

A Study On Consumer Behaviour Towards Online Shopping- With Special Reference To Kanchipuram

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Abstract: The World Wide Web has impelled in no small extent of changes in the attitude and behavior of people all over the world. Online shopping has emerged which influenced the lives of ordinary people. Online shopping is the most recent remarkable development in the Indian online space. Everyone using the e-commerce websites regularly and buy the requisites of life. The objective of the study is to identify the factors influencing consumers attitude towards online shopping, to find the various factors which motivate a consumer towards online Shopping, to study the problems they face during online shopping. The study is empirical in nature and the primary data was collected through a structured questionnaire. A sample size of 50 respondents was taken in Kanchipuram by applying convenience sampling method.

I. INTRODUCTION

In Today's world of Information and technology, Internet has been proved most powerful and useful media for sharing our information, thoughts etc., and knowing very easily about world. There is a hug influence of technique on our daily life. Electronic devices, multimedia and computers are things we have to deal with everyday. Especially the Internet is becoming more and more important for nearly everybody as it is one of the newest and most forward-looking media and surely "the" medium of the future.

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among best alternative vendors, which displays the same products availability and pricing at different e-retailers.

Flipkart, Zomato, Snap deal, Shopclues, Amazon, Jabong and e-Bay etc are the popular online retailing companies in India. The five dominant influencing factors of consumer perceptions for online shopping are easy to use, information, security, satisfaction and proper utilization of available information to compare the different products.

II. OBJECTIVES OF THE STUDY

- To identify the factors influencing consumers attitude towards online shopping
- To find the various factors which motivates a consumer towards online Shopping.
- To study the problems they face during online shopping.

III. REVIEW OF LITERATURE

Ramirez Nicolas (2010) stated that "The Internet has changed many facets of our daily lives: the way we relate and communicate with one another, how we interact with a bank, read newspapers or watch television. Even the way we buy and sell. These changes have occurred due to the constant flow of companies offering new business models and innovative formulae. Discount coupons have always been a powerful marketing tool. Whether inserted in printed media or posted through letter boxes, they attracted new customers and were also offered at the time of purchase to promote consumer loyalty by encouraging repeat purchases at outlets.

Shanthi and Kannaiah (2015) studied that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the ages of 20-25 are mostly poised to use the online shopping. It is also found that the majority of the people who shop online buys books online as it is cheaper compared to the market price with various discounts and offers. The study also revealed that the price of the products have the most influencing factor on online purchase.

Rajayogan & Muthumani (2015) in their studies, respondents were taken from 210 respondents and the data was analysed using ANOVA and chi square test. It was found that there was no significant difference between gender and their buying behaviour intention. The results further indicated that consumer buying intention was affected by age, income and occupation. Majority of online shoppers were working males from age group 26-30 years and consumer with higher income groups shopped more online.

Mahalaxmi and Nagamanikandan (2016) studied that the internet has given rise to great potential for businesses through connecting globally. In case online purchasing stills more problems arising specially for apparel. Every consumer has faced number of difficulties. Based on finding it is concluded that online shopping is getting popular in the younger generation. The main barrier in the process of online shopping is the safety issue and low level of trust on online stores therefore; sellers have to make proper strategies to increase the consume's level of trust on them.

IV. RESEARCH METHODOLOGY

The type of study adopted is empirical in nature and used convenience sampling method for data collection. The samples were collected among various areas in around Kanchipuram.

The sample size that is taken here for the study is 100 which comprises of both males and females of age ranging from under 18 years- above 35 years. Primary Data was collected by administering a Structured Questionnaire by applying convenience sampling method. Secondary Data was collected through the use of published journal, articles by authors who highlighted their views about this topic and reports published in the newspapers.

