

A STUDY ON FACTORS AFFECTING THE ONLINE SHOPPING OF GARDENING PRODUCTS

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ABSTRACT

The market share of online business is increasing day by day and the current covid-19 epidemic has given boost to online business. The major drawback of online business is that marketer do not get chance to interact with customer on face to face basis so sometimes websites could not identify the factors which affect the online shopping of customers. Keeping this in view the objective of this paper is to study Factors affecting the Online Shopping of Gardening Products i.e. indoor and outdoor plants, seeds fertilizers, flowers etc. The data has been collected with the help of structured questionnaire and it has been concluded that most influencing factors were Reliability of sellers, Customer care facility and Competitive prices.

Keywords: Online Shopping, Shopping Factors, Gardening Products

INTRODUCTION

In current marketing scenario, the learning of consumer buying behaviour is vital. Without consumers, no business association can survive. The market is totally consumer driven. All business activities are targeted towards the consumers and consumer satisfaction. Consumer behaviour study is based on consumer buying behaviour, with the customer having three discrete roles of client, spender and purchaser. The study of consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. The internet is being developed rapidly since last two decades, and with relevant digital economy that is driven by information technology also being build up worldwide. Internet is helping in promotion of products in better way and online advertisements are quite effective. Therefore detailed product information and improved services over web has attracted people to rely more on online services instead of traditional methods. However, online market has risen from last decade but still traditional methods of purchasing are more acceptable than online or through web. Only 25% of market is penetrated with online stores, as a result a large number of people are still relying on traditional methods. Therefore this study has been undertaken to study the factors affecting the online shopping behaviour of respondents towards gardening products i.e. indoor and

outdoor plants, seeds fertilizers, flowers etc.

LITERATURE REVIEW

Lai, C. S. et. al. (2019) tried “to explore the influencing factors of customer satisfaction in Mongolian e-commerce. Customer satisfaction and six e-service quality dimensions of e-commerce including website usability, information quality, reliability, responsiveness, assurance, and personalization were used to design a questionnaire with five-point Likert scale system. An online survey using Google Spread Sheet was conducted by convenience sampling with 293 valid participants among 310 respondents. The collected data were analyzed by GM (1,N) analysis to find out the weight of each factor of e-service quality for customer satisfaction of e-commerce. As the findings of GM(1, N) analysis revealed that personalization and website usability rank as the first and second most important factors in terms of their strong weighting towards customer satisfaction, In contrast, assurance, responsiveness, reliability, and information quality rank as the third to sixth place. That means the more customized and usable websites are, the more satisfactory customers will be. On the contrary, no matter how many efforts have been made to enhance the function or image of assurance, responsiveness, reliability, or information quality, customer satisfaction will still remain in the low level, especially for

information quality. It is suggested that these four attributes have reached ceiling level. More improvement in these attributes will not increase customer satisfaction. The conclusion could be made as follows that the interface and function of e-commerce should be focused more on personalization to improve customers' individual experience and then emphasized on website usability to improve the experience of user-friendly."

Wilson and Christella (2019) done a study "to analyze the effect of website design, reliability, time saved, product variety, and delivery performance towards customer satisfaction in the Indonesian e-commerce industry. The instrument for collecting the data was the questionnaire. The number of samples that obtained in the study was 200 samples, in which, 15 of them should be omitted since those questionnaires weren't filled properly, resulted in a total of 185 samples being deemed usable and used for this study. The data were analyzed using PLS-SEM Method. The results of this study found reliability, time saved, product variety, and delivery performance has positive and significant effect toward customer satisfaction, in which product variety has the highest effect toward customer satisfaction among the other variables. However, this study also found out that there is no significant effect between website design and customer satisfaction. This study further suggested that company specializing in the e-commerce industry should always enhance their product and services to their customer, in which customers will be satisfied, thus increasing their likeliness to repeat their purchasing experience on the company in the future."

Theerthaana & Manzoor (2018) made a successful attempt to determine "the influential factors for choosing Shiksha.com and also to determine the factor motivate people to refer Shiksha.com to others. The study also sought to determine the impact of demographic profile (age and gender) of the respondents on frequency of use of Shiksha.com. A self-administered questionnaire was administered to a sample of 1250 customers of shiksha.com and Multiple Linear Regression and Percentage Analysis was employed using SPSS to determine the motivators that influence the individuals in choosing shiksha.com. The study employs Multiple Linear Regression which indicated that Satisfaction towards counseling expert and Satisfaction towards Educational Information are antecedents of overall customer satisfaction ($R^2 = 0.987$) and this also influences the intention to refer shiksha.com to others ($R^2 = 0.699$). This study signals the management team of online education classifieds business to devise online based promotions to acquire the market by whipping the competitors thereby gaining a competitive edge among the competitors."

