



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

IMPACT OF ONLINE SHOPPING DECISIONS IN KADALADI TALUK OF RAMANATHAPURAM DISTRICT IN TAMILNADU

T.Chithra Lekha

**Ph.D. Research Scholar of Dr. Zakir Husain College, Ilayangudi &
Assistant Professor, Syed Hameedha Arts and Science College, Kilakarai**

Dr. S. NASAR,

Research Supervisor

Assistant Professor of PG & Research Department of Commerce,

Dr. Zakir Husain College,

Ilayangudi – 630 702.

ABSTRACT

The aim of the study is to examine the impact on electronic purchase decision. The purpose of the study was to find out that the consumers are aware of digital marketing and the digital channels influence in their purchase decision. The results revealed that customers are aware of digital marketing and they prefer to buy electronic and shopping goods through digital channels in their purchase decision process. The study is performed in a particular geographical area and it may be considered as a drawback to judge the purchase decisions of all customers of different level of areas such as taluks or regions. As the countries are moving towards digital era, the digital channels play an important role in increase of sales of any firm's products or services. Hence, the present study made an attempt to reveal the impact of electronic marketing on customer purchase decision. Digital marketing can be defined as the process of promoting of brands using digital distribution channels comprising internet, mobile and other interactive channels. The merit in this form of advertising lies in its model is low cost. The goal of research is to examine the implication of digital marketing in consumer purchase decision and to search whether the consumers are aware of digital marketing and the impact of online purchase. The study is carried out through survey from various types of respondents. The results of a research study analyzed using by chi square test. The study revealed that customers are aware of digital

marketing and they prefer to by shopping goods through digital marketing shopping channels. This report will help to get an idea about internet shopping and how the digital marketing has impact on revenue generation for online retailers or online marketing enterprises.

Keywords: Digital Marketing, Consumer purchase decision, Influencing factor

INTRODUCTION

In olden days, people used to go to shops physically buy their living needs. There are no substantial variances between the antique stores and stores at present. But the world of business experiences a great transformation in various aspects such as location, types of items, services, the nature as well as its mechanisms. However, the trend can be challenged by the popularity of online stores allowing shoppers to shop from the comfortable of their homes. This era proves that distance is no longer an issue for people to buy, bargain on items or services they want. Currently online retail growing at rates three times faster than overall market and super centre rates, the path to growth has clearly shifted from new store openings to electronic commerce. There are different types of reasons for doing business electronically. E-Commerce has the potential to increase growth rate in trade, create competitive markets, and improve efficient and effective business processes. Both customers and suppliers can be gain from online trading, because it often promises greater market penetration, increased customer response, more flexibility and lower costs, saving money and energy etc. that world is fast dwindling into a universal community for the reason that of Internet and other communication mediums The is not completely reflective in the Indian context. Generally, customers used to go to physical stores to purchase the goods they want. But now-a-day's e-purchase gained popularity. Hence it is necessary to discover the attitude of customers that might affect online purchasing decision. Indian market is dominated by unorganized players but there are potential customers in the area of retail players as well. The service extended bigger players such as Big Bazaar, Mega Mart etc. into the rural India has enhanced online trade activities. The marked and rapid increase of upper, middle and lower class people has yielded to a progressive online marketing. This gives enormous opportunities for various online shopping sites to get in touch with this segment.

E-MARKETING:

The year 1991 noted that online world, where e-commerce became a hot choice amongst the commercial use of the internet. At that time nobody thought that trading activities such as buying and selling online or say the online trading will become a trend in the world and India will also share the success of online business. The Deep Discounted model of Flipkart The acceptance of the e-commerce on a large scale by the Indian people influenced other business players to try this technique for their E-businesses and to gain high profits. Though online shopping has been present since 2000 it gained popularity only with the deep discount model of Flipkart. It re-launched online shopping in India, through Amazon, Flipkart, Ebay etc. which started hunting India for

their business. Current Scenario, users can be place an order and pay cash on delivery. Now-a-days, online shopping has become a trend in India and the adaptation lies in the attractive online websites, friendly interface, bulky online stores with new fashions, easy payment methods, no bound on quantity and quality, choice of items based on size of the product, color, price, etc. Online Shopping stores are gaining popularity in India due to absolute convenience, easy way of ordering or buying and a fast-growing market. Punexpress.com, Milestore.com, Atadaal.com have already entered the market and they provide offered or discounted product and free home delivery and these stores are targeting the Indian home makers, who move to e-commerce way of shopping. Further, the addition of discounts, coupons, offers, 30 days return guarantee, 1-7 days delivery time, etc. in online shopping, the online market have added new flavors to the trading industry. The Key drivers of Indian ecommerce have been

