

## **A STUDY ON CONSUMER BUYING BEHAVIOUR ETIQUETTES WITH REFERENCE TO ONLINE SHOPPING IN MEDCHAL REGION**

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### **ABSTRACT**

The purpose of the study on "Consumer Behavior towards Online Shopping" is to determine why people prefer online buying to offline shopping. Online shopping has become increasingly popular, especially in the retail sector, and the majority of the major market players now rely on both online and offline sales. However, this study sheds light on the variety of products, delivery speed, internet connection, product pricing, and many other factors, as well as how they impact customer decision-making.

The study's primary goals are to identify the product categories that consumers prefer to purchase online. This aids in determining which products people like to purchase online and what kind of customer support customers can expect from a certain merchant.

## INTRODUCTION

Online shopping is a type of electronic commerce in which customers transact with a vendor directly via the internet without using a middleman service. More individuals are incorporating internet buying into their everyday lives, and many of them prefer it to traditional purchasing. People may pick up the products they desire via online shopping, which is simple and handy because all it takes is a few mouse clicks to complete the transaction. Online buying makes life and purchasing both simple. The movement in consumer purchasing habits towards online retail stores has several causes. One of the main advantages of internet buying is the ability to compare your goods with similar products based on price, color, size, and quality.

The two primary sectors of this trend are business-to-business (B2B) and business-to-customer (B2C). E-commerce, which includes the fundamental business operations of purchasing and offering goods, services, and information online, is a massive industry that is still expanding. Compared to traditional brick and mortar retail businesses, online shopping offers customers a greater variety of options. Online or interest-based purchasing is shopping that is done while online. Nowadays, a lot of buyers use the internet since it offers so many benefits to them.

They can escape crowds and it's a good time. Some goods are far less expensive, and they may be bought anywhere in the globe at any time.

shoppers may readily compare prices when they purchase online because many major merchants will provide alternatives and direct shoppers to products that are similar. Which again broadens the range of goods offered there. The procedure for purchasing goods from an online retailer has evolved quite a bit. By responding to customers' emails after they make a purchase and following up afterwards, businesses show they care about their customers. If a consumer has any questions about the usage or performance of a product, they may also consult websites.

The impact of technology on internet purchasing has revolutionized the whole retail sector.

Online shopping is the ordering and delivery to the client through electronic channels of new and conventional retail items and services. It makes it easier to get quick information about banking services and goods. The main advantages for clients include mobile and online shopping from anyplace.

Additionally, it has made it easier to use protected credit and debit cards, conduct online bank transactions, and use cash on delivery. The study's main finding was that young people utilise the internet in large numbers. Only this segment's needs are addressed by the bulk of the requested goods and services. The customer often visits the online retailers Shopping for consumers throughout the world is now incredibly simple because to 24/7.

## REVIEW OF LITERATURE

### **ANTIMA JAIN,ASHUTOSH BHARDWAJ(2022)**

Electronic commerce is gaining popularity in India. Consumers of online merchants may be categorized into a wide range of groups, and each consumer has different online shopping preferences. The goal of this study is to assess client purchase behavior when it comes to using applications for online shopping. The objectives of the study are to examine consumer purchasing behavior when making online purchases of goods and services, to examine consumer views of online shopping, and to assess customer satisfaction with online shopping in practice.

This study included people from India. Convenience sampling was used to choose the sample. 200 respondents completed a questionnaire to collect the primary data. Chi-square analysis, percentage procedures, and weighted The data that was collected was analyzed using standard techniques. The most significant finding of the survey is that most respondents prefer to pay with cash on delivery. Finally, this study discovered that consumers' purchasing patterns are likely to change in the future, enabling online marketers to market their goods and services more profitably if they concentrate more on raising consumer awareness, building their brands, and offering the services that customers expect to receive in accordance with their convenience.

### **Aakash Alwani(2021)**

A promising future for online commerce is offered by India's rising Internet user population. E-marketers may create their marketing plans to turn potential consumers into devoted ones and keep existing online customers if they are aware of the major variables influencing customer behavior and their relationships. This study focuses on the purchasing habits of residents in Vadodara City, specifically how they behave when shopping online at sites like Amazon, Flipkart, and others.

The internet has altered how consumers buy goods, and in response to the digital revolution, many businesses have moved their business operations online. This has made shopping convenient and at customers' fingertips while also offering more upscale discounts to lure customers in.

### **T.Kavitha(2021)**

Modern technology has fundamentally altered the manner that internet retailers do business.

Online retail shopping has emerged as a new category. By creating their own e-products and services to meet the evolving demands of the client, online retailers are expanding their customer base and financial resources. This study's primary goals are to explore consumer difficulties encountered when completing internet shopping and to analyze consumer purchasing behavior. The development of technology opened new channels for providing customers with shopping amenities, including online shopping. Since the internet announced its intention to take over, online shopping has grown in popularity.

