consider the data suitable for factor analysis.

From the table 2, it can be observed that Bartlett's test of sphericity was 719.908 significant at 0.000 level of significance. It indicates that the correlation matrix was not an identity matrix. The above facts show that the data composed on different attributes of online shopping from respondents were suitable for factor analysis.

Table 2: KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.752
Bartlett's Test of Sphericity	Approx. Chi-Square	719.908
	df	190
	Sig.	.000

The uncooked scores of 20 items were subjected to Principal Component Analysis (PCA) to identify the underlying factors that affect the consumer's online shopping buying behaviour. After the study, it was found that there were seven factors, with 61.372% of cumulative variance explain through the exploratory factor analysis. Following are the details of factors identified through EFA

Factor	Eigen Value	% Variance	Elements converged	Factor Load
Customer satisfaction	4.52	22.49	The information given about the products and services on the internet is sufficient.	0.753
			I do not mind paying in advance for the products on the internet	0.697
			I am satisfied with the customer services provided by the online shopping	0.572
			In my overall experience I am satisfied with online shopping.	0.563
			Online shopping Provides guarantee and warrantee	0.463
Availability of products	1.662	8.305	Online shopping is more expensive than sold in retail store.	-0.709
			Online shopping provides variety of products for	0.458

			purchase.	
Perceived usefulness	1.415	7.08	Online shopping provides special offers/discounts for purchase.	0.698
			Large selection of products.	0.649
			I am satisfied with the product tracking process provided shopping.	0.655
			Simplicity of purchase process	0.495
Economic	1.308	6.534	Easy refund and return policy	0.652
			Prefer online shopping if online prices are lower than actual price	0.642
			Detailed description and information availability to every product	0.495
Website quality	1.075	5.370	Hidden charges causes confusion while purchasing product	0.822
			Prefer more secured website	0.753
Perceived risk	1.054	5.219	Online shopping is risky	0.430
			Hesitate to give my credit debit card number	0.853

Discussion and conclusions

In this research we found that there are seven factor that influence consumer's online shopping buying behaviour. These factor are perceived ease of use, perceived risk, perceived value, effect of website design, economic factor, ease of use of products, and customer fulfillment

Limitation and future research

The sample size and age distribution of the sample employed in this study are the study's limitations. The results may not apply to consumers above the age of 35 to 40 because the sample size of 164 was small and about 50% of the sample was in the under-25 age range. Based on the results of this investigation, we can create a regression model. Only the Ghaziabad region served as the study's geographical focus.

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