

NORTH EAST INDIA : PROBLEMS, PROSPECTS AND PERSPECTIVES



Editors

Zarzozuali

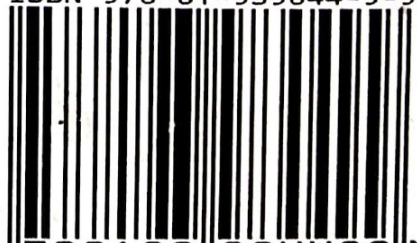
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CONSUMER BUYING BEHAVIOUR OF ONLINE SHOPPING: A STUDY IN LUNGLEI MIZORAM

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Abstract: Online shopping is the fastest growing e-commerce area. Online shopping is the process by which a consumer purchases the products or services from a marketer through internet. The objective of the study is to analyse consumer buying behaviour of online shopping in Lunglei town, Mizoram. For the purpose of the study, Rahsiveng locality was selected. Primary data were collected by administering a structured questionnaire from the sample respondents. Likert's five-point scale had been used to know the relative importance attached to the factors/attributes influencing purchase in online shopping site. The study found that variety of products, discount/coupon, and convenience are the three most important factors influencing purchase in online shopping. The study also revealed that 57.5% of the respondents were satisfied with the delivery system while only 32.5% of the respondents were satisfied with the return policy. Therefore, it is suggested that the marketer can take

are additional effort in their promotional and service strategies in order to improve the level of customers' satisfaction.

Keywords: E-commerce, Online shopping, Consumer behaviour, Customer satisfaction

INTRODUCTION

There is a tremendous growth in numbers of internet users worldwide. According to internet world stats (2020), India had over 480 million internet users across the country in 2018. This figure was projected to grow to over 660 million users by 2023, indicating a big market potential in internet services for the south Asian country. In fact, India was ranked as the second largest online market worldwide in 2019, coming second only to China. The number of internet users was estimated to increase in both urban as well as rural regions, indicating a dynamic growth in access to internet.

The development of the Internet and its unlimited worldwide impact were the basis to outreach the entrepreneurship to the new spheres. E-Commerce or Electronic Commerce means buying and selling of goods, products, or services over the internet. E-commerce became the regular way of conducting business (Downing & Liu, 2014; 27). Online shopping is the fastest growing e-commerce area. Online shopping refers to the process by which the customers buy the products or services with the help of internet from online shopping sites. The Internet represents a tremendous opportunity. For customers, it gives a much wider choice of products, services and prices from different suppliers and the means to select and

purchase items more readily. For organisations marketing these products and services it gives the opportunity to expand into new markets, offer new services and compete on a more equal footing with larger businesses (Chaffey et al., 2000; xiii).

Consumer behavior is a decision-making process as well as mental and physical activity in which an individual engages in evaluating, acquiring, using or disposing of goods and services. Consumer behavior deals with the study of behavior that consumers display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs (Schiffman et al, 2009; 170).

Mizoram is a small state in India located in the corner of north-east. According to Statistical Handbook, Mizoram 2018, five telecom companies including Bharat Sanchar Nigam Limited (BSNL), operating in the state and have 10,75,316 subscribers in 2018. Top Indian online retailers such as Amazon, Flipkart, Myntra, and Snapdeal cover Mizoram in online shopping. The study of consumer buying behaviour is important for the marketers to know about the consumers demands and the level of their satisfactions. Therefore, the present study is conducted to examine consumer buying behaviour of online shopping in Rahsiveng locality, Lunglei town, Mizoram.

LITERATURE REVIEW

Some important studies concerning online buying behaviour are reviewed here as under to highlight their findings.

Keisidou et al. (2011) in their study examined consumers' attitude when making online purchases in the context of different product types. The factors that were selected to be tested are Personal Innovativeness of Information Technology (PIIT), Self-efficacy, Perceived security, Privacy, Product involvement and how they affect consumer attitude towards online shopping. It was found that PIIT, perceived security and product involvement have an effect on the attitude towards online shopping, yet the results vary among the different product types.

Josuh and Ling (2012) investigated in the study how socio-demographic (age, income and occupation), pattern of online buying (types of goods, e-commerce experience and hours use on internet) and purchase perception (product perception, customers' service and consumers' risk) affect consumers' attitude towards online shopping. The findings revealed that there is no significant difference in attitude towards online shopping among age group but there is a significant difference in attitude towards online shopping among income group. The research finding also showed that there is no significant difference in attitude towards online shopping among occupation group.

