A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING IN SALEM CITY

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ABSTRACT

Consumers are playing an important role in online shopping. The increasing use of Internet by the younger generation provides an emerging prospect for online retailers. So it is important to know the consumer behavior towards the e-commerce especially online shopping. The objective of this study is to provide an overview of consumer behavior of online shopping and what are the factors determine the buying decision of consumers in online shopping. The researchers have used statistical techniques such as simple percentage, chi-square and ANOVA (Two-way) to reach at conclusion of this study. This study found that the factors like demographic factors such as online shoppers age, education and also brand availability, shipping charges, warranty & guarantee. Respondent's income would influence the quality of the product, affordable price and offers.

Key words: Online shopping, Consumer behaviour, online retailers, and online shoppers.

INTRODUCTION

Online buying plays an important role in the world. Most of the peoples are like the online buying because of the time and the availability. The online make the peoples for getting the things easily from the home itself. So, many the persons consider this online buying for their convenient. Now days the online shopping makes vital changes in the world, the people may get anything from the online. The improvement of line buying is necessary one for the selling process so the online marketing companies have to known about the consumer need and their attitude for the buying products from the online. So the consumer behavior of the online buying is need for this study. Online shopping is the best and easiest way of shopping. If you have awareness in surfing those online shopping websites, you can buy the product in cheapest rate with secure

payments or with cash on delivery, here are the things which should be noticed while purchasing products through online and this information would help you to have a good experience in online shopping. Online shopping had a rather slow and peaceful journey in India, it has not picked up as much as it should have primarily due to the fact that Internet penetration itself is quite low and secondly the online shopping experience has been bad to say the least. Although there are grass root problems, we still believe that online shopping in India is evolving fast and has the potential to grow exponentially in the times to come, as the internet penetration reaches far and wide across the rural area. Traditionally, Indians are conservative in their approach to shopping. They want to touch and feel the products and test its features before buying anything. In fact, selected price-survey customers would also like to squeeze in an economical deal for themselves with appropriate price negotiation with the vendor. They are not the ones to accept the price at the face value. Well, nothing wrong in that as well. With the passage of time came an era of less popular tele-shopping which dealt in limited range of products such as Astrology and spirituality products, Health and fitness equipments and even some of the cooking ranges. But, most of these products could be termed as low-intensity and niche products which could interest only a limited target of people. Most of us are also a witness to the recent mall culture where all the products are available under a single roof and at competitive price points. Little needs to be analyzed about it over here as most of you might have visited a mall at least for once as a past time on a weekend, if not for shopping precisely. Online shopping, which is already existent at its preliminary, stage in India and is gradually growing exponentially. The market opened up with innovative online shopping initiatives from eBay, snap deal, shop clues, flip kart, Amazon and futurebazaar.com just to name a few.

Thus, with modernization and fast paced life, came the constraints of time and eventually increasing dependence on online shopping. This has led to online shopping coming of age in India. People have commenced shopping through the convenience of online portals from the comforts of their drawing rooms.

Given above all the facts, Indian marketers are also increasingly becoming conscious about the viability of returned goods, if customer is not satisfied with the product. This may not sound true over here, but it is a part-and-parcel of the game involved in online shopping. In this contest researchers wants to study on consumer behavior towards online shopping in Salem city only.

REASONS TO SHOP ONLINE

1. Cheaper products are available.
2. Save time by buying online.
3. It is easier to compare prices.
4. There is more choice in online.
5. Products are delivered to a convenient place.
6. Find the products reviews of other customers.

PROBLEMS OF ONLINE SHOPPING

1. The customer cannot touch and feel the products when they want to purchase.

2. Sometimes they will pay the shipping charges and delivery charges. So, the cost of products may increase.

3. Sometimes the products may be damaged.

4. Lack of personal attention by the seller.

5. More chance to fraudulent of the products.

6. Not secure to Internet banking password and credit care password.

7. Lack of quality.

OBJECTIVES OF THE STUDY

➢ To know the consumer behavior about online products.

➢ To know the consumer preference about online products.

➢ To find out the factors to buy the online products.

