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A STUDY ON FACTORS INFLUENCING TO PURCHASE PRODUCTS THROUGH ONLINE

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ABSTRACT:

The internet has become a new platform for electronic transaction and consumers in India are increasingly using the internet for online shopping purposes. Online marketing has thus emerged to be the key to success for many companies and the online presence of organizations has become inevitable in nature. This paper identifies the key factors that influence the online purchase of products and the main purpose of this study is to identify the online site preferred by consumers about products. A sample of 150 respondents was selected. The study's goals are to investigate consumer purchasing behaviour while purchasing items and services through online, to investigate consumer preference of online shopping sites and to determine the degree of satisfaction with online shopping in application.

Keyword: online shopping, customer preference, online site, influencing factors.

INTRODUCTION:

In today's era the Internet has proven to be the most effective information medium for exchanging ideas and learning about the world quickly. Merchants have attempted to market their goods to consumers who spend time online since the dawn of the World Wide Web. Shoppers may purchase from the comfort of their own homes while sitting in front of the internet. Consumers may purchase a wide range of commodities from online sites, and firms who sell their products online can sell almost anything. Consumers may purchase hundreds of things from an online shop, including books, apparel, home appliances, toys, hardware, software, and health insurance. While this article discusses online shopping, it is generally known that this is the medium through which products or help materials are bought through the internet utilising internet-connected devices.

Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So it is very convenient for them to shop Online. One of the most enticing factors about online shopping, particularly during holiday season is, it alleviates the need to wait in long lines or search from a store for a particular item. This enhance the customers to choose online shopping than physical stores.

LITERATURE REVIEW:

Thomason S.H.TEO1(2002) has underlined the aspects of online shopping and provides a better understanding of the possibilities of electronic commerce. He stated that security and trust issues are the major dissuasion to online purchase. He also stated that to handle security concerns business could offer cheque payment, payment on delivery terms, money back guarantees and monthly installment scheme

Karayanni (2003) portrays online shoppers tend to get a benefit in three ways. First is availability of shopping on 24/7 basis, secondly, it is time saving and finally is avoidance of visiting physical stores.

Radha Krishna and Shylajan (2007), has proposed a theoretical model and considered the influence of various marketing and demographic factors on consumer purchasing behavior of products. But identification of factors, existence of which it give way for consumers to go for organized products are still left unturned.

Gurleen (2012) found that price consciousness, convenience and variety, easy payment options and challenges of online shopping are the significant drivers of online shopping. Online shoppers are mainly concerns about the trustworthiness of few websites, extraordinary time in shipments and deliveries. The mentality of Indian buyers is still the same of checking the product physically before purchasing it, act as psychological barrier for online shopping.

OBJECTIVES OF THE STUDY:

- To know the factors which influence the buying behaviour of the consumers.
- To find out the online sites preferred by consumers for purchasing products.

STATEMENT OF THE PROBLEM

It is difficult for the online seller to identify the customer wants and needs, since potential customers are large in number. It is important to identify the factors that influence the customers to prefer online shopping. Therefore the study is undertaken by the researcher

SCOPE OF THE STUDY:

The present study will be helpful in analyzing the attitude of the people in Tirupur city, Tamil Nadu towards online buying behavior. This study will help us to know how many consumers are aware of the online websites available in the market and why they prefer online shopping over traditional shopping. It will also help in analyzing the consumer attitude towards various factors that influence them while making their purchase decision which will be helpful in future for further studies.

RESEARCH METHODOLOGY:**Sampling design:**

The questionnaire collected for the purpose of the study has been collected using convenient sampling method.

