

A STUDY ON CONSUMERS BUYING BEHAVIOR TOWARDS ONLINE SHOPPING - EVIDENCE FROM COIMBATORE & CHENNAI 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. Online shopping has also been started in Coimbatore & Chennai, but consumers are not much habituated yet to go online shopping frequently. This study is undertaken to understand the behavior of online shoppers through a self-constructed questionnaire of 201 respondents from Chennai and Coimbatore city. 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.

Keywords: Online shopping, Varieties of products and services, Home delivery facility, Delivery method.

INTRODUCTION

Internet is one component which has recently become the key element of quick and rapid lifestyle. Be it for communication, connecting with people or for official purposes, 'internet' has become the central-hub for all. While interactions in the real world shopping are mainly based on face-to-face activities between consumers and service providers, interactions in electronic commerce take place mainly through the retailer's website.

Online shopping is the easy solution for busy life in today's world. In the past decade, there had been a massive change in the way of customer's shopping. Despite consumers' continuation to buy from a physical store, the users or buyers feel very convenient to online shopping. Online shopping saves crucial time for modern people because they get so busy that they cannot or unwilling to spend much time shopping. In the twenty-first century, trade and commerce have been so diversified that multichannel has

taken place and online shopping has increased significantly throughout the world (Johnson, Gustafsson, Andreassen, Lervik, & Cha, 2001). Globally, e-commerce constituted about 2.29 trillion dollar market (John, 2018) and expected to reach 4 trillion dollar by 2020 (eMarketer, 2016) due to the double-digit worldwide growth in sales (15%) and order (13%) (eMarketer, 2018) in all sorts of e-commerce such as business-to-business (B2B), business-to-consumer (B2C) (Zuroni & Goh, 2012).

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 or a mobile app. Consumers 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 product's availability and pricing at different e-retailers.

This study investigated the relationship between various characteristics of online shopping and customer purchase behavior.

REVIEW OF LITERATURE

Pooja Mordani (2018) explored the study on investigation of consumer's perception towards internet-based e-shopping and the study involved an experiment in which the respondents were asked to go through the online shopping process and relate their experiences. The study found that the positive experience with a website plays a vital their experiences.

ASSOCHAM-Resurgent joint study,(2018) examined online shopping is expected to clock annualized growth of 115 percent this year, aided by fast-increasing data consumption and improvement in logistics, along with a number of offers presented by e-commerce platforms.

Srivastava & bagale, 2019; Joseph, 2019 studied that in India, a great majority of B2C e-commerce retailers, draw consumers to shop online by offering various exciting schemes such as discounts, free delivery, buy-one-get-one-free and exchange offers.

Retail Economic Times of India, 2020; Staff, 2020 examined Customers' perception of risk toward online web sites is aggravated due to the inferior IT set-up used by several e-tailers, resulting in the hacking of personal information

RESEARCH METHEDODOLOGY AND OBJECTIVES OF THE STUDY

Research can be defined as a scientific and systematic search for pertinent information on a specific topic. Research is an act of scientific investigation. The following are the various components that constitute the research methodology. A **sampling frame** is closely related to the population. A sample is a part of population, which is selected for obtaining the information. A **sample design** of 201 respondents was collected using convenience sampling technique. **Tools used** are Simple percentage method ,Chi-Square Test.

The **Objectives** of the study is

- To know the customer opinion regarding to the quality of the online shopping
- To study the level of satisfaction regarding the after sales of online shopping To analysis the satisfaction level of consumer towards the online shopping.
- To analyses the satisfaction levels of the customers of the selected online products
- To identify the difficulty in the online shopping.

ANALYSIS & DISCUSSION

TABLE NO 4.1

SHOWING THR PURPOSE OF USING INTERNET.

S. No	Particulars	No. Of Respondents	Percentage (%)
1	Communication	45	22.3
2	Entertainment	56	27.8
3	Learning	48	23.8
4	Shopping	52	25.8
	Total	201	100

Source: Primary data

INTERPRETATION:

From the above table, it is interpreted that **22.3%** of respondents use internet for Communication, **27.8%** of respondents use internet for Entertainment, **23.8%** of respondents use internet for Learning and **25.8%** of respondents use internet for Shopping.

Hence, the majority 27.8% of respondent's uses Internet for Entertainment

TABLE 4.2

TABLE SHOWING THE FACTORS MOTIVATING TOWARDS ONLINE SHOPPPNG

S. No	Particulars	No. Of Respondents	Percentage (%)
1	Trends	91	45.2
2	Discounts	71	35.3
3	Advertisements	26	12.9
4	Coupons	13	6.4
	Total	201	100

Source: Primary data

INTERPRETATION:

From the above table, it is interpreted that **45.2%** of the respondents are motivated by Trends, **35.3%** of the respondents are motivated by Discounts, **12.9%** of the respondents are motivated by Advertisements and **6.4%** of the respondents are motivated by Coupons.

Hence, the majority 45.2% of respondents are motivated by Trends.

4.3 CHI-SQUARE TEST**AIM**

To find out the relationship between gender of the respondents and they are a e-shopper

H0: NULL HYPOTHESIS

There is no significant relationship between gender of the respondents and they are a e-shopper

H1: ALTERNATIVE HYPOTHESIS

There is significant relationship between gender of the respondents and they are a e-shopper

Gender	Maybe	Yes	No
Female	35	22	99
male	13	8	21
Prefer not to say	1	1	1
Total	49	31	122

Table value = 9.488

Calculated value: 3.6041

Level of Significant	Degree of freedom	Calculated value	Table value	Result
5%	4	3.6041	9.488	Significant

INTERPRETATION:

It is interpreted that at 5% level of significance, the calculated value (3.6041) which is lesser than the table value (9.488). There is significant relationship between gender and they are as an E-Shopper.

Hence, alternative hypothesis is rejected and null hypothesis is accepted.

CONCLUSION

Online shopping is more and more driven by the ICT infrastructure development, online payment systems and the Internet penetration rate in Coimbatore & Chennai city. Earlier studies showed that unlike brick and mortar shopping behavior, online shopping behavior is influenced by net connectivity, website esthetics (Constantinides, 2004), security, customers' experience, age and learning curve, etc. Studying these unique characteristics of online shopping and consumer behavior of online shoppers would benefit the tech-entrepreneurs and policymakers to craft their strategies properly for the market. This study empirically reveals the consumer behavior of online shoppers in Coimbatore & Chennai city.

Results of this study shows about the behavior of customers' towards online shopping and future of online shopping .Utilized mostly by the "Net- Generation", this service is extremely convenient. Online shopping can be very convenient and beneficial there are also some potential problems that can arise.

Notably, the consumer's desire to purchase products that offer him/her quality service, or meets some of his/her other needs also affect purchasing behavior. If the shopper feels that not enough information has been provided by the retailer, then he or she is most likely to navigate to other e-commerce sites where more satisfactory information is offered.

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