➢ To study the opinion of consumers about the online products.

➢ To determine the buying decisions of consumer with regards to online products.

LIMITATIONS OF THE STUDY

1. This study is limited to Salem district only not for the total market.

2. Only limited number of sample size were taken into consideration because of time constrains.

3. Those that are using Internet and like to buy a product from online they only consider for this research.

4. Due to time and cost constraint the study was not explained in detail.

REVIEW OF LITERATURE

Schlosser, (2003) Attitudes toward online shopping are defined as a consumer′s positive or negative feelings related to accomplishing the purchasing behavior on the internet. Buying trends and internet adoption indications have been seen as the overall electronic commerce value in Malaysia rising from US$18 million in 1998 to US$87.3 million in 1999 (Mohd Suki et al., 2006). In order to investigate consumers″ attitudes, we need to know what characteristics of consumers typically online shopping is and what their attitude in online shopping is. In simple terms, this means that there is no point having an excellent product online if the types of consumers who would buy it are unlikely to be online.

Jahng, Jain, and Ramamurthy, (2001) since the mid-1970s, the study of consumer's attitudes has been associated with consumer purchasing behavior research. According to the model of attitude change and behavior (e.g., Fishbein and Ajzen, 1975), consumer attitudes are affected by intention. When this intention is

applied to online shopping behavior, the research can examine the outcome of the purchase transaction. Attitude is a multi-dimensional construct. One such dimension is the acceptance of the Internet as a shopping channel. Previous research has revealed attitude towards online shopping is a significant predictor of making online purchases and purchasing behavior

Barnes and Guo, (2011) in a study "Purchase behavior in virtual worlds: An empirical investigation in Second Life" developed and tested a conceptual model of purchase behavior in virtual worlds using a combination of existing and new constructs. They examined a kind of shopping behavior that consumers spend noticeable amount of money for shopping from internet. Factors of their model were external motivators like perceived value, instinct motivators like perceived happiness, social factors and consumers' habits. The result of study indicated that one's habits, external and instinct motivators have great effect on shaping online shopping behavior of them.

Herna´ndez, (2011) in a study "Age, gender and income: do they really moderate online shopping behavior?" Analyzed whether individuals' socioeconomic characteristics – age, gender and income – influence their online shopping behavior. The individuals analyzed are experienced e-shoppers i.e. individuals who often make purchases on the internet. The results of their research show that socioeconomic variables moderate neither the influence of previous use of the internet nor the perceptions of e-commerce; in short, they do not condition the behavior of the experienced e-shopper.

Demangeot and Broderick, (2007) in a research entitled "Conceptualizing consumer behavior in online shopping environments", seek to adopt a holistic approach to consider how consumers perceive online shopping environments. The conceptual model proposes that consumers perceive these environments in terms of their sense-making and exploratory potential, and it considers the influence of these on user involvement with the web site, shopping value and intention to revisit Findings indicate that sense-making and exploratory potential are distinct constructs; exploratory potential mediates the relationship between sense-making potential and involvement. Furthermore, involvement is essential in producing shopping value and intention to revisit.

Ying, (2006) in his study "Essay on modeling consumer behavior in online shopping environments" examined online purchase behavior across multiple shopping sessions. Shopping cart abandonment is the bane of many e-commerce websites. He investigated abandoned shopping carts in an online grocery shopping setting. Specifically, he developed a joint model for the cart, order, and purchase quantity decisions. The interdependence between the three decisions is captured by the correlations between the error terms. Empirical analysis shows that not all abandoned shopping carts result in lost sales. Customers routinely pick up abandoned carts and complete the final orders. Among the factors that propel customers to continue with aborted shopping are the time of shopping, time elapsed since the previous visit, the number of items left in the

abandoned cart, and promotion intensity. The study offers marketers important managerial implications on how to mitigate the shopping cart abandonment problem.

Khalifa and Limayem, (2003) in a research entitled "Drivers of internet shopping" applied well-established behavioral theories to explain Internet consumer behavior. Then, they conducted a longitudinal survey study to identify key factors influencing purchasing on the Web and to examine their relative importance. The results indicate that the intentions of Internet consumers are significantly affected by the perceived consequences of online shopping, the consumers' attitudes towards it, and social influence.

