

A STUDY ON THE BUYER BEHAVIOUR TOWARDS ONLINE SHOPPING

SRIDHAR M

MBA FINAL YEAR, School Of
Management Studies, Sathyabama
Institute of Science and Technology
Chennai, Tamil Nādu, India
sridharalwin.sa@gmail.com

DR. PALANI

ASSOCIATE PROFESSOR,
MBA, School of Management Studies,
Sathyabama Institute of Science and
Technology
Chennai, Tamil Nadu, India

Abstract—Consumer Behavior is a complex and challenging field to analyze by the marketer as preferences vary over a period of time. The traditional method of purchase is replaced with online mode facilitating the consumer anytime purchase providing all the benefits under a single roof. Various Ecommerce models provide both the product and service sectors to utilize the facilities and opportunities at the right time. The online shopping had become an entertainment activity in spite of the gender differences. This study analyses the Consumer Behavior towards Online Shopping with due considerations with the product related dimensions. Demographic profile of the respondents, awareness to online shopping, influence of product dimensions on Online Shopping Behavior was the objectives framed for the study.

Introduction

Internet is changing the way consumers shop and buy goods and services and has rapidly evolved into a global phenomenon. Many companies have started using the internet to cut marketing costs, thereby reducing the price of their products and services to communicate and disseminate information, to sell the products, to take feedback, and also to conduct satisfaction surveys with consumers. Consumers use the internet not only to buy the product online but also to compare prices, product features, and after-sales service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospects of online business.

I. REVIEW OF LITERATURE

Sylke et al, (2004) the growth rate of electronic commerce in India, however, has yet been much below anticipation; its proportion of total retail business is still small due to its certain limitations.

Garbarino & Strah Levitz (2004), Kor Gaonkar & Wolin (1999), Van Slyke et al (2002) previous researches suggested that men are more likely to purchase products and/or services from the Internet than women.

Lepkowska -White, and Rao (1999) referred vendor characteristics, security of transactions, content for privacy and customer characteristics as factors influencing electronic exchange. •

Rd. Vijayalakshmi & Dr.R.Lakshmi (2018)1 Mostly youngsters and youth generation (19-30 age group) are very much interested in online buying because they know about technology and e- shopping.

II. RESEARCH OBJECTIVES

1. This project research helps to find out what are the main factors that affect consumer behavior towards online shopping. The following are the objectives of the study;
2. To study consumer behavior towards online shopping.
3. To know the factors which affect decision making process of customer while purchasing the online shopping product.
4. To examine whether customer prefer online shopping or offline shopping.
5. To identify their preference towards different E-shopping websites and the features of websites in general.

III. RESEARCH METHODOLOGY

A. RESEARCH DESIGN

This research uses Descriptive research design. The research identifies the factors affecting the buyer behavior of the consumers towards online shopping.

B. SAMPLING DESIGN

1. Population: All employees and consumers behaviour towards online shopping.
2. Sample Size: A total of 100 employees. The sample size is appropriate for generalizable insights, given the target population.
3. Sampling Technique:

This study uses Convenience Sampling

Convenience Sampling can be used to target respondents who are readily available and willing to participate.

4. Source of Data:

There is two type of data that is being adopted for this project. They are primary data and secondary data.

Primary data:

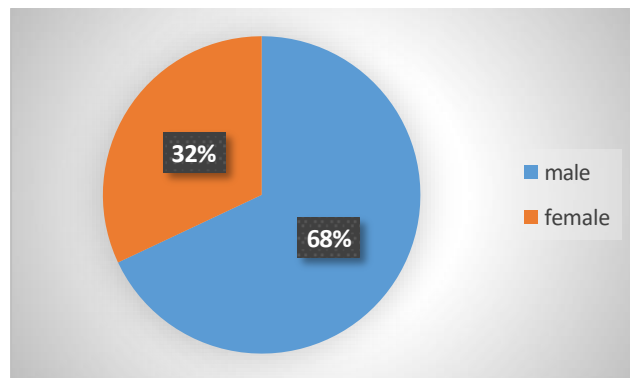
Primary data are those which are collected for the first time and they happen to be original in nature. Primary data are collected through questionnaire.