- Increasing broadband Internet, 4G and also introduction of 5G penetration.
- Standard of living development and availability of wider product range
- Busy lifestyles and lack of time for traditional or offline shopping
- Increased usage of online shopping categorized sites
- Evolution of the online retailers model with websites like eBay, Amazon, Flipkart, Snapdeal, etc

AIM OF THE STUDY

1. To examine the impact of online purchasing decision towards online shopping.
2. To analyze e-purchasing objectives with the better usage of e-marketing tools.
3. The insights of customers towards online shopping in the study area.

REVIEW OF LITERATURE

- (Dehkordi & Javadian, 2012) E-commerce and E-marketing showed that internet marketing is an easiest way the traditional marketing. It reduces the marketing cost and target marketing increases. Online shoppers get the products through online with lowest price compared to that offline shopping. Result also show that people feel more relax and comfortable by e-marketing and e-commerce rather than Newspaper, radio, television and magazine advertisement.
- Thompson (2005) said that e-marketing has a huge target audience, growing e-technology has a high potential to slow down the cost and increase revenue of e-commerce, carry day today activities behaving low cost and shrinking the time for both buyers and sellers or vendors. It deals with different business sectors and departments it unites them at one platform, through internet companies all departments deal with customers at a time.
- Swaminathan, Lepkowska and Rao (1999) investigated and analyzed as a study on, “Browsers or Buyers in Cyberspace? An investigation of influencing factors as electronic exchange” preferred seller characteristics or features, protect the transactions content for privacy and customer characteristics as factors influencing electronic exchange.
- Ernst and Young (2000) as study on, “Global Online Retailing” reported that Internet users purchased online because of better product selection, selection of brand, competitive prices, and use as easy. People concerned

about shipping costs, lack of opportunity to prior examining the products, as well as, the confidentiality of credit card and privacy of personal data.

- Vijayasathy and Jones (2000) conducted a research as, “Print and Internet catalog shopping: Assessing attitudes and intentions. This study found that perceived risk influenced both attitudes towards online shopping and intention to shop. Hence, perceived risk is said to decrease the level with internet experience.

DATA SOURCES

- **Secondary Data:** The researcher collected the secondary data from journals, magazines, sites etc.
- **Primary Data:** it is the data which is collected directly from the respondents through the study of survey method. It is the fresh and original data.

RESULTS AND DISCUSSIONS

GENDER OF THE RESPONDENTS

There was a clear difference made in development of literature between sex and gender. Sex relates to the biological, body shape and it is different for male and female. Thus, gender is a socio-economic variable involving various roles like responsibilities, characteristics, opportunities and variety of needs for males and females in an economy.

Table 1 Gender

| S.No | Gender | No of respondents | Percentage |
|------|--------------|-------------------|------------|
| 1 | Male | 60 | 60% |
| 2 | Female | 40 | 40% |
| | Total | 100 | 100 |

Source : Primary data

It was observed from the above table that, out of the 100 online consumers taken for study, half (60%) of the consumers are male and half (40%) of the consumers are female.

It is concluded that male and female respondents are using online shopping for purchasing products and services both for self and as well for their family.

BEST OF THE INDIAN ONLINE SHOPPING WEBSITES

Here is real average for each ranked site (last Updated February 2022)

Table 2 Top Online Sellers in India

| Ranks | Name of Online Seller | Best Products |
|-------|-----------------------|--|
| I | Amazon.in | Books, Clothes, CDS and Electronics Products |
| II | Flipkart.com | Mobile phones and accessories, laptops, computer accessories, cameras, movies, music, televisions, refrigerators, air-conditioners, washing-machines, Clothing, Footwear’s |
| III | Myntra.com | Garments, Shoes |
| IV | Tatacliq.com | Footwear and other products |
| V | Jiomart.com | Fashion products, Fruits and Vegetables |

Source: <https://www.indiafreestuff.in/top-10-online-shopping-sites-in-india-html/>

Table 1 indicates that list of major online sellers in India like Amazon, Filpkart, Myntra, Tatacliq and jiomart etc. Online shopping offers fast, easy, money, energy saving and interesting shopping experience, it has many advantages like 24 hours shopping, shopping with coupon to get discount, offers shopping from house, availability of the products and specifications etc.