**Maitrey Bhaga(2022)**

When the internet first emerged, customers had a completely different experience when it came to acquiring information, evaluating options, and maybe making purchases online. As a result, online customer behavior is a crucial consideration for marketers. Marketers must comprehend how, where, and why consumers behave online in order to forecast their online behavior. In order to investigate which internet channels customers utilize at each step of the buying decision process (BDP), this study analyses studies conducted by various researchers. The study will then further our understanding of the factors that influence and are affected by online shoppers' decision-making processes (BDP). Drawing a changed and more successful marketing strategy will be made easier with its aid.

**Dr. Seema Agarwal(2020),**

In this competitive business environment, businesses must contend with fierce competition. They are continually seeking for new ways to get in touch with customers, and they are doing everything in their power to do this. Online shopping is the newest fashion in this area.

shopping. Online shopping growth is strongly correlated with the rising trend in computer education. The younger generation's growing usage of the internet in India offers new opportunities for online businesses.

Online merchants may further expand their marketing tactics to turn potential customers into active ones if they are aware of the elements influencing Indian consumers' purchasing behavior and the relationships between these aspects and the different types of online shoppers. This study tries to analyze the characteristics of internet customers' buying habits. Using various socioeconomic characteristics, the buying habits of consumers about internet shopping were examined. The information was gathered via a questionnaire.

According to the study's findings, factors such as age, gender, income, and education have a big impact on internet purchasing in India. Additionally, it aids merchants in comprehending the factors that influence consumers' attitudes towards online shopping, their goals for doing so, and their opinions of the convenience and utility of the medium. The analysis's conclusions can serve as a good road map for market direction. The study's findings imply that measuring consumer purchasing activity might help us better understand consumer shopping behavior with regard to online shopping.

**SANTHOSH V.(2022)**

Online shopping has grown significantly in importance in the twenty-first century since so many people are busy and have a chaotic schedule. Internet buying was for them the most practical and appropriate method of shopping in this situation. The retail system for consumers has changed thanks to the Internet, which has quickly expanded into a global industry. An online store simulates the actual process of making a purchase. In this work, the assumption of classical model behavior was made. Internet shopping has altered how consumers purchase products and services.

To reduce their marketing expenses and, consequently, cut the price of their goods and services in order to remain competitive, many businesses have started to use the Internet. Businesses also use the Internet to link and broadcast data to sell things online, get client feedback, and conduct customer satisfaction surveys. Customers use the Internet to evaluate pricing, goods, features, and the level of after-sales and support they will get from different retailers in addition to making online purchases.

## Upasana Kanchan<sup>1</sup>, Naveen Kumar<sup>2</sup> and Abhishek Gupta<sup>3</sup>(2015)

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## RESEARCH METHODOLOGY

### PROBLEM STATEMENT

What primary factors influence the online customer while they are considering and making an online purchase? What demographics apply to internet shoppers? How do these characteristics affect the buyer when they make an online purchase?

### OBJECTIVE OF THE STUDY

1. To study how the consumers thought process before going for online shopping.
2. To identify factors that influence their decision to purchase online.
3. To know how the consumers analyses and prefer the E-shopping websites before online shopping.
4. To know the pros and cons of online shopping.

TYPE OF STUDY: Descriptive in Nature

SOURCE OF DATA: Data has been collected through two sources. Primary data and secondary data.

Primary data has been collected through questionnaires asked directly through respondents. Secondary data through journals, articles, and websites.

QUESTIONNAIRE: It consists of two parts. first part is about demographic questions, and second part is about customers opinion about the online shopping.

Sample Frame: Medchal

Sample unit: citizens of Medchal consisting of students, employees, households and business men.

Sampling Techniques: simple random convenience sampling was used for the purpose of data collection.

Independent Variable: online shopping websites

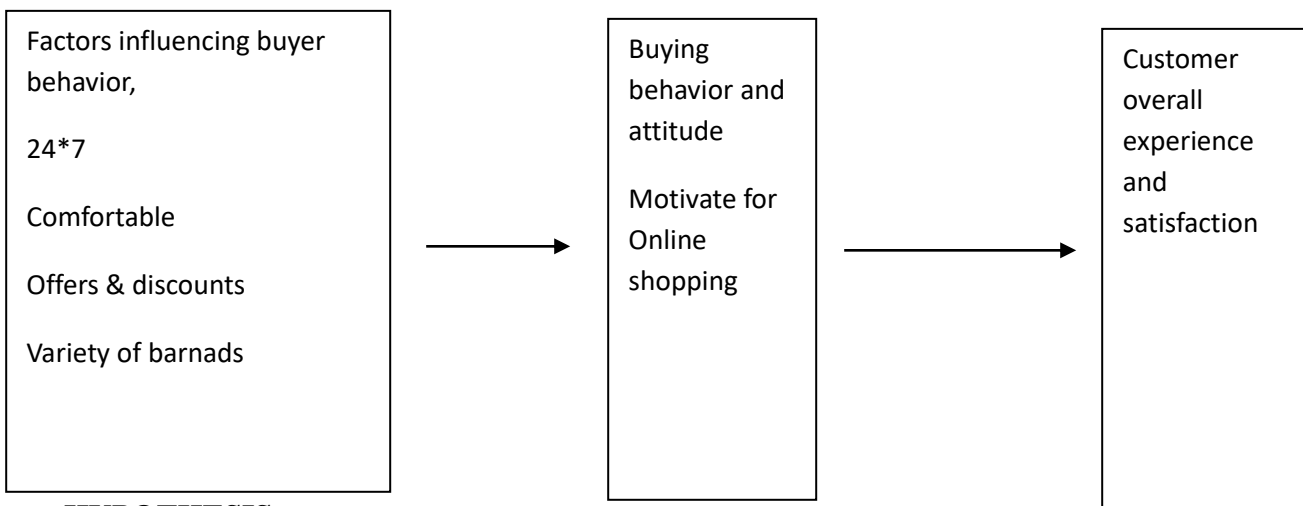
Dependent Variable: Consumer Buying Behavior.

