

## STUDY ON CONSUMER BEHAVIOUR WITH RESPECT TO BRANDS IN ONLINE SHOPPING OF DURABLE AND NON-DURABLE PRODUCTS

*K. Banulatha<sup>1</sup> & M. Sharmila<sup>2</sup>*

<sup>1</sup>*Assistant Professor, Department of Commerce, Dharmamurthi Rao Bahadur Calavala  
Cunnan Chetty's Hindu College, Chennai, Tamil Nadu, India*

<sup>2</sup>*Assistant Professor, Department of Commerce, National College, Trichy, Tamil Nadu, India*

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### **ABSTRACT**

*In the changing digital era, people buying online have drastically increased when compared to offline shopping. The existence of many online platforms has increased the choices for consumers. It is a common rule in economics, that when there are more choices for the consumer, there is more competition. The online platforms have also developed there specializations like Myntra for fashion, Amazon for electronics, big basket for food and so on. This specialization in online platforms has actually given various new factors for the consumers to compare the products. After the arrival of these many platforms, consumers have changed their view over the branding of products. There are consumers who are loyal to the brands in few products and there are also consumers who find only the best deals irrespective of branding. This paper studies the consumer's choices and behavior toward the brands in online shopping in a survey method.*

**KEYWORDS:** *Employer Dedication, Company Subculture, Worker's Commitment*

### **INTRODUCTION**

Generally speaking, the trend of e-trade has been elevated rapidly within the latest years with the improvement of the net and because of the clean accessibility of internet utilization. Through digital advertising and marketing and net conversation business firms are coordinating different advertising and marketing activities together with marketplace studies, product development, inform clients about product features, promotion, customer services, consumer comments and so forth. Online shopping is used as a medium for verbal exchange and digital commerce, it is to increase or improve in cost, best and beauty of handing over consumer advantages and better pleasure, that is why online shopping is more convenience and every day growing its recognition. In spite of the ease, there are many variations in the patron selections with recognizing to brand and products in online shopping. This paper goes to deal approximately the client mindset in shopping for durable and non-durable goods in on-line with respect to the emblem.

### **Durable and Non-Durable Products**

The goods and products in the marketplace are normally categorized into two kinds, specifically long lasting and non-durable merchandise. When a product loses its price with the aid of the usage of it in less than three hundred and sixty-five days then it would be categorized as the non-durable product. The satisfactory examples are perishables and different products which may be used handiest as much as 365 days. In different terms, a non-long lasting true can also be said as

products that wish common changing. On the alternative hand, durable goods are the ones which do not lose its fee in less than three hundred and sixty-five days, or it is able to be used for extra instances and for the longest time. Few examples are refrigerator, washing device and many others. Those merchandise doesn't need any frequent trade or alternative.

## **RESEARCH DESIGN AND RECORDS COLLECTION METHOD**

### **Research Approach**

Our research regarding Consumer's attitude toward online purchasing is a descriptive research because we just want to draw a photograph of our subject matter as what are the elements that have an effect on purchasers to shop online. In widespread sorts of studies, methods are getting used quantitative and qualitative. We would like to go for a quantitative method in our research as it is a specific way. According to Creswell (1994), 1 time is the crucial attribute for selection making at the same time as choosing research approach. Saunders, Lewis, and Thornhil (2000)<sup>2</sup> shows that quantitative studies can be faster as compare to qualitative as it is feasible to forecast the time agenda, while qualitative can be enormously lengthy in a period. Research initiatives generally performed for academic reasons are restricted to time as our studies are likewise being achieved for educational purpose and are time limited so this is why we are going to select quantitative approach.

### **Data Series**

When it involves facts collection there are methods in fashionable used by researchers to accumulate information, number one and secondary approach. If we talk approximately number one facts it consists of commentary method, Interview/ questionnaire approach, case examine approach, projective techniques, and sociometry. Whereas, secondary information is one that is already accrued via a few different researchers, not for the motive for particular have a look at our studies. We would like to move for primary facts series method as a way to consist of the questionnaire from customers as what are the factors that have an effect on customers to purchase online. As our examine covers Thiruvallur District online shoppers, we sense it would be easy for us to distribute the questionnaire after which analyze the situation. As our respondents are geographically scattered and Kumar (1999)<sup>three</sup> suggests that the use of questionnaire can be the best desire of statistics series as though respondents are geographically scattered.

### **Sampling**

In standard, there are two kinds of sampling techniques possibility sampling and non-probability sampling. In a Probability sample, there may be a nonzero equal chance for each populace element to be decided on, Bryman and Bell (2007)<sup>4</sup>. There are four forms of probability sampling as stated by means of Bryman and Bell (2007) simple random sample, systematic pattern, stratified random sampling, and multi-level cluster sampling. Whereas, in nonprobability sampling, there's no random sampling. As stated through Bryman and Bell (2007) there are three kinds of non-opportunity sampling i.e. Convenience Sampling, snowball sampling, and quota sampling. According to Bryman and Bell (2007), Convenience pattern is one this is simply to be had to the researcher with its goodness of accessibility. The problematic side of this type of non-probability sampling as stated via Bryman and Bell (2007) is that it's far impracticable to generalize the effects but on the same time in Bryman and Bell (2007) phrases comfort sampling greater extremely good role than meant. And as Bryman and Bell (2007) explains in commercial enterprise and control subject this technique is greater worth as examine to sample based totally on possibility sampling. By retaining in view the constraints of time, sources and

population writers have determined to use comfort sampling approach for the reason of gathering empirical cloth.