Secondary data:

Secondary data is a data which is already existed data like magazines, journals, books and so on.

V. DATA ANALYSIS AND INTERPRETATION

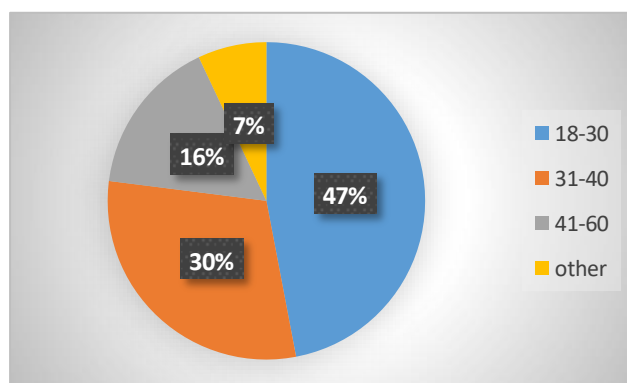
Figure 1
Frequency analysis of Gender



I. Interpretation

Majority of (68%) of the respondents are choose Male.

Figure 2
Frequency analysis of Age

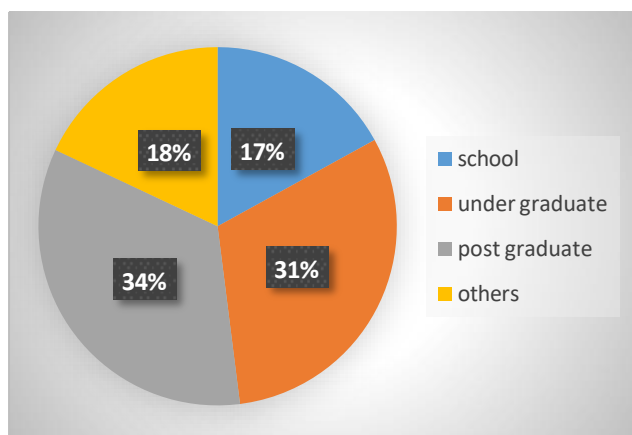


II. INTERRETATION

Majority of (47%)the respondents were from the age group of 18 to 30

Figure 3

Frequency Analysis of Educational Qualification

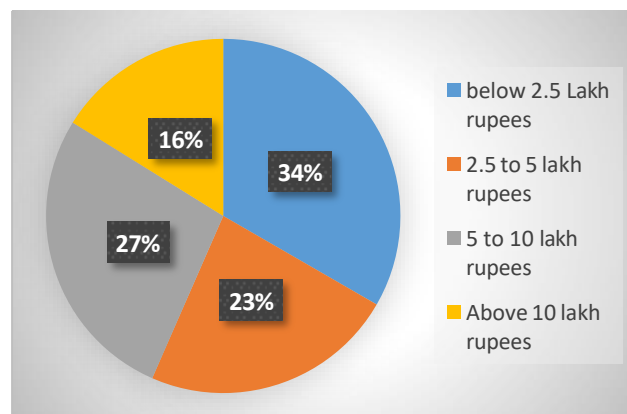


III. INTERPRETATION

Majority (34%) of the respondents choose are Post Graduate.

Figure 5

Frequency Analysis of Annual Income

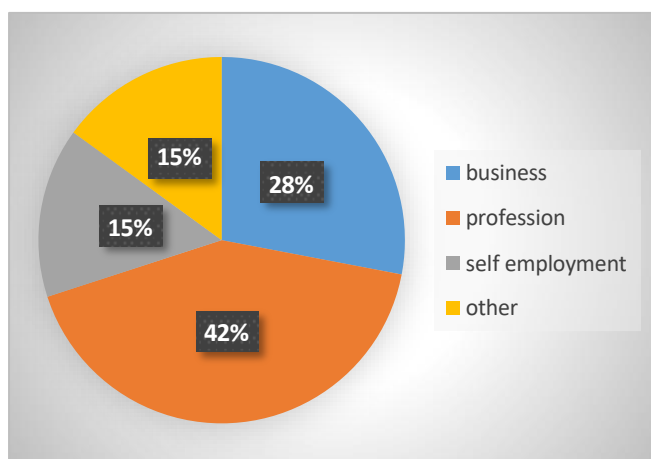


v.INTERPRETATION

Majority (34%) of the respondents earn below 2.5 lakh rupees in a year.