Sample Size : 220

Population expected to be :300.

**Tools for analysis:** bar graphs, tables and chi square

**Research Frame work**



**HYPOTHESIS**

Ho: There is no significant difference in preferring online shopping based on Martial status

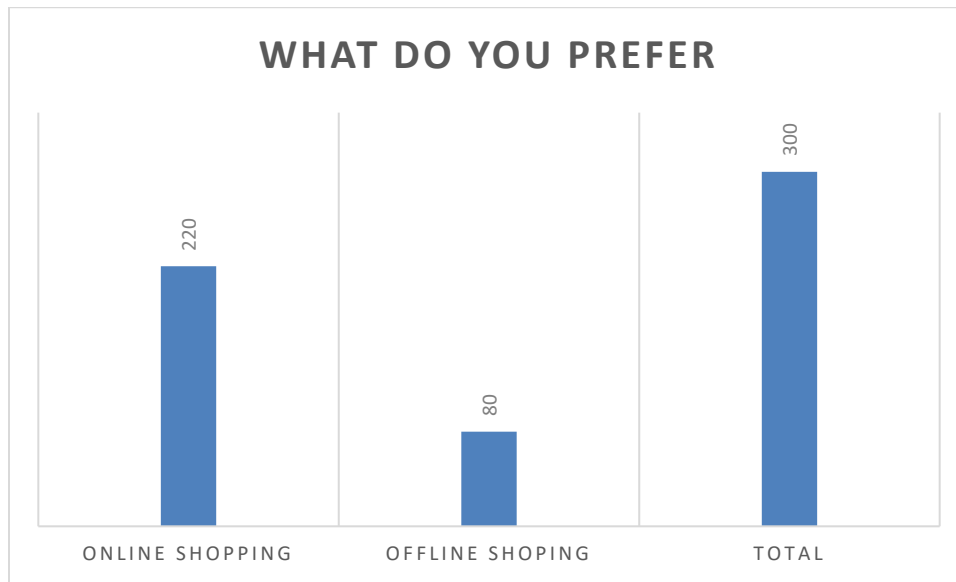
H1: There is significant difference in preferring online shopping based on Martial status.

Ho : there is no significant difference in satisfaction level based on gender.

H1: there is significant difference in satisfaction level based on gender,

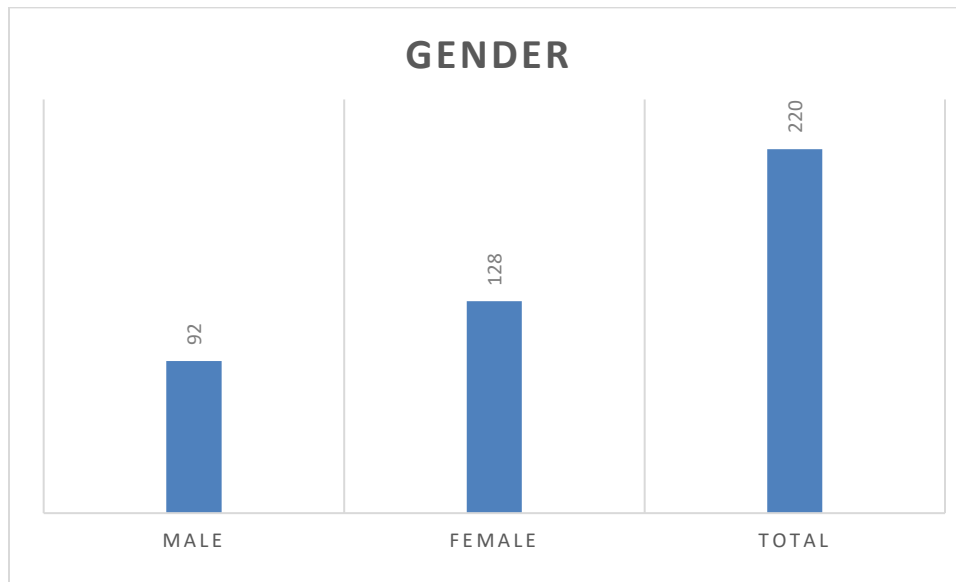
**DATA ANALYSIS.**

<b>Table 1</b>	<b>online shopping</b>	<b>offline shopping</b>	<b>Total</b>
<b>What do you prefer</b>	220	80	300