Table 3 Impact of online shopping decision

| Factors | Frequency | Percentage (%) |
|---|-----------|----------------|
| Knowing About Online Shopping | | |
| Advertisements | 42 | 42% |
| News Papers | 36 | 36% |
| Friends and Relatives | 15 | 15% |
| Existing Customers | 07 | 07% |
| Total | 100 | 100 |
| Frequency of Purchase through Online | | |
| Occasionally | 27 | 27% |
| Frequently | 49 | 49% |
| Once in a Month | 24 | 24% |
| Total | 100 | 100 |
| Purchase of Product through Online | | |
| General Products | 17 | 17% |

| | | |
|--------------------------|-----|-----|
| Electrical & Electronics | 48 | 48% |
| Sports | 06 | 06% |
| Medicines | 09 | 09% |
| Personal items | 20 | 20% |
| Total | 100 | 100 |

Source: Primary Data

From the table 2, it can be inferred that a majority, that is 42 per cent of the customers know about the online shopping through advertisements, followed that 36 per cent know the online shopping through news papers, 15 per cent of them know the online buying through friends and relatives and least number of customers to know the online shopping through existing customers. In the context of frequency of purchase of products through online result reveals that 49 per cent of them buy the products through online more frequently, 27% of the respondents are buying products occasionally from online, and 26 per cent of them buy the products through online once in a month. In the context of major products purchase through online result express that the 48 per cent of the respondents are mostly buying the electrical and electronics products through online shopping, and 9 per cent of them buy the medicine products through online shopping in the study area because of the customers feel that instead of buying the products manually to buy the products through online is more affordable and easy way.

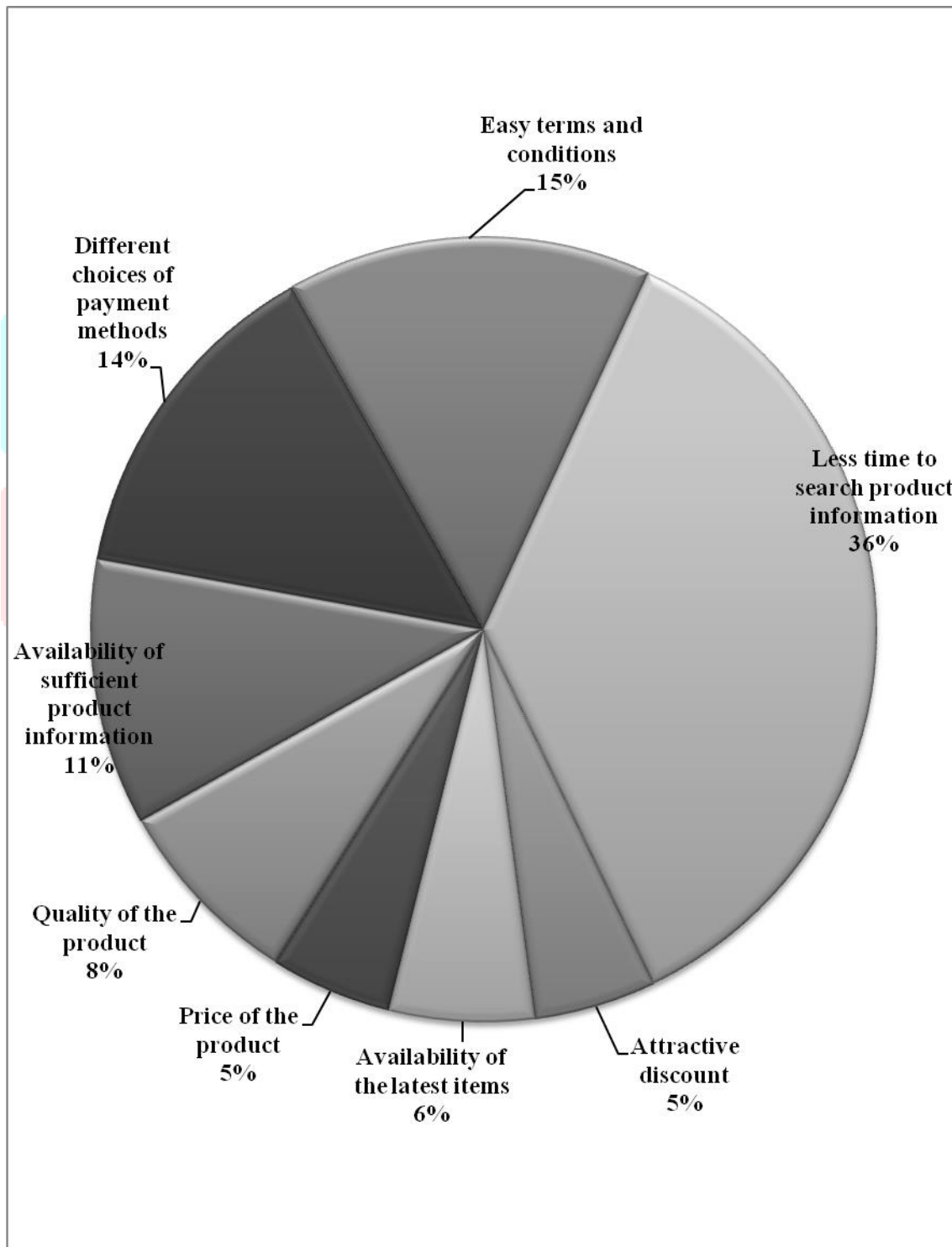
Table 4 Influencing factors to prefer online shopping