Tools used for analysis:

- Percentage analysis
- Chi-Square test
- Rank analysis

ANALYSIS OF DATA:**Table 1****Demographic Factors**

S.No	Factors	Category	Percentage of the respondents
1	Age	Below 25	38.7
		26-35	27.3
		36-45	24.7
		Above 45	9.3
2	Marital status	Married	88
		Unmarried	12
3	Educational Qualification	School Level	4.67
		UG Degree	76.7
		PG Degree	18.7
4	Occupational Status	Student	16.7
		House Wife	10
		Employee	70
		Professionals	3.3
5	Family Income	5000-15000	16
		15001-25000	36.7
		25001-35000	25.3
		Above 35000	22
		TOTAL	100

Source: Primary data

The above table depicts that 88% of respondents are married. 38.7% of them are age group below 25. 76.7% of them having their educational qualification in UG Degree, 70% of them are employees and 36.7% of them have their family income between 15001-25000.

Table 2
Online purchase behaviour of the respondents

S.No	Factors	Category	Percentage of the respondents
1	Frequency of purchase	Weekly	8
		Monthly	64.7
		Occasionally	20
		Others	7.3
2	Time Spend	Less than 30 minutes	22.7
		30minutes-1 hour	63.3
		More than 1 hour	14
3	Online sites	Amazon	43
		Flipkart	14
		Myntra	16
		Snapdeal	4
		Nykaa	21
		Others(meesho,lenskart,lime road etc.,)	1
	Total		100

The above table describes that 64.7% of the respondents buy products on monthly basis. The table also depicts that 63.3% of respondents spend 30minutes to 1 hour on selection & purchase of the product. 43% of the respondents prefer Amazon for purchasing personal care products.

RANK ANALYSIS

Table 3

Factors influencing the buying decision of Consumers

Factors	1	2	3	4	5	Total	Rank
Brand	35	30	34	28	23	476	2
Quality	84	43	11	10	2	647	1
Price	2	28	58	36	26	394	4
Discounts & Offers	19	27	37	45	22	426	3
Ease of use	10	22	10	31	77	307	5

The above table shows that ranking the various factors considered for buying. Among the factors, quality factors is ranked 1st rank and followed by brand is placed 2nd rank, Discount & Offers in 3rd rank, Price in 4th rank and ease of use in 5th rank.

CHI-SQUARE TEST:

AGE:

H₀: There is no significant relationship between age and time spend on selection and purchase.

H₁: There is significant relationship between age and time spend on selection and purchase.

Table 4

Age and Time on selection and purchase

Term	DF	P-Value	S/NS	Remarks
Pearsons chi square	6	8.1932	Significant	Accepted

The chi square tests reveals that the significance value of 8.1932 is less than the table value(12.6) and hence the null hypothesis is accepted. Therefore it is concluded that there is no significant association between age and time spend on selection and purchase.

MARITAL STATUS:

H₀: There is no significant relationship between marital status and time spend on selection and purchase.

H₁: There is significant relationship between marital status and time spend on selection and purchase.

Table 5

Marital status and Time on selection and purchase

Term	DF	P-Value	S/NS	Remarks
Pearsons chi square	2	3.3125	Significant	Accepted

The chi square tests reveals that the significance value of 3.3125 is less than the table value(5.99) and hence the null hypothesis is accepted. Therefore it is concluded that there is no significant association between marital status and time spend on selection and purchase.

FINDINGS OF THE STUDY:

- The majority (88%) of respondents are married.
- Most of them (38.7%) of them are in age group below 25.
- The majority (76.7%) of them having their educational qualification in UG degree.
- Among the respondents (70%) of them are employees.
- Most of the respondents(36.75%) of them have their family income between 15001-25000.
- Majority (64.7%) of the respondents buy products on monthly basis.
- Majority (63.3%) of respondents spend 30minutes to 1 hour on selection & purchase of the product.
- Majority of the respondents assign Quality as first rank.
- Among the respondents 43% of them prefer Amazon for purchasing products.

SUGGESTIONS:

- Listing the products on high ranked apps will make the consumers to purchase on a comfortable zone.
- It is considered the price of the product are high and hence it has to be reduced.

CONCLUSION:

Online shopping is becoming more popular day by day with the increase the usages of World Wide Web. This research identifies the influencing factors of online purchasing of products. The study reveals that majority of the respondents are satisfied with online shopping. Attractive advertisements becomes a booster for attracting new customers towards online shopping.

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