



CONSUMER PURCHASING DECISIONS TOWARDS ONLINE SHOPPING IN TIRUPUR DISTRICT

Dr.S.Menaka Gandhi

Assistant Professor, Department of Commerce With Computer Applications,
St.Joseph's College For Women, Tirupur

ABSTRACT

Over the past decade, the way consumers' shopping habits have changed has changed dramatically. While consumers continue to shop in brick-and-mortar stores, online shopping is much more convenient as it removes the need for customers to visit a physical store. Online shopping has its own advantages and reduces the hassle of travelling to a physical store. We can browse various offers and make decisions from the comfort of our own home, easily compare prices with the competition and make decisions. This study explores consumer state of mind towards online shopping and product preferences when shopping online. It helps e-merchants create the right marketing strategies to better support their online customers, attract and convert potential customers into active customers, and efficiently drive purchasing decisions. .

KEYWORDS: Online Shopping, Product Preferences, Marketing Strategies, Potential Customers, Purchasing Decision.

1. INTRODUCTION

Online marketing is conceptually different from other marketing channels, the Online facilitates one-to-one communication between sellers and end users with 24/7 customer service. Business Online marketing is the fastest growing area of online commerce today. The main difference between traditional selling and online selling is the level of interaction between consumers and sellers. The Internet is rapidly becoming a primary means of communication and a convenient means of doing business. As more and more households turn to the internet and the world of e-commerce to shop, invest, pay, and bank online, new technological advances are needed to secure these transactions. is required.

2. SCOPE OF THE STUDY

The online Shopping industry is interested in using the Internet to reach customers and diversify and increase sales volume. To effectively use this channel to target customers, online retail need to develop a better understanding of online Shopping is requisite for the effective use of this channel of approach to the

customers. It is important to know how consumers perceive e-commerce, what benefits they perceive, and what factors convince them to e-commerce.

3. SIGNIFICANCE OF THE STUDY

Online shopping is a rapidly growing phenomenon and is embraced by a rapidly increasing number of consumers. An empirical assessment of online purchasing behaviour in Tamil Nadu will help companies develop new Internet business models suitable for Tamil Nadu.

4. OBJECTIVES OF THE STUDY

- To understand how consumers feel about online shopping as well as the kinds of things they buy there.
- To Knowing the factors that influence consumers' purchasing decisions.

5. REVIEW OF LITERATURE

K.S. Silpa, P.U. Rajasree and Dr.P. Balasubramanian(2016) Online marketing will therefore have more applications in the years to come. Compared to net banking, cash on delivery is more popular. A larger percentage of responders encourages others to engage in online purchasing. Most consumers avoid shopping online because they are worried about the quality of the products, hesitant to disclose their credit card information, and they find traditional methods more entertaining.

K. Rama Mohana Rao and Chandra Sekhar Patro (2016) The study focuses on finding and assessing the numerous elements impacting customers' perceptions of online retail shopping for various products. The study's conclusions proved that consumer perception of online purchasing is influenced by a variety of variables, including convenience, website design, delivery, price advantage, reliability, and responsiveness.

Vidyashree.D.V, Alay.P, and Shobha.H.N (2018) The study found that consumers' perceptions of online buying vary from person to person and are somewhat constrained by the availability of reliable connectivity. In order to improve consumer satisfaction, exposure to online shopping must be increased. Similarities and differences in the consumer's impression can also be attributed to their own usage patterns and demands.

6. STATISTICAL TOOLS:

6.1. CORRELATION ANALYSIS

Correlation is the study of finding relationships between variables. If a correlation study has only two variables, it is called a simple correlation, otherwise the study is called a partial or multiple correlation. This study performs a simple cross-correlation analysis between selected variables and displays the results in the form of a correlation matrix. In addition, the significance of correlations was tested at the 1% significance level.

In this section, we use the correlation matrix to denote the results of cross-correlation analysis between perceptual variables in online purchases as factor I. The results of the cross-correlation analysis and their significance are displayed in the form of a correlation matrix. Table 6.1 shows the results of the cross-correlation analysis in terms of correlation coefficients and significance at the 1% level.

Table 6.1
Correlation matrix–Variables of perception on making online purchase as factor I

| Variables of FactorI | MP1 | MP4 | MP6 | MP7 |
|----------------------|-----|--------|--------|--------|
| MP1 | 1 | 0.36** | 0.48** | 0.51** |
| MP4 | | 1 | 0.39** | 0.53** |
| MP6 | | | 1 | 0.40** |
| MP7 | | | | 1 |

**Significant at 1% level of significance

Table 6.1 above shows that the overall perceptual variables for online purchases show significant cross-correlations based on the factors I considered. Online shopping cognitive variables such as privacy (MP1), ease of use (MP4), money savings (MP6), and customer service (MP7) were concluded to have significant correlations between them.

