

CONSUMER BEHAVIOR TOWARDSE- COMMERCE: ONLINE SHOPPING

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Abstract

A good example of a business revolution is online purchasing. Individuals and groups can now live simpler and more imaginative lives thanks to ecommerce. Consumer behaviour in online purchasing differs from that in a real store where he or she can see the merchandise. Traditional or physical stores are rapidly being replaced by websites. Customers' trust has grown over time. The need for internet shopping platforms has skyrocketed. The number of these has risen. On the one hand, websites have fueled fierce rivalry, resulting in better and cheaper items for consumers. Customers, on the other hand, have privacy concerns when it comes to their data. to internet shopping The way people shop for and purchase goods and services is changing as a result of the internet. It has quickly grown into a worldwide sensation. This research paper attempts to analyze the consumer behavior towards online shopping, and the various factors influencing trend of online shopping.

Keywords: *online shopping, consumer behavior, physical market, internet*

INTRODUCTION

One of the most popular methods of purchasing for convenience is online shopping. In reality, within the Internet community, it is a popular method of shopping. Whether it's for clothes, electronics, or pets, the internet shopping trend is growing in popularity. Every year, hundreds of websites and applications are developed and launched to meet the needs of customers. Comfortable buying trends are becoming increasingly popular. Electronic commerce 1 (Online Shopping) has a significant impact on procurement, shopping, corporate collaboration, and customer service. The impact of technology on the delivery of various

services is so significant that practically every company is affected. impacted. Due to new online technologies, the nature of rivalry is also changing dramatically. businesses, new business structures, and the breadth of EC-related products and services Electronic commerce gives businesses with unrivalled opportunity to grow. to grow market share and cut costs over the world at a low cost The focus of this paper is on The main focus is on the most important applications of electronic commerce, as well as the issues that surround it. successful deployment and failures, as well as what services are required for its maintenance. In addition, the impact of online shopping on numerous functional areas will be demonstrated in this article. put in place security technologies such Its stated drawbacks include sometimes restricted customer assistance, the inability to view or touch a thing before purchasing, and the required wait time for goods delivery. Businesses should authenticate business transactions, manage access to resources such as web pages for registered or selected users, encrypt communications, and employ security technologies such as the Secure Sockets Layer to ensure the security, privacy, and efficacy of online shopping. This study tries to bring together the fundamental topics that have emerged from the emerging field of electronic commerce, as well as to explain how it may be applied and how important it is to management.

OBJECTIVES

1. To find out the online shopping behavior of consumers.
2. To investigate the problems and issues most concerned while online shopping.
3. To study the shopping trends of online buyers.

REVIEW OF LITERATURE

Mesay Sata, (2015) investigated in his study the factors affecting the decision of buying mobile phone devices in Hawassa town and concluded that consumer's value price followed by mobile phone attributes as the most important variable amongst all. This factor, also acted as a motivational force that influences them to go for a mobile phone purchase decision.

Surendra Malviya and Manminder Singh Saluja, (2019), studied the factors influencing consumer's purchase decision towards smartphones in Indore. This research provides new marketing dynamics to the leading mobile companies for a market. The main objective of this research is to identify the key factors which have a dominating effect on the consumers' minds while making a purchase of smartphone.

Inge Hutagalung (2016), in his research examined consumer behavior of the Z generation adolescent on the ad information of Smartphone selection. The method used in the research was Interpretative Phenomenological Analysis (IPA) and the results show that the audiences are not passive and have resistance in accepting ad information.

Marzieh Zendehtdel et al. (2016) in their collective study concluded that significant moderation effects with regards to the association of subjective norm and attitude, perceived risk and other factor were significantly correlated with the attitude towards online shopping while perceived risk was observed to be negatively significant on attitude.

