A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS SELECTED ONLINE SHOPPING SITES - REFERENCE TO ARIYALUR DISTRICT

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Abstract:

The purpose of this study is to analyze the consumer buying behavior towards online shopping sites in ariyalur district. Online shopping give many advantages over the traditional market, it saves time, money and energy etc., to the online shoppers. The large number of internet users provides a good foundation for the expansion of the online shopping market. This study is an empirical investigation to find consumer buying behavior towards online shopping in ariyalur district. Respondents have been taken by applying stratified random sampling method; percentage analysis and chi-square analysis are used. Total 100 sample respondents are used to test the hypotheses.

KEY WORDS: Online Shopping, Buying, Behavior, E-commerce, Internet and Consumer.

Introduction:

Internet has played a significant role in our daily life, in that people can talk through the internet to one who is actually on the other side of the earth, can sent e-mail around the clock, can search information, can play game with others. Internet shopping has been widely accepted as a way of purchasing products and services through the online **(Bourlakis et al., 2008)[1]** E- Commerce has become a necessary component of business strategy, planning and electronic development in the emerging global economy. The integration of information and communications technology (ICT) in business has revolutionized and relationship with in organizations and those between and among organization and individuals. The results of the use of information and communication technology in business has enhanced productivity, encouraged greater customer participation **(Nidhi Dhawan., 2012)[2]**

Online shopping provides consumer more information and choices to compare products and price, more choice, convenience, easier to find anything online **(Batler and peppared 1998)[3].** It has been shown to provide more satisfaction to modern consumers seeking convenience and speed **(Yu and wu 1007)[4].** On the other hand modern day world online shopping are characterized by professionally managed large format store, its providing goods and services to their consumers. Online shopping has changed the way of people's shopping methods.

Review of literatures:

Venkoba rao (2006)[5] carried out in his study consumers attitude towards online shopping is a prominent factor affecting actual buying behavior. The result of study of perceptions of 200 online purchasers in Hyderabad reveal trust, security, internet speed and responsiveness significantly affect online purchases behavior. In addition, on examination of demographic variables like gender, age and educational qualification are used: the study reveals that might help organizations develop effective strategies eventually leading to customer satisfaction.

Dejan petrovic (2007)[6], in his study examined the way to find, compare and evaluate product information required by online consumers. The major findings of the study are, the consumer use search engine on both global and local level, the result pages are scanned for context corresponding to a supplied search term, pace of search decreases in population to the depth of the research, intrusive advertising campaign can create negative image, amount of information online directly affect consumer search behavior.

Prof. Mohsin islam (2008)[7], has conducted a study on changing attitude of Indian consumer towards online shopping. He pointed out in his research that three out of the five dependent variables such as consumer attitudes, intentions and purchasing behavior and three out of the five independent variables such as perceived usefulness, perceived ease of use, perceived enjoyment, information on online shopping, security and privacy, quality of internet connection gets the most attention. Hence found that the personal characteristics such as vendor/service/product characteristics and website quality significantly affect online shopping attitudes, intention and behavior.

Chih- chien wang (2009)[8], analyzed that knowledge is on important factors influencing the level of trust. The result revealed that knowledge is positively associated with trust and online shopping activities. In other words, people who know more about online shopping will trust and so shopping more online. Online retailing practice should make the public knowledge about online transaction security mechanisms to build users trust in online shopping.

Aman cheema1 and purushottam papatha2 (2009)[9], made on attempt to study the relative importance of online information versus offline information for internet purchase. The study found that relative importance of online information is higher for utilization products such as computer hardware and software than for hedonic products such as books, music and movies, the relative importance of online information decreases with increasing consumer internet experience and consumers trust of online search engine information decreases with increasing internet experience.

Objectives of the study:

1. To study the impact of consumer buying behavior towards online shopping sites.
2. To summarize findings and conclusion.

Research methodology:

This study is an empirical research based on survey method. The study conducted in Ariyalur district (all taluks namely, Ariyalur, Udayarpalayam, Sendurai and Andimadam). This study is based on primary data collected through structured questionnaire from 100 sample respondents in ariyalur district. SPSS package were used for analysis. In order to find out the influence of various factors relating to sample respondents on consumer buying behavior of online shopping analysis.

Data Collection:

1. **Primary data:** The primary data was collected with the help of well framed research questionnaire to the online shopping consumer.
2. **Secondary data:** The required secondary data are collected through various journals, articles and websites.