6.2. KRUSKAL – WALLIS TEST

Several independent-samples for nonparametric tests are then useful to determine whether the values of a particular variable differ between two or more groups. In this study, we test these techniques to test whether there are the following effects between different perceptions:

- (i) personal characteristics of aspects;

Preference to buy on Internet

| | |
|---|-------|
| Books | RBI1 |
| Airlines reservation/Railway ticket booking | RBI2 |
| Electronic goods | RBI3 |
| Share trading | RBI4 |
| Music | RBI5 |
| Online magazines & journals | RBI6 |
| Apparels | RBI7 |
| Gifts, Greetings, Flowers | RBI8 |
| Banking | RBI9 |
| Others | RBI10 |

Preference to shop from traditional retail outlet over organized

| | |
|--|-------|
| Proximity | RTR1 |
| Credit facilities | RTR2 |
| Long term association | RTR3 |
| Bargaining Advantage | RTR4 |
| Store Image/goodwill | RTR5 |
| Store Loyalty | RTR6 |
| Home Delivery | RTR7 |
| Availability of low price dun branded products | RTR8 |
| Availability of branded products at low price | RTR9 |
| Customer Relationship through one-to-one interaction | RTR10 |

6.2.1. Personal Factor (Gender) on Preference to buy on Internet

Hypothesis:

The personal factor (gender) has no effect on the ranking of purchase preferences for Internet-related variables.

Table 6.2.1 shows the results of a ranking analysis using the Kruskal-Wallis H test of respondents in gender categories in relation to their shopping preferences on Internet-related variables

Table 6.2.1
Test Statistic : Personal Factor (Gender) On Preference To Buy In Internet

| Ranking variables | Gender | Mean Rank | Degrees of freedom | Calculated value | P-Value | Significant/ Not Significant |
|-------------------|--------|-----------|--------------------|------------------|---------|------------------------------|
| RBI1 | Male | 305.84 | 1 | 1.74 | 0.19 | NS |
| | Female | 324.80 | | | | |
| RBI2 | Male | 305.30 | 1 | 1.95 | 0.16 | NS |
| | Female | 325.32 | | | | |
| RBI3 | Male | 311.84 | 1 | 0.25 | 0.62 | NS |
| | Female | 319.02 | | | | |
| RBI4 | Male | 316.42 | 1 | 0.02 | 0.90 | NS |
| | Female | 314.61 | | | | |
| RBI5 | Male | 329.99 | 1 | 3.91 | 0.04 | S |
| | Female | 301.56 | | | | |
| RBI6 | Male | 300.77 | 1 | 4.10 | 0.04 | S |
| | Female | 329.68 | | | | |
| RBI7 | Male | 311.93 | 1 | 0.24 | 0.62 | NS |
| | Female | 318.94 | | | | |
| RBI8 | Male | 319.22 | 1 | 0.26 | 0.61 | NS |
| | Female | 311.91 | | | | |
| RBI9 | Male | 315.97 | 1 | 0.00 | 0.95 | NS |
| | Female | 315.05 | | | | |
| RBI10 | Male | 330.52 | 1 | 4.57 | 0.03 | S |
| | Female | 301.04 | | | | |

At 5% level of significance

Here we can see that all ranked variables with p-values are above the significance level (0.05). This means that in all three cases not all respondents ranked similarly. H. Personal factors (gender) influence the ranking variables music (RBI5), online magazines and newspapers (RBI6), and customer relationships

through one-to-one interactions (RBI10). Internet purchase preferences in a study of consumer perceptions of online retail with particular reference to Tirupur district.

7. FINDINGS

CORRELATION ANALYSIS

It is found that the entire variables of perception on making online purchase on the basis of factorI considered have significant inter-correlation. It is concluded that the variables of perception on making online purchase such as privacy protection (MP1), Ease of use (MP4), Save money (MP6) and Customer service (MP7) have significant inter relationship between them.

KRUSKAL – WALLIS TEST

All ranking variables with p-values are more than the significance level (0.05). This means that all the respondents provided not similar ranks in three cases i.e. the personal factor (Gender) is influencing the ranking variables Music (RBI5), Online magazines & journals (RBI6) and Customer Relationship through one to one interaction (RBI10) related to preference to buy on Internet in the study on the consumer purchasing decisions towards online shopping.

8. SUGGESTIONS

• BUYERS OF ONLINE SHOPPING

Most of the Indian consumers are of traditional buying behaviour. But most of the buyers of online shopping products are in the nature of short term product users. Hence, it is suggested that the retailers can concentrate on offering more of durable products with guarantee.

9. CONCLUSION

Consumer purchasing decisions of online shopping vary from person to person and are limited to some extent by the availability of adequate connectivity and exposure to online shopping. Consumer purchasing decisions also have similarities and differences based on individual characteristics. According to the study, young people in particular love online shopping, which is why older people shop online less frequently than younger people. We also know that the majority of online shoppers buy books online at below market prices, taking advantage of various discounts and offers. The study also shows that product price has the greatest impact on online purchases.

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