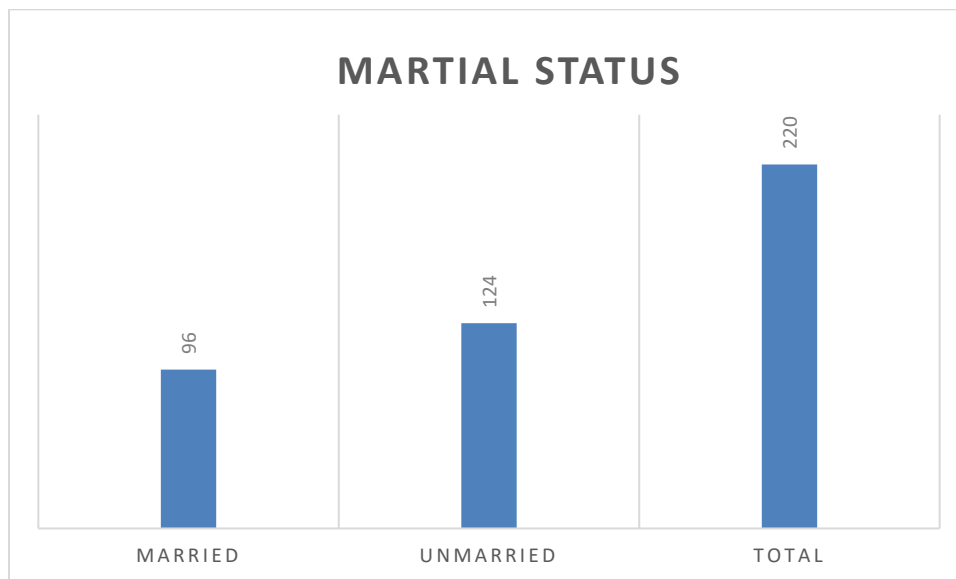
Interpretation: Out of total population 300 220 do regular online shopping while 80 members are not interested in online shopping.

<b>Table 2</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>
<b>Gender</b>	92	128	220



Interpretation: Out of total sample 220 male are 92 and female are 128.

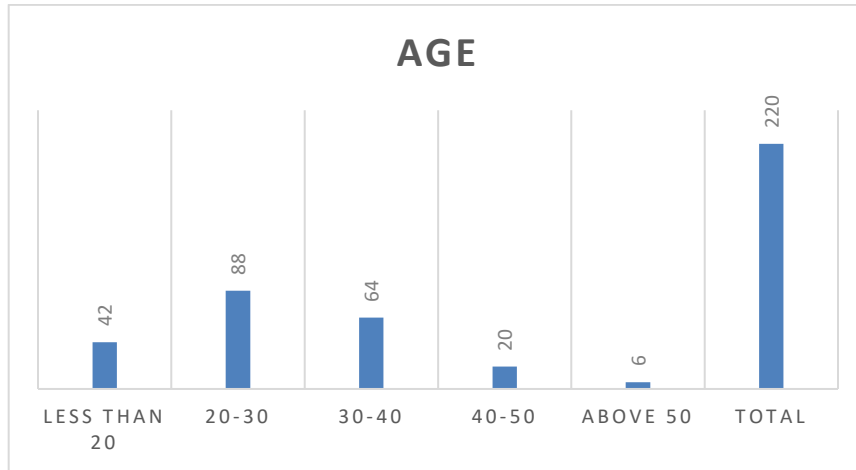
Table 3	Married	Unmarried	Total
Marital Status	96	124	220



Interpretation: Out of total sample 220, 124 are unmarried and 96 are married.