Analysis:

In order to achieve the objectives of the study an analysis is made to understand the consumer buying behavior towards online shopping. The statistical tools used are percentage analysis and chi-square analysis. The socio- economic profiles of the respondents are shown in the following tables.

Percentage Analysis:

Table: 1. Gender of the Respondents

The table 1 described the gender wise classification of the respondents selected for the study. The gender is classified as male and female.

Gender	Respondents	Percentage
Male	64	64.0
Female	36	36.0
Total	**100**	**100**

Source: primary data.

It is found from table 1 that 64 (64%) of the respondents are Male and 36 (36%) are Females. It is concluded that the majority (64%) of respondents selected for the study are Male.

Table: 2. Age of the Respondents

Table 2 describes the age of the respondents selected for the study. The age is classified as less than 25, 25-30, 31-35, 36-40 and above 40.

Age	Respondents	Percentage
Less than 25	26	26.0
25 to 30	34	34.0
31 to 35	14	14.0
36 to 40	10	10.0
Above 40	16	16.0
Total	100	100

Source: primary data.

It is evident from table 2 that 34 (34%) of the respondents belongs to 25 – 30 years, 26 (26%) of the respondents belongs to less than 25 years, 16 (16%) of the respondents are above 40 years, 14 (14%) of the respondents belongs to 31 – 35 years and 10 (10%) are 36 – 40 years. It is concluded that the majority (34%) of respondents selected for the study are 25 – 30 age group.

Table: 3. Marital status of the respondents

Table 3 describes the marital status of the respondents for this study. Its classified as single and married.

Marital status	Respondents	Percentage
Single	36	36.0
Married	64	64.0
Total	100	100

Source: primary data.

In this table 3 describes that 64 (64%) of the respondents are belongs to married and remaining 36 (36%) of the respondents are stated single. It is concluded that majority of the respondents are married.

Table: 4. Education qualification

Table 4 describes the educational qualification wise classification of the respondents selected for the study. The educational qualification is classified as up to school level, UG/Diploma, PG and Professionals.

Educational qualification	Respondents	Percentage
Up to school level	24	24.0
UG/ Diploma	34	34.0
PG	28	28.0
Professionals	14	14.0
Total	100	100

Source: primary data.

It is evident from table 4 shows that 34 (34%) of the respondents educational qualifications is at UG/Diploma, 28 (28%) of the respondents educational qualifications is at PG level, 24 (24%) of the respondents belongs to up to school level and 14 (14%) of the respondents had Professional in their education. It is concluded that the majority of the respondents (34%) selected for the study are qualified at the UG/Diploma.

Table: 5. Occupational status:

Table 5 describes the occupational status of the respondents selected for the study. The occupational status is classified as employees, agriculturist, business people, professionalism, house wife and students.

Occupational status	Respondents	Percentage
Employees	32	32.0
Agriculturist	04	04.0
Business people	16	16.0
Professionalism	06	06.0
House wife	20	20.0
Students	22	22.0
Total	100	100

Source: primary data.

It is found from Table 5 indicates the occupational status of the online shopping consumer in Ariyalur District. From the table it is clear that out of the 100 sample respondents, 32 (32.0%) of the respondents are Employees, 22 respondents (22.0%) are Students, 20 (20.0%) respondents are house wife, 16 (16.0%) respondents of them Business people, (6.0%) 6 respondents are professionals, (4.0%) 4 respondents belong to Agriculturist category. Hence it may be concluded that a considerable number sample of 32 respondents (32%) are employees.

Table: 6. Family income:

Table 6 describes the monthly income of the respondents family selected for the study. The monthly income of the family is classified as less than Rs. 20000, Rs. 21000 to Rs. 30000, Rs. 31000 to Rs. 40000, Rs. 41000 to Rs. 50000 and above 50000.

Family income	Respondents	Percentage
Less than Rs. 20000	08	08.0
Rs.21000 to Rs.30000	06	06.0
Rs.31000 to Rs.40000	36	36.0
Rs.41000 to Rs.50000	28	28.0
Above Rs. 50000	22	22.0
Total	**100**	**100**

Source: primary data.

It is revealed from the Table 6 that out of the 100 sample 36 (36.0%) respondents of them fall in the income group of Rs. 31000 – Rs. 40000, 28 respondents (28.0%) of them income group of Rs. 41000 – Rs. 50000, 22 (22.0%) respondents are fall in the Above Rs. 50000, (8.0%) 8 respondents of them fall in the income group of less than Rs.20000 and 6 respondents (6.0%) of them Rs.21000 – Rs. 30000. It is concluded that around 36.0 per cent of the Consumers fall in the income category of Rs.31000 – Rs.40000.

