

A STUDY ON CONSUMERS BUYING BEHAVIOR TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO MAYILADUTHURAI TOWN

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DOI: <https://doi.org/10.5281/zenodo.14551227>

Published Date: 24-December-2024

Abstract: Consumer behaviour towards online shopping refers to the actions and decisions made by individuals when purchasing products or services through online platforms. The rapid growth of e-commerce has led to an increase in online shopping, with consumers being able to browse, compare prices, and make purchases from the comfort of their homes. Studies have shown that consumer behaviour towards online shopping is influenced by several factors, including product quality, website design, price, convenience, and security. Consumers are also influenced by social factors such as reviews and recommendations from other customers. As a result, businesses have had to adapt their marketing strategies to cater to this shift in consumer behaviour. Overall, understanding consumer behavior towards online shopping is crucial for businesses to provide a seamless and satisfying online shopping experience, which ultimately leads to increased customer loyalty and profitability.

Keywords: Online shopping, consumer behaviour, decisions, Marketing tactics.

1. INTRODUCTION

The use of internet has created a new experience for consumers regarding gathering information about the product. Internet is used as a communication channel as a part of direct marketing. It has developed markets in to a highly competitive market. Business organizations use internet as a main vehicle to conduct commercial transaction in the online platform.

Consumer buying behavior is a method how individual or group customers select, buy and use the products to satisfy their needs and wants. It examines how emotions, attitudes and preference affect the buying behavior. The study of consumer behavior explore individual qualities such as personality lifestyle and behavioral variables such as usage rate, usage occasion, loyalty, band etc. as an attempt to interpret thepeople wants and consumption pattern. Customer behavior is concern with purchase activities, use or consumption activities and disposal activities. Purchase activities are concern with how customers acquire products and services. Consumption activities are concern with who, where, when and how of consumption and the usage experience. Disposalactivities are concern with the way that consumers dispose of products and packaging and also include reselling activities.

Online shopping is a form of e-commerce which is used for directly purchase of goods or utilization of services from a seller using internet. It is an easy method of shopping. The buyers feel very convenient and time saving method. In past customers used to purchase from physical stores, now it is reduced and online shopping are used the most. The goods in online stores are described with text, photos and multimedia files. Many online stores will provide links for getting extra informationabout the product. There are many sites available for online shopping like Flipkart, Amazon, Myntra, AJIO, first cry, Nykaa, Lime Road etc.

Significance of study

In today's world, trade and commerce have been taken place through multiple channels of online shopping. The study of consumer buying behavior helps the marketers to understand the expectation of the consumers. This study help us toknow the current market situation, contributes hypothetically and practically to a better understanding of consumer behavior in online buying process. It also provides an idea about likes and dislikes of consumers. Consumer buying behavior is an action taken before buying a products or services.

Objectives of the study

- ❖ To find out the consumer buying behavior towards online shopping withspecial reference to Mayiladuthurai town.
- ❖ To understand the factors that lead to consumers towards online shopping.
- ❖ To identify the preference of consumers towards different sites.
- ❖ To identify the mode of payment used by consumers in online shopping

2. RESEARCH DESIGN

Research designs are plans that specify how data should be collected and analyzed. Research design is the base towards the study of the problem after formulating hypothesis. The research designs are known by different names suchas research outline, blue print etc.

Sources of data:

The data are collected from secondary as well as primary data. Primary sources include well defined and structured questionnaire. Secondary sources include websites, articles, internet etc.

Sample design

Sample design refers to the techniques or methods the researcher used for selecting items for the sample. It is definite plan to get a sample from a given population.

Method of sampling:

The study was conducted by random sampling using simple random sampling method. Simple random sampling method is a probability sampling in which each sample has an equal probability of being chosen. Questionnaire was prepared and distributed through online mode.

Size of sample:

Sample size taken as 50 from Mayiladuthurai town. That means 50 consumers are taken as samples

3. REVIEW OF LITERATURE

Santhi (2017) Descriptive research design has been used for this study. A well-structured questionnaire was designed and administered to collect samples across Tirupati Town. The study has been undertaken with reference to a sample size of 120 respondents.

Pushpak Singhal (2018) the study is empirical in nature and cross-sectional research design was applied and the primary data was collected through a structured questionnaire. A sample size of 200 respondents was taken, who are at present living in Kolkata

4. DATA ANALYSIS AND INTERPRETATION

Table 1: showing age wise classification.

| Age | Frequency | Percentage |
|----------|-----------|------------|
| Below 20 | 7 | 14% |
| 20 - 25 | 39 | 78% |
| 26 - 30 | 3 | 6% |
| Above 30 | 1 | 2% |
| Total | 50 | 100% |

(Source: Primary Data)

The above table reveals that 14% of the respondents belong to the age group of below 20. 78% of respondents belong to the age group of 20 to 25. 6% and 2% respondents belong to the age group of 26 to 30 and above 30 respectively.

Table 2: showing occupation of respondents.

| Occupation | Frequency | Percentage |
|-----------------|-----------|------------|
| Student | 44 | 88% |
| Salaried person | 4 | 8% |
| Agriculture | 0 | 0% |
| Home maker | 1 | 2% |
| Electrical | 1 | 2% |
| Total | 50 | 100% |

(Source: Primary Data)

The above table reveals 88% of the respondents belong to student's category. 8% of respondents belong to salaried person's category. In agricultural category there is no respondent. 2% of respondents belongs to both home maker and electrical category.

