

E-COMMERCE IMPACT ON CONSUMER BUYING BEHAVIOUR: A STUDY ON SHOPPERS STOP VIJAYAWADA

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INTRODUCTION:

As the retail business moves from the item to the space the store where every one of the things happen, the shopping feel has turned out to be critical now, with the retailer giving their stores a contemporary and customer inviting plan, and purchasers hoping to shop in a store with great mood. Shopping has turned into a brand encounter as opposed to just an exchange. The snapshot of genuine buy happens at the purpose of procurement where the choice on the amount to purchase is made. The store's future relies on upon what the buyer sees and encounters at the store. Retail plan and visual marketing assume a vital part in making this distinction. Visual promoting, likewise viewed as a silent salesman, is the science and craft of suggestive offering by show and presentation. Visual marketing central focuses are set deliberately in the store and impart the elements and advantages of the stock. A successful window show will draw in the bystander and change over them into programs and spenders through the procedure of conversion. Retail organizations are progressively spending on both the earth and the installations and smart fittings, earnest lighting and advanced signage, and are in for a worldwide interest.

Shopping centre as an extensive retail contains of many stores, eateries, and different business foundation set in a progression of associated and adjoining building or a solitary huge building, has turned into a confirmation of the design store development, for example, retail establishment that give form items from many brands and many stock Assortment, boutiques, and retail design store from neighbourhood and outside nation. Each of the form stores contends to every store with a specific end goal to make the client enter the store and make a buy. Discussing style retailers, these days it has been created into higher presence. There are numerous rivalries in the market. New players rise in the market to fulfil client request by putting themselves in alluring shopping centres. The design retailers couldn't rely on upon items, value, advancement, and place to win the rivalry among the contenders. Visual promoting as the aggregate store environment including window and stock show, design, coordination, stock arrangement, signage, and lighting are overseen by the retailers to draw in buyer to enter their store and anticipated that would make joy feeling for client so as to make them do a buy in their store. Visual promoting likewise focalizes to make a particular picture among the form retailers.

Quick moving style or quick design portray a situation where mold retailers actualize a scope of systems so as to enough take care of market demand by guaranteeing that they have the correct item, in the opportune place, in the ideal time Fast form mark and in addition neighbourhood retail form brands offer numerous sorts of form items, for example, garments, packs, shoes, and decorates, drive to worldwide design patterns. Quick mold garments dependably follows up and making season incline, new item to the store with astounding pace, and window show change

is generally two times each week. Shopping has changed from need to an enterprise. It is a greater amount of an ordeal and open door for festivity.

Visual promoting can make that positive client picture that prompts to fruitful deals. It imparts the store's picture, as well as fortifies the stores promoting endeavours and energizes motivation purchasing by the client. Visual promoting is a central point regularly disregarded in the achievement or disappointment of a retail location. Visual promoting is the craftsmanship and study of showing and exhibiting item on the business floor and in the windows with the reason to expand store activity and deals volume. Alongside the store outline, it is a key segment of store's one of a kind personality and best type of promoting.

OBJECTIVES OF THE STUDY

Objective of the present study entitled shoppers stop in Vijayawada.

- To concentrate the effect of visual marketing on customer state of mind and discernment.
- To investigate the variables impacting visual marketing in retail unit
- To give proposal if any to enhance the execution of customers stop concerning visual marketing

Hypothesis

H₁- There is significant relation between the E-commerce impact on consumer buying behaviour and age.

H₁- There is significant relation between the frequency of visit to shoppers stop with Income.

H₁- There is significant relation between the interest on Displays and age

LIMITATIONS OF THE STUDY

Following are the limitations of the present study

- ✓ Study is limited to consumers in Vijayawada
- ✓ Study is limited to only one retail outlet i.e., shoppers shop
- ✓ Study is confined to small sample size ie.111 due to limited time available for carrying out research.

SCOPE & NEED OF THE STUDY

The study aims at finding out the E-commerce impact on consumer buying behaviour.

- To discover the impacts of representation of customer purchasing choice.
- The way representation can be settled on successful to control purchasing choice.
- Price and esteem exemption of the item which are envisioned.