Kim and Park, (2003) in a study "Identifying key factors affecting consumer purchase behavior in an online shopping context" investigated the relationship between various characteristics of online shopping and consumer purchase behavior. Result of the online survey with 602 Korean customers of online bookstores indicate that information quality, user interface quality and security perceptions affect information satisfaction and relational benefit that in turn, are significant related to each consumers' site commitment and actual purchase behavior.

Krishna Kumar, (2011) in his study on 'consumer behavior towards electronic goods with reference to occupational factors – a study in Cuddalore town' has opined that, behavior with the increasing disposable income population, their perception, a consumption of electronic goods and other products is increasing.

Rajeselvi,(2013) in the article titled "Buyer behavior towards electronic goods" has critically examined the behavior of buyer towards electronic goods. The author has opined that, despite the basic characteristics of consumers the behavior pattern of consumers are more or less similar to each other, particularly in the aspects like quality, preference and decision making.

According to (Jun and Jaafar, 2011), business revolution is a good example which is provided by online shopping. Ecommerce is experiencing a period of rapid development currently in China; for the expansion of the online shopping market, large number of Internet users provides a good foundation. After studying and analyzing different variables this research found that there were relationships between the perceived usability, perceived security, and perceived privacy, perceived after-sales service, perceived marketing mix, perceived reputation and consumers' attitude to adopting online shopping in China. However, only marketing mix and reputation were significantly influence consumers' attitude to adopt online shopping. After studying this journal we able to understand consumers' online purchase behaviour.

RESEARCH METHODOLOGY

Source of data	-	Primary and Secondary data
Tools for data collection	-	Interview schedule
Data collection period	-	September 2017 to November 2017

Sample size   -   50 respondents only

Sampling method   -   Simple random sampling

Tools for analysis   -   Simple percentage, Chi-square,

                ANOVA (Two way)

TABLE – 1

TABLE SHOWING GENDER WISE CLASSIFICATION

S.No	Gender	No. of Respondents	Percentage
1	Male	38	76%
2	Female	12	24%
	Total	**50**	**100%**

Source : Primary data

Interpretation

From the above table, it is inferred that 76% of the respondents are male and remaining 24% are female. So, It is concluded that most of the male respondents having buying online products.

TABLE – 2

TABLE SHOWING AGE WISE CLASSIFICATION

S.No	Age	No. of Respondents	Percentage
1	Below 18 years	2	4%
2	19 to 30 years	27	54%
3	31 to 45 years	14	28%
4	45 and above	7	14%
	Total	**50**	**100%**

Source: Primary data

Interpretation

From the above table, it is inferred that 54% of the respondents are in the age group of 19 to 30 years, 28% of the respondents are in the age group of 31 to 45 years, 14% of the respondent are comes under the age group of above 45 years and remaining 4% of the respondents are in the age group of below 18 years.

So, it is cleared that majority of the respondent are buying online products in the age group of 19 to 30 years.

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TABLE - 3

EDUCATIONAL QUALIFICATION OF THE RESPONDENT

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S.No	Educational qualification	No. of Respondents	Percentage
1	School level	7	14%
2	Diploma	12	24%
3	Under graduate	18	36%
4	Post graduate	15	30%
5	Others	4	8%
Total		**50**	**100%**

Source: Primary Data

Interpretation

From the above table, it is shows that 36% of the respondents are completed under graduation, 30% of the respondents are post graduates, 24% of the respondents are completed their school level education only and remaining 4% of the respondents are comes under other categories that means they are illiterate.

So, it is justified that majority of the under graduate respondents are buying online products.

Hypothesis

Different income levels of respondents have got same level of satisfaction about the quality of the product.