Singh and Sailo (2013) revealed in their study that people compare prices in online stores and then review all feedbacks and rating about product before making the final selection of product and decision. Online shoppers are more motivated to buy online as it is easy in payment, and it is time saving. The study also highlighted that online shopping helps in

comparison of products from different online shopping websites also to a certain level the comparison of products in websites and the physical market in terms of quality, price etc.

Singh (2014) examined and analysed the consumer's buying behavioural pattern towards online shopping (specially in case of flipkart.com users in Lucknow city). The study found that most of the respondents are happy and satisfied on online shopping with flipkart.com. The study highlighted that most of the respondents mainly interested to buy apparel, home and kitchen appliances etc. and they dislike buy online perfumes & footwear etc. The study also mentioned that the respondents like to do online shopping mostly on discounted time period and festive seasons and believes that flipkart.com products prices is lesser than the prices in the market.

Kavitha (2017) identified in the study that the various factors influencing the satisfaction of online shopping are convenience, time saving, wide variety, good discount / lower price, better price, no crowds, fewer expenses, can send gifts more easily, buy older unused items at low price, price comparison. In overall, the most important factors that determine the consumer satisfaction is convenience and time saving.

Kaur and Kochar (2018) found in their study that the technology-oriented factors like guaranteed quality, cash on delivery discounts and promotions are the major specific factors influencing customer's attitudes toward online shopping.

MATERIAL AND METHODS

The present study is aimed at understanding consumer buying behaviour of online shopping in Lunglei town, Mizoram. Mizoram has a total area of 21,078 square kilometres and situated between Myanmar and Bangladesh. Lunglei is the second largest district in Mizoram. Rahsiveng locality was selected for the study as the locality located within the vicinity of Lunglei town in Lunglei district of Mizoram. For the purpose of the study, 40 samples were selected by using convenient sampling method. Primary data were collected by administering a structured questionnaire among the sample respondents. The questionnaire was framed based on the literature review (Singh, 2014; Kavitha, 2017). Six factors/attributes were selected such as convenience, save time, easy comparison, variety of products, buyer/user review, and discount/coupon. Likert's five-point scale had been used to know the relative importance attached to the factors/attributes influencing purchase in online shopping site. The survey was conducted during December 2019–January, 2020. Secondary data were collected from journals, books and websites. Simple percentage was used to analyse the data.

RESULTS AND DISCUSSION

Gender and Marital status of the respondents

Table 1 indicates gender and marital status of the respondents. 47.5% are male and 52.5% are female. Regarding marital status, 85% of the respondents are married while 15% of the respondents are not married.

Table 1: Gender and Marital Status of the Respondents

Variable	Description	No. of Respondents	Percentage
Gender	Male	19	47.5
	Female	21	52.5
Marital Status	Married	34	85.00
	Unmarried	6	15.00

Source: Field study

Frequency of buying in online

Table 2 shows the frequency of buying products in online by the respondents.

Table 2: Frequency of Buying in Online

Gender	Once a month	Regularly	Once within six months	Once in a year	Availability of money	Total
Male	3 (15.79%)	1 (5.26%)	2 (10.53%)	2 (10.53%)	11 (57.89%)	19
Female	2 (9.52%)	0	0	3 (14.28%)	16 (76.19%)	21
Total	5 (12.5%)	1 (2.5%)	2 (5%)	5 (12.5)	27 (67.5%)	40 (100%)

Note: Figures in parentheses are percentages

Source: Field study

Out of the total respondents, 67.5% of the respondents buy goods in online based on availability of cash. 12.5% of the respondents buy goods once in a month. 2.5% of the respondents buy it regularly.

Types of products normally purchased

Table 3 gives the types of products normally purchased by the respondents.

Table 3: Types of Products Normally Purchased

Gender	Types of Products Purchased					Total
	Stationery	Electronic Appliances	Tickets	Apparel	Home & Kitchen Appliances	
Male	4 (21.05%)	4 (21.05%)	0	7 (36.84%)	4 (21.05%)	19
Female	1 (4.76%)	0	0	7 (33.33%)	13 (61.90%)	21
Total	5 (12.5%)	4 (10%)	0	14 (35%)	17 (42.5%)	40 (100%)

Source: Field study

Out of the total respondents, 42.5% of the respondents normally purchased home and kitchen appliances, followed by 35% of the respondents normally purchased apparel, 12.5% of the respondents normally purchased stationery and only 10% of the respondents purchased electronic appliances.

