

# **Influence Of Subjective Norms On Online Shopping Behavior Of The Consumers At Andhra Pradesh**

**\*Dr D. Nabirasool**

\*Assistant Professor, Indian Institute of Plantation Management Bangalore, India.

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## **Abstract**

Web world is influence a plethora of changes in the human life, in this state of affairs online shopping has turned to the need of the hour. This is because of the many factors like lack of time, hectic work schedule in the offices, so consumers cannot find the time visit the physical stores to buy what they need. This situation made to the buyers to purchase most of the products through web market. In this line mobiles also bought through online. This article aims to explore the subjective norms impact on the online shopping intent of the buyers. Respondents are the online mobile buyers in the Andhra Pradesh, selected through simple random sampling procedure; sample size for the study is 100 buyers. Data collected through distribution of the questionnaire and collected data analyzed using regression method. The study reveals the interesting facts that subjective norms significantly have impact on the online buying intent of the buyers.

**Keywords:** online buying, buyer's intent, subjective norms, web world.

## **Introduction**

The developing economies like India, buying pattern of goods and services are greatly affected and influenced by the increased internet and mobile usage. Today the most of the Indian consumers have started to buy the most of their products through online markets. This scenario change in the buying pattern of consumers in India has tiled the way to national e-business marketers like the Flipkart and Snapdeal apart from some of the international e-business marketers like the Amazon and Alibaba having their breach in the Indian market (Kalia, et al., 2018).

The idea of subjective norms means the belief which a person or a group of persons possess towards specific actions. The perceived social pressure over a person from other individuals determines the subjective norms for behaving in a specific manner for the purpose of comply with the views of those individuals.

The buying intentions of the consumers prove to be very essential to the marketers as such buying intentions have the tendency to predict the buying behaviors of the consumers. As per the theory of the planned behavior, consumers have the tendency to make future buying plans. If they possess

a very strong buying intention (Morwitz, 2012 and Ajzen, 1991)

### **Review of literature**

Rishi & Khasawneh (2017) stated that there is an absence of communication between the sellers and buyers and this makes it important to know the antecedents regarding the online buying intention. The authors had tested the conceptual model for establishing the association between the online purchase intention and the antecedents of the same. The study was done with reference to the respondents of UAE online market. Data was collected through a survey from 478 online consumers and analysis of the data was done through multiple regression and factor analysis. The results of the study showed that previous experience of online purchase, brand orientation, quality orientation, online trust and impulse purchase orientation had an effect over the online purchase intention of the consumers of UAE.

Aqila, et al., (2016) had aimed to explore the factors which affected the online purchase intention of the youth. The study was done in the context of the youths of Malaysia. The variables of the study were website usability, subjective norms and attitude. The authors had also tried to identify if the consumers get attracted by the attitudes of the online retailer, website usability or the subjective norms, for making an online purchase. Further, the authors had also explored the way in which the online businessmen gave preference to these variables for enhancing their business. The respondents were selected through simple random sampling and data was collected through questionnaire. The sample size of the study was 253. Descriptive analysis, demographic profile, regression, correlation and reliability were performed for the analysis of data collected for the study. The findings showed that the younger generation gave importance to all the three variables of website usability, subjective norms and attitude. Further, among all the three, website usability was given first preference when it came to online shopping intention.

### **Problem Statement**

Because of the web world, the field of technology usage is increased and also usage of the internet. Today most of the firms tend to sell their produce through the web platforms. This will help the firms to sell their products even buyers are across the world, reside in varied countries and have different languages to speak. As internet is new ways of sale their product and also several buyers possess it, the business firms doing online retailing have got the responsibility of understanding the needs and desires of the consumers. As far as the online mobile purchase is concerned, the consumers mostly do not have the trust of buying mobiles through internet. Studies are also inadequate to identify the factors which restrict the purchase of mobiles through online platforms.

### **Need for the Study**

The fast developing economies like India indicate a rapid development in the buying of their products through online platforms. In an era of increased online purchases, still the consumers feel

cautious in making an online purchase of mobiles. For enhancing and attracting the online purchase of mobiles, it is very essential to the marketer to be aware of the consumer's needs as well as the consumer behaviors. This study has attempted to identify the factors which will help the e-retailers to improve the factors which would instill trust in the minds of the consumers for making buying decision online for the mobile phones.

### Methodology

Study conducted among the respondents at Andhra Pradesh, respondents who make online purchases of their mobiles. Simple random sampling technique adopted to select the sample size. Sample size for the study is 100 online mobile buyers. Data collected through distribution of the questionnaire among the respondents and responses were collected. Collected data has been analyzed with the help of regression technique

### Results and Discussion

#### Model Summary

R	R Square	Adjusted R Square	F	Sig.
0.802a	0.646	0.628	34.102	0.000b

a. Predictors: ( Constant), Subjective Norms

#### Coefficients

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.714	.255		6.763	0.000
Buying of mobile through online trend is increasing people around me	.194	.046	.277	4.303	0.000
Buying mobile through online shopping is better convenience. People around me generally believe that it	.234	.048	.386	4.885	0.000
If I buy online my close friends and family members would appreciate	.174	.044	.283	4.035	0.000
Friends and family would provide required support (money, time, information related)	.128	.046	.201	2.780	0.007
People, who are important to me, think that I should Buy mobile through online shopping	-.178	.038	-.291	-4.594	0.000

a. Dependent Variable: Purchase Intention

The above table explains the regression analysis for overall buying intention as the dependent variable and various factors of Subjective Norms as independent variables. For identifying which factor of Subjective Norms influence predominantly the overall buying intention, an analysis of multiple regressions was executed and the findings are displayed in the abovementioned table.

The coefficient of Regression determination ( $R^2$ ) is 0.646 which connotes that 64.6 percent of the difference on overall buying intention is recognized by the independent variables. In order to verify the significance of  $R^2$ , ANOVA was carried out and the outcome demonstrates a significant result ( $F = 34.102$ ;  $p < 0.000$ ) which indicate that the factors of Subjective Norms considerably have an influence on the overall buying intentions.

### Conclusion

The results of the research study explained and proved that the factors of subjective norms significantly influenced the online shopping of the consumers while they are buying their mobile phones.

The present generation gives more preference for online shopping due to ease of purchase and ease in making payment. They also find it hard to visit a physical store to make a purchase. When it comes to the purchase of watches through online platforms, the people consider several factors before purchasing. They give preference to the quality of the web store. Next, they consider the security of the information which they give on the webpages. People also focus on the service quality of the e-retailer, payment technique, return of products in case of any damage and their attitude. Hence, before making a sale, the e-retailer has to confirm that his/her webpage affirms to all such requirements of the consumers for making the online purchase of watches.

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