We have determined to distribute our questionnaire among humans in Thiruvallur district so comfort sampling would be beneficial for the writers to approach the respondents and collect the records on time and also to avoid low reaction fee, as we are waiting for as a minimum a hundred% response charge.

### **Sample Layout**

As referred to through Kent (2007) Imprecise research a procedure this is being accompanied for selecting a sampling unit is referred to as sample layout. The process this is being accompanied via the writers to choose a sampling unit is a mixed technique. A mixed technique method distributing survey online in addition to in character to online buyers. The populace decided on by using the writers for the take a look at is residents of Thiruvallur District. As noted in above paragraph writers have decided on convenience sampling approach so the sample is designed as a consequence via approaching the citizens by way of distributing the questionnaire. The motive of the use of the mixed manner is to acquire empirical statistics easily and on time, as time and assets are also saved in mind by writers at every step of these Paper paintings.

### **Sample Size**

The populace for the paintings is citizens of the Thiruvallur District and keeping in view the drawback of time and sources we've determined to take the sample of 100 residents inside the district. Questionnaires have been distributed with the aid of hand to respondents and enough time given to respondents to fill the questionnaire to reduce sampling error. The questionnaire is built in easy language that allows you to lessen the chance of ambiguity.

### **Questionnaire Design**

The questionnaire is carefully designed to satisfy the necessities of the studies. The questions are self-established to cowl the range of studies problems. The questionnaire includes ten questions, that's designed to recognize exactly simplest the customer behavior to emblem and products in online buying.

### **Data Analysis**

The tool that we can use for our facts analysis is a five Point Likert Scale (1=Strongly Disagree, 2=Disagree, three=Uncertain / Not applicable, four=agree, five=Strongly Agree). The Likert scale is a scale this is usually used for questionnaires and is frequently utilized in survey research. Our Study is likewise surveyed primarily based have a look at so it would be easy for us to interpret the evaluation. The gain of the use of Likert scale may be to create interest among respondents as consistent with Robson (1993)<sup>6</sup> as the Likert scale may be thrilling for users and that they frequently enjoy completing a scale like this. Another advantage may be simplicity as Neuman (2000)<sup>7</sup> shows the real power of the Likert scale is the simplicity and ease of use.

### **Data Analysis and Discussions**

One of the important steps is to analyze the data and discusses the findings. The data analysis mainly concerns primary data collected in the form of questionnaires distributed among Residents of Thiruvallur district. Below table 1,

shows the results of frequency for the respondent's agreement with statements.

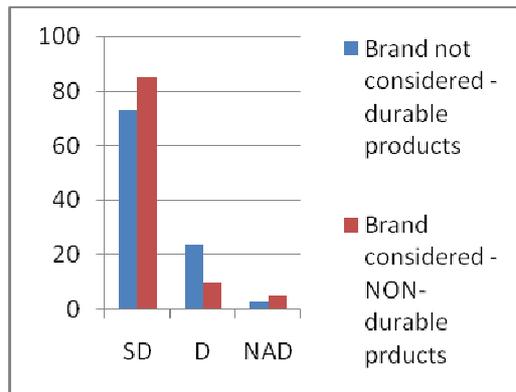
**Table 1: Frequency for Respondent's Agreement with Statements**

1	Brand is not considered while shopping durable products online.	72	25	3	0	0
2	Brand is considered while buying non-durable products online.	85	10	5	0	0
3	Quality assurance is not reliable on online shopping (quality assured by brand name)	0	0	17	33	50
4	There is no huge quantity of fake brands in online shopping platforms.	75	20	5	0	0
5	Quality is convinced for offers in shopping online	0	0	61	15	24
6	Online shopping is preferred to buy durable products	78	12	10	0	0
7	Online shopping is preferred to buy non-durable products	0	0	40	35	25
8	Online shopping is preferred mostly over offline shopping.	0	0	12	40	48
9	There are more choice in online shopping (more brands)	0	0	2	10	88
10	Huge offers are not given in online than offline markets.	88	12	0	0	0

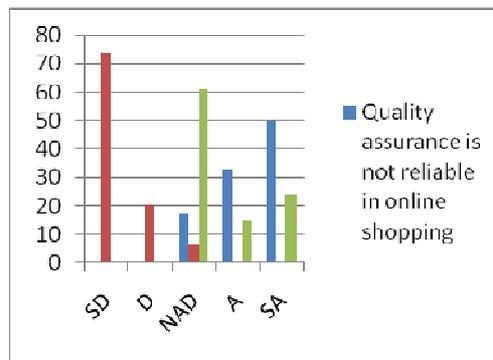
After analyzing the responses from the residents of Thiruvallur district, we understand few patterns of mind-set of the consumer or behavior of the consumer in buying durable and non-durable products in online market. The first two questions in the survey actually bared the core responsibility of understanding the behavior when it comes to branding in the online marketing. The reactions are 72% of the customers are strongly disagreeing, 25% are disagreeing and only 3% have reported neither disagree or agree when it was asked that "Brand is not considered while shopping durable products online." In the other hand for "Brand is considered while buying non-durable products online" the response is 85% of the customers are strongly disagreeing, 10% are disagreeing and only 5% have reported neither disagree or agree. The data is graphed and shown in Graph1.