THEORETICAL FRAME WORK

Buyer conduct alludes to the mental and enthusiastic process and the noticeable conduct of buyers amid looking, acquiring and post utilization of an item (or) administration. Customer conduct includes investigation of how individuals purchase, what they purchase, when they purchase and why they purchase. It mixes the components from Psychology, Sociology, Sociopsychology, Anthropology and Economics. It additionally tries to evaluate the impact

on the shopper from gatherings, for example, family, companions, reference gatherings and society by and large.

Shopper purchasing choice process is the procedure attempted by buyer concerning a potential market exchange some time recently, amid and after the buy of an item or administration.

Purchasing conduct is a procedure by which a people scan for the item/administrations they need or need, settle on choice to purchase the required and most reasonable one from various choices, utilize and the arrange it. For settling on promoting choice purchasing process model is assuming a vital part for any one. It makes advertisers to consider each progression of this procedure instead of simply buy choice in light of the fact that if advertisers simply consider the buy choice, it might be past the point of no return for a business to impact the selection of clients. As indicated by this model the client go through all phases for acquiring each merchandise or administrations. Be that as it may, in more general buys, client regularly skirts some the stages (Kirmani and Shiv1998).

RESEARCH DESIGN:

The research design undertaken in this study is exploratory in nature, i.e. to discover the potential opportunities. Both primary and secondary data is used for the study. Types of data: The primary data will be collected mainly with the help of a questionnaire designed for the purpose of the study. In addition to this, data will also be collected through customers, in shoppers stop. Data will be collected by using one type of Questionnaires for the customers, consumers. The secondary data will be collected from different sources like Journals, Magazines, Organizational manuals, Websites, Published and unpublished content and reports. Talking into account the nature and the extent of study along with the constraint of time, a sample size of 111 respondents were taken. For the present study convenience sampling method has been used for collecting data from sample population. For this pstudy area of research is Vijayawada city.

Questionnaire design:

The questionnaire was pre-tested to ensure to that all the questions were well understood. First we conducted on a group of 30. They were asked various questions and the answer was recorded. These were used to frame the questionnaire which was used in research.

Software Used

SPSS is used for analyzing the data. Statistical tools like percentages, graphs chi-square analysis are used.

RESULTS & DISCUSSION

Influence of design and layout of a store on overall shopping experience

	Frequency	Percent	Valid Percent	Cumulative Percent
Maybe	23	20.7	20.7	20.7
No	9	8.1	8.1	28.8
Valid Not sure	6	5.4	5.4	34.2
Yes	73	65.8	65.8	100.0
Total	111	100.0	100.0	

The above table represent the opinion of respondents towards the possibility of impact of store design and layout, 66.77% of the sample agreed that store design and layout influence overall experience. 20.72% of the sample are neutral, 8.11% of the sample are opined that display and layout will not have influence on overall store experience and 5.41% of the sample are not sure of influence.

When visiting stores do you pay attention to the display?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Maybe	12	10.8	10.8	10.8
No	20	18.0	18.0	28.8
Yes	79	71.2	71.2	100.0
Total	111	100.0	100.0	

The above table represent that 71% of the sample are pay attention while visiting the store, 18% of the sample are not pay attention in the store, 11% of the sample are neutral.

Do you feel displays increase your interest in products?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid May be	16	14.4	14.4	14.4
No	14	12.6	12.6	27.0
Yes	81	73.0	73.0	100.0
Total	111	100.0	100.0	

The above table represent that 73% of the sample opined that display increase the interest in products, 14.41% sample are neutral, and remaining 12.61% felt that displays do not influence their interest in products.

Does the E-commerce activities in Shoppers stop retail store made you visit again"

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Maybe	19	17.1	17.1	17.1
No	26	23.4	23.4	40.5
Yes	66	59.5	59.5	100.0
Total	111	100.0	100.0	

From the above table it can be understood that 59.46% of the samples are said that merchandising activities in the store are attracted to them so that they visit the store again, 23.42% of the samples are stated that activities are not attracted to visit the store again and finally 17.12% of the samples are neutral

19.Which of the following factors influence you the more to visit Shoppers stop retail"

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Offers	34	30.6	30.6	30.6

Others	9	8.1	8.1	38.7
Price	32	28.8	28.8	67.6
sales promotions	12	10.8	10.8	78.4
E-commerce	24	21.6	21.6	100.0
Total	111	100.0	100.0	

From the above table it is represented that 30.63% of the samples are influenced by the offers in the store, 28.83% of the samples are influenced by price in the store, 21.62% of the samples are influenced by E-commerce in store, 10.81% of the samples are influenced by sales promotion in store and rest of 8.11% of the samples are influenced by others.