V. DATA ANALYSIS

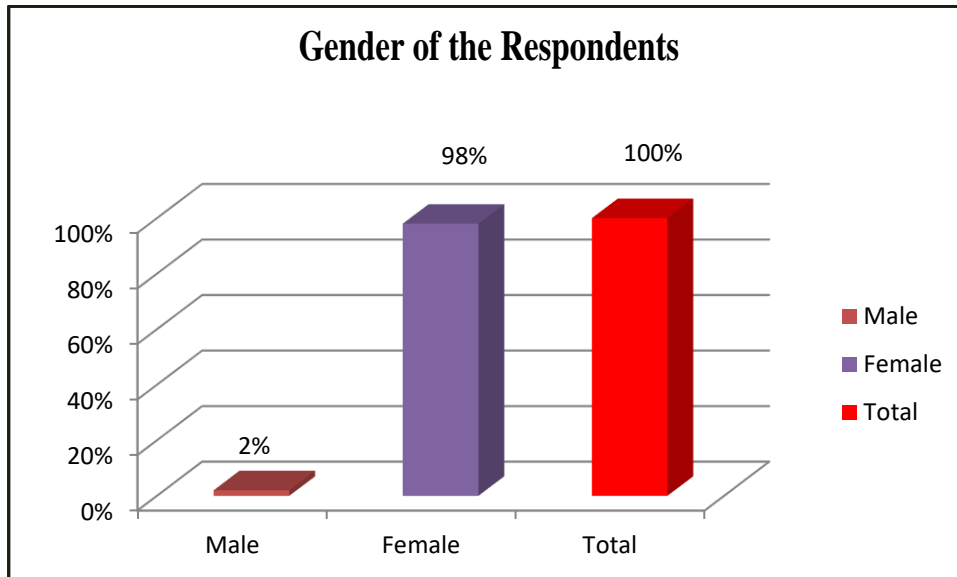


Fig.1

Sample Age and Background: As my research was all about knowing the consumer behaviour so the 1st question shows the different age criteria of the people in Kanchipuram and it was found that 98% of the respondents are female remaining 2% of the respondents are male.

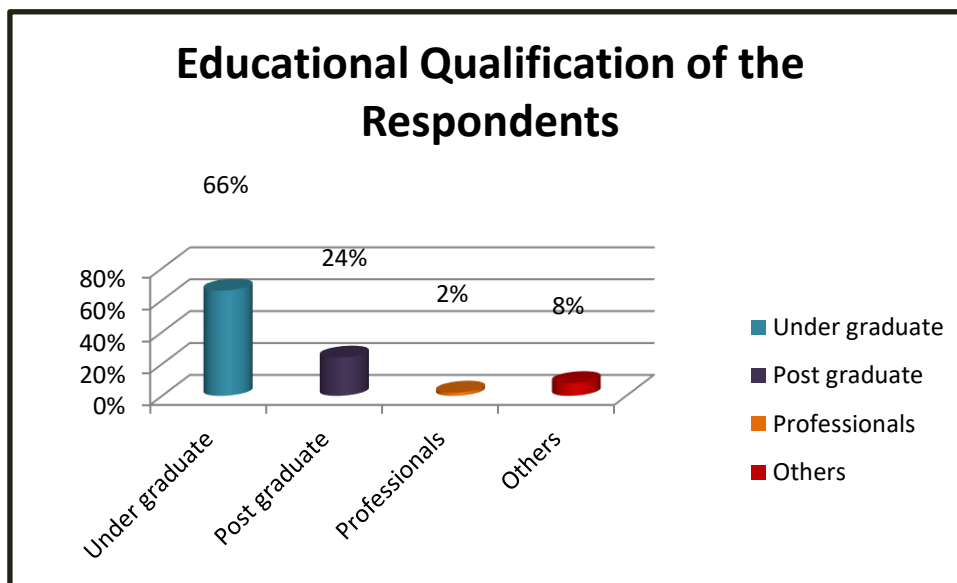


Fig.2

As my study is based mainly on demographic profile so this question was asked to know about the qualification of all the respondents and it was found that 66% of the respondents are having under graduate, 24% of the respondents are having post graduate, 2% of the respondents are having professionals., 2% of the respondents are having others.

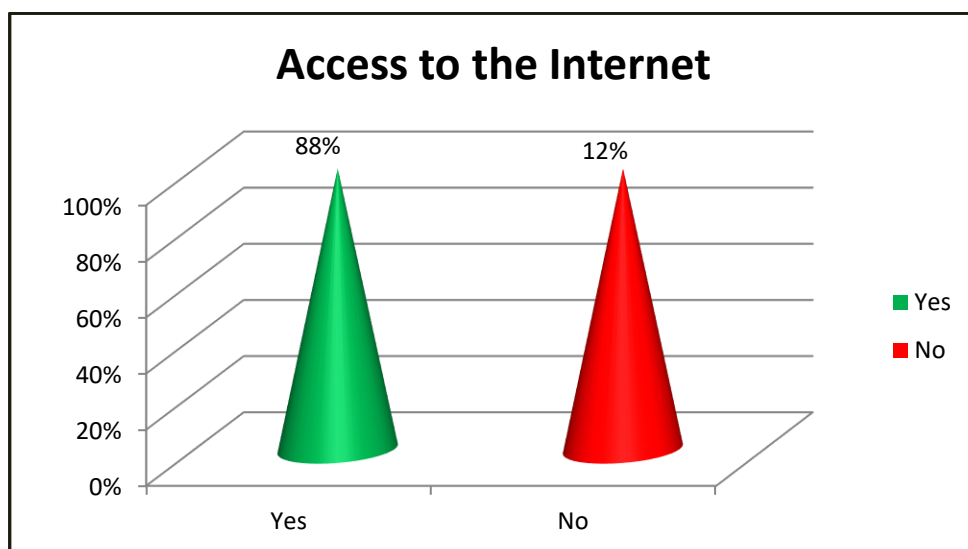


Fig.3

This question was asked as a matter of awareness to check whether people in Kanchipuram use internet or not. The results were quite obvious. 88% of the respondents are using the internet and 12% of the respondents are not using the internet.

