



A STUDY ON FACTORS AFFECTING THE PURCHASE INTENSIONS OF CUSTOMERS BUYING BOOKS THROUGH ONLINE PLATFORMS

Dr. Santhosh M

Associate Professor, Dept. of Marketing,

R V Institute of Management, Bengaluru – 560041

ABSTRACT

As the technology evolved the shopping habits of people has been changing. There has been a significant change in the behaviour of people buying books through online platforms. Since e-commerce sites started selling books, there are many people who are buying books through online rather than conventional store buying. In online shopping of books there are many factors that affects the purchase intensions of customer across various demographics of buyers. Along with that there are many parameters like delivery, price, discounts, offers, variety of books offered, these are all affecting the customer's their purchase behaviour.

A study has been carried with optimum level of literature source, where book buyer responses were collected and SPSS analysis and Chi- square test has been conducted on the collected data. In this study data is primary, around 201 responses were collected, analysed through various graphs and statistical tools to understand the purchase behaviour of customers. The study found that Customers over the years have gradually shifted from conventional physical stores to online platforms for their needs. Although the physical stores has its own advantages, nevertheless online platforms have offered a wide variety of choice and flexibility to shoppers. Hassle free payment, convenience in shopping, better choice, and timely delivery have completely changed the dynamics of online shopping. Customers have recognised the benefits the online platforms offer them while buying books.

Keywords: *Online shopping, Books, Online portals, Shopping convenience, Discounts and offers*

Introduction:

Book market in India values around 3.9 Billion U.S dollars i. e around 26000 crore rupees and it is growing annually at the rate of 20.4% between 2011-12 to 2014-15. There are many noteworthy mergers are happening in Indian Publishing houses that can be attributed as positive sign for the Indian publishing. Penguin with random House, Haper Collins with Harlequin, and S Chand's acquisition of Madhuban, Vikas and Saraswati Book house and Laxmi Publication's with Macmillan Higher education.

In India, there are 9000 publishers, 21000 retailers, 22 official languages and there is a rapid rising literacy level i.e. from 65% in 2001 to 74% in 2011 and it is estimated that literacy level in India will be around 90% in 2020. So more the literacy level, more will be the readers and the more will be books sold.

The Indian e-book market has also seen a major overhauling, with internet expansion and spread of mobile phones, especially smartphones. Fifty-five per cent of trade sales are of books in English. Books in Hindi are 35 per cent of Indian language sales but the largest share of these is taken by 'Others', despite what the report identifies as a "highly disorganised" local publishing sector.

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In India Nielsen report focuses on the growth of Book Industry, Nielsen report is published with the association of Association of Publishers in India and the Federation of Indian Publishers

Whenever a reader or customer enters in to the e-commerce site to purchase the book, customer wants to get the glimpse of the book with minimum usage of the keywords. Once the books arrives on the screen it is up to the customer how he purchased, but surely reviews, starts, price and the quality of the book definitely help him to make him to purchase the books.

Factors affecting Books' buying behaviour of Customers

- Author
- Price
- Publication House
- Availability of alternative
- Price in Book store
- Delivery Time

Review of Literature:

Jayani Chamarika Athapathu (2018) In the paper Factors Affecting Online Purchase Intention: Effects of Technology and Social Commerce states that, author investigated the factors affecting online purchase intention from two perspectives; technological oriented perspective and Social oriented perspective. The author borrowed constructs from the technology acceptance model to explain the factors affecting online purchase intention and Trust. Perceived usefulness, perceived ease of use, website content, social commerce constructs and Trust are the main constructs of the proposed model. The findings reveals that Trust has a mediating effect on perceived usefulness, perceived ease of use and website content on online purchase intention

Prateek Kalia, Dr.NavdeepKaur , Dr. Tejinderpal Singh (2016) , in this research paper, study conducted on the twenty six factors that were affecting the consumer online buying behavior , in those twenty six factors six factors played extremely vital role in determine the consumer behavior are studied in detail. It is observed that Price play very first important role in buying online behavior of customer and most people expect that online price should be less than the offline price, second factor is convenience many people expect easy website, not a complex website to shop, third factor is security, most consumer expect that website should be fully secured in term of payment portion, fourth one is enjoyment, almost every consumer wants online shopping should be enjoyable and colorful, fifth one is information, many customers wants online platforms should be filled with product information, and sixth one is access many people expect that online platform should be easily accessible even in terms to lower internet speed and in terms of search engine results.

