A STUDY ON BUYING BEHAVIOUR OF ONLINE CONSUMER WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

The World Wide Web has propelled in no small extent of changes in the attitude and behavior of people all over the world. Due to this blessing, online shopping has emerged which influenced the lives of ordinary citizens. This study is undertaken to understand the behavior of online shoppers through a self-constructed questionnaire of 120 respondents. The survey reveals that consumers shop online to save time, and for available varieties of products and services. Both male and female both have the same type of behavior towards liking and disliking factors; they like home delivery facility and dislike inability to touch and feel the product most. They acquire online shopping information from websites especially from the social network and purchase apparels, accessories mostly through cash on delivery method of payment. The most of the consumers are concern about the security of the payment system, and their overall online shopping satisfaction is mixed.

KEY WORDS – consumer, behaviour, online shopping,

INTRODUCTION:

Consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or service. Consumer behavior involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from psychology, sociology, socio psychology, anthropology and economics. It also tries to assess the influence on the consumer from groups such as family, friends, reference groups and society in general. Buyer behavior has two aspects: the final purchase activity visible to any observer and the detailed or short decision process that may involve the interplay of a number of complex variables not visible to anyone. What influences consumers to purchase products or services? The consumer buying process is a complex matter as many internal and external factors have an impact on the buying decisions of the consumer. When purchasing a product there several processes, which consumers go through? These will be discussed below.

PURCHASE DECISION

Through the evaluation process discussed above consumers will reach their final purchase decision and they reach the final process of going through the purchase action e.g. The process of going to the shop to buy the product, which for some consumers can be as just as rewarding as actually purchasing the product.

POST PURCHASE BEHAVIOR

Ever have doubts about the product after you purchased it? This simply is post purchase behavior and research shows that it is a common trait amongst purchasers of products.

Manufacturers of products clearly want recent consumers to feel proud of their purchase; it is therefore just as important for manufacturers to advertise for the sake of their recent purchaser so consumers feel comfortable that they own a product from a strong and reputable organization. This limits post purchase behavior. i.e. You feel reassured that you own the latest advertised product.

FACTORS INFLUENCING THE BEHAVIOR OF BUYERS.

Consumer behavior is affected by many uncontrollable factors. Just think, what influences you before you buy a product or service? Your friends, your upbringing, your culture, the media, a role model or influences from certain groups. Culture is one factor that influences behavior. Simply culture is defined as our attitudes and beliefs. But how are these attitudes and beliefs developed? As an individual growing up, a child is influenced by their parents, brothers, sister and other family member who may teach them what is wrong or right. They learn about their religion and culture, which helps them develop these opinions, attitudes and beliefs (AIO). These factors will influence their purchase behavior however other factors like groups of friends, or people they look up to may influence their choices of purchasing a particular product or service. Reference groups are particular groups of people some people may look up towards to that have an impact on consumer behavior. So they can be simply a band like the Spice Girls or your immediate family members.   People's social status will also impact their behavior. What is their role within society? Are they Actors? Doctors? Office worker? And mothers and fathers also? Clearly being parents affects your buying habits depending on the age of the children, the type of job may mean you need to purchase formal clothes, the income which is earned has an impact. The lifePerformence of someone who earns £250000 would clearly be different from someone who earns £25000.

STATEMENT OF THE PROBLEM

The study aims to measure buying behavior level of the consumers regarding online shopping in Coimbatore city. The area within which the study was conducted regarding the information the primary data is collected in the form of questionnaire collected from the consumers in Coimbatore district. To sum up the project had within the scope of the study in the area of "Consumer Buying Behavior" towards online shopping in Coimbatore city for a particular time (2021). The research measures the experiences of consumers. Defines and analyses the experiences based on key deliverables. Gains insights into Consumer expectations.

OBJECTIVES OF THE STUDY

- To find the respondents accessing type and level of online shopping.

- To find the features like and non like of respondents in online shopping.

- To analyze the opinion about shopping in the online portal

- To measure the level of satisfaction during online purchase in Coimbatore.