Frequency of browsing online shopping site

Table 4 indicates the frequency of browsing online shopping site.

Table 4: Frequency of Browsing Online Shopping Site

Gender	At least once a day	Once a week	Once a month	Once in six months	Availability of money	Regularly	Total
Male	6 (31.58%)	2 (10.52%)	1 (5.26%)	1 (5.26%)	4 (21.05%)	5 (26.31%)	19
Female	4 (19.05%)	1 (4.76%)	2 (9.52%)	0	7 (33.33%)	7 (33.33%)	21
Total	10 (25%)	3 (7.5%)	3 (7.5%)	1 (2.5%)	11 (27.5%)	12 (30%)	40 (100%)

Note: Figures in parentheses are percentages

Source: Field study

The table shows that 30% of the respondents browse online shopping site regularly, followed by 27.5% of the respondents browse based on availability of cash, 25% of the respondents browse online shopping site at least once a day.

Which online shopping site you preferred the most?

Table 5 shows the online shopping site which the respondents preferred the most. Out of the total respondents, 40% of the respondents prefer 'Flipkart' site the most for shopping, followed by 25% of the respondents prefer 'Amazon', 15% of the respondents prefer 'Myntra', and only 5% of the respondents prefer 'Snapdeal'. 15% of the respondents prefer others.

Table 5: Online Shopping Site the Respondents Preferred

Gender	Flipkart	Myntra	Snapdeal	Amazon	Others	Total
Male	9 (47.37%)	3 (15.79%)	0	6 (31.58%)	1 (5.26%)	19
Female	7 (33.33%)	3 (14.29%)	2 (9.52%)	4 (19.05%)	5 (23.81%)	21
Total	16 (40%)	6 (15%)	2 (5%)	10 (25%)	6 (15%)	40 (100%)

Source: Field study

Do you go to the retail store before final purchase in online?

Table 6 indicates the whether the respondents go to the retail store before final purchase in online.

Table 6: Do you go to the retail store before final purchase in online?

Gender	Yes	No	Total
Male	6 (31.58%)	13 (68.42%)	19
Female	9 (42.85%)	12 (57.14%)	21
Total	15 (37.5%)	25 (62.5%)	40 (100%)

Note: Figures in parentheses are percentages

Source: Field study

The table indicates that 62.5% of the respondents did not go to the retail store before final purchase in online. Only 37.5% of the respondents have visited the retail store before final purchase in online.

How do you react when the product you purchase is not up to your expectation?

Table 7 indicates how the respondents react when the product purchased is not up to expectation.

Table 7: Reaction of the Respondents when product purchased is not up to expectation

Gender	Disappointed	Send back	Complaint and forgive	Resale	Total
Male	7 (36.84%)	4 (21.05%)	4 (21.05%)	4 (21.05%)	19
Female	11 (52.38%)	5 (23.81%)	2 (9.52%)	3 (14.28)	21
Total	18 (45%)	9 (22.5%)	6 (15%)	7 (17.5%)	40 (100%)

Note: Figures in parentheses are percentages
Source: Field study

Out of the total respondents, 45% of the respondents are disappointed if the products purchased are not up to their expectations. 22.5% of the respondents have returned the products, 17.5% of the respondents' resale if the products purchased are not up to their expectations. 15% of the respondents are complaints and forgive.

Important Factors Influencing Purchase in Online Shopping

Table 8 shows the important factors which influence purchase in online shopping. Six factors/attributes have been selected for this purpose. Likert's five-point scale has been used to know the relative importance attached to the factors/attributes.