Table.1 Using Internet for shopping

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.835 ^a	16	.537
Likelihood Ratio	16.121	16	.445
Linear-by-Linear Association	.060	1	.806
N of Valid Cases	50		
a. 22 cells (88.0%) have expected count less than 5. The minimum expected count is .04.			

H_0 = There is no significant difference between educational qualification of the respondents and their level of using the internet shopping

H_1 = There is significant difference between educational qualification of the respondents and their level of using the internet shopping

INFERENCE:

Since P value = .537 is greater than 0.05 at 5% level of significance null hypothesis is accepted. Hence it is concluded that there is no significant difference between educational qualification of the respondents and their level of using the internet shopping.

Table.2 Satisfaction with Experience of online shopping

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.329 ^a	4	.504
Likelihood Ratio	3.691	4	.449
Linear-by-Linear Association	3.031	1	.082
N of Valid Cases	50		

a. 7 cells (70.0%) have expected count less than 5. The minimum expected count is .40.

H₀= There is no significant difference between gender of the respondents and satisfaction with their shopping experience.

H₁= There is significant difference between gender of the respondents and satisfaction with their shopping experience.

INFERENCE:

Since P value =.504 is greater than 0.05 at 5% level of significance null hypothesis is accepted. Hence it is concluded that there is no significant difference between gender of the respondents and satisfaction with their shopping experience.

Preference of customer on online store

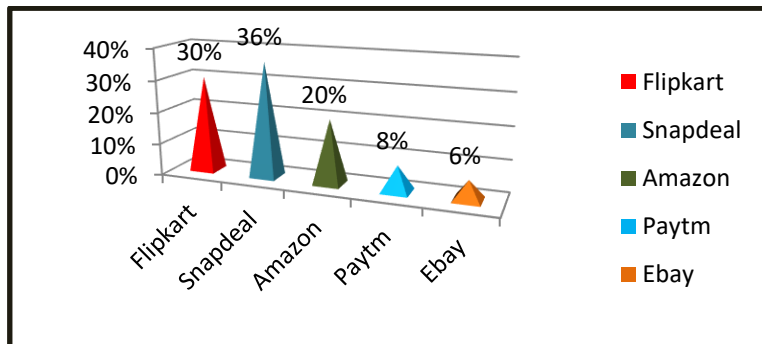


Fig.4

This question was asked to get a preliminary knowledge about the top online websites available and people choice regarding the websites and it was found that 30% of the respondents are gave preference toEbay, 28% of the respondents are choosing snapdeal, 26% of the respondents are preferred amazon and 24% of the respondents are using paytm.

Table.3 Difference between expectation and the real products would influence satisfaction

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.

Between Groups	3.565	3	1.188	1.147	.340
Within Groups	47.655	46	1.036		
Total	51.220	49			

INFERENCE

Since P value =.340 is greater than 0.05 at 5% level of significance null hypothesis is accepted. Hence it is concluded that there is no significant difference between educational qualification of the respondents and their level of using the internet shopping.

VI. FINDINGS , SUGGESTIONS & CONCLUSION

FINDINGS

- ✓ 98% of the respondents are female remaining 2% of the respondents are male.
- ✓ 88% of the respondents are using the internet.
- ✓ 62% of the respondents are having online shopping experience.
- ✓ 30% of the respondents are using the flipkart to purchase through online.
- ✓ 28% of the respondents are using snapdeal for online shopping.
- ✓ 48% of the respondents are not facing any problem while conducting online purchase.
- ✓ Majority of the respondents that is 52% of are facing problem during online purchase having problem on product damage.

SUGGESTIONS

- ✓ Goods and services offers the right value for money and which should provided by the merchants. There should be transparency in policies of returns, shipping, privacy etc.,
- ✓ Vendors should inculcate the customers about e-commerce like educating them on safety tips like reading the item description, looking for a seller's feedback score and asking questions, detecting spoof mails and informing them about the new online crimes which happen regularly.
- ✓ There are no appropriate laws for online purchases, they have to be implemented to forbid the anonymous intruders. This will help to maintain the security and private information properly concerning the respondents. Since, the website developers and service providers should take required steps to overcome this problem.
- ✓ The vendors and service providers should avoid hidden charges. This will help to keep away from the increase in price of the product.
- ✓ Even though the consumers having a basic knowledge about online shopping, they are unable to implement it. since, the language becomes a barrier. Developing regional language oriented websites would help new comers to enhance their knowledge and also to increase the online purchasers.

CONCLUSION

In the past decades, consumers had sufficient time to visit shopping centers and searching for various products. Many consumers preferred to bargain and decide the purchases after physical examination of the commodities. The whole process can range from a few hours to weeks depending on the product, quantity, quality and source of purchase. In the present scenario, there is radical change in the entire process. Now a days digital oriented like Electronic Data Interchange, E-commerce E-mail and E-business. E-commerce is exchange of information using network-based technologies. In the present high cost situation, e-commerce can be used as a competitive strategy. It successfully includes the entire online process of developing, marketing, delivering, selling, servicing and paying for products and services. Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic environment.

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