Figure 4

Frequency analysis of Nature of Employment

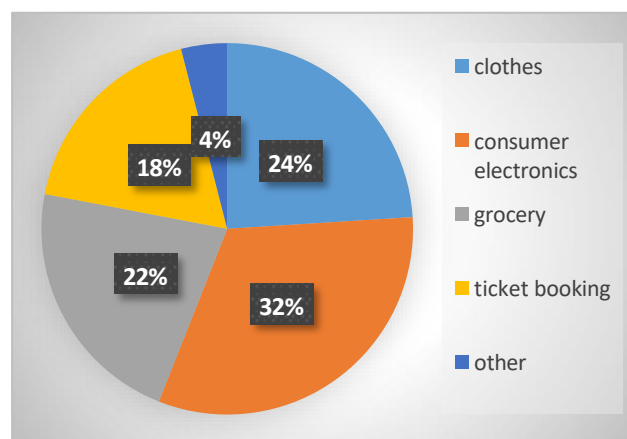


IV. INTERPRETATION

Majority (42%) of the respondents belong to Profession category.

Figure 6

Products purchased through Online shopping

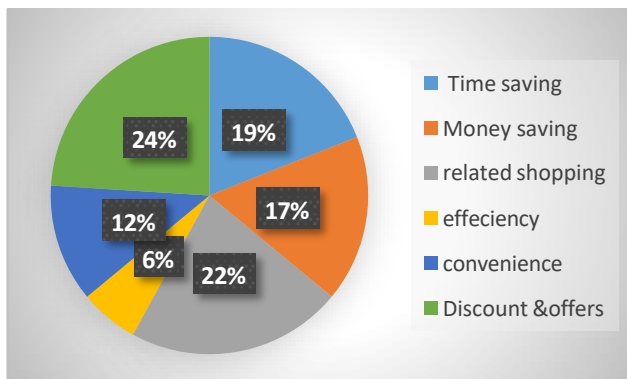


VI. INTERPRETATION

Majority (32%) of the respondents buy consumer electronics online.

Figure 7

Reason behind online shopping

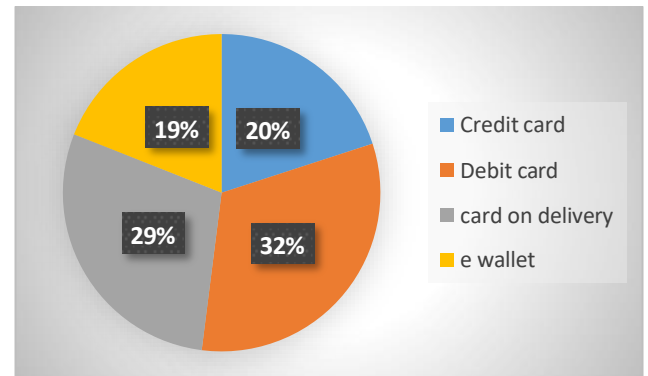


VII. INTERPRETATION

Majority (24%) of the respondents choose are Discount & offer.

Figure 9

Preferred mode of payment

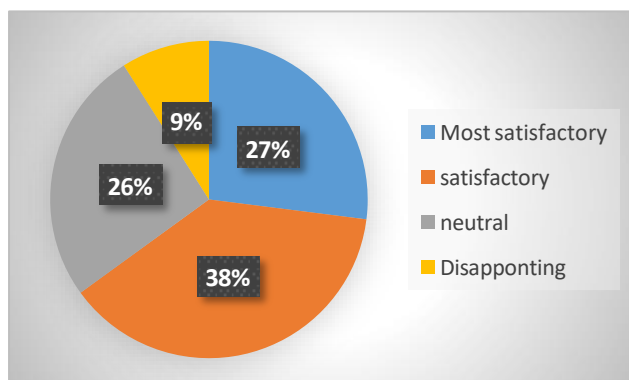


IX. INTERPRETATION

Majority (32%) of the respondents are choose Debit card.

