



A STUDY ON ONLINE SHOPPING HABBIT OF WORKING PROFESSIONALS

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ABSTRACT- Online shopping is a form of electric commerce which allows customers to directly purchase the product or service from the seller over the internet using web browser. Growing number of customers shop in online to purchase product and services to gather information about the product to know the trends in the market and even for entertainment purpose. This helps in studying the purchase behaviour of the customers with different occupation background like student, professional workers, self- employees, salaried persons and their purchase desiccation based on their gender, age and other demographic factors. And the other factors which affect their purchase decision in online .The factors were analysed by collecting the source of data from the respondents and analysing by using different strategic tools. Where online shopping saves the time also which helps in comparing the price and features of the product .And the occupation and frequency of the purchasing the product from online has an significant connection and the growth of the online selling is growing and its shows the future of online selling and online purchasing decision of customers.

KEY WORDS- Online shopping, Purchase behaviour, Demographic factors, factor analysing

INTRODUCTION

Online shooping is a form of electronic commerce which allows the customers to dirictly buy the product from the seller through internet using broweser or through an application .Throught online shopping customers can buy the product from different sellers and compare the price difference and the quality difference of the product .In this eara people use to buy products form online sites using different range of computer devices like detope computers, laptop, mobile phones ect.

Customers can also purchase the physical product like paper, electronic items and even food in online and also digital products such as audio file of a song, software ect the e-tailer send the the file through internet to the customer

The concept of e-commerce first started in the yerar 1991 were in world wide very few where buying and selling the goods through internet. Buy late 90's people were aware of internet and for many of them it's a type of luxury at that time and thay have no need of it .But in India people were in 2002 only people came to know about online services were IRCTC introduced an online reservation system in india After that the people of inda started to use the internet .And Amazon was the 1st company in india launched its online shopping website in india in february 2012 as jungle.com, a site which allowes customers to compare prices online but not to purchase .It initially sell books, films and tv shows but it have a plan to sell mobile phones and cameras with in a week and in feature many companys started to launch its online platforms in india and acoding to google india there were 35million online shoppers are their in india in 2014 and thay expected it would cross 100million by 2016. And 2017 the largest e-commerce sites in india were Flipkart, snapdeal and Amazon but in 2018 Amazon beat flipkart and become the biggest ecommerce in india in terms of revenue. The spread of ecommirce also led to several niche players in the market and many companys started to merge with many companys and accureed many companys accoding to the repote of Grant Thronton 2.1billion worth of merges and acquisistion were linked in 2017 in indian ecommerce. And in light of covid-19 pandamic the indian government issued a directive to stop deliverry of non-essential product through ecommece platform. This lead many ecomess platform to merge with each others to sell the products like Myntra partned with Wildceaft to sell proctive face mask Flipkart partned with Uber for last mile delivery of essential items to its customers. As per consultant colliers international the demand for warehoussing of 5000 to 10000 sq.ft size has been increse due to covid lockdowns in the tire one cities like Mumbai, Kolkata, Bangaluru, Chennai and Delhi .E-commerce helps Nestle to increse sales at the rate of 122% which contribbutes to 3.6% of overall sales during second quarter of 2020 to 2021

OBJECTIVES OF THE STUDY

- The primary objective of the study is to know about the online shopping habit of working professionals
- To analyze the customer attitude and preferences of customers towards online shopping
- To identify the various factors which makes a customer to buy or not to buy a product in online
- To identify the category and kind of product they select and purchase in online platform.