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Table – 4

Descriptive Statistics

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Income Quality of the product	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Mini mum	Maxi mum
					Lower Bound	Upper Bound		
Highly Dissatisfied	9	2.5789	.69248	.15887	2.2452	2.9127	1.00	4.00
Dissatisfied	12	2.5938	.79755	.14099	2.3062	2.8813	1.00	4.00

Moderate	13	2.9070	.86778	.13234	2.6399	3.1740	1.00	4.00
Satisfied	12	2.5577	.80229	.11126	2.3343	2.7811	1.00	4.00
Highly satisfied	4	2.0000	1.15470	.57735	.1626	3.8374	1.00	3.00
Total	50	2.6533	.82728	.06755	2.5199	2.7868	1.00	4.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.168	4	1.292	1.935	.108
Within Groups	44.805	45	.668		
Total	49.973	49			

Source: Primary Date

Interpretation

It is derived from the above table indicated that the calculated value. .108 is less than the table value. Hence, the null hypothesis was accepted. It is concluded that the different income levels of respondents have got same level of satisfaction about quality of the product.

Hypothesis

Different income levels of respondents have got same level of satisfaction about affordable price

Table – 5

Descriptive Statistics

Income Affordable price	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Highly Dissatisfied	2	3.1579	1.01451	.23275	2.6689	3.6469	1.00	5.00
Dissatisfied	6	3.4375	1.04534	.18479	3.0606	3.8144	1.00	5.00
Moderate	12	3.3953	1.15757	.17653	3.0391	3.7516	1.00	5.00

Satisfied	26	3.1154	1.04138	.14441	2.8255	3.4053	1.00	5.00
Highly satisfied	4	3.5000	1.00000	.50000	1.9088	5.0912	2.00	4.00
Total	50	3.2800	1.06890	.08728	3.1075	3.4525	1.00	5.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.252	4	.813	.706	.589
Within Groups	46.988	45	1.152		
Total	49.240	49			

Source: Primary Date

Interpretation

It is derived from the above table indicated that the calculated value .589 is more than the table value. Hence, the null hypothesis was rejected. It is concluded that the different income levels of respondents have not got same level of satisfaction about affordable price.

Hypothesis

Different income levels of respondents have got same level of shopping offers.

Descriptive

Income					95% Confidence Interval for Mean			
Shopping offers	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
Highly Dissatisfied	6	3.9474	1.22355	.28070	3.3576	4.5371	1.00	5.00
Dissatisfied	8	3.5000	1.56576	.27679	2.9355	4.0645	1.00	5.00
Moderate	23	3.9070	1.23083	.18770	3.5282	4.2858	1.00	5.00
Satisfied	12	3.5769	1.34815	.18695	3.2016	3.9522	1.00	5.00
Highly satisfied	1	4.7500	.50000	.25000	3.9544	5.5456	4.00	5.00

Income					95% Confidence Interval for Mean			
Shopping offers	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound	Minimum	Maximum
Highly Dissatisfied	6	3.9474	1.22355	.28070	3.3576	4.5371	1.00	5.00
Dissatisfied	8	3.5000	1.56576	.27679	2.9355	4.0645	1.00	5.00
Moderate	23	3.9070	1.23083	.18770	3.5282	4.2858	1.00	5.00
Satisfied	12	3.5769	1.34815	.18695	3.2016	3.9522	1.00	5.00
Highly satisfied	1	4.7500	.50000	.25000	3.9544	5.5456	4.00	5.00
Total	50	3.7333	1.34447	.10978	3.5164	3.9503	1.00	5.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.316	4	2.329	1.299	.273
Within Groups	40.018	45	1.793		
Total	49.333	49			

Source: Primary Date

Interpretation

It is derived from the above table indicated that the calculated value. .273 is more than the table value. Hence, the null hypothesis was rejected. It is concluded that the different income levels of respondents have not got same level of satisfaction about shopping offers.