Figure 8

Satisfaction Level of Consumers



VIII. INTERPRETATION

Majority (38%) of the respondents are choose satisfactory.

Figure 11

T TEST ANALYSIS FOR GENDER

H0: Gender of consumers does not exert influence over purchases through online shopping

H1: Gender of investors does exert influence over purchases through online shopping

VARIABLES	Gender		F VALUE	P VALUE	Significance level
	FEMALE (Mean)	MALE(Mean)			
Jewelery	3.29	2.60	0.779	0.380	Significant**
Furniture	3.81	2.84	0.004	0.952	Not Significant
Grocery	3.97	3.47	3.876	0.049	Significant**
Electronic products	3.40	3.71	0.323	0.571	Not Significant
Software products	3.87	3.40	0.205	0.652	Not Significant
Financial products (shares)	3.68	3.69	0.224	0.637	Not Significant
Clothes	3.68	3.18	4.417	0.038	Significant**
Travel booking	3.68	3.44	0.293	0.589	Not Significant

**The level of significance is tested at 0.05

INTERPRETATION

Accept H₀;

Since the p value is greater than 0.05 for the purchases of furniture, Electrical products, Hardware & Software products, financial products, Ticket and Travel booking we accept H₀ for these products.

Reject H₀;

Since the p value is lesser than 0.05 for the purchases of Jeweler, Grocery products, clothing we reject H₀ for these products.

ONE WAY ANOVA ANALYSIS

H₀: Age of investors does not exert influence over purchases of products through Online Shopping

H₁: Age of investors does exert influence over purchases of products through Online Shopping

Factors	AGE				F VALUE	P VALUE	Significance Level
	18-30 (Mean)	31-40 (Mean)	41-60 (Mean)	Others (Mean)			
Jewelry	3.09	2.80	2.50	1.67	3.205	0.027	Significant**
Furniture	3.32	2.83	3.75	1.32	5.110	0.003	Significant**
Grocery	3.75	3.87	4.06	1.67	5.489	0.002	Significant**
Electronic products	3.66	3.97	3.13	1.52	6.941	<0.001	Significant**
Software products	3.53	3.87	4.31	3.00	2.449	0.068	Not Significant
Financial products (shares etc)	3.38	4.07	4.14	3.00	4.022	0.010	Significant**
Clothes	3.38	2.97	3.38	4.67	3.378	0.002	Significant**
Travel booking	3.45	3.17	3.98	4.67	4.381	0.006	Significant**

**The level of significance is tested at 0.05

INTERPRETATION

Accept H₀;

Since the p value is greater than 0.05 for the purchases of software product through Online shopping. we accept H₀ for this product.

Reject H₀;

Since the p value is lesser than 0.05 for purchases of Jeweler, Furniture, Grocery, Electrical Products, Financial products, Clothing, Travel booking we reject H₀ for these options

FINDINGS

- Majority (32%) of the respondents buy consumer electronics online.
- Majority (38%) of the respondents are choose satisfactory.
- Majority (32%) of the respondents are choose Debit card.
- Majority (42%) of the respondents belong to Profession category.
- Majority (24%) of the respondents choose are Discount & offer

SUGGESTION

- Convenient and easy buying is important factor impact the online buying so that the marketer can take care additional effort in these area in order to improve the level of customer satisfaction.
- To improve the online shopping behaviour in the rural area, more advertisement can be conducted through various media.
- It is also suggested that online store may offer customer an e-wallet which transfer balance from customer online bank account to the store payment system.
- This may help seller to gain more sales from these who want to buy online service but do not have credit card or do not want to use their credit card online.
- The online marketers should deliver right colour, quality and quantity product order by the consumers'.
- It will improve the customer satisfaction in order to increase online trading

CONCLUSION

From analysing the data collected, the factors analysing the consumer buying behaviour towards digital shopping have been identified. Various demographic factors such as age, education level, income level, employment, have been analysed and it is concluded that demographic factors exert a significant influence over the buying behaviour of consumers. Around 40% of the respondents are satisfied with their Shopping experience hence proving that most of consumers are satisfied with their shopping experience online.

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