

A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING IN THANJAVUR

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ABSTRACT

Behaviour is the apparent, noticeable response in a given situation with respect to a given target. Use of the Internet for retail shopping has expanded immensely in recent years and has had a profound influence on the shopping process for many consumers. Online buying behaviour is a type of behaviour which is exhibited by customers while browsing websites of an e-tailer in order to search, select and purchase goods and services, in order to fulfill their needs and wants. It's basically a behaviour which is reflected by the purchaser during the process of buying through the internet.

Keywords : Consumer behaviour ,E-Retailer, Online shopping, Tamil Nadu

I.INTRODUCTION

One of the earliest forms of trade conducted online was IBM's online transaction processing developed in the 1960 and it allowed the processing of financial transactions in real time. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Consumer find a product of interest

by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same products availability and pricing at different retailers. As of 2016, customers can shop online using a range of different computers and devices including desktop computers, laptops, tablet and smart phone.

II.LITERATURE REVIEW

Ankur Kumar Rastogi (2010) stated that online shopping is having very bright future in India. In India online shopping is getting better in recent era. Customer can buy a product through online at any circumstance.

Prashant Singh (2014) explained that the basis of user responses we can easily analyze that users of online shopping mainly interested in buy online apparel- Like mens, womens and kids clothes, watches, home & kitchen appliances etc. But they dislike buy online perfumes & footwear etc. Most of the customer prefer to buys a product on online at the time of discount, festival timing.

Chitra Sharma (2015) concluded that There are two factors mainly influencing the consumers for decision making: Risk aversion and in motivation. Whereas less risk adverse consumers can tolerate some risk and uncertainty in their purchases. In a global measure which captures the degree of consumers are willing to take risk.

Kanupriya, Rita and Anupreet kaur(2016) stated that the biggest things in the business is e-commerce and its by storm. And It's created in new economy, which has fundamentally changes as well as potential changes to done the businesses way in a good manner. In coming year its believed that, the electronic commerce will become an huge industry .the buyers and sellers are across demographics shopping in online. It is seen that despite the immense possibilities available on the internet it is mainly used for mailing, chatting and surfing. E-mail applications still constitute the bulk of net traffic in the country.

Santhi, Nanda Gopal (2018) concluded The online shopping is becoming more popular day by day with the increase in the usage of internet. Understanding customer's needs and desires for online buying, the selling has become challenging task for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive advantage over the others.

OBJECTIVES OF THE STUDY

- To assess how Consumer perceived benefits of online shopping influences online buying behavior of consumer
- To examine how Consumer perceived risks of online shopping influences online buying behavior consumer

- To assess how Consumer psychological factors influences online buying behavior consumer

III.RESEARCH METHODOLOGY

Nature of sample “ Convenient sample Method has adopted for the purpose of data collection. Samsple size and area Samples were collected from consumers and buyers of online shopping of Thanjavur region.. The primary data was collected through a questionnaire designed exclusively for the study. Secondary data was taken from Research papers, and Websites.

Sample Size and Sample Area

Samsple area was collected from consumers and buyers of online shopping of Thanjavur region. A target of 60 respondents was set, but many of them provided incomplete questionnaire therefore only 50 questionnaires were entertained for final analysis

IV. DATA ANALYSIS AND INTERPRETATION

4.1. Main Reason for online Shopping



Figure.4.1

Figure 4.1 show mostly 74% of respondents preferred online shopping only for their convenience and time saving.

4.2. In Which of these websites, you are shopping online frequently



Figure 4 .2

Here, nearly 50% of the respondents frequently using online shopping website is AMAZON followed by 26% of respondents using FLIPKART.

4.3. Best payment method if you buy online

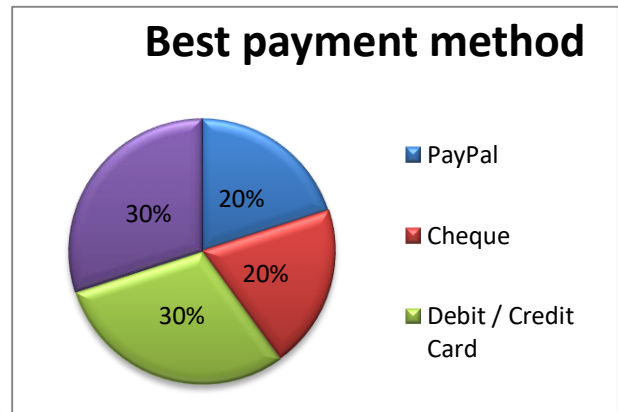


Figure 4.3

Figure 4.3 show, 60% of the respondents using the best payment methods are debit/credit card and cash on delivery when they buy things in online.

4.4. The goods and services that you generally buy

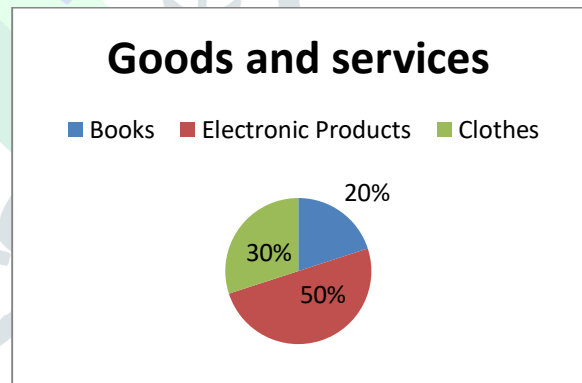


Figure 4.4

INTERPRETATION: From this chart, 50% of the respondents generally buy electronic products at online rather than the books and clothes.

5. Do you access online Shopping

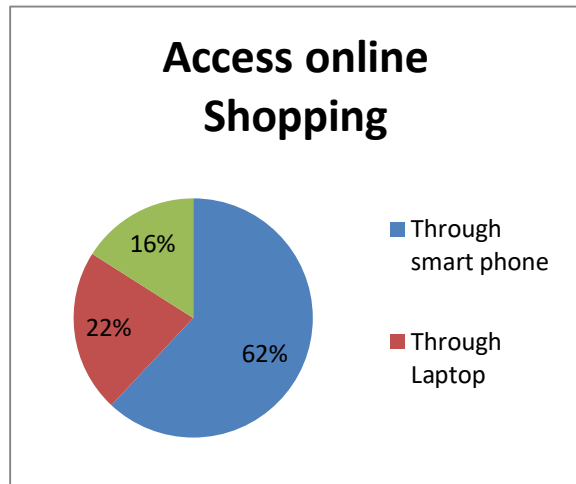


Figure 4.5

Figure 4.5 show, nearly 62% of the respondents preferred online shopping access through smart phone, 22% of respondents access through laptop but very smaller number of respondents that is 16% only purchase things in online access through personal computer.

V. CONCLUSION:

From this research it shows that, the online shopping will play a best role in india. With the help of internet, the consumer can receive and order their product from their own place and the risk aversion and innovativeness are the two factors which is to influence the consumers to measure their needs & to find out the purchasing product. The other method is used to capture the consumer who is willing take a different way of things.

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