

## **A Study On Factors Affecting Purchasing Behaviour Of Consumers In E-Marketing Environment In Erode District**

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### **ABSTRACT**

E-marketing is rapidly growing phenomenon in India and will continue its growth phase in future also. There are number of factors and advancements in communication and information technologies are associated with outstanding development of e-marketing in India. The results reveal that that convenience, trust, safety and peer recommendation are factors affecting purchasing behaviour of consumers in e-marketing environment. Significant difference exists amongst factors affecting purchasing behaviour of consumers in e-marketing environment and their profile. Convenience, safety, trust and peer recommendation are having positive and significant impact on satisfaction of consumers in e-marketing environment. Thus, e-marketing environment should provide easy operational procedure, save time and it must have good return and replacement policy. E-marketing environment should give range of products at reasonable prices and it must provide offers, discounts and should be reliable and creditable.

**Key Words:** Consumers. E-marketing, Factors, Purchasing Behaviour, Satisfaction

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### **1. INTRODUCTION**

E-marketing is rapidly growing phenomenon in India and will continue its growth phase in future also. There are number of factors and advancements in communication and information technologies are associated with outstanding development of e-marketing in India (Kumar et al 2017). In addition, low cost mobile and smart phones and number of internet users which eventually generates an enthralling marketing activity in e-marketing

environment. In India, marketing activities are transformed from anonymity to personal identity.

Interaction on electronic media or Internet looks highly physical presently as against to anonymity of identification in the previous years. At the same time, information on marketing is moving along with fun and entertainment (Baourakis et al 2002). Indian consumers require electrifying and enjoyment in purchasing specifically in electronic marketing environment and this induces development of e-marketing remarkably. E-marketing is expanding in terms of web, mobile, social networks and online audio and video and it continuous to hold in future also (Canavan et al 2017).

In earlier times, internet is the main reason for emergence of e-marketing. Majority of consumers have easy and cheap accessibility to the internet in India and high level of its penetration revolutionizes marketing circumstances for retails firms and consumers (Merrilees and Fry, 2013). Life style changes, increasing standard of living and quality of consumption, information access, connivance and time and cost saving mentalities of consumers are highly contributing to the growth of e-marketing in India. Hence, it is necessary to study factors affecting purchasing behaviour of consumers in e-marketing environment.

## **2. REVIEW OF RELATED LITERATURE**

Mohammad (2011) found that time saving, convenience and cost saving were influencing online shopping of consumers. In addition, tastes and preferences of consumers were also affecting the purchasing of consumers in online shopping.

Gurleen (2012) concluded that most of consumers purchased products through online shopping due to discounts and offers. Product variety, conveniences, saving of time and cost, delivery of products to home, cheap prices and easy mode of payments were influencing purchasing behavior of online consumers.

Helm et al (2013) revealed that self esteem, experiences, entertainment and offers were affecting online purchasing behavior of consumers and a significant difference was there among online purchasing behaviour of consumers and their socio-economic profiles.

Samson et al (2014) indicated that information on digital media influenced consumers to buy products through digital channels positively. The detailed, specific information, comparisons of products, brands and prices and conveniences of digital media were influenced buying behavior of consumers.

Sathya (2015) showed that consumers were well aware of digital marketing and safety, information on services and products and easiness were influencing purchasing of consumers through digital marketing and they were satisfied with purchasing through digital marketing.

Kumar and Shanthi (2016) found that easy access, attraction, convenience, scope, dependability, experience and precision were factors influencing purchasing behavior of online shopping. User friendly, features of websites, discounts and promotional measures, cash on delivery and delivery at free of cost was encouraging consumers towards online purchasing.

Ikechukwu et al (2017) concluded that communication effectiveness, marketing efficiencies through online and delivery time was influencing consumers to choose online stores for their purchasing through online channels and their patronage to online retail stores.

Vidyashree et al (2018) revealed that that simplicity, convenience, cash on delivery, payment through online made consumers prefer e-shopping over traditional shopping. Saving time, low prices, and product and service varieties created a positive perception among consumers towards online purchasing.

Dharshan and Reddy (2019) indicated that consumers were having a positive attitude for online shopping and price, convenience and trust were influencing the attitude of consumers for online shopping. Further, significant association was there among online shopping and gender and age of consumers.

Vishwakarma et al(2020) showed that time saving, range of products and variety, easy procedure, payment methods, discounts, offers and delivery of products were affecting purchasing of consumes in online platforms.

