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## *A Realistic Study on Factors Influencing of Online Shopping of Facebook Users in Namakkal District*

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*Abstract: Online shopping provides an emerging trend in business revolution. In this way the buyer can purchase or buy products directly from seller. Online products will come to buyer home. The buyer can relive from rush compare traditional shopping. Online shopping has provided a convenience way to purchase goods or services from anywhere at any time in recent years globally. In this online shopping, so many factors are influencing to shop online. This research was conducted by using the primary data source and the survey method. The researcher has collected the data from online survey with the help of Google Document. Facebook is a recent communication and advertising media for Internet users. The data collected from Facebook users in Namakkal district. Facebook is a top first social networking site in communication. The total Facebook users are 1,837 in Namakkal district it is a total sample size for this study. The researcher has been sending the questionnaire link to all the Facebook users in Namakkal district. Finally, the data was collected 92 respondents among Facebook users in Namakkal district, it is a five per cent of total sample size.*

*In this paper the author try to focus what are the factors influencing of online shopping of Facebook users.*

**Keywords:** *Online Shopping, Factor Influencing, Social Networking Site and Facebook.*

### I. INTRODUCTION

Online shopping provides an emerging trend in business revolution. In this way the buyer can purchase or buy products directly from seller. Online products will come to buyer home. The buyer can relive from rush compare traditional shopping. Online shopping has provided a convenience way to purchase goods or services from anywhere at any time in recent years globally. In this online shopping, so many factors are influencing to shop online. The information technology such as computers and internet becomes more common in our lives. New technology arrival has led to significant changes in our lives. The internet resulted to online retailing, a new and increasingly popular way of selling products for most organizations in the twenty-first century (Mukherjee and Nath, 2007). Lee (2007), suggests that virtual stores have many advantages, such as: lower operational costs, 24-h service all year round, greater product diversity, and the ability to reach distant customers.

### II. REVIEW OF LITERATURE

Forsythe *et al.*, (2003), explained that Internet shopping has become the fastest-growing use of the Internet; most online consumers, however, use information gathered online to make purchases off-line.

Sendy Farag *et al.*, (2007), found that the men and younger people tend to have more Internet experience and a more positive attitude towards e-shopping, while more highly educated people also tend to have more Internet experience. Urban residents shop more often online than suburban residents as a result of the diffusion of innovations described earlier.

Allred *et al.*, (2006), identified that the online consumer to have the following characteristics: younger, wealthier, better educated, having a higher computer literacy and are bigger retail spenders.

Benefits of E-commerce have been grown very fast because of many advantages associated with buying on internet as the lower transaction and search cost as compared to other types of shopping. Online shopping allows consumers to buy faster, more alternatives and can order products and services with comparative lowest price (Cuneyt *et al.*, 2004).

There are many factors influences and affect customers in related to how consumers make purchasing decision. The purchasing decision process starts long before actual purchase and continues long after. Usually in more routine purchases, consumers often reserve or skip some of purchase decision process (Kotler *et al.*, 2004).

Social Networking Sites as “applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles, and sending e-mails and instant messages between each other” (Kaplan *et al.*, 2009).

Facebook users are using the mediated communication device that is Facebook to accomplish many of the same social goals as face-to-face communication: for pleasure, for inclusion, for escape, for relaxation, or control (Adler, 2002).

### III. SCOPE OF THE STUDY

The study area is Namakkal district. The out come of this study will help what are the factors influencing to shop online to know the pulses of Facebook users in Namakkal district people’s response regarding factors influencing. Online shopping is an emerging trend in shopping area. Online shoppers can shop any products in front of your home. Namakkal is a famous business area for The district was bifurcated from Salem district with Namakkal town as Head Quarters on 25-07-1996 and started to function independently from 01-01-1997. The district has 4 taluks (subdivisions); Tiruchengode, Namakkal, Rasipuram and paramathi-velur and has two Revenue Divisions; Namakkal and Tiruchengode. It was ranked second in a comprehensive Economic Environment index ranking of districts in Tamil Nadu not including Chennai. Throughout India India is known for its Body Building industry for Trucks, Trailers, Tankers, Rig Unit and Poultry development has been rather phenomenal in the district of Namakkal. In this connection, in this famous business area how was reach online shopping in this Namakkal district?

### IV. OBJECTIVE OF THE STUDY

#### *General Objective*

A realistic study on factors influencing of online shopping of Facebook users in Namakkal district

#### *Specific Objectives*

1. To investigate how socio-demographic (age, income and occupation) influencing of shopping online.
2. To identify out the factors influencing to shopping online of Facebook users;

### V. METHODOLOGY

#### **DATA COLLECTION**

The researcher has collected the data through online survey with the help of google Documents. Google documents is a online survey tool, it was powered by Google. Com. The researcher can create new documents from scratch or upload existing documents, spreadsheets and presentations. There's no software at present to download, and all they works are stored safely online and can be accessed by any computer only by the researcher. The researcher has been sending the questionnaire link (<https://docs.google.com/spreadsheet/viewform?formkey=dEwwMU5FYWFleVlaYWZFRWZkd2RkV2c6MQ>) to 1,837 Facebook users through message.