Table: 7. Family type:

Table 7 describes the respondents family type selected from the study. The family is classified as Nuclear and Joint.

Family type	Respondents	Percentage
Nuclear	60	60.0
Joint	40	40.0
Total	**100**	**100**

Source: primary data.

The above Table 7 exhibits that (60%) 60 respondents of them Family type are Nuclear and remaining 40 respondents (40%) of them Family are Joint. So it is concluded that majority of the sample (60.0 per cent) of the respondents selected for the study are in Nuclear family.

Table: 8. No of family members:

The table 8 indicates the classification of family size of the respondents selected for the study. The size of family is classified as 2, 3, 4 and above 4 members.

No of family members	Respondents	Percentage
2 Members	02	02.0
3 Members	04	04.0
4 Members	38	38.0
Above 4 members	56	56.0
Total	**100**	**100**

Source: primary data.

Table 8 reviled that out of the total 100 sample respondents (56.0%) 56 respondents of them are above 4 members in his family, 38 respondents (38.0%) are 4 members in his family, 4 (4.0%) respondents of the Consumer in 3 members, 2 respondents (2.0%) of them family only 2 members in his family. Hence it is concluded that a considerable percentage of sample online consumer 56 respondent's family members are above 4.

Table: 9. Who induced to buy the online products:

Table 9 describes that induced of using online shopping by the respondents selected for the study. The induced of online shopping is classified as self, son, spouse, daughter and friend.

Induced to buy	Respondents	Percentage
Self	34	34.0
Son	12	12.0
Spouse	10	10.0
Daughter	12	12.0
Friend	32	32.0
Total	**100**	**100**

Source: primary data.

It is found from table 9 that 34 (34%) of the respondents are induced to self, 32 respondents (32%) of them induced to friend, 12 (12%) of the respondents are say induced to son and daughter and remaining 10 (10%) of the respondents are stated that spouse. It is concluded that the maximum (34%) of the respondents selected for the study to induce to self of online shopping.

Table: 10. How long have you used online products:

Period	Respondents	Percentage
Less than 6 months	16	16.0
6 months to 1 years	38	38.0
1 years to 2 years	18	18.0
2 years to 3 years	16	16.0
Above 3 years	12	12.0
Total	**100**	**100**

Source: primary data.

Table 10 shows the period of using of online shopping. 38 (38%) of the respondents state that they were using the particular online shopping for the period of 6 month to 1 years, 18 respondents (18%) stared that they were experienced with 1 to 2 years category, less than 6 month and 2 to 3 years categories are under 16% of the total respondents and remaining 12% of the respondents are above 3 years category. It is concluded that the maximum 38 (38%) of the respondents are using the online shopping under the period of 6 month to 1years.

Table: 11. How much amount spent per month:

Table 13 describe the amount spend by the respondents selected for the study. The amount spent is classified as less than Rs. 5000, Rs.50000 to Rs. 10000, Rs.10000 to Rs.15000, Rs.15000 to Rs.20000 and above Rs. 20000.

Amount	Respondents	Percentage
Less than 5000	42	42.0
Rs. 5000 to Rs. 10000	40	40.0
Rs. 10000 to Rs. 15000	04	04.0
Rs. 15000 to Rs. 20000	06	06.0
Above Rs.20000	08	08.0
Total	**100**	**100**

Source: primary data.

Table 11 is show that how much amount spent by respondents to buy online products.42 respondents (42%) were stated that they spend less than Rs. 5000 per month, 40 (40%) of the respondents are stated that Rs. 5000 to Rs. 10000 per month, above Rs. 20000 was spend in 8 (8%) of the respondents, 6% of the total respondents has opinioned Rs.15000 to Rs.20000 has spend online purchasing per month and remaining (4%) 4 respondents were stated that Rs.10000 to Rs.15000 spend for purchasing per month. It is concluded that the maximum 42 (42%) of the respondents are spend the online shopping for less than Rs. 5000.

Table: 12. Which type of products you are purchase:

Table 12 found that the type of product buy by the respondents selected for the study. The type of product is classified into Electronic products, cloths, sports equipments, home products and others.