| S.No | Influencing factors | No of respondents | Percentage |
|------|--|-------------------|------------|
| 1 | Price of the product | 5 | 5 |
| 2 | Quality of the product | 8 | 8 |
| 3 | Availability of sufficient product information | 11 | 11 |
| 4 | Different choices of payment methods | 14 | 14 |
| 5 | Easy terms and conditions | 15 | 15 |
| 6 | Less time to search product information | 36 | 36 |
| 7 | Attractive discount | 5 | 5 |
| 8 | Availability of the latest items | 6 | 6 |
| | Total | 100 | 100 |

Source: Primary data

The table 4.2.17 makes clear that 36% of the respondents are choosing online purchase to save time, 15% of the respondents are purchasing through online because of easy terms and conditions, 14% of the respondents are selecting online purchase for different choices of payment methods, 11% of the respondents are preferred online purchase for the reason of availability of the different product information, 6% of the respondents are choosing for the reason of availability of the latest items and 5% of the respondents are selecting online shopping for attractive discount.

Table 4 Influencing factors to prefer online shopping



FINDINGS

- This study observed that 60% of the respondents for male and 40% of the respondents are female.
- It is observed that the top online shopping websites for online shoppers are amazon and filpkart in India.
- It is identified the more than half of the respondents to know about electronic purchase through advertisements (TV), followed that newspapers.
- It is captured that 49 per cent of the respondents buy the products through online more frequently in the study area due to people are highly educated.
- It is identified that 48 per cent of the respondents are mostly buying the electrical and electronic products through online shopping.
- 36 percentage of the respondents felt that searching less time to buy the products through online.

CONCLUSION

The increase of technologies in the business world marketer's job changes from billboard and print advertisement to more on internet marketing channels. The target of study is to specified audience with high increase of online marketing, online buying and selling, and online companies web-design. Today's companies focused on designing the web-page for marketing their product rather than showing advertisements on TV, magazines, newspapers etc. Electronic marketing is the future of marketing era, it is quick, less costly and give accurate information on time. Digital media is not only for engagement, brands can increase their customers or they can retain their existing customers. Digital platforms help to raise the impact of brand recall in target groups. The present study shows that the influence of the digital channels not supporting in change of opinion of customer towards purchasing a product, but in near future the digital channels influence the customer purchase opinion as there is a consideration for digital channels among customers are evident. Online purchase creates the major impact to influence the people to buy more and more products or services through online.

REFERENCES:

- 1) <https://www.indiafreestuff.in/top-10-online-shopping-sites-in-india-html/>
- 2) https://www.researchgate.net/publication/314822124_A_Conceptual_Study_on_E-marketing_and_Its_Operation_on_Firm's_Promotion_and_Understanding_Customer's_Response.
- 3) https://www.researchgate.net/publication/228552449_E-Marketing-A_literature_Review_from_a_Small_Businesses_perspective.
- 4) Leo Vijayasarathy, Impact of Shopping Factors for Online Shopping, Journal of Information and Management, PP: 747-762, 2001.
- 5) https://www.google.com/search?q=online+shopping+growth+in+india&rlz=1C1YTUH_enIN958IN958&oq=online+shopping&aqs=chrome..69i57j69i59l2j35i39j0i19i457j0i402j69i60j69i61.7711j0j9&sourceid=chrome&ie=UTF-8
- 6) https://www.google.com/search?q=ernst+and+young+online+shopping&rlz=1C1YTUH_enIN958IN958&oq=ernest+young+online+s&aqs=chrome..69i57j0i8i13i30l2.11558j0j9&sourceid=chrome&ie=UTF-8
- 7) <https://shodhganga.inflibnet.ac.in/>