REVIEWS OF PAST STUDYS

Sultan and Henrichs (2000) In his study he concluded that the consumer's willingness and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

Moez Limayem, Mohamed Khalifa, and Anissa Frini(2000) Made a study on what are the factors that make the customers to buy products in online with the data of 705 and found that most of the customers had used the online shopping only once or very rare purchase where made through online and gave a suggestion that it important for businesses is to retain their customers for repeated purchase

Radhejha (2003) Had made a study on customer preception on online shopping in India and concluded that their was a growth in the online purchase among the customers in india and the lack of touch feel-try ,credibility in payment style , untimely of product delivery are some of the bariears in online shopping

Chung-Hoon Park and Young-Gul Kim (2003) thay made a study to identify the key factors affecting consumer purchase behaviour in an online shopping context and found that user interface quality, product and service information quality, security perception and site awareness were found to have significant effects on consumer's site commitment. And found the importance of product information quality and user interface design in the online shopping site

Patricia Sorce & Victor potty (2005)Made a study on Attitude and age differences in online buying and found that Age explained more variance in purchasing behavior if the e consumer had first searched for the product online.

Wang, Liu and Jun Cheng (2008) in this study he examined the influencing and restricting factors for online shopping in China. The exploratory research compares a set of factors for both traditional and online shopping. The author enumerated transaction risk, privacy concern, consumer cognition and Internet experience as the major influencing factors for online shopping in China.

JuxtConsult (2007) This repot was based on the sevey taken by an Delhi-based online research firm,. As per research findings, eBay is the most preferred site for online shopping followed by Rediff, Google and Yahoo. eBay leads with 34 per cent online shoppers still preferring to visit it the most. Rediff follows at the second spot with 25 per cent online shoppers preferring to visit it. However, both eBay and Rediff have lost usage share on preferred basis in the last one year, while new entrant Futurebazaar along with Google have been the biggest gainers. The top two of the top

10 products bought on the Net by online buyers are train tickets (53%) and air tickets (45%). The research also showed that three-fourth of all regular online Indians (76%) search for products and services online. Yet 'product quality' and 'delivery' concerns may be negating some of the gains made. Though 'misuse of a credit card' is a nonissue among online buyers, the research reveals that 'lack of a credit card' is still a strongly perceived roadblock to growth of online buying

ACNielsen's (2009) this study is based on online shopping habit of customers in (2009). Has revealed that more Indians are taking to shopping online. It suggested an upward trend in online shopping across the world. A significant observation of this study was that India beat the global counterparts in number of purchases per month. Nearly 24% have bought electronic items and more than 20% have purchased items such as apparel, music and electronic entertainment such as movies, DVDs and games. The most favoured mode of payment for online purchases in India is the use of credit cards followed by cash-on-delivery. As PC and internet penetration grows, the key to increasing online purchases will remain in the hands of marketers in India

Dahiya Richa (2009) This study is based on the Impact of demographic factors of consumers on online shopping behaviour and found that the consumers' response across different demographics factors shows that gender impacts frequency of on-line shopping positively and Family Size impacts overall spend on on-line shopping. And she also said that Online websites should pay more attention to the female segments as results prove that females shop more in online shopping as compared to men. So companies should devise the policies and strategies to attract more number of people in this segment in future also. Online retailers should also look into the possibility of running call centres which could ensure that the customer get a chance to formally interact with the other party before the actual purchase. This is one of the important studies on online shopping in Indian context because it has included people from diverse backgrounds from different cities in India. It includes the random sample of individuals from major cities of India, which are representatives of whole population of India. This study finds unanimity amongst diversity by including people of different age groups falling under different income segments with difference in attitude and buying behaviour.

Neelotpaul Banerjee (2010) The study is made on customers attitude towards online shopping in india this study focuses to understand the customers attitude which will help the online marketers to frame up a good strategy to satisfy the customer needs the study took the respondent of 316 around india and this study result indicate that the customers are consent about the online shopping in india and they said that people do not engage with online shopping because of the online security concern

Ankur kumar Rastogi (2011) This is the study based on the modern approach of online shopping the objective of the study is to know about the reason for buying products in online and to know

about the present and future of the online shopping through his study he says that online shopping adds up to faster, easier, safer and less costly shopping. Online shopping has a great advantage for us as it is time saving and also a wide range of products can be selected with the best offer