- To offer suggestions to the online service providers for improving services.

RESEARCH METHODOLOGY

Research Methodology is a set of various methods to be followed to find out various information's regarding market strata of different products. Research Methodology is required in every industry for acquiring knowledge of their products.

AREA OF THE STUDY:

The study is undertaken in Coimbatore city.

SAMPLE SIZE:

The sample size for the study is 120 respondents.

SAMPLING TECHNIQUES:

Convenience sampling technique is used for the study.

METHODS OF DATA COLLECTION:

Questionnaire method is used to collect the data from the respondents.

SOURCE OF DATA:

The study is based on the primary and secondary data. The primary data had been collected from the respondents through questionnaire and secondary data is collected from articles, books, magazines and newspapers.

MEANING OF RESEARCH

Research in common parlance refers to a search for knowledge. Once can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation.

The Advanced Learner's Dictionary of Current English lays down the meaning of research as "a careful investigation or inquiry especially through search for new facts in any branch of knowledge."

DEFINITION

'A Research design is simply the frame work or plan for a study is used to guide in collecting and analyzing the data. It is a blue print that is followed in completing a study".

RESEARCH DESIGN

The study undertaken was descriptive in nature as it provides description of the state of affairs, as it exists at present "A study on consumer buying behaviour towards online shopping in Coimbatore city".

NATURE OF DATA

The data was collected by using both primary and secondary data which is used for the study.

METHOD OF DATA COLLECTION

There are two types of method of data collection used in the study.

- Primary data
- Secondary data

PRIMARY DATA

Data that has been collected from first-hand-experience is known as primary data. Primary data has not been published yet and is more reliable, authentic and objective.

Primary data has not been changed or altered by human beings; therefore its validity is greater than secondary

data. Primary data is information collected by the researcher directly through instruments such as surveys, interviews, focus groups or observation.

SECONDARY DATA

Secondary data is the data that have been already collected by and readily available from other sources. Such data are cheaper and more quickly obtainable than the primary data and also may be available when primary data cannot be obtained at all.

LIMITATIONS OF THE STUDY

- Due to very large size of the population, only a selected sample of consumer could be contacted.
- Personal biases might have come while answer the questionnaire.
- Due to fast pace of life, some consumers were not able to do justification to the questionnaire.
- There is some restriction to meet the consumers directly.
- All the findings and observations related to service are purely based on respondents answer; the response may be due to personal factor.

REVIEW OF LITERATURE

Weber, K. and Roehl, W. S. (2020)[1], conducted a study on those who search for or purchase travel products through on-line with the age group of 26 to 55 years. Results on the basis of the study concerns about credit card security, evaluation of product quality, and privacy issues are the main problems faced while on-line purchase of travel products, were made.

Vellido et al. (2019)[2], pointed out in his research, that there are nine factors associated with user's perception of online shopping. Among those factors the risk perception of users was demonstrated to be the main discriminator between people buying online and people not buying online. Other discriminating factors were control over, and convenience of, the shopping process, affordability of merchandise, consumer service and ease of use of the shopping site.

Jarvenpaa et al, Tractinsky & Vitale (2019)[3], tested a model of consumer attitude towards specific web base stores, in which perceptions of the store's reputation and size were assumed to affect consumer trust of the retailer. The level of trust was positively related to the attitude toward the store, and inversely related to the perception of the risks involved in buying from that store. The study concluded that the attitude and the risk perception affected the consumer's intention to buy from the store.

INTRODUCTION TO THE ONLINE SHOPPING & INTERNET BUSINESS

The global Internet audience continues to grow rapidly, with the worldwide base of Internet users in the 2 billion range as 2012 began, including a large base of mobile broadband users. This vast base of Internet users encourages businesses to innovate and to offer an ever-evolving array of online services. Sectors that are growing very rapidly online include the sale of entertainment, event tickets, travel, and apparel and consumer electronics. The most powerful trends on the Internet include access via wireless devices, migration of entertainment to the web and cloud-based software as a service.