Chayapa Katawetawaraks, Cheng Lu Wang (2011), author conducted this study to find theoretical and conceptual background that illustrates the differences between offline and online consumer behavior process. The research is more focused on the motivation behind the online and offline shopping of customers and it is observed that information, price and flexibility were the main motivation for the shopping through online whereas, tangibility, trust were the major motivation behind the offline purchase. Author has found out that increasing payment and delivery trust among customers and easy online platform will surely increase the shopping motivation of customers.

M. Dachya, LiskaBanjarnahor (2017), this research was conducted with the objective of to explore the consumer purchase intention in consumer to consumer e-commerce. Here survey was conducted with 400 respondents and Structural Equation Modelling Technique is used to analyses the empirical data. In the study it is observed that though they are many other factors that affect the purchase intention of the consumer, Trust and Risk play major role in affecting the purchase intention of the customer. In this study data was segmented in various categories and it was observed that old age people were more skeptical about the consumer to consumer e-commerce and young people were very much fond of this since many were using this form of e-commerce to get second hand products. This study has been conducted in Indonesia

Mohammad Hossein Moshref Javadi (2012), in this research paper author collected the response of masses with the objective to analyses the various factors affecting the online shopping behavior of consumers , authors had segregated the collected response among the various segment based on the gender age and in this extensive research it is found that financial risk of consumer and non-delivery risk have negative impact on the buying behavior of the customer and when the websites promoted as safe payment system

and right delivery method consumer got positive impression and showed good buying behavior on the particular online platform. In the study it also observed that happy customer recommended the same online platform in his/her groups.

R.Shanthi and Desti Kannaiah (2015), this research has been carried out with the objective of types of products purchased online and the of finding types of products purchased online and factors influencing consumer to buy online. Research was conducted with framing the questionnaire and responses were collected from Madras University Students. It is observed that books and online tickets for concerts were purchased most followed by electronics items. It is also observed that most people used Flipkart for buying the products and Amazon was their second preference. Author observed that most people prefer online shopping because of convenience, flexibility and some kind of gain in prestige while online payment security issue was the reason of worry among many respondents.

Abdul gaffer Khan (2016): This research is carried out with the objective to find the major challenges in the e-commerce. The research is based on the secondary data and author has analysed various data of different sources and deduced that reliable service, concerns of privacy and cyber security, illiteracy are the challenges for the global e-commerce.

Rajneesh Shahjee (2015): This research conducted with the objective to know the impact of e-commerce. Author conducted this research entirely on the secondary data collected from various sources like magazines, newspaper etc. This paper states that because of many e-commerce site option among people has increased. Now people are truly empower to choose what they want to choose. Job has been increased in society and good products are being served to the customer. However illiteracy- in fracture challenge has been challenge to Indian e-commerce. This has been observed by author in the research paper.

Importance of the Study:

Books are evolved through various stages from parchment to e-books, books have taken many dimensions in Human lives. Books have intended to keep expression of thoughts, then these thoughts travelled across boundaries all around the world even the person dies. It is books which has made possible to keep thoughts alive even a person dies, or even a person cannot able to communicate because of distance and some other reasons.

But it has become essential to know how people choose books in online, with that a publication house can choose suitable strategy to advertise its book on e-commerce site, which content is being more read by readers and which is on high demand, this information can help a publishing house to keep on providing suitable books to readers. Knowing what are the factors which are affecting the books buying behaviour of the customers will help in getting added advantage with respective competitors. Sheer focus on their parameters will help a publishing house to give proper service to its readers.

Statement of the problem:

Technology plays a vital role in transforming the behavioural pattern of individuals in terms of preferences, choice, expectations and buying behaviour. It is needless to mention that the customers' expectations has changed quite dramatically after the penetration of e-commerce industry in the various product categories. The present study makes a humble effort to explore the various factors that governs the purchase intensions of customers while buying books through online platforms.

Objectives of the Study

1. To identify the factors that affects the purchase intentions of customers buying books through online platforms
2. To study the impact of demographic characteristics of customers on their online book purchase pattern.
3. To study the customer satisfaction in terms of timely delivery, offers and discounts, price and variety offered with reference to online shopping of books.

Methodology

HYPOTHESES:

H₀: Customers are not satisfied with respect to the online shopping of books with special reference to timely delivery, offers and discounts, price and variety offered and etc.

H₁: Customers are satisfied with respect to the online shopping of books with special reference to timely delivery, offers and discounts, price and variety offered and etc.

