

# An Evaluation of Online Buying Behaviour of Customers in Madurai City of Tamil Nadu

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## Abstract

The buying behaviour of an individual control many aspects and these aspects often affect the marketer to identify the needs of the customers in the brand and youth in over demanding. Online trades are now forwarding a large number of orders, such as cosmetics, clothing, electronics, and books, etc. Nowadays, mobile phones played a vital role for online purchases towards people of all ages. Purchase through online is providing a lot of excitement and easier to search the product and its features. However, some distinctions must still be made when considering the traditional consumer behaviour and online consumer behavior.

The main objective of the study is to discover the order of preference given by the online buyers for different online websites and assess the most frequently buying product through online shopping. For this purpose sample of 200 was collected from the consumers who use online for shopping were convenience sampling technique was used as a sampling method to analyse the data. Online consumers tend to be better educated. Higher computer literacy makes internet shopping smarter. Their awareness about the internet also makes them better positioned to identify and take decision for products and services. From the study findings on the basis of weighted mean score method the most preferable online shopping websites by the customers such as Flipkart, Snapdeal and Amazon.com in Madurai city. At Present the low level educated customers also used mobile phone for buying the products and services through online shopping

**Keywords:** Buying Behaviour, Online Shopping, Preferences, Madurai City.

## Introduction

Electronic business has turned out to be one of the fundamental attributes in the web period. Web and web innovations have on a very basic level changed the way organizations connected and spoke with buyers. It has turned into a dynamic virtual medium for offering and purchasing of data, items or administrations in light of the fact that, the development and improvement of retail marks have encountered a significant change in the course of the most recent couple of decades.

For some retailers the technique of offering lower quality and lower cost on mark elective has changed to an approach of straightforwardly contending with producer marks as far as quality, outline and bundling. The web has additionally changed the way we expend items and our methods for fulfilling the requests for our solace. The web has made it less demanding for us to obtain the products. Web business detonated and turned

into an ordinary piece of everyday existence of buyers. It gives the two associations and shoppers, with unlimited choices to look over, for different exchanges.

Online business has many points of interest when contrasted with general shopping. The most principal advantage is the accommodation. The web was advanced in the 1980s, when Microsoft and IBM turned out with the PCs. The time of internet shopping completely changed the PC in ways few would have envisioned in the mid 1980s. The first bank was opened in 1994 and a Pizza Hut site likewise went on the web. In the late 1990s and mid 2000s, web based shopping turned out to be more open for many people and its ubiquity surged the buyers. In the present society, individuals are doing a wide range of their money related exchange extending from purchasing occasion endowments to purchasing autos and paying their bills over the net. As indicated by UCLA Center for Communication Policy (2001), web based shopping has turned into the third most well known web movement, promptly following email utilizing/texting and web perusing. Web based shopping should be possible at home and one need not need to stress over movement blockage, long lines and other conventional angles.

## Review of Literature

**Kiely (1997)** stated that although online shopping has been on the rise, the challenges associated with web based retailing have also increased.

**Korgaokar and Wolin (1999)** studied the demographic variables of consumers' and results show that age, gender, geographic distribution, income, family, and work can affect consumers' online purchasing behaviours. The buying behaviour of an individual control many aspects and these aspects often affect the marketer to identify the needs of the customers in the brand and youth in over demanding. Online trades are now forwarding a large number of orders, such as cosmetics, clothing, electronics, and books, etc. Nowadays, mobile phones played a vital role for online purchases towards people of all ages. Purchase through online is providing a lot of excitement and easier to search the product and its features.

**Ahmed, (2012)** Concerns of price, quality, durability and other product-related aspects are the main drivers of buying decision in developed countries but the considerations could be vary from the developing countries

**Srinivasan and Raja Mohameed (2017)** in their study revealed that today's market is a more customer oriented in the sense all the business operations revolve around satisfying the customers by meeting their needs through effective service. Online shopping or e-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. The English entrepreneur Michael Aldrich invented online shopping in 1979. Online shopping portals are witnessing a whopping 200% growth in the sale of electronic items every year. The study focuses on online shoppers' preferences and problems on various online shopping marketers. Questionnaire was used to collect the primary data. The study area is restricted only in Coimbatore City with a sample size of 150 respondents.

## Objectives of the Study

The objectives of the study are as follows:

- To know the socio-economic background of online customers in the study area.
- To evaluate the factors influencing the online shopping customers buying behaviors in Madurai city of Tamil Nadu.
- To identify the different problems faced by online shopping customers in the study area.

## Research Design and Methodology of the Study

The data for the purpose of study is collected both from primary sources and secondary sources. Survey method is used for collecting primary data. A survey was conducted for the study through questionnaire. 200 Samples were collected from consumers and buyers of online shopping for the present study. The scales used in the questionnaire were largely built upon the scope and structure of previous studies. Constructs were measured based on seven-point Likers- scales ranging from strongly disagree (1) to strongly agree (5). Secondary data was also collected for the purpose of study. The sources of secondary data included books, magazines, journals and websites. The study was conducted in the Madurai city, a commercial and educational town of Tamil Nadu. The study was confined to the customers of Coimbatore city only.

## Results and Discussion

### Gender of the Respondents

**Table No.1**

**Gender of the Respondents**

Sl. No	Gender	No. of. Respondents	Percentage (%)
1	Male	116	58
2	Female	88	42
<b>Total</b>		<b>200</b>	<b>100</b>

**Source:** Primary Data

The table no.1 exhibits that the presents the gender distribution of the sample. The sample was representative of a larger number of male respondents to that of female respondents. Male respondents comprised of 58 per cent (n = 116) compared to 42 per cent (n = 88) female respondents. From the analysis, it is identified that more than half of the male respondents are buying products and services through online shopping websites than female customers in the study area.