Today, as a result of the recent recession, consumers are more focused than ever on finding the best prices. Consequently, Online shopping firms like Amazon that are known for their high value at low prices are well positioned to prosper. The standout winner in Online shopping continues to be Amazon, where sales have soared thanks to aggressive discount pricing, free shipping for its "Prime" members and an ever-growing variety of merchandise categories. Amazon's revenues rose by 41% in 2011 to $48.0 billion, and profits grew substantially as well. Books,

movies, music and other media now account for only 35% of Amazon's sales, while electronics and general merchandise bring in the largest share by far. Amazon's sales outside of North America are booming, and now account for 44% of total revenues. Clearly, there is growing adoption of online consumer purchases throughout the world's major economies. Online advertising leader Google's recent results are a good indicator of the strong growth in online advertising during 2011. The firm saw revenues soar 29.3% in fiscal 2011, to $37.9 billion, while profits rose 14.1% to $9.7 billion. Growth in broadband subscriptions worldwide continues at a strong pace.

ANALYSIS AND INTREPRETATION OF DATA:

SIMPLE PERCENTAGE ANALYSIS:

Simple percentage analysis is one of the basic statistical tool which is widely used in the analysis and interpretation of primary data. It deals with the number of respondents response to a particular question in percentage arrived from the total population selected for the study.

The simple percentage can be calculated by using the formulae,

$$\frac{\text{Actual respondents}}{\text{Total number of respondents}} \times 100$$

USAGE OF INTERNET

USAGE OF INTERNET	NO OF RESPONDENTS	PERCENTAGE
FREQUENTLY	21	17
OCCATIONALLY	45	38
RARELY	29	25
NONE	25	20
TOTAL	**120**	**100**

INTERPRETATION

The above table reveals that 17% of the respondents are frequently, 38% of the respondents are occasionally, 25% of the respondents are doing rarely and 20% of the respondents are none

Majority of the respondents belongs to occasionally user's category.

LIKED FEATURES IN ONLINE SHOPPING

LIKED FEATURES	NO OF RESPONDENTS	PERCENTAGE
EASE OF SEARCHING	31	25
DISCOUNTS	62	53
CONSUMER SERVICE	7	6
OFFERS	20	16
TOTAL	**120**	**100**

INTERPRETATION

The above table reveals that 25% of the respondents say Ease of searching, 53% of the respondents say Discounts 6% of the respondents say Consumer Service and 16% of the respondents say Offers.

Majority of respondents say Discounts.

CHI-SQUARE TEST

The chi-square test has been used to find the relationship between variables, as it is applicable for cross-tabulated data. The chi-square contingency table has been used, as it is appropriate for the hypothesis of independence between two nominally scaled variables

$$\text{Chi square } (\chi^2) = \Sigma \ (O_{ij} - E_{ij})^2 \ / \ E_{ij}$$

CHI-SQUARE TEST TO FIND THE SIGNIFICANT RELATIONSHIP BETWEEN ONLINE PURCHASING AND FACTORS FOR SATISFACTION

Null Hypothesis (Ho)

There is no significant relationship between online purchasing and factors for satisfaction

Alternative Hypothesis (Ha)

There is significant relationship between online purchasing and factors for satisfaction.

Occupation	Level of Satisfaction					Total
	HS	S	N	DS	HDS	
Product display/Presentation	5	4	5	5	0	19 19
Content of the products	7	3	2	2	0	14 14
Searching Technology	4	5	1	5	0	15 15
Order status	5	1	3	0	0	9 9
Delivery period	12	10	0	1	0	23 23
Premium charges	8	12	0	0	0	20 20
Consumer Services after Sales	11	8	1	0	0	20 20
Total	52	43	12	13	0	120

$$\text{Chi-square} = \frac{(O_i - E_i)^2}{E_i}$$

Where O_i ☐ Observed frequency

E_i ☐ Expected frequency

CONCLUSION

Since the calculated value is less than the table value and our hypothesis is not proved, null hypothesis is accepted. Hence alternate hypothesis is rejected. So there is no significant relationship between online purchasing and factors for satisfaction.. People from all level are almost satisfied with online purchasing.