According to the Elbeltagi and Agag (2016) "The theoretical understanding of online shopping behaviour has received much attention. Less focus has been given to online retailing ethics. Therefore, the purpose of this paper was to develop and test a comprehensive model of online retailing ethics. The study used a survey amongst a sample representative of universities across Egypt. In total, 310 questionnaires were collected and analyzed using structure equation modeling using WarpPLS. The results indicated that the consumer perceptions of online retailing ethics (CPORE) as a second-order construct is composed of five constructs (security, privacy, non-deception, fulfillment/reliability, and service recovery) and strongly predictive of online consumer satisfaction. Furthermore, the authors find a significant mediating effect of trust, and commitment on the relationship between CPORE and customer satisfaction. The results also show that individualism had moderate effects on the relationship between CPORE and customer satisfaction. Contrary to expectations, power distance had no significant effect."

According to Khan, A. G. (2016) "Information Technology has been playing a vital role in the future development of financial sectors and the way of doing business in an emerging economy like Bangladesh. Increased use of smart mobile services and internet as a new distribution channel for business transactions and international trading requires more attention towards e-commerce security for reducing the fraudulent activities. The advancement of Information and Communication technology has brought a lot of changes in all spheres of daily life of human being. E-commerce has a lot of benefits which add value to customers' satisfaction in terms of customer convenience in any place and enables the company to gain more competitive advantage over the other competitors. This study predicts some challenges in an emerging economy."

OBJECTIVE

The purpose of this research paper is to study the Factors affecting the Online Shopping of Gardening Products.

RESEARCH METHODOLOGY

- (a) **Research Design:** To have a better understanding about the issue descriptive research design was used. To get the primary data close ended questionnaire was administrated.
- (b) **Sample Design:** 246 customers of online gardening products were selected through purposive sampling.
- (c) **Analysis:** The data collected was analyzed with the help of weighted Arithmetic mean

ANALYSIS & INTERPRETATIONS

Respondents were asked to indicate the influence of the factors affecting their online shopping decision of gardening products on five point scale starting from extremely influential (5) to not at all influential (1). Final ranking is obtained with the help of weighted arithmetic mean. In order to calculate total weighted score, the numbers of respondents who have given influence from extremely influential to not at all influential are multiplied by 5 to 1 respectively. The mean score is calculated by dividing the total score by total number of respondents (i.e. 246). The table 1 shows that, the “Reliability of sellers” was the most influencing factor affecting the respondents' decision of online shopping of gardening products with a weighted mean score of 4.610 followed by Customer care facility (Weighted Mean score = 4.390). Competitive prices ranked 3rd with a Weighted Mean score of 4.317, followed by Guaranteed Services that ranked 4th with a weighted mean score of 4.309. Hassle Free Purchase was the fifth

influencing factor of online shopping of gardening products with weighted mean score of 4.301 trailed by Product return facility at 6th rank with a weighted mean score of 4.293.