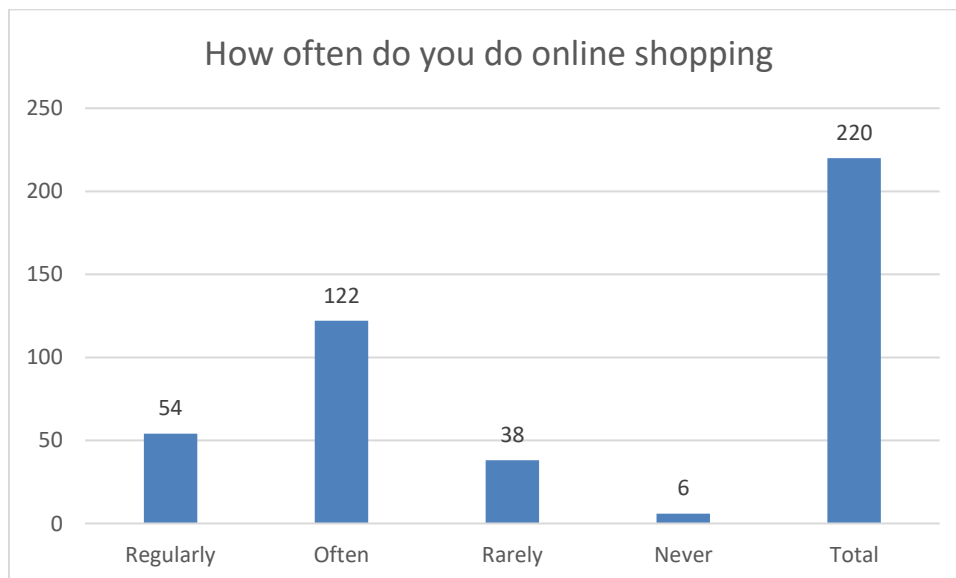


Table 4	less than 20	20-30	30-40	40-50	Above 50	Total
Age	42	88	64	20	6	220



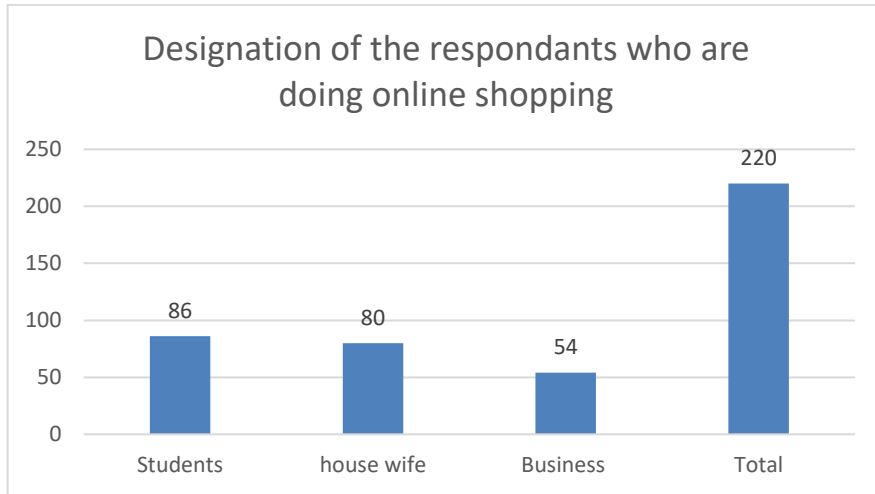
Interpretation: Out of total sample 220 less than 20 are 42, 20-30 are 88 , 30-40 are 64, 40-50 are 20 and finally above age 50 are 6.

Table 5	Regularly	Often	Rarely	Never	Total
How often do you do online shopping	54	122	38	6	220



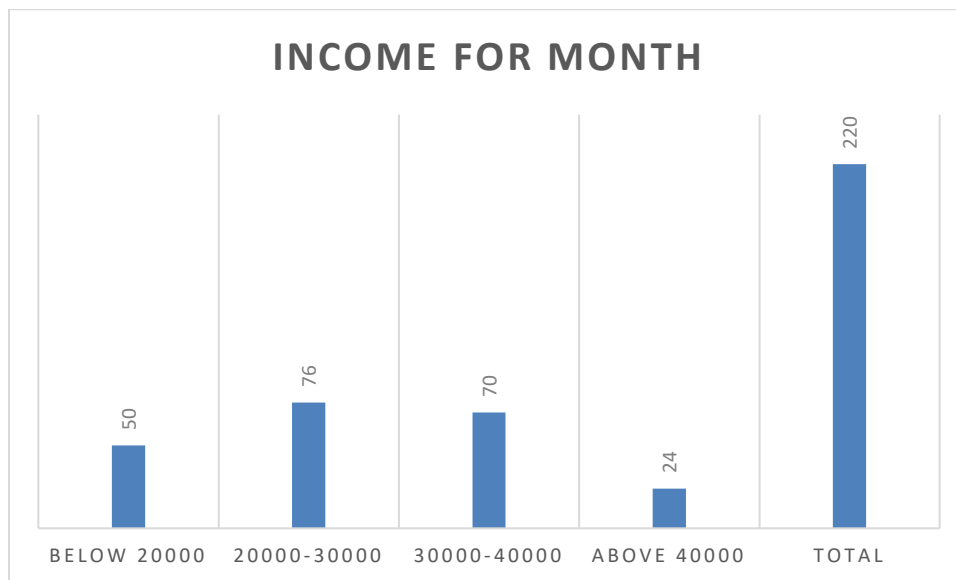
Interpretation: 54 do regular shopping, 122 do very often, 38 members do rarely and 6 will do never until an emergency.