Table 8: Importance of Different Factors in Online Shopping

Factors	Response	Percentage of the Respondents
Convenience	Not at all important	0
	Important	5.00
	Neutral	20.00
	Important	70.00
	Extremely important	5.00
Save time	Not at all important	0
	Important	10.00
	Neutral	20.00
	Important	60.00
	Extremely important	10.00
Easy Comparison	Not at all important	0
	Important	5.00
	Neutral	40.00
	Important	50.00
	Extremely important	5.00

Variety of Products	Not at all important	2.5
	Important	7.5
	Neutral	7.5
	Important	77.5
	Extremely important	5.00
Buyer/User Review	Not at all important	2.5
	Important	5.00
	Neutral	40.00
	Important	45.00
	Extremely important	7.5
Discount/Coupon	Not at all important	0
	Important	7.5
	Neutral	12.5
	Important	50.00
	Extremely important	30.00

Source: Field study

Out of the total respondents, 82.5% of the respondents considered that variety of products is one of the most important factors influencing purchase in onlineshopping. 80% of the respondents considered that 'discount/coupon' is the important factor which influence purchase in online shopping. 75% of the respondents considered that 'convenience' is an important factor influencing purchase. 70% of the respondents considered that 'save time' is an important factor. 55% of the respondents considered that 'easy comparison' and 52.5% of the respondents considered 'buyer/user review' is an important factor influencing purchase in online shopping.

It can be concluded that variety of products, Discount/coupon, and convenience are the three most

important factors influencing purchase in online shopping.

Satisfaction regarding Delivery System and Return Policy

Table 9 indicates the satisfaction of the respondents regarding the delivery system and return policy of online shopping by Likert's five points scale. 57.5% of the respondents expressed that they are satisfied with the delivery system while 22.5% of the respondents are not satisfied with the delivery system

Table 9: Satisfaction Regarding Delivery System and Return Policy

Factors	Response	Percentage of the Respondents
Delivery System	Not at all satisfied	5.00
	Not satisfied	17.5
	Neutral	20.00
	Satisfied	57.5
	Very satisfied	0
Return Policy	Not at all satisfied	12.5
	Not satisfied	17.5
	Neutral	37.5
	Satisfied	30.00
	Very satisfied	2.5

Source: Field study

In case of return policy, only 32.5% of the respondents are satisfied with the return policy. 30% of the respondents are not satisfied with the return policy, 37.5% of the respondents are neutral in this regard.

MAJOR FINDINGS

In overall analysis and interpretation of the data, the major findings of the study are depicted below.

- (1) The table reveals that 67.5% of the respondents buy goods in online based on availability of cash. 12.5% of the respondents buy goods once in a month.
- (2) 42.5% of the respondents normally purchased home and kitchen appliances, followed by 35% of the respondents normally purchased apparel, 12.5% of the respondents normally purchased stationery.
- (3) 30% of the respondents browse online shopping site regularly, followed by 27.5% of the respondents browse the sites based on availability of cash.
- (4) 40% of the respondents prefer 'Flipkart' site the most for shopping, followed by 25% of the respondents prefer 'Amazon', 15% of the respondents prefer 'Myntra'.
- (5) 62.5% of the respondents did not go to the retail store before final purchase in online.
- (6) 45% of the respondents are disappointed if the products purchased are not up to their expectations. 22.5% of the respondents have returned the products.
- (7) 'Variety of products', 'Discount/coupon' and 'Convenience' are the three most important factors influencing purchase in online shopping.
- (8) 57.5% of the respondents were satisfied with the delivery system.
- (9) only 32.5% of the respondents were satisfied with the return policy. 30% of the respondents were not satisfied with the return policy.

SUGGESTIONS

As the study reveals that variety of products, discount/coupon, and convenience are the most important factors influencing purchase in online marketing site, it is suggested that the marketer can take care additional effort in these areas in order to improve the level of customers' satisfaction. User/expert review is the least factor influencing purchase in online marketing. However, more than half of the respondents (52.5%) considered it as important. Therefore, it is recommended that the marketer will take more steps to request the buyers to review the products, so that the customers may be able to know more about the quality and durability of the products which will help them in making buying decision promptly.

The study also found that only around one-third (32.5%) of the respondents are satisfied with the return policy. It is suggested that the return policy will be reviewed and make necessary changes to satisfy more of the customers. Regarding delivery system, more than half of the respondents (57.5%) are satisfied. Therefore, it is very vital for the marketers to satisfy the customers to give more effort in this area. This may help sales to increase to earn more profit.

CONCLUSION

The present study implies customer buying behaviour of online shopping. Through online shopping, the marketers can reach the customers easily and quickly with the help of internet. Due to its convenience, variety of products, discount or lower price of the products, save time, etc the customers

prefer to buy products in online marketing site. In today's competitive world, customer's satisfaction is one of the most important strategies of marketing. Therefore, all online marketing site should improve their promotional and service strategies by taking additional effort to satisfy and attract more customers.

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