Sampling**Nature of the study:** Exploratory Research**Sampling technique:** Convenience Sampling**Sample size:** 201**Sampling Unit:** customers buying online**Tools for data collection**

Structured Questionnaire through Google Forms

Sources of Data**Primary data:** The data is collected from the customers buying books online**Secondary data:** Company websites, Reports, e-commerce platforms, social media, academic research, e-journals and Books.**Data analysis**

- Collected Data is analysed using MS-Excel and SPSS 20.1
- The categorical data is analysed using tables, charts and graphs.
- Statistical tools such as percentage analysis, Chi square test and factor analysis is applied to draw the logical conclusion.

Limitations of the study

1. Time factor for gathering the data limits the scope of my study.
2. The study involves limited respondents, which may not represent the whole population.
3. Covid-19 pandemic restricts the administration of physical questionnaire to the respondents and the personal interview.

Analysis:**Demographic profile of the respondents:**

Gender	Male	160	80%
	Female	41	20%
Age	20-30	183	91%
	31-40	12	6%
	41-50	5	5.48%
	above 51 years	1	0.5%
Education qualification	Diploma	1	0.5%
	PG	141	70%
	professional Courses	5	2.4%
	UG	54	2.7%
Occupation	Business	15	7.5%
	Home Maker	1	0.5%
	Professor	1	0.5%
	Retired	1	0.5%
	salaried	24	11.9%
	Student	158	78.6%
	Work from Home Business	1	0.5%
Marital status	Single	182	90.5%
	Married	19	9.5%

Chi-Square Test:

H₀: Customers are not satisfied with respect to the online shopping of books with special reference to timely delivery, offers and discounts, price and variety offered and etc.

H₁: Customers are satisfied with respect to the online shopping of books with special reference to timely delivery, offers and discounts, price and variety offered and etc.

Level of Significance

For this test, level of significance is 0.05

Test Statistics

Chi Square Test				
Factors	Observed Value (O)	Expected Value (E)	O-E	(O-E)²/E
Price	799	1005	-206	42.22488
variety	775	1005	-230	52.63682
Offers and Discount	684	1005	-321	102.5284
Availability of Best Sellers	751	1005	-254	64.19502
Latest Editions	787	1005	-218	47.28756
Quality of Book	734	1005	-271	73.07562
Customer Service	700	1005	-305	92.56219
Payment methods	732	1005	-273	74.15821
Loyalty Scheme	696	1005	-309	95.00597
Alert On new arrivals	776	1005	-229	52.1801
Buy back Scheme	703	1005	-302	90.75025
Packaging	770	1005	-235	54.95025
				824.3291

Critical value

$$\text{Chi}_{(\alpha=0.05, \nu=11)} = 19.68$$

Step 5: Decision Making

Calculated value is greater than critical value

Hence H₀ rejected and H₁ accepted.

To identify the factors that affects the purchase intentions of customers buying books through online platforms

Factor Analysis

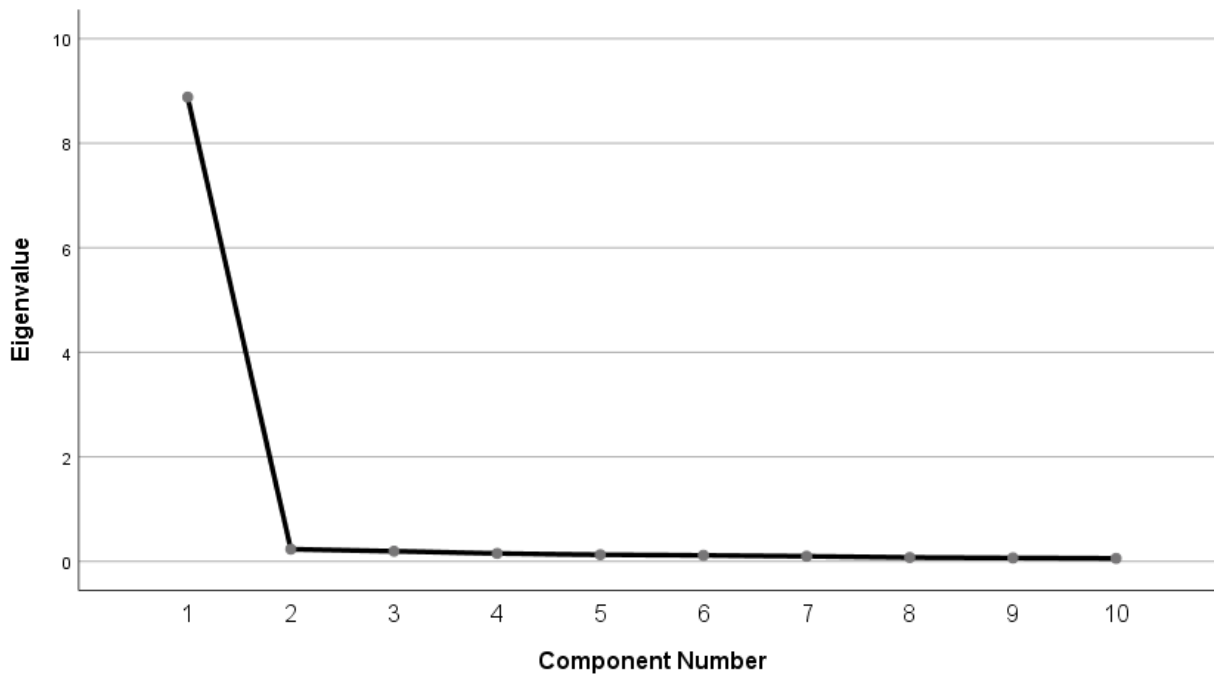
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.962
Bartlett's Test of Sphericity	Approx. Chi-Square	3426.346
	df	45
	Sig.	.000

