

# **A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING**

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## **ABSTRACT**

The new technology has superficially changed the tradition way of doing online Shopping business. Online Shopping has become new type of retail Shopping. Online Shopping strengthening their sale base an financial resources by developing their own e-product and service to suit changing needs of the customer. The main objective of this study is to analyze buying behavior of customer towards online Shopping and to examine the problems of Consumer while doing with Online Shopping. The advancement in the technology paved new ways of delivering shopping goods facilities to the customer, such as Online Shopping. Online Shopping has become a popular shopping method over since the internet has declared to take over.

The sample size constituted was 150 samples from Trichy district. The results indicated that the online shoppers are satisfied with all the product dimensions and the variables like educational qualification, knowledge of online shopping, frequency of online purchases and preferred mode of payment had a significant relationship with the awareness level on online shopping. With due attention to product delivery at remote places and increased advertisements online sales can be increased over a period of time

Keywords Consumer, Buying, Behavior, Online, Shopping

## **INTRODUCTION**

Online Shopping is a form of electronic commerce where by consumers directly buy goods or services from a seller over the internet without an intermediary service. Online Shopping becomes more popular into people's daily life lot of people prefer online shopping to normal shopping. Online shopping is easy and convenient for people to pickup the product they want using internet people just need to click the mouse to finish the whole shopping process. Online shopping makes shopping easy and life become easy too. There are various reasons of shifting the customers buying patterns towards online retail shop. The facility of comparing your product with competitive products on the basis of price, colour, size and quality is one of the biggest benefits of online shopping.

## **STATEMENT OF PROBLEM:**

Although online consumers enjoy many benefits they are also prey for the online fraud in certain circumstances. The main disadvantage of online shopping is physical verification regarding the quality of the product is not available and cannot receive the product immediately. Buyers had to wait until the product arrives. Sometimes it is better to have an item instantly than keep waiting for it for many days.

## **OBJECTIVES OF THE STUDY**

The following are the objectives of the study

- To study the relationship between consumer attitude and online shopping intention
- To examine the problems of consumer while dealing with online shopping.
- To analysis the level of satisfaction of consumers towards online shopping
- To identify the factor influencing consumer's attitude towards online shopping
- To find the relationship between the factors of convenience and security

## **METHODOLOGY**

The study is analytical in nature based on survey method. primary data for this study has been collected with the help of a well-structured interview schedule. Secondary data has been collected from various books, journals, magazines and internet.

## **SAMPLING SIZE**

The size of the sampling is determined by the researcher is 150 respondents on the basis of random sampling method. The data collected have been analyzed with the help of percentage analysis and ranking method.

## **SCOPE OF THE STUDY:**

To determine which factor influences the consumer to go for online shopping

To find out which feature of the websites attracts the user to purchase the product from online shopping website

To find out whether online shopping is beneficial for the user

To analyze which factors influence the user to buy online

## **LIMITATIONS OF THE STUDY:**

The sample size is limited to 150.

The survey is conducted only in selected areas in Trichycity.

The study largely is based on the perception of the respondents.

The data was collected through structured questionnaire and analyzed based on the information given by the respondents.

## **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&Strahilevitz, 2004; Korgaonkar&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.

Geissler, (2012) The shopping motivation literature is abound with various measures of individual characteristics (e.g., innovative, venturesome, cosmopolitan, variety seeking), therefore, innovativeness and risk aversion were included in this study to capture several of these traits. Measures by Donthu and Gilliland were used to measure innovativeness and risk aversion.

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

As per an ASSOCHAM-Resurgent joint study,(2018) online shopping is expected to clock annualized growth of 115 percent this year, aided by fast-increasing data consumption and improvement in logistics, along with a number of offers presented by ecommerce platforms.

Jarvenpaa journal of Electronic Commerce Research, VOL.6, NO.2, (2015) it is an early stage in internet development in terms of building an appropriate dedicated model of consumer buying behavior.

(Ahmed, 2012) Concerns of price, quality, durability and other product-related aspects are the main drivers of buying decision in developed countries but the considerations could be varying from the developing countries.

#### **CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AGE**

| <b>AGE</b> | <b>FREQUENCY</b> | <b>PERCENT</b> |
|------------|------------------|----------------|
| Below 25   | 76               | 51             |
| 26-35      | 34               | 23             |
| 36-45      | 22               | 15             |
| Above-45   | 18               | 12             |
| Total      | 150              | 100            |

**Source: Primary data**

**Inference:**The above table shows that 51% of the respondents belong to age group of Below 25, 23 % of the respondents belong to age group of 26-35, 15 % of the respondents belong to age group of 36-45, 12 % of the respondents belong to age group of Above 45.

From the study we found that majority (5 %) of the belong to age group of Below 25.

#### **CLASSIFICATION OF RESPONDENTS ON THE BASIS OF PREFER TO PURCHASE**

| <b>PREFER TO PURCHASE</b> | <b>FREQUENCY</b> | <b>PERCENT</b> |
|---------------------------|------------------|----------------|
|---------------------------|------------------|----------------|

|         |     |     |
|---------|-----|-----|
| BRAND   | 30  | 20  |
| PRICE   | 45  | 30  |
| QUALITY | 51  | 34  |
| DESIGN  | 15  | 10  |
| SERVICE | 9   | 6   |
| Total   | 150 | 100 |

**Source: Primary data**

**Inference:**The above table shows that 34 % of the respondents prefer to purchase on quality, 30 % of the respondents prefer to purchase on price, 20 % of the respondents prefer to purchase on brand, 10% of the respondents prefer to purchase on design and 6 % of the respondents prefer to purchase on services.

From the study we found that majority 34 % of the respondents prefer to purchase on quality.

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF BASIS OF SHOP ONLINE**

| SHOP ONLINE | FREQUENCY | PERCENT |
|-------------|-----------|---------|
| VERY OFTEN  | 37        | 25      |
| OFTEN       | 52        | 35      |
| SOMETIMES   | 36        | 24      |
| RARELY      | 18        | 12      |
| NEVER       | 7         | 5       |
| Total       | 150       | 100     |

**Source: Primary data**

**Inference:**The above table shows that 35 % of the respondents prefer to purchase shop online often, 25 % of the respondents prefer to purchase shop online very often, 24 % of the respondents prefer to purchase shop online very sometimes, 12 % of the respondents prefer to purchase shop online rarely and 5 % of the respondents prefer to purchase shop online never.

From the study we found that majority 35 % of the respondents prefer to purchase shop online often.

**FINDINGS, SUGGESTIONS, CONCLUSION AND FUTURE SCOPE:**

**FINDINGS**

The Majority (53.6%) of the respondents are male.

2. The Majority (51 %) of respondents are belongs to the age group below 25yrs.

3. The Majority (48%) of total respondent 's educational qualification is from Professional.
4. The Majority (43.6%) of the respondent 's occupation status are salaried people.
5. The Majority (47.2%) of the respondents earn an annual income between Rs.1, 00,001- 3, 00,000

## **SUGGESTIONS OF THE STUDY**

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 behavior 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 color, quality and quantity product order by the consumers'. It will improve the customer satisfaction in order to increase online trading.

## **CONCLUSION**

This study implies customer buying behavior of Online Shopping. Online Shoppers seek for clear information about product and service, time saving, convenience, wide variety and Better price on time are all important factor for online shopping. All Online Shopping should improve their promotional and service strategies to make aware the customer regarding Information Technology services and build up positive perception to improve the level of usage of Online Shopping with high level of satisfaction.

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