

A STUDY ON BUYING BEHAVIOUR OF THE CONSUMER IN ONLINE SHOPPING WITH REFERENCE TO ELECTRONICS PRODUCTS

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ABSTRACT

E-commerce has made life simple and innovation for people and groups, consumer Behaviour in online shopping is different from the physical market where he has access to ascertain the merchandise. The purpose of the research was to study the consumer behaviour in online shopping of electronics products. The main research question is how consumers behave while shopping online. Primary data are collected through the questionnaire survey and by emails from personal contacts. Price, time-saving, and convenience were identified as important factors which cause certain buying behaviour in online shopping.

Keywords: Consumer behaviour, online shopping, E-commerce, service, and electronic products

INTRODUCTION

This section will be provide all information regarding the theory background, purpose, research questions, limitations of the survey, and theories. It presents the introduction of consumer behaviour, online shopping, consumer behaviour towards online shopping of electronic goods. Consumer behaviour is the study of individuals, groups, or organizations and the process they use to select, secure, and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes on the consumer and society. The consumer behaviour of every individual is different from others depending on buying choices which are influenced by buying habits and that are turn tampered with by psychological and social drivers that affect the purchase decision process.

REVIEW OF LITERATURE

1. **Mr. Murthy, P Raja Babu, P.Srinivasa Reddy (2017)** Retail industry has to play one important role in the contribution of gross domestic product in India. This study is conducted in Andhra Pradesh. This paper highlight the problem faced by near organized retail on small retailers this study reveals the result. The primary data collected by structured questionnaire with 24 questions, the sample size is 504 respondents in undivided Andhra Pradesh. The major object is the impact of organized retail on unorganized retail. The outcomes are the major impact of organized retail on unorganized retail found that are as product, price, place, and promotion. 4p's of marketing will determine the sale on both organized and unorganized retail. There is a decrease in sales on unorganized retail because of the impact of organized retail.
2. **ViksaDua, Anju Verma (2013)** this study is conducted by Raipur city. Impact of Growing organized retail sectors over small retailer stores. Objectives are to find out the major challenges faced by small retail stores, both suggest organized and unorganized retail to attract their consumer. Primary data are collected by 150 questionnaires in Raipur city in Chhattisgarh. Sample are collected by both small retailer and consumer of Raipur city. Findings are both retail have a market opportunity but organized retail effect on the small retailer but some consumer helps them to survival in the market. There is the impact of organized retail on small retail but small retail find a new way to face them.
3. **Manju (2012)**, A study on consumer's satisfaction towards service quality of organized retail stores in Haryana: This research was collected via a large sample survey based on a descriptive study using in-depth interviews with a customer who is visiting a retail store. They used 500 useable questions receive & the test person's correlations test was performed to examine the dimensions of service quality & customer satisfaction. The study provides some insights on factors that consumers satisfaction.
4. **Bitner (2012)** Retail is amongst the fastest growing sectors in the country and India ranks 1st, ahead of Russia, in terms of the emerging market potential in retail (Associated Chambers of Commerce and Industry of India). The retail environment is changing more rapidly than ever before.
5. **Baker, Berry, and Parasuraman, (1988)**, Retail is characterized by intensifying competition from both domestic and foreign companies, a spate of mergers and acquisitions, and more sophisticated and demanding customers who have great expectations related to their consumption experiences.

OBJECTIVES OF STUDY

- To study the consumer various problem faced towards online shopping.
- To assess the attitude of the consumer towards online shopping.
- To analyses the buyer satisfaction towards online shopping.
- To review the factors influencing the buyer preference for online shopping.

RESEARCH METHODOLOGY

RESEARCH DESIGN

A research design is the arrangement of conditions for collecting and analysis of detaining manner that aims combine relevance to the research purpose with the economy. A research design is the plan, structure, and strategy of investigation to obtain answers to the research and control variance.

STRUCTURE OF QUESTIONNAIRE

According to Robert Gatewood, Hubert S. Field, Murray Barrick, measurement includes the systematic application of rules for allocating numerical values to objects to represent the quantities of a person's attributes or traits. The first evaluation is Rules, attributes, psychological factors, metrics, or units. Likert 5 scales are ed to measure attitudes, knowledge, perceptions, values, and behavioral changes.

SAMPLE SIZE

150 respondents are chosen as a sample size for the study.

PERIOD OF STUDY

The period of time taken to conduct the survey and prepare the research paper is 3 months.

STATISTICAL TOOLS FOR ANALYSIS

- ☐ Simple Percentage Method
- ☐ Chi-square test
- ☐ ANOVA

DATA ANALYSIS

Chi-square test

Null Hypothesis: There is no association between age group and retail store first before making your final purchase online.

Alternative Hypothesis: There is an association between age group and retail store first before making your final purchase online.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.491 ^a	4	.240
Likelihood Ratio	7.530	4	.110
N of Valid Cases	150		
a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 1.56.			

RESULT

Since P value .240 is greater than 0.05, we are reject the alternative hypothesis and accept the null hypothesis. So that there is no association between age group and retail store first before making your final purchase online.

FINDING

- From the above analysis, about 79% of respondents are the majority in between 20-25 age group.
- From the above analysis, that 52% of the respondents are majority belong Female.
- From the above analysis, Since the P-value .240 is greater than 0.05, we are reject the alternative hypothesis and accept the null hypothesis. So that there is no association between age group and retail store first before making your final purchase online. (chi-square test)
- From the above analysis, Since the P-value .975 is greater than 0.05, we accept the alternative hypothesis and reject the null hypothesis. Therefore, there is a significant difference between the specific products and retail stores. (ANOVA)

SUGGESTION

- The overall project mainly shows that the study of consumer buying behavior is how much important for the company to attract customers.
- About the service rendered is satisfactory. But the inferred to appoint technicians of the product is to instantly check and door delivery facilities should be provided for the products like televisions, refrigerators and washing machine. The various suggestions are provided like
- Showroom should have to provide good parking facility according to the maximum number of customers because the respondents have given the low rating for this attributes.

CONCLUSION

This study was accomplished to determine the consumer behavior towards online shopping for electronic products. Online shopping is increasing, but the acceleration of online shopping is not as rapid as compared to other developed countries like the USA and UK. In research, online consumer behavior theories applied named as a goal-oriented online buyer and experimental motives of online shopping and highlighted into consumer characteristics, online consumer behavior, factor predicting online shopping, and consumer mindset in online shopping.

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