Tests of Hypothesis

Test-1 Relationship between frequency of visiting to stoppers stop with Age

H₀- There is no significant relation between the frequency of shopping with consumer age.

H₁- There is significant relation between the frequency of shopping with consumer age.

Chi-Square Tables Of Age:

Age

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.485 ^a	6	.002
Likelihood Ratio	11.752	6	.068
N of Valid Cases	111		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .05.

Interpretation

As the chi-square value of frequency of visit on consumer buying behaviour age is 0.002 which is less than or equal to 0.050, we accept H₁ and reject H₀

Therefore there is significant relation between age and frequency of visiting Shoppers Stop.

Conclusion

Respondents between 20-30 years of age group frequently visit the retail outlets.

Test-2 Frequently visit stoppers stop with income

H₀- There is no significant relation between the frequencies of visit to shoppers stop

H₁- There is significant relation between the frequency of visit to shoppers stop.

INCOME

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)

Pearson Chi-Square	12.555 ^a	6	.051
Likelihood Ratio	12.995	6	.043
N of Valid Cases	111		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is .25.

Interpretation

As the chi-square value of frequently visit stoppers stop with income. is **0.051** which is less than or equal to 0.050, we accept H_1 and reject H_0

Therefore there is significant relation between the frequently visit stoppers stop with income.

Conclusion

People who are earning less than 10,000/month are highly influenced by E-commerce retail outlet

Test-3 Displays increase the interest with age

H_0 - There is no significant relation between the interest of consumer towards display and age of consumer

H_1 - There is significant relation interest of consumer towards display and age of consumer

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.354 ^a	6	.012
Likelihood Ratio	18.646	6	.005
N of Valid Cases	111		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .73

Interpretation

As the chi-square value of Displays increase the interest with age is 0.12 which is less than or equal to 0.50, we accept H_1 and reject H_0

Therefore there is significant relation the interest exhibited by consumer towards displays age of consumer

Conclusion

20-30 years of age group are highly influenced by “E-commerce impact on consumer buying behaviour”

FINDINGS& SUGGESTIONS

The important findings of the study are summarized and suitable conclusions are drawn presented below.

- From the study it can be identified that the sample 49.55% of female and 50.4% of male which indicate that males & females are equally visiting the shoppers stop and equally influenced by E-commerce.
- Majority of the shoppers belongs to 20-30 year age .

- Consumer with income less than 10000 are visiting the store more.
- Most of the peoples are attracted to the store design and layout
- Most of the customer are influenced by the appearance of the store and they visit the store
- Majority of respondent's i.e. 72% of the customer are of the opinion that displays increase their interest towards products.
- 63% of the customers are visiting the store one in a week
- Most of the customers are feeling good while shopping in the shoppers stop
- 50% of the customer are high rating for arrangements of the products in the store.
- Majority of respondents are satisfied with information about price offers displayed in outlets
- Most of the customers said that display is very easy to shop in the store because they know that what the latest product they have is.
- They are influenced with the store design and layout through this they visit again to the store.

SUGGESTIONS

- As most of the customers are doing the shopping in the retail outlets along with E-shopping, it is necessary to concentrate on online shopping also.
- Only 50% of the customers are high rating for arrangements of the product, so firm has to focus on the arrangements of the products.
- As E-commerce has influence on the buying behavior of consumers it is necessary to focus on this aspect.

CONCLUSION

The members' impression of the effect of visual marketing shows on their purchasing conduct changed, as prove by their consideration or absence important to visual promoting shows when they initially strolled into a store. Customer conduct is impacted by a constrained degree as visual marketing shows manage shoppers toward the items and in item decision. Purchaser conduct will likewise be affected by their own inclinations and the nature of the presentations.

It was noted in the concentration gathers that the purchasers' consideration is attracted to specific parts of visual marketing shows which makes a space where their shopping background can be certain. The members had a tendency to be pulled into visual marketing shows that are all around planned and legitimate. This represents visual promoting shows impact purchasing conduct.

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