Table 6	Students	Housewife	Business	Total
Designation of the respondents who are doing online shopping	86	80	54	220



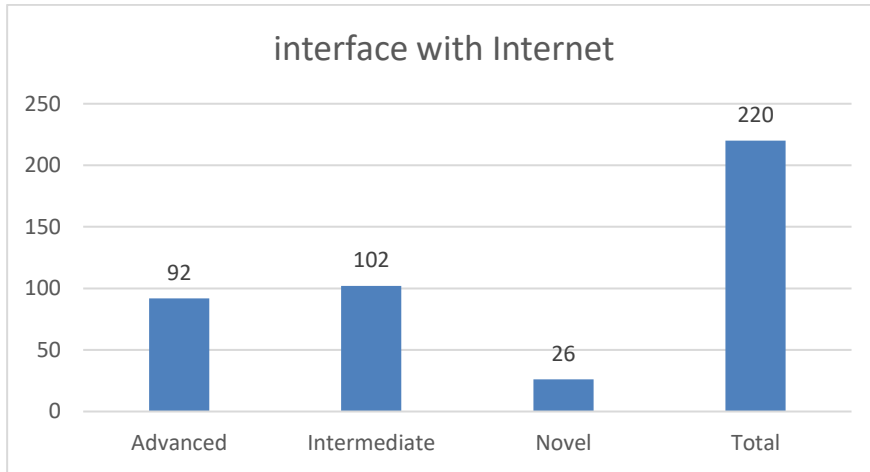
Interpretation: out of total respondents 220 89 are students, 80 are housewife and 54 are doing self-business.

Table 7	below 20000	20000-30000	30000-40000	Above 40000	Total
Income for month	50	76	70	24	220



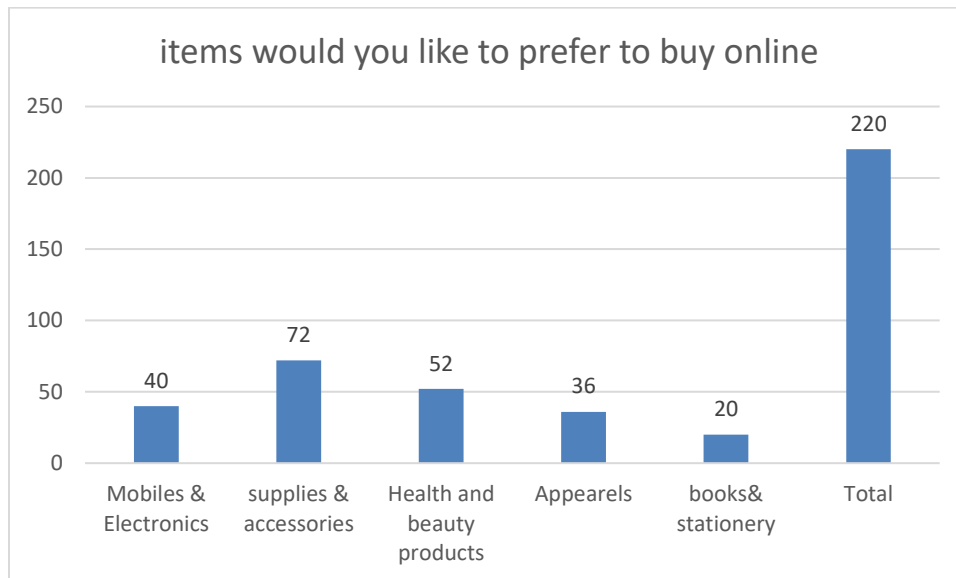
Interpretation: 50 respondents' income is less than 50, 76 respondents are from 20k to 30 k, 70 respondents are from 30k to 40 k and above 40k are 24 respondents.

Table 8	Advanced	Intermediate	Novel	Total
interface with Internet	92	102	26	220



Interpretation: 92 know advance concepts in internet, 102 are at intermediary level and 26 are novel type.

Table 9	Mobiles & Electronics	supplies & accessories	Health and beauty products	Apparels	books & stationery	Total
items would you like to prefer to buy online	40	72	52	36	20	220



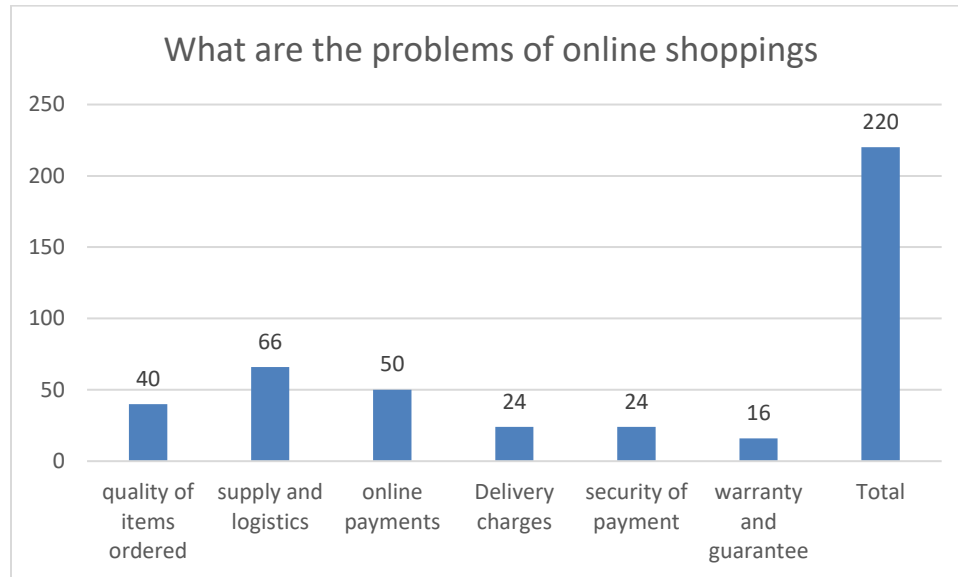
Interpretation: 40 shops for mobiles and electronics, 72 for supplies and accessories, 52 for health and beauty products and 36 for apparels and 20 for books and stationery.