Table 3: showing annual income of respondents.

| Annual income | Frequency | Percentage |
|------------------------|-----------|------------|
| Less than Rs 30,000 | 38 | 76% |
| Rs 30,000 - Rs 60,000 | 8 | 16% |
| Rs 60,000 - Rs 90,000 | 2 | 4% |
| Rs 90,000 - Rs 120,000 | 1 | 2% |
| Above Rs 120,000 | 1 | 2% |
| Total | 50 | 100% |

(Source: Primary Data)

The above table reveals that 76% of respondents have annual income less than Rs 30,000. 16% of respondents have income Rs 30,000 - Rs 60,000. 4% of respondents have income Rs 60,000 - Rs 90,000. 2% of respondents belongs to both Rs 90,000 - Rs 12,000 and above Rs 120,000 category

Table 4: showing whether the respondents have ever done online shopping.

| Online shopping | Frequency | Percentage |
|-----------------|-----------|------------|
| Yes | 50 | 100% |
| No | 0 | 0% |
| Total | 50 | 100% |

(Source: Primary Data)

The above table shows that 100% of respondents have done online shopping. 0% of respondents have not done online shopping.

Table 5: showing the preference of mode of shopping

| Preference | Frequency | Percentage |
|-------------------------|-----------|------------|
| Retail shopping | 6 | 12% |
| Online shopping | 40 | 80% |
| Bargain market [street] | 4 | 8% |
| Total | 50 | 100% |

(Source: Primary Data)

The above table reveals that 12% of respondents prefer retail shopping. 80% of respondents prefer online shopping and 8% of respondents prefer bargain market.

Table 6: showing kinds of product purchased through online shopping.

| Products purchased | I. | II. | III. | IV. | V. | VI. | Weightedaverage | Rank |
|--------------------|----|-----|------|-----|----|-----|-----------------|------|
| Electronic items | 9 | 13 | 11 | 6 | 5 | 6 | 4.06 | 1 |
| Cloth | 15 | 6 | 7 | 8 | 8 | 6 | 3.88 | 2 |
| Cosmetics | 6 | 10 | 10 | 7 | 9 | 8 | 3.46 | 3 |
| Utensils | 8 | 6 | 9 | 11 | 6 | 10 | 3.38 | 4 |
| Books | 9 | 5 | 8 | 8 | 11 | 9 | 3.32 | 5 |
| Luggage items | 3 | 10 | 5 | 10 | 11 | 11 | 3.02 | 6 |

(Source: Primary data)

The table reveals that most of the products purchased through online shopping is ranked by the respondents of electronic items. Cloth is awarded as second rank and cosmetics is awarded as third rank. Utensils and books is awarded as third and fourth rank respectively. Luggage items is least ranked.

Table 7: showing the satisfaction of respondents in online shopping

| Satisfaction | Frequency | Percentage |
|--------------|-----------|------------|
| Yes | 49 | 98% |
| No | 1 | 2% |
| Total | 50 | 100% |

(Source: Primary Data)

The above table shows that 98% of respondents are satisfied in online shopping. 2% of respondents are not satisfied in online shopping.

5. FINDINGS OF THE STUDY

- ❖ Many of the respondents belong to age group of 20 - 25.
- ❖ Majority of respondents are student's category.
- ❖ Most of the respondents have annual income less than Rs 30,000.
- ❖ All respondents have done online shopping.
- ❖ Most of the respondents prefer online shopping.
- ❖ Majority of respondents use mobile for online shopping.
- ❖ Majority of respondents have internet connection at home. They use this facility to do online shopping.
- ❖ More than half of the respondents use online shopping sometimes only.
- ❖ 66% of respondents prefer cash on delivery.
- ❖ 98% of respondents are satisfied in online shopping.
- ❖ Less than half of the respondents felt problem while doing online shopping.
- ❖ 80% of respondents are satisfied with the quality of product purchased and delivered through online shopping.
- ❖ 56% of respondents use brand information while doing online shopping.
- ❖ 24% of respondents don't feel safe in online transaction.
- ❖ 30% of respondents felt that online advertisement provide all required information necessary to make purchase decision.
- ❖ 18% of respondents continue buying from online shop dealers if they deal with complaints.
- ❖ 96% of respondents recommend online service to others.

6. SUGGESTIONS

- ❖ The respondents prefer cash on delivery more because they are fear of lack of security on online payments, hacking the credit card information. Implementing precautionary steps to solve these problems shall create consumers confident more.
- ❖ Most of the buyers of online shopping shops products in the nature of short term uses. Hence it is suggested that the sellers can concentrate on offering more of durable products with guarantee.
- ❖ As there are no proper laws for online purchase, they have to be implemented to prevent the anonymous intruders. This will help to maintain security and privacy information properly concerning the respondents. So, the website developer and service providers should takenecessary steps to overcome this problem.

7. CONCLUSION

From this study on consumer buying behavior towards online shopping. We could reach the conclusion regarding the behavior of consumers towards online shopping are different. Different consumers have different attitude and buying behavior. The factorsinfluencing consumer buying behavior are psychological factors, social factors, economic factors, personal factors, cultural factors. The main feature behind the online shopping is (B2B) Business-to-business, (B2C) Business-to-consumers, (C2C) consumers-to-consumers. The reasons for online shopping are price, quality, quantity, brand, convenience, discount etc.

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