Products	Respondents	Percentage
Electronic products	44	44.0
Cloths	12	12.0
Sports equipment	10	10.0
Home products	18	18.0
Others (specify)	16	16.0
Total	**100**	**100**

Source: primary data.

Table 12 is found that type of products purchase to the respondents to online shopping.44 respondents (44%) were stated that they are buy Electronic products, 18 (18%) of the respondents are stated that they are buying Home products only, 16 (16%) of the respondents are stated that others, 12% of the total respondents has opinioned cloths purchasing for online per month and remaining (10%) 10 respondents were stated that Sports equipments they are purchase to online. The majority of 44 (44%) the respondents are stated that they are purchase online for Electronic products only.

Chi-Square Analysis:

Table: 13. Gender of the Respondents * Which types of product do you purchase online?

		Which types of product do you purchase online?					**Total**
		Electronic products	Cloths	Sports equipments	Home products	Others (Specify)	
Gender of the Respondents	**Male**	36	4	10	12	2	**64**
	Female	8	8	0	6	14	**36**
Total		**44**	**12**	**10**	**18**	**16**	**100**

Source: Computed from primary data.   *Significant at 5% level.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.060[a]	4	.000
Likelihood Ratio	38.712	4	.000
Linear-by-Linear Association	13.750	1	.000
N of Valid Cases	100		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.60.

In the table13 shows that the chi-square value 35.060 with degrees of freedom 4 and the P value is 0.001. P value is less than 0.05, it can inferred that there is an association between the gender of the respondents and which type of products do you purchase of online shopping.

Table: 14. Educational Status of the Respondents * What is your main purpose for using online shopping?

		What is your main purpose for using online shopping?				Total
		Shopping	Knowing product details	Hobby	Time pass	
Educational Status of the Respondents	Up to School Level	16	4	0	4	24
	UG/Diploma	16	8	6	4	34
	PG	16	6	6	0	28
	Professionals	4	4	0	6	14
Total		52	22	12	14	100

Source: Computed from primary data.   *Significant at 5% level.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.427[a]	9	0.005
Likelihood Ratio	28.627	9	0.001
Linear-by-Linear Association	2.718	1	0.099
N of Valid Cases	100		

a. 9 cells (56.2%) have expected count less than 5. The minimum expected count is 1.68.

In the able 14, the chi-square value is 23.427 with degrees of freedom 9 and the p value is 0.005. since the P value is less than 0.05, it can inferred that there is an association between educational qualification of the respondents and their main purpose for using online shopping is influenced by educational qualification of the consumer.

Table: 15. Occupational Status of the Respondents * How often do you visit online shopping website.

		How often do you visit online shopping website.				Total
		Daily	Weekly	Monthly	Occasionally	
Occupational Status of the Respondents	Employees	16	8	4	4	32
	Agriculturist	0	2	0	2	4
	Business People	2	2	8	4	16
	Professionalism	2	4	0	0	6
	House Wife	10	0	8	2	20

Students	14	8	0	0	22
Total	**44**	**24**	**20**	**12**	**100**

Source: Computed from primary data.   *Significant at 5% level.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	49.651[a]	15	.000
Likelihood Ratio	59.805	15	.000
Linear-by-Linear Association	2.888	1	.089
N of Valid Cases	100		

a. 17 cells (70.8%) have expected count less than 5. The minimum expected count is .48.

In the table 15 reveals that the chi-square value is 49.651 with degrees of freedom 15 and the P value is less than 0.05. It can be inferred that there is an association between the occupational status of the respondents and how often do you visit online shopping website.

Findings:
1. Majority of the respondents (64%) are selected for this study in Male.
2. The majority of the (34) respondents are belongs to 25-30 age group in this study.
3. UG/Diploma holders are given most priority of online shopping (34%) of the respondents.
4. Most of the respondents (34%) were induced to buy the products in self.
5. The majority of the 44 respondents have purchase Electronic products in online shopping.

Conclusion:

The consumer's behavior on online shopping varies from individual to individual. The buying behavior of the consumer has similarities and difference based on their personal characteristics. The study highlights the fact that the youngsters between the age 25-30 are mostly poised to use the online shopping. It also found that the majority of people who shop online buys Electronic products online it is cheaper compared to the market price of the products have the most influencing factors on online purchases. This study highlights on the easy navigation and access on the internet with people likely for easy access the online shopping and also more convenient the overall results prove that the respondents have perceived online shopping in a positive manner. This is clearly justifies the online shopping is growth.

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