Daroch et al(2021) found that security, privacy, trust. Features of website, availability of products and brands, method of payments and risk and information availability were affecting online shopping of consumes.

### **3. OBJECTIVES OF THE STUDY**

- i) To discover factors affecting purchasing behaviour of consumers in e-marketing environment.
- ii) To examine difference amongst factors affecting purchasing behaviour of consumers in e-marketing environment and their profile.

iii) To assess impact of factors affecting purchasing behaviour of consumers in e-marketing environment on their satisfaction.

#### 4. METHODOLOGY

The Erode district is chosen for the present study and consumers are selected by applying random sampling method. Data are collected from 300 consumers with the help of questionnaire. Profile of consumers is studied through percentages and an exploratory factor analysis is carried out for discovering factors affecting purchasing behaviour of consumers in e-marketing environment. Difference amongst factors affecting purchasing behaviour of consumers in e-marketing environment and their profile is inspected by using t-test and ANOVA test. The impact of factors affecting purchasing behaviour of consumers in e-marketing environment on their satisfaction is assessed by employing regression analysis.

#### 5. RESULTS

##### 5.1 PROFILE OF CONSUMERS

The profile of consumers is shown in Table-1. Near to three fifth of consumers are males (57.33 per cent), nearly two fifth of them are falling in to age group of 36 – 45 years (36.00 per cent), near to one third of them are having under graduation (30.00 per cent), nearly two fifth of them are having monthly income of Rs.25,001 – Rs.35,000 (36.66 per cent) and higher than four fifth of them are in married status (87.33 per cent).

**Table-1. Profile of Consumers**

Profile	Number(N=300)	%
<b>Gender</b>		
Male	172	57.33
Female	128	42.67
<b>Age</b>		
Less than 25 Years	48	16.00
26 – 35 Years	75	25.00
36 – 45 Years	108	36.00
More than 45 Years	69	23.00
<b>Education</b>		

Higher Secondary	45	15.00
Diploma	86	28.67
Under Graduation	90	30.00
Post Graduation	79	26.33
<b>Monthly Income</b>		
Below Rs.25,000	57	19.00
Rs.25,001 – Rs.35,000	110	36.66
Rs.35,001 – Rs.45,000	92	30.67
Above Rs.45,000	41	13.67
<b>Marital Status</b>		
Married	262	87.33
Unmarried	38	12.67

## 5.2. FACTORS AFFECTING PURCHASING BEHAVIOUR OF CONSUMERS IN E-MARKETING ENVIRONMENT

Exploratory factor analysis is employed for discovering factors affecting purchasing behaviour of consumers in e-marketing environment and outcome is shown in Table-2. Value of KMO (Kaiser-Meyer-Olkin) test to evaluate adequacy of sampling is 0.892 and Chi-square value of 0.0069 of Bartlett test of Sphericity is significant at 1% level. Thus, method of factor analysis is highly suitable. Principal component analysis method is applied to discover factors by using varimax kind of rotation and it is converged in 9<sup>th</sup> iterations. Cronbach's Alpha value is 0.87 displaying that the level of internal consistency is very much acceptable. Four factors are discovered and they have 70.33 per cent of variation.

**Table-2. Factors Affecting Purchasing Behaviour of Consumers in E-Marketing Environment**

Factor	Variables	Factor Loadings (Rotated)	Eigen Value	Variation (%)	Name
I	Easy procedure	0.71	3.27	21.74	Convenience
	Knowledge	0.69			
	Time saving	0.67			
	Payment method	0.68			

	Accessibility	0.63			
	Replacement policy	0.65			
<b>II</b>	Variety of products	0.67	2.39	19.56	<b>Trust</b>
	Reasonable price	0.64			
	Offers	0.69			
	Credibility	0.62			
	Reliability	0.65			
<b>III</b>	Secured transactions	0.68	1.14	16.35	<b>Safety</b>
	Entertainment	0.63			
	Promptness in delivery	0.65			
	Privacy	0.61			
<b>IV</b>	Suggestions of family	0.65	1.05	12.68	<b>Peer Recommendation</b>
	Suggestions of friends	0.67			
	Suggestions of relatives	0.62			
	Total	-	-	70.33	-

**Factor - I** includes easy procedure, knowledge, time saving, payment method, accessibility and replacement policy. Therefore, the first factor is denoted as **Convenience** and its shares 21.74 percent of the variation.