Table 10	Amazon	Flipkart	snap deal	Myntra	Meesho	Aji o	Total
online website would you like to do online shopping	58	50	42	44	16	10	220



Interpretation: 58 would like to do online shopping from amazon, 50 from flipkart, 42 for snap deal, 44 from myntra and 16 from meesho finally 10 from ajio.

Table 11	quality of items ordered	supply and logistics	online payments	Delivery charges	security of payment	warranty and guarantee	Total
What are the problems of online shopping's	40	66	50	24	24	16	220



Interpretation: 66 are bothered for supply and logistics, 50 for online payment procedure, 40 for the quality of the product delivered, 24 for delivery charges and security of payments. 16 for warranty and guarantee of the products.

Table 12	Extremely	Moderately	slightly	Not at all	Total
Are you confident about the shopping websites	46	78	92	4	220



Interpretation: 46 are extremely confident, 78 are moderately confident, 92 are slightly confident and 4 not at all.

Table 13	24*7	comfort	offers & discounts	variety brands for comparison	Total
reason for preferring online shopping	46	82	74	18	220



Interpretation: 46 respondents do shop because they are available online 24/7, and 82 are having comfort in online shopping, 74 for regular discounts and offers and 18 for variety of brands and comparisons.

Table 14	Alwa ys	ofte n	someti mes	rare ly	nev er	Tot al
<b>Do you think security &amp; privacy issues will stop you doing online shopping</b>	46	62	64	44	4	220



Interpretation: 46 says always , 62 say often and 64 sometimes and 44 rarely and 4 said never think of security while doing online shopping

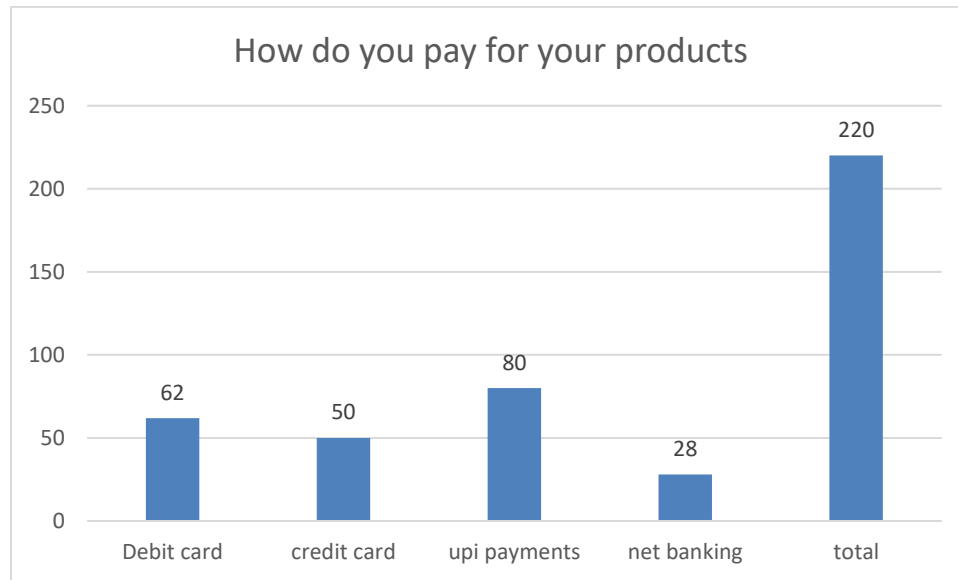
<b>Table 15</b>	<b>Yes</b>	<b>no</b>	<b>Can't say</b>	<b>Total</b>
<b>Are you satisfied with online shopping experience</b>	108	64	48	220



Interpretation: 108 are extremely satisfied with the shopping experience online. 64 not satisfied and 48 say they are unable to express anything.



Table 16	Debit card	credit card	upi payments	net banking	total
How do you pay for your products	62	50	80	28	220



Interpretation: 62 pay through debit card, 50 through credit card and 80 through upi payments and 28 through net banking.

Table 17	Google products search	e-bay	APP S	Amaz on	Instagr am	Tot al
On which mode you are comfortable for online shopping	52	58	68	32	10	220



Interpretation: 52 say that google products search, 58 e-bay, 68 through apps, 32 through Amazona and 10 through Insta are comfortable.