Chi – square analysis

Descriptive Statistics

Factors	N	Mean	Std. Deviation	Minimum	Maximum
Verities of brand available	150	2.4533	.94540	1.00	4.00

Safety to purchase	150	2.8000	1.20402	1.00	4.00
Warranty and guaranty for all the products	150	2.2800	.97705	1.00	4.00
All products available at one roof	150	2.5333	1.24062	1.00	4.00

Chi-Square Test

Frequencies

Verities of brand available

	Observed N	Expected N	Residual
Dissatisfied	6	17.5	-11.5
Moderate	12	17.5	14.5
Satisfied	20	17.5	12.5
Highly satisfied	12	17.5	-15.5
Total	50		

Safety to purchase

	Observed N	Expected N	Residual
Dissatisfied	8	17.5	.5
Moderate	10	17.5	-25.5
Satisfied	16	17.5	4.5
Highly satisfied	16	17.5	20.5
Total	50	17.5	

Warranty and guaranty for all the products

	Observed N	Expected N	Residual
Dissatisfied	2	17.5	-1.5
Moderate	12	17.5	18.5
Satisfied	21	17.5	.5

Highly satisfied	15	17.5	-2.5
Total	50		

All products available at one roof

	Observed N	Expected N	Residual
Dissatisfied	3	17.5	8.5
Moderate	7	17.5	-9.5
Satisfied	25	17.5	-11.5
Highly satisfied	15	17.5	12.5
Total	50		

Test Statistics

			Verities of brand available	Safety to purchase	Warranty and guaranty for all the products	All products available at one roof
Chi-Square			19.707[a]	29.093[a]	17.360[a]	12.027[a]
df			16	16	16	16
Asymp. Sig.			.000	.000	.001	.007
Monte Carlo Sig.	Sig.		.000[b]	.000[b]	.000[b]	.000[b]
	99% Confidence Interval	Lower Bound	.000	.000	.000	.000
		Upper Bound	.030	.030	.030	.030

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell

frequency is 17.5.

Table – 4.26

Chi – Square Test

Sl.No	Details of Work	Method	Value	Df	Asymp. Sig	Remarks
1	Verities of brand available	Pearson Chi-square	12.027[a]	16	.007	**Not Significant**
2	Safety to purchase	Pearson Chi-square	17.360[a]	16	.001	**Not Significant**
3	Warranty and guaranty for all the products	Pearson Chi-square	29.093[a]	16	.000	**Significant**
4	All products available at one roof	Pearson Chi-square	19.707[a]	16	.000	**Not Significant**

Source: Primary Data

Interpretation

From the above table indicate that, null hypothesis is accepted (Not significant). It is concluded that Verities of brand available, Safety to purchase, All products available at one roof have not significant relationship with satisfaction level of the respondents and the warranty and guaranty for all the products have significant relationship with the satisfaction level of the respondents.

FINDINGS

1. Majority of the male respondents having buying online products.

2. Majority of the respondents are buying online products in the age group of 19 to 30 years.

3. Majority of the under graduate respondents are buying online products.

4. Based on the ANOVA the different income levels of respondents have got same level of satisfaction about quality of the product.

5. Based on the ANOVA the different income levels of respondents have not got the same level of satisfaction about affordable price.

6. Based on the ANOVA the different income levels of respondents have not got same level of satisfaction about shopping offers.

7. Based on the chi-square analysis the varieties of brand available, safety to purchase, all products available at one roof have not significant relationship with satisfaction level of the respondents and the warranty and guaranty for all the products have significant relationship with the satisfaction level of the respondents.

SUGGESTION

In today's world the time is precious one, so time saving is very important one. Peoples are not waiting for anything they want. So online plays an important role in the time saving process. In this way the respondents those who are purchase online products they give the suggestion like to good way of sale the product through the online. Sometimes the products are not available in the websites, and the product colour is entirely different from the ordered goods. The seller should avoid sending the damaged goods to the consumers. The shopping charges charged by companies are very high, it is suggested to companies to either reduce shipping charges or delivery of product should be given freely.

CONCLUSION

In online buying process makes easier than the local purchasing. Peoples can purchase many products and services through the online without any constrains. Now days the government also provides their services through the online like electricity bill paying, water bill etc., in this way the people choose the online for transaction. In customer attitude and behavior of the customer is very important one. Because they have to attract with the particular products then only they can purchase the products. In this research the online product buying going on right way. So, the online product sellers consider the suggestions and go through their right way for attracting the customers.

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