Facebook is a recent communication and advertising media for Internet users. The data collected from Facebook users in Namakkal district. Facebook is a top first social networking site in communication. The total Facebook users are 1,837 in Namakkal district it is a total sample size for this study. The researcher has been sending the questionnaire link to all the

Facebook users in Namakkal district. Finally, the data was collected 92 respondents among Facebook users in Namakkal district, it is a five per cent of total sample size. The universe of the study is 1,837 in which 92 have responded positively

### ANALYSIS OF COLLECTED DATA FROM FACEBOOK USERS IN NAMAKKAL DISTRICT

Table – 1

#### Gender Wise Classification of The Respondents

GENDER	FREQUENCY	PER CENT
Male	71	77.2
Female	21	22.8
Total	92	100.0

Source: primary data

Among the 92 respondents, 71 respondents are male and 21 respondents are female. In other words, 77.2 per cent belongs to male gender and 22.8 per cent belongs to female gender. It is found that the majority of the respondents belongs to male gender.

Table - 2

#### Age of Respondents

AGE	FREQUENCY	PERCENT
Below 20	7	7.6
21 – 30	59	64.1
Above 31	26	28.3
Total	92	100.0

Source: primary data

Among the 92 respondents, seven respondents are in below 20 age group, 59 respondents are in 21 - 30 age group and 26 respondents are above 31 age group. In other words, 7.6 per cent belong to below 20 age group, 64.1 per cent belong to 21 - 30 age group and 28.3 per cent belong to above 31 age group.

It is found that the majority of the respondents belongs to 21 - 30 age group.

Table - 3

#### Marital Status Wise Classification of the Respondents

MARITAL STATUS	FREQUENCY	PERCENT
Married	32	34.8
Unmarried	60	65.2
Total	92	100.0

Source: primary data

Among the 92 respondents, 32 respondents are married and 60 respondents are unmarried. In other words, 34.8 per cent are married and 65.2 per cent are unmarried.

It is found that the majority of the respondents are unmarried.

Table - 4

#### Residential Areas of the Respondents

AREAS	FREQUENCY	PERCENT
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Rural	43	46.7
Urban	38	41.3
Semi urban	11	12.0
Total	92	100.0

Source: primary data

Among the 92 respondents, 43 respondents are living in rural areas, 38 respondents are living in urban areas and 11 respondents are living in semi urban areas. In other words, 46.7 per cent living in rural areas, 41.3 per cent living in urban areas and 12.0 per cent living in semi urban areas.

It is found that the majority of the respondents are living in rural areas.

**Table - 5**  
**Choices of Online Shopping Sites of the Respondents**

SHOPPING WEBSITES	FREQUENCY	PERCENT
eBay	20	21.7
Flipkart	35	38.1
Snapdeal	4	4.3
Jabong	14	15.2
Tradus	7	7.6
Home shop18	8	8.7
Naaptol	3	3.3
Yebhi	1	1.1
Total	92	100.0

Source: primary data

Among the 92 respondents, 20 respondents are choosing eBay, 35 respondents are choosing Flipkart, 4 respondents are choosing Snapdeal, 14 respondents are choosing Jabong, 7 respondents are choosing Tradus, 8 respondents are choosing Homeshop18, 3 respondents are choosing Naaptol, 1 respondent are choosing Yebhi. In other words, 21.7 per cent of the respondents are choosing eBay, 38.1 per cent of the respondents are choosing Flipkart, 4.3 per cent of the respondents are choosing Snapdeal, 15.2 per cent of the respondents are choosing Jabong, 7.6 per cent of the respondents are choosing Tradus, 8.7 per cent of the respondents are choosing Homeshop18, 3.3 per cent of the respondents are choosing Naaptol and 1.1 per cent of the respondents are choosing Yebhi.

It is found that the majority of the respondents are choosing Flipkart for online shopping.

**Figure – 1**  
**Choices of Online Shopping Sites of the Respondents**



Table - 4  
Factor Analysis

	Factors		
	Convenience	Attractive	Expected
Product price	.673		
Product quality	.752		
Product variety	.593		
Responsiveness		.765	
Assurance	.627		
Site image	.677		
Delivery performance	.696		
Time saved	.608		
Reliability	.679		
Home delivery	.752		
Shipping cost			.723
Payment method		.773	
Advertising	.686		
Security	.748		
Anytime available			.734
New products		.773	
Comparison with others	.632		
More shopping sites available	.669		
Give available	.696		
Return security	.620		

Source: primary data

There are 20 variables which have been grouped by factors analysis they are Convenience factors, Attractive factors and Expected factors.

Under convenience factors Product price, Product quality, Product variety, Assurance, Site image, Delivery performance, Time saved, Reliability, Home delivery, Advertising, Security, Comparison with others, More shopping sites available, Give available and Return security. Under attractive factors Responsiveness, Payment method, and New products. Under expected factors Shipping cost and Anytime available.

By factors analysis, it was found out that the factor that influencing the shopping in online is due to convenience factors followed by attractive factors and expected factors.

## VI. CONCLUSION

Social networking sites are emerging advertising media for online shoppers. Online shoppers can purchase products very easily and simply though online. Online shopping has truly revolutionized and influenced our society as a whole. Majority of Male gender use online shopping and 21-30 age group shoppers in Namakkal district. The author concluded that majority of the respondents chosen Flipkart followed by eBay and Jabong. From the factor analysis shows that there are three factors namely convenience factors, attractive factors and expected factors.

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