Communalities		
	Initial	Extraction
Better Discounts	1.000	.916
Cheapest Price	1.000	.871
Customer Reviews	1.000	.901
Exchange Policy	1.000	.842
Convenient Shopping Experience	1.000	.919
Variety of Books	1.000	.863
Facility of Price Comparison	1.000	.877
Alerts on arrivals	1.000	.902
Resolving grievances quickly	1.000	.903
Delivery	1.000	.887
Extraction Method: Principal Component Analysis.		

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.881	88.807	88.807	8.881	88.807	88.807
2	.233	2.334	91.142			
3	.195	1.952	93.093			
4	.151	1.514	94.607			
5	.127	1.270	95.877			
6	.116	1.156	97.033			
7	.098	.977	98.011			
8	.075	.746	98.757			
9	.067	.668	99.425			
10	.058	.575	100.000			

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix^a	
	Component
	1
Better Discounts	.957
Cheapest Price	.933
Customer Reviews	.949
Exchange Policy	.918
Convenient Shopping Experience	.959
Variety of Books	.929
Facility of Price Comparison	.937
Alerts on arrivals	.950
Resolving grievances quickly	.950
Delivery	.942
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Rotated Component Matrix^a
a. Only one component was extracted. The solution cannot be rotated.

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	201	100.0
	Excluded ^a	0	.0
	Total	201	100.0
a. List wise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.986	10

Inference:

Since Cronbach's Alpha value is 0.986 which is above the threshold value of 0.5, the variables used in the instrument is reliable and capable of deriving required results.

From the factor analysis, it can be inferred that, the most predominant factors that affects the purchase intentions of customers while buying books online may be listed as

- Better Discounts
- Convenient shopping experience
- Alerts on new arrivals
- Resolving the grievances quickly

Summary of Findings

- There are many youths who are acquaint with the online shopping and these people are actively participating the book e-commerce. But the people who are above 50 they are not accustomed with the online purchase of books.
- The current male and female generation is known for their online shopping with respective book shopping. Gender play very minute role in online book shopping but education qualification, reading interest these parameters plays very important roles.
- Students who are pursuing under graduation and post-graduation for these people income is very less so even small saving matters for these people. These people are tend to shop more on offline whereas salaried people who have very less time to read may not shop books online with that frequency.
- People who are single tend to have a lot of time to read and hence these people tend to shop more on online.
- Many people are students and hence their income level is low, online shopping trend is expected most among these people.
- The study reveals that, on an average people prefer to read less than 20 books per year. This clearly demonstrates readability attributes amongst the customers.
- Paperback books are the most preferred choice when it comes to buying books
- Online platform is considered as the best means to buy books
- People hardly visit physical stores to buy books which indicates the transition from physical stores to online platforms.
- Customer satisfaction towards online book buying is measured. The measurement variables included in the study are in time delivery, pricing, return policy, discounts and broad selection. Chi-square test is employed to check the validity of the results. It can be inferred that, majority of the customers are satisfied with online book buying
- From the factor analysis, it can be inferred that, the most predominant factors that affects the purchase intentions of customers while buying books online are
 - Better Discounts
 - Convenient shopping experience
 - Alerts on new arrivals
 - Resolving the grievances quickly

Conclusion

E commerce and online shopping has become the means for new generation shopping. Pin to plane, coffin to cradle everything is bought online. Books are no exception to this. Customers over the years have gradually shifted from conventional physical stores to online platforms for their needs. Although the physical stores has its own advantages, nevertheless online platforms have offered a wide variety of choice and flexibility to shoppers. Hassle free payment, convenience in shopping, better choice, and timely delivery have completely changed the dynamics of online shopping. Customers have recognised the benefits the online platforms offer them while buying books.

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