## Age of the Respondents

Age of the respondents is measured as a significant demographic up-and-down in the present buying preference. It is understood that age of the respondents may manipulate in ascertaining the profession.

**Table No.2**  
**Age of the Respondent**

Sl. No	Age	No. of. Respondents	Percentage (%)
1	Blow 25ears	52	26.0
2	25-35 Years	88	44.0
3	36-45 Years	42	21.0
4	Above 45 Years	18	9.0
<b>Total</b>		<b>200</b>	<b>100</b>

**Source:** Primary Data

The table no.2 shows that the age distribution of the sample is presented in table. The majority of the respondents (n = 88 or 44 per cent) fall in the age category between 25 to 35 years. This is followed by 52 (26 per cent) of the respondents in the age category of below 25 years. The age category 36-45 years old, constitutes 21 per cent of the sample. The minority of the respondents (n = 18 or 9 per cent) fall in the age category of above 45 years. From the ensuing results it can therefore be concluded that the majority of the online shopping customers are in age category between 25 to 35 years because of they are middle age group in the study area of Madurai city.

## Educational Qualification

Education plays a significant role in influential affecting and molding the life of individuals.

**Table No.3**  
**Educational Qualification of the Respondent**

Sl. No	Qualification	No. of. Respondents	Percentage (%)
1	School Level	15	7.5
2	Under Graduate	80	40.0
3	Post Graduate	92	46.0
4	Technical	13	6.5
<b>Total</b>		<b>200</b>	<b>100</b>

**Source:** Primary Data

The table No.3 shows that the education level of the sample. The table depicts that the majority of the respondents, 46 per cent has an educational level of post graduates, whilst 40 per cent possess an educational level of under graduates, and while 7.5 per cent of customers has possess a school level qualification and 6.5 per cent of them are studied technical education. It can therefore be concluded that the around half of them have completed the qualification of post-graduation, therefore they are well aware to use online shopping websites through computers or mobiles.

## Occupation of the Respondents

Occupation is determine the buying behavior directly because better occupied customers buy more products or services through online shopping websites..

**Table No.4**  
**Occupation Status of the Respondent**

Sl. No	Occupation	No. of. Respondents	Percentage (%)
1	Student	40	20.0
2	Business	57	28.5
3	Profession	61	30.5
4	Employee	42	21.0
<b>Total</b>		<b>200</b>	<b>100</b>

**Source:** Primary Data

The table no.4 shows that the occupation wise distribution of the sample is presented in table. The majority of the respondents (n = 61 or 30.5 per cent) are doing professional occupation, followed that 28.5 per cent of the customers are involving and running own business in their home town and city, 20 per cent of the students are using online shopping websites and 21 per cent of government and private employees are using online shopping websites in the study area. From the frequency analysis around 30 per cent of them are occupying professional jobs they are using mostly online shopping websites.

**Table No.5**  
**Customers Preference of Online Shopping Websites**

Preference	Average Mean Score	Rank
Amazon.com	7.60	III
Flipkart.com	8.06	I
Snapdeal.com	7.64	II
Paytm.com	6.87	IV
E-Bay.com	5.22	VI
Myntra.com	6.54	V

**Source:** Weighted Mean Score Ranking Method

The above table shows that online shopping buyers preference of different online shopping websites in the competitive market globe for that the weighted mean score ranking method has used to rank the online shoppers preference websites. Among the six online shopping websites Flipkart.com online shopping website is possess the top most preference by the online buyers with average mean score of 8.06, followed by Snapdeal.com is occupy second most preference online shopping website, next Amazon.com is ranked third largest preference online shopping website, and E-Bay.com is possess the least rank to prefer online shopping

website by the customers in the study area. The overall analysis, the most preferable online shopping websites by the customers such as Flipkart, Snapdeal and Amazon.com in Madurai city.

## Summary and Conclusion

- It is identified that more than half of the male respondents are buying products and services through online shopping websites than female customers in the study area.
- It is observed that majority of the online shopping customers are in age category between 25 to 35 years because of they are middle age group in the study area of Madurai city.
- It is find that around half of them have completed the qualification of post-graduation, therefore they are well aware to use online shopping websites through computers or mobiles.
- It is captured that around 30 per cent of them are occupying professional jobs they are using mostly online shopping websites.
- It is ranked on the basis of weighted mean score method the most preferable online shopping websites by the customers such as Flipkart, Snapdeal and Amazon.com in Madurai city.

Online shopping is the new mantra of selling products effectively and efficiently but the criteria must be met. According to a study, “About 48 percent students use Internet in India and overall 78% of young people access Internet on regular basis. Due to the vast usage of Internet, the buying patterns or behaviours have been changed. It has changed the way goods are purchased and sold, resulting to the exponential growth in the number of online shoppers. Online shopping is a new technology that has been created along with the development of the Internet. It is a convenient method of shopping and allows for a vast array of products to be at your fingertips. However, fraudulent use of the Internet is often a concern for many shoppers. Cyber thieves steal identities of shoppers and then exploit them causing a theft of their identity. This leads to a variety of problems, causing fraudulent credit card charges, opening new credit accounts, and misuse of current accounts. understanding who are the ones consuming and why they choose to use or keep away from the Internet as a distribution channel, is a critical matter for both e-marketing managers and consumers. Online consumers tend to be better educated. Higher computer literacy makes internet shopping smarter. Their awareness about the internet also makes them better positioned to identify and take decision for products and services. At Present the low level educated customers also used mobile phone for buying the products and services through online shopping

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