RANKING ANALYSIS

The average rank analysis is performed in the study to identify the priority of the different category of consumers on various aspects considered for the study.

Under this method the respondents are asked to rank the choices. This method is easier and faster. In this study the respondents are asked to rank the various factors in online classes and the respondents are used to rank as 1,2,3,4, and

5. It does not matter which way the items are ranked, item number one may be the largest or it may be the smallest.

The scores of each expectation of 155 respondents were totaled and the total score has been arrived. Final ranking has been based on the total score and their ranks are given in the following table.

RANKING ANALYSIS OF VARIOIUS FACTORS AFFECTING THE USAGE OF THE CREDIT & DEBIT CARDS

FACTORS	I	II	III	IV	V	VI	VII	TOTAL	AVERAGE	RANK
Quality products	37 (189)	28 (168)	53 (265)	8 (32)	1 (3)	1 (2)	2 (2)	661	106.28	I
Reasonable prices	17 (119)	41 (246)	13 (65)	23 (92)	9 (27)	15 (30)	2 (2)	571	81.6	V
Discounts	19 (133)	8 (48)	17 (85)	33 (132)	23 (69)	15 (30)	5 (5)	502	71.71	VI
Variety of products	26 (182)	11 (66)	26 (130)	29 (116)	14 (42)	17 (34)	7 (7)	677	96.71	III
Easy replacement	72 (504)	22 (132)	11 (55)	5 (20)	4 (12)	2 (4)	4 (4)	727	103.85	II
Door step delivery	37 (259)	19 (114)	29 (145)	19 (76)	3 (9)	9 (18)	4 (4)	625	89.3	IV

Source: Primary Data

INTERPRETATION

From the above ranking analysis, Quality products ranks I, Reasonable prices ranks II, Discounts ranks III,

Variety of products ranks IV, Easy replacement ranks V and Door step delivery ranks VI.

FINDINGS

- Majority 60% of the respondents belong to the Gender Male.

- Majority 46% of the respondents are Professionals.

- Majority 48% of the respondents are in the income group between Rs.10000- Rs.20000.

- Majority 48% of the respondents visit Online Shopping Portal daily.

- Majority 48% of the respondents were aware of Online shopping through Internet.

- Majority 53% of respondents say Discounts.

- Majority 70% of respondents say Delayed Delivery.

- Majority of 62% respondents say Reasonable.

- Majority 48% of respondents say Time saving.

CHI SQUARE TEST-

- There is no significant relationship between online purchasing and factors for satisfaction. People from all level are almost satisfied with online purchasing.

RANKING ANALYSIS-

Ranking result shows

- Quality products ranks I

- Reasonable prices ranks II

- Discounts ranks III

- Variety of products ranks IV

- Easy replacement ranks V

- Door step delivery ranks VI.

SUGGESTIONS

- Consumer like best quality product on any price, so company should add latest technology to their products.

- After sales services is the area where Online shopping Company can highly satisfy the existing consumer, because they can make more consumer through their word of mouth. So online shopping should provide latest and reliable service to their consumers.

- Consumer's behavior always looks for some extra benefit with purchasing. They demand for affordable price for product and gifts with purchasing.

- Online shopping company should give more emphasis on advertising to create market awareness and to make a brand image in the minds of investors.

CONCLUSION

The consumer satisfaction is the important factor to forecast the sales of any product in a particular area. So company should keep close eye on the market situation. yet, consumer were price sensitive, but the changing market trend and consumer view and preference shown that consumer are now quality sensitive .They want quality product, good services, easy availability of product and better performance by the product.

These days no of consumer buying from online has been increased. Also the frequency to visit the online web portal for purchasing has been increased substantially. People are more brands conscious and they are satisfied with the range of products available in online.

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