**Factor - II** comprises variety of products, reasonable price, offers, credibility and reliability. So, the second factor is named as **Trust** and its shares 19.56 percent of the variation.

**Factor - III** contains secured transactions, entertainment, promptness in delivery and privacy. Thus, a third factor is stated as **Safety** and it shares 16.35 percent of the variation.

**Factor - IV** covers suggestions of family, suggestions of friends and suggestions of relatives. Hence the fourth factor is described as **Peer Recommendation** and its shares 12.68 percent of the variation.

Convenience, trust, safety and peer recommendation are factors affecting purchasing behaviour of consumers in e-marketing environment.

### 5.3. FACTORS AFFECTING PURCHASING BEHAVIOUR OF CONSUMERS IN E-MARKETING ENVIRONMENT AND THEIR PROFILE

To find out difference amongst factors affecting purchasing behaviour of consumers in e-marketing environment and their profile, ANOVA and t-tests are used and the results are shown in Table-3.

**Table-3. Difference Factors Affecting Purchasing Behaviour of Consumers in E-Marketing Environment and their Profile**

Particulars	F-Value / t-Value	Significance
Factors Affecting Purchasing Behaviour of Consumers in E-Marketing Environment and Gender	4.975** (F-Value)	.000
Factors Affecting Purchasing Behaviour of Consumers in E-Marketing Environment and Age	5.712** (F-Value)	.000
Factors Affecting Purchasing Behaviour of Consumers in E-Marketing Environment and Education	5.284** (F-Value)	.000
Factors Affecting Purchasing Behaviour of Consumers in E-Marketing Environment and Monthly Income	5.468** (F-Value)	.000
Factors Affecting Purchasing Behaviour of Consumers in E-Marketing Environment and Marital Status	4.350** (t-Value)	.000

\*\* Significant in 1 % level

The F-values and t-value are explaining that significant difference exists amongst factors affecting purchasing behaviour of consumers in e-marketing environment and their profile.

#### **5.4. IMPACT OFFACTORS AFFECTING PURCHASING BEHAVIOUR OF CONSUMERS IN E-MARKETING ENVIRONMENT ON THEIR SATISFACTION**

The regression analysis is employed to assess impact offactors affecting purchasing behaviour of consumers in e-marketing environment on their satisfaction and the result is shown in Table-4.  $R^2$  and Adjusted  $R^2$  are 0.59 and 0.57 in the same way showing the regression model has good fit and F-value is 23.715 indicating that the model is significant.

**Table-4. Impact of Factors Affecting Purchasing Behaviour of Consumers in E-Marketing Environment on their Satisfaction**

<b>Factors Affecting Purchasing Behaviour of Consumers in E-Marketing Environment</b>	<b>Partial Regression Co-efficients</b>	<b>t-Value</b>	<b>Sig.</b>
Constant	1.015**	11.729	.000
Convenience (X <sub>1</sub> )	.472**	6.986	.000
Trust (X <sub>2</sub> )	.438**	6.235	.000
Safety(X <sub>3</sub> )	.456**	6.692	.000
Peer Recommendation (X <sub>4</sub> )	.414**	5.768	.000
R <sup>2</sup>	0.59	-	-
Adjusted R <sup>2</sup>	0.57	-	-
F	23.715**	-	.000

\*\* Significant in 1 % level

Convenience, safety, trust and peer recommendation are having positive and significant impact on satisfaction of consumers in e-marketing environment. Other things remain constant, one per cent increase in convenience, there will be 0.47 per cent increase in satisfaction, one per cent increase in safety, there will be 0.46 per cent increase in satisfaction, one per cent increase in trust, there will be 0.44 per cent increase in satisfaction and one per cent increase in peer recommendation, there will be 0.41 per cent increase in satisfaction in e-marketing environment.

## 6. CONCLUSION

The foregoing analysis elucidates that convenience, trust, safety and peer recommendation are factors affecting purchasing behaviour of consumers in e-marketing environment. Significant difference exists amongst factors affecting purchasing behaviour of consumers in e-marketing environment and their profile. Convenience, safety, trust and peer recommendation are having positive and significant impact on satisfaction of consumers in e-marketing environment. Thus, e-marketing environment should provide easy operational procedure, save time and it must have good return and replacement policy. E-marketing environment should give range of products at reasonable prices and it must provide offers, discounts and should be reliable and creditable. Further, it should provide safety and security to consumers for their purchase transactions and personal information and it must deliver ordered products in time to consumers.



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