M Niranjammurthy (2018) Ecommerce is commonly considered the purchasing and selling of things through the internet, however any transaction that is done completely using electronic methods can be deemed ecommerce, according to an analysis of e4-commerce and m-commerce. M-commerce is now a prominent player in online retail marketing and sales. People are increasingly using this technology all around the world. All are involved in mobilecommerce. Electronic transactions using the use of a mobile phone They stated a number of things. E-benefits, commerce's drawbacks, and growth drivers

METHODOLOGY

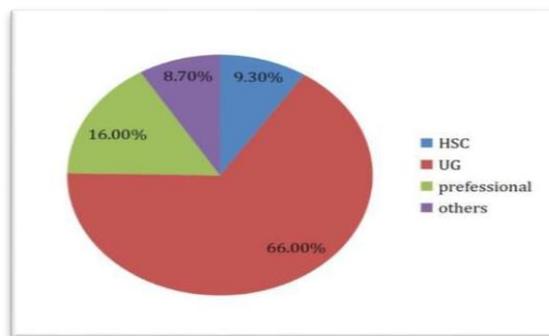
This section will illustrate the way of the research and it will be conducted by presenting the methodologies and theories used. The technical details of the research will be described and detailed in following sections. Important issues such as, philosophy of the research, preparation of the research, the method and procedure of data collection, components of questionnaire, sampling decision will be covered below. Sample size is a count of the individual samples or observations in any statistical setting, such as a scientific experiment or a public opinion survey. Though a relatively straightforward concept, choice of sample size is a critical determination for a project. Too small a sample yields unreliable results, while an overly large sample demands a good deal of time and resources. Here the sample size is 150. For analysis of the data various satisfied tools are used. For statistical analysis the tools that have been applied are percentage analysis, weighted average score method, ranking analysis.

DATA ANALYSIS AND INTERUPTION

EDUCATION QUALIFICATION OF THE RESPONDENTS

EDUCATION QUALIFICATION	NO.OF.RESPONDENTS	PERCENTAGE
HSC	10	9.3
UG	66	66.0
Professional	18	16.0
Others	6	8.7
TOTAL	100	100

Source: Primary DataCHART



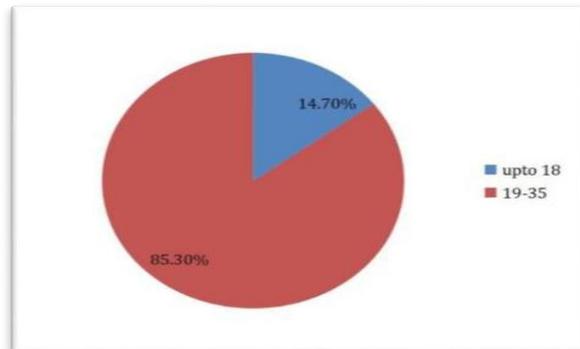
INTERPRETATION

The above table shows that 10 (9.3%) respondents are HSC and 66(66.0%) respondents are UG, 18(16.0%) respondents are professional and 6(8.7%) respondents are others out of 150respondents. **Most of the respondents 66(66.0%) are UG.**

AGE OF RESPONDENTS

AGE	NO.OF. RESPONDENTS	PERCENTAGE
Up to 18	14	14.7
19-35	86	85.3
TOTAL	100	100

Source: Primary DataCHART



INTERPRETATION

The above table shows that 14 (14.7%) respondents are upto 18 and 86 (85.3%) respondents are 19-35 years, out of 150 respondents. **Most of the respondents 86 (85.3%) are 19-35years.**

FINDINGS

- The majority of the respondents 52(52.7%) are female.
- The majority of the respondents 52(52.7%) are unmarried.

- The Majority of the respondents 85 (85.3%) are 19-35 years.
- The Majority of the respondents 66(66.0%) are UG.The Majority of the respondents70(70.7%) are student.

SUGGESTIONS

- Sometimes are problem in network issue.
- Quality of product in rare.
- Maximum of product are damaged.
- Replacement and refund in few days.

CONCLUSION

The present study deals with “A STUDY ON CONSUMER BEHAVIOUR TOWARDS ECOMMERCE: ONLINE SHOPPING” of. A Large portion of youngsters do their shopping through online. Special awareness should be created for the online shopping to avoid the biase in the online shopping. The majority of the portion is done through mobile phones. The online shoppers at both the districts are satisfied with the online shopping process. they are benefited with facilities like convenience, less procedure, timely delivery, product offers, low cost etc.The product dimensions are identified to be satisfactory and highly correlated.

The understanding of the nature, needs and wants of the consumers as such in other business is very much vital for the study. It is also the duty of the consumer do to online shopping based on technology.

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