STATISTICAL ANALYSIS

Ho: There is no significant difference in preferring online shopping based on Martial status

H1: There is significant difference in preferring online shopping based on Martial status.

reason for preferring online shopping	24*7	comfo rt	offers& discounts	variety brands for comparison	Total
Married	30	46	12	8	96
Unmarried	16	36	62	10	124
	46	82	74	18	220

Results						
	24*7	comfort	Offers & discounts	Variety of brands		Row Totals
Married	30 (20.07) [4.91]	46 (35.78) [2.92]	12 (32.29) [12.75]	8 (7.85) [0.00]		96
Unmarried	16 (25.93) [3.80]	36 (46.22) [2.26]	62 (41.71) [9.87]	10 (10.15) [0.00]		124
<b>Column Totals</b>	46	82	74	18		<b>220 (Grand Total)</b>

The chi-square statistic is 36.5142. The  $p$ -value is  $< 0.00001$ . The result is significant at  $p < .05$ .

Since  $p$  value is less than 0.05 accept H1

There is significant difference between reason they prefer based on marital status

Married look for comfort and 24\*7 options. Unmarried look for offers and discounts.

gender/satisfaction	Yes	No	Maybe	Total
Male	50	28	14	92
Female	58	36	34	128
Total	108	64	48	220

Ho : there is no significant difference in satisfaction level based on gender.

H1: there is significant difference in satisfaction level based on gender.

<b>Results</b>						
	Yes	No	Maybe			<i>Row Totals</i>
Male	50 (41.40) [1.79]	28 (24.53) [0.49]	14 (26.07) [5.59]			92
Female	58 (66.60) [1.11]	36 (39.47) [0.30]	54 (41.93) [3.47]			148
<i>Column Totals</i>	108	64	68			<b>240 (Grand Total)</b>

The chi-square statistic is 12.7495. The  $p$ -value is .001704. The result is significant at  $p < .05$ .

Since  $p$  value is less than 0.05 accept H1

Female are more satisfied compared to male respondents due to online shopping.

### FINDINGS OF THE STUDY

The Maximum of responses (58.2%) are female.

The most (40%) of responders are between the ages of 21 and 30.

The Most of responses (58.2%) are female.

The Maximum consumers (55.5%) said they shop online occasionally.

The most (32.4%) of respondents are purchasing accessories,

The Maximum (34.5%) are in the 20000–30000 range,

The Majority (46.4%) are intermediate, and

The Maximum (26.6%) of respondents normally use Amazon.com.

28.7% of consumers say shipping and logistics are their top worries when making an online purchase.

Mostly i.e 49.5% happy with internet shopping,

The Most 42.2% marginally sure that personal information was kept private when making purchases, The Most 37.6% at ease, majority 31.2% occasionally concerned about privacy.

The Most of the respondents (35.6%) use cash on delivery to purchase goods online.

The large part of respondents (30.3%) use applications.

## SUGGESTIONS

Offering more appealing pricing may draw clients.

To draw in more customers, online retailers need improve the security of their online payment systems and they ought to win over customers' trust.

Businesses should create a variety of items to draw in and keep online customers while also ensuring their entire happiness.

## CONCLUSION

Customers favor offline stores and internet retailers when buying necessities. The consumer's choice to buy is influenced by the availability of the goods, the price of the product, and the delivery date. Quality assurance and economical pricing are other important considerations. Shopping on reputable online platforms is encouraged by the greatest quality and low pricing. A rise in the internet market can be attributed to its accessibility and convenience over time. Customer assistance is available 24/7 to deliver the finest service.

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### QUESTIONNAIRE

What do you prefer	online shopping	offline shopping				
Gender	Male	Female				
Marital Status	Married	Unmarried				
Age	less than 20	20-30	30-40	40-50	Above 50	
How often do you do online shopping	Regularly	Often	Rarely	Never		
Designation of the respondents who are doing online shopping	Students	housewife	Business			
Income for month	below 20000	20000-30000	30000-40000	Above 40000		
interface with Internet	Advanced	Intermediate	Novel			
items would you like to prefer to buy online	Mobiles & Electronics	supplies & accessories	Health and beauty products	Apparels	books & stationery	

online website would you like to do online shopping	Amazon	Flipkart	snap deal	Myntra	Meesha	Ajio
What are the problems of online shopping	quality of items ordered	supply and logistics	online payments	Delivery charges	security of payment	warranty and guarantee
Are you confident about the shopping websites	Extremely	Moderately	slightly	Not at all		
reason for preferring online shopping	24*7	comfort	offers& discounts	variety brands for comparison		
Do you think security & privacy issues will stop you doing online shopping	Always	often	sometimes	rarely	never	
Are you satisfied with online shopping experience	Yes	no	Cant say	Total		
How do you pay for your products	Debit card	credit card	upi payments	net banking		
On which mode you are comfortable for online shopping	Google products search	e-bay	APPS	Amazon	Instagram	