The next three questions were designed actually to understand the brand quality aspect when the customers shop online. For the question "Quality assurance is not reliable on online shopping (quality assured by brand name)", 50% of the people strongly agreed, 33% of the people agreed were as only 17% of the gave neither nor choice. Similarly for the question "Quality is convinced for offers in shopping online", 24% of the people strongly agreed, 15% of the people agreed were as 61% of the gave neither nor choice which is highly notable. But on the other hand for the question "There is no huge quantity of fake brands in online shopping platforms", 75% of the strongly disagreed, 20% of the disagreed were as only 5% gave the neither-nor option.

The data is graphed and shown in Graph2.



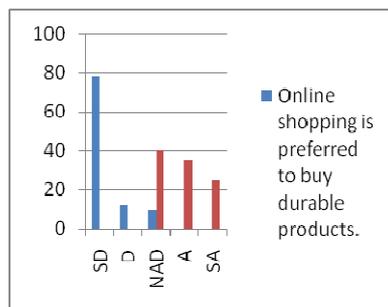
**Graph1: Brand Choices Regarding Durable and Non-Durable Products**



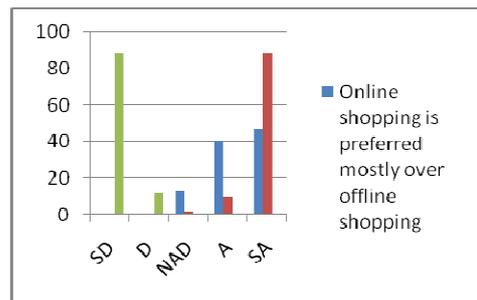
**Graph 2: Mind-Set Regarding the Quality Aspect**

To be more specific on understanding the preference of online shopping with respect to goods, two questions were asked. In that, for “Online shopping is preferred to buy durable products”, 78% strongly disagreed, 12% disagreed and only 10% gave neither nor choice. On the other hand for “Online shopping is preferred to buy non-durable products”, 40% gave neither nor choice, 35% gave agreed and only 25% gave strongly agreed. The data is graphed and shown in Graph3.

To understand other basic aspects of the behavior of consumers in the online platform the rest three questions were framed. For “Online shopping is preferred mostly over offline shopping”, 48% of the people strongly agreed, 40% of the people agreed were as only 12% of them gave neither nor choice. For “There is more choice in online shopping (more brands)” 88% of the people strongly agreed, 10% of the people agreed were as only 2% of them gave neither nor choice. On the other hand for “Huge offers are not given in online than offline markets”, 88% of them gave strongly disagreed and 12% gave disagreed. The data is graphed and shown in Graph4.



**Graph 3: Choice of Platform**



**Graph 4: Other Understandings of Consumer Behaviours**

### Outcome and Discussions

The analyses of the responds were carried out having three factors in mind. One is brand preference related to durable and non-durable products, the importance given to brand quality in online platform and in general analysis of few things like platform preference and response related to offers in the online and offline market. Keeping this in mind the following outcomes is learned.

- Consumers give importance while selecting durable brands when they shop online, whereas in other hands, we observe normally consumers don't bother about the brand if at all they buy non-durable in the online market. This can be because the values of durable goods are comparatively higher and at the same time it's been used for a longer time. It is obvious people be little more careful to buy costlier things.
- Consumers have a very strong knowledge that there is the huge possibility of getting cheated in buying online, they feel there are many fake brands in the online platform which are practically not possible to rely upon.
- It is also important that we understand, people don't compromise with quality just for the offers. They feel it depends on both product quality and offers.
- People now-a-days prefer more online shopping over offline shopping because of more convenience and offers. They also give credits to a wide variety of brands in the online forum for preference of online markets.

### CONCLUSIONS

The e-commerce is one of the biggest things that have taken the business by a storm. It is creating an entirely new economy, which has a huge potential and is fundamentally changing the way businesses are done. More consumers are indulging into internet shopping as seen by the study because of the value proposition it offers to a customer such as a convenience, 24x7 shopping, doorstep delivery, a broad product selection and the ever-expanding range of unique and unusual gift ideas as well as increased consumer confidence in shopping on the internet is increasing. Brand being a very important factor in offline shopping, it has little influence only in online shopping. This is just because in changing era the factors that are deciding the consumer choices are vast and most of them are suitable for online platforms. When it comes to durable products, consumers still believe the offline markets because they give them the opportunity to touch and feel before buying it, as normally durable products are costlier than non-durable products. This behavior analysis in this study makes us understand that customers are changing their preferences and they are less loyal to brands.

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