Kalpna Mathur, Arti Sharma (2014) This study is based on the online shopping habits of consumers in India and conclude that offline shopping is more time concluding than online shopping and online shopping habits are gaining quick market and are growing every year because of the increasing this study also says that that discount coupons are emerging as an attractive feature calling for more consumers to shop online

Srinivas (2015) The study focus on the impact of demographic factors of Indian consumers on online shopping behaviour and says that the respondents have perceived online shopping in a positive manner which clearly justifies that there is a growth of online shopping in the country. And says that the frequency of online users are less and suggest the company to frame some strategy to increase the frequency of the online shoppers

METHODOLOGY

A reseach methodology is the systematic plan for conducting the research. The methodology may include publicationn reserch , Interviews, surveys and other research techniquies and may include both historic and present information .The method in this receach has undertaken is descriptive receach method is adoptd for conducting the research .For this primary and seconndry data were collected. The primary data was collected from 125 respondents in and around tamil nadu through questioner by asking the demografigal factors and the factors which make them to buy products in online and the secondary data was colleted through refering previous resech papers published in online , journals in online .After collecting the data strategicl tools were used to analysie the data that have been collected through spss and exal to get the correct strategical value

DISCUSSIONS

Through primary and the secondary data collected from the respondents through questionery and through journals the data were interpreted and analysed through percentage , correlated, chi squire test and anova test was made to know is there is an significant correlation between the variables and the finding and the suggestion were made according to the result of the analysis

HYPOTHESIS 1:

H0 (Null hypothesis) There is no significant difference between the occupation with regards to frequency of buying products in online

H1 (Alternate hypothesis) There is significant difference between the occupation with regards to frequency of buying product in online

TABLE 1: OCCUPATION * FREQUENCY OF BUYING PRODUCT

ANOVA

Occupation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.616	2	7.308	4.687	.011
Within Groups	190.216	122	1.559		
Total	204.832	124			

As the result of anova the significance vale is .011 which is less than 0.05. So H1 is accepted there is significant difference between the occupation with regards to purchase frequency

HYPOTHESIS 2:

H0 (Null hypothesis) There is no significant difference between age with regards to category of the product selected

H1 (Alternate hypothesis) There is significant difference between age with regards to category of the product selected

TABLE .2: Product category * Age Cross tabulation

ANOVA

Age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.388	4	.847	1.307	.271
Within Groups	77.780	120	.648		

Total	81.168	124			
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As the result of anova result shows the significant value is .271 which is higher than 0.05 .That mean H0 is accepted there is no significant difference between ages with regards to category of product selected

HYPOTHESIS 3:

H0 (Null hypothesis) There is no significant relationship between positive opinion and suggestion to family or friends

H1 (Alternate Hypothesis) There is an significant relationship between positive opinion and suggestion to family or friends

TABLE.3: Positive opinion * suggestion to family & friends

Correlations			
		Positive about online buying	Suggest to family and friends
Positive about online buying	Pearson Correlation	1	.070
	Sig. (2-tailed)		.435
	N	125	125
Suggest to family and friends	Pearson Correlation	.070	1
	Sig. (2-tailed)	.435	
	N	125	125

Calculated value =.070

The calculated value is .435 which is greater than 0.05. So accept H0 there is no significant relationship between positive opinion and suggestion to family or friends

CONCLUSION

The study conclude that most of thre customers visite online sites for various reasons like to know about the latest trend in the market to know the details and spefication about some product and to compare the product price through online shopping it helps them in saving their time .Though it

have many positive there is also some negatives are also their in online shopping like fake online sites ,fake products ,cheep quality product ect. Today most of the people have been changed to shop online and its growing up and many extesting retailers are changing to online selling and most of the people trust onlineshopping is the safest way of shopping though it have some drawbacks. Most of them are from the age group of 18 to 30 and shows the groweth and the future of online retailers and customers change from offline to online.

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