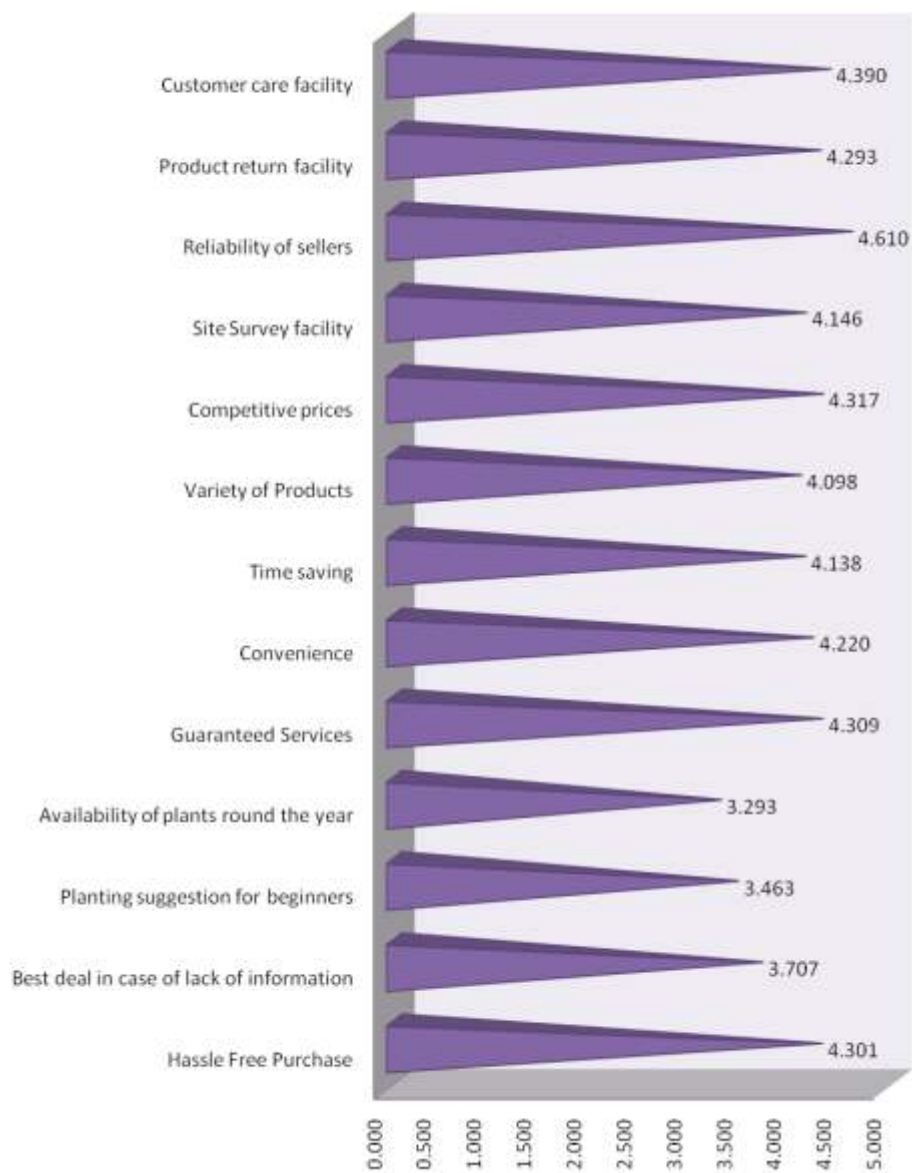
Convenience graded at 7th place with a weighted mean score of 4.220, trailed by Site Survey facility at 8th rank with a weighted mean score of 4.146. Time saving ranked as 9th influencing factor affecting respondents' decision of online shopping of gardening products with a weighted mean score of 4.138. The weighted mean score of Variety of Products was 4.098 and ranked at 10th place followed by Best deal in case of lack of information (rank=11) with a weighted mean score of 3.707. Planting suggestion for beginners ranked at 12th position with a weighted mean score of 3.463 demonstrating it as a one of the somewhat influencing factor of online shopping of gardening products. Availability of plants round the year ranked at 13th with a weighted mean score of 3.293 which was the least influencing factor of online shopping of gardening products.

Table 1: Factors affecting the Online Shopping of Gardening Products

Weights	1	2	3	4	5				
Level of Influence									
Factors	Not at all Influential	Slightly Influential	Somewhat Influential	Very Influential	Extremely Influential		Weighted Total	Weighted Avg.	Rank
Hassle Free Purchase	0	12	48	40	146	246	1058	4.301	5
Best deal in case of lack of information	18	6	66	96	60	246	912	3.707	11
Planting suggestion for beginners	24	36	54	66	66	246	852	3.463	12
Availability of plants round the year	42	12	72	72	48	246	810	3.293	13
Guaranteed Services	6	12	18	74	136	246	1060	4.309	4
Convenience	6	0	30	108	102	246	1038	4.220	7
Time saving	0	12	36	104	94	246	1018	4.138	9

Variety of Products	12	0	48	78	108	246	1008	4.098	10
Competitive prices	12	6	36	30	162	246	1062	4.317	3
Site Survey facility	0	6	54	84	102	246	1020	4.146	8
Reliability of sellers	0	0	18	60	168	246	1134	4.610	1
Product return facility	12	0	36	54	144	246	1056	4.293	6
Customer care facility	0	0	36	78	132	246	1080	4.390	2

Chart 1: Factors affecting the Online Shopping of Gardening Products



CONCLUSION

From this research it has been concluded that most influencing factors which affects the online shopping behaviour of gardening products were Reliability of sellers, Customer care facility and Competitive prices. It clearly means that sellers should portray their image in such a manner which can create positive image in the mind of customers. The websites are also advised to keep their customer response facility in such a manner that customers get prompt response for their queries.

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