

A STUDY ON FACTORS INFLUENCING CONSUMERS TO PURCHASE PRODUCTS FROM ONLINE WITH SPECIAL REFERENCE TO TRICHY DISTRICT

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ABSTRACT

The objective of this research survey was to study the factors influencing consumer to purchase product from online with special reference to trichy district. The data were predominantly complied by face to face interview by using questionnaires with sample of 115 consumers at trichy district. The researcher used simple random techniques to select the respondents. The findings revealed that most of people purchase product from online because of flexibility of shopping hours and customers reviews.

Keywords: consumers, products, trichy, customers review etc

I. INTRODUCTION

This paper explores the assorted factors that influence on-line purchase selections in on-line markets for exclusive merchandise selling. The merchandise is being sold to the shoppers solely through websites. These on-line store a vital and sometimes extremely visible representative of the 'new economy. The merchandise are often created accessible to fewer prices on account of economies of scale and fewer supplying cost if there's associate degree increased understanding of online client behaviour.

II. LITERATURE REVIEW

Rama Mohan and Adinarayana (2012) studied about **the impact of advertisement on consumer decision making process**. The sample size was 600 consumers. The data were collected through the structured questionnaire by using likert scale. The result of this study

shows that advertisement was most powerful communication tool to achieve the goals of the company.

Rajesh and Purushothaman (2013) studied about **Consumer Perception towards Online Shopping in Kanchipuram**. Primary data was collected using the Questionnaire. The sample size were selected for this research is 160 in the area of Kanchipuram. This paper concluded that consumer buys goods from the online shopping website on the basis of factors like offers and discounts, variety of product available, free home delivery, website user friendliness and determined that most of the respondent would agree to buy durable goods online rather than shopping of durable goods with the traditional method.

Pratiksinh Vaghela (2014) the main aim of this research is to **study the perception of the customers towards online shopping and also discriminate this perception gender wise**. For this purpose, with help of convenient sampling method 150 respondents were selected and data were collected through structured questionnaire. Based on information analysis it's found that almost all of the purchasers were perceived that on-line searching could be a higher choice than manual searching and most of the Customers area unit accessing their internet at their home and office/ faculty.

RESEARCH METHODOLOGY

RESEARCH DESIGN:

- This study follows the **descriptive research design**. Descriptive research is used to describe the characteristics of the population or phenomenon being studied.

SAMPLING TECHNIQUE:

- The method of sampling used for study was **simple random sampling**. In a Random sample from infinite population, selection of each item is controlled by the same probabilities and the successive selections are independent of one another.

SAMPLE SIZE

- 115 online shopping people are chosen as sample size for this study.

DATA COLLECTION

- The primary data were collected through personal interview using the structured questionnaire. The secondary data was collected from the journals and websites.

III. DATA ANALYSIS AND INTERPRETATION

TO IDENTIFY THE FACTORS INFLUENCING ON CONSUMERS TO PURCHASE PRODUCTS FROM ONLINE.

Hypothesis

- H_0 : There is no significant influence on consumer to purchase product from online.
- H_1 : There is significant influence on consumer to purchase product from online

INTERPRETATION

From the above table, all the variables of like discounted price, availability of products and brand, ease of comparing have p value greater than 0.05 it fails to reject null hypothesis. Shopping hours and availability of consumers review has p value less than 0.05 it leads to accept alternative hypothesis. Therefore flexibility of shopping hours and availability of consumers review are only influence it on consumers and which leads the consumer to purchase products

ANOVA

| | | Sum of Squares | Df | Mean Square | F | Sig. |
|--|----------------|----------------|-----|-------------|--------|-------------|
| Ability to shop at a discounted price | Between Groups | 6.877 | 4 | 1.719 | .661 | .620 |
| | Within Groups | 286.115 | 110 | 2.601 | | |
| | Total | 292.991 | 114 | | | |
| Flexibility of shopping hours | Between Groups | 184.267 | 4 | 46.067 | 76.623 | .000 |
| | Within Groups | 66.133 | 110 | .601 | | |
| | Total | 250.400 | 114 | | | |
| Availability of greater variety of products/brands | Between Groups | 10.260 | 4 | 2.565 | 1.172 | .327 |
| | Within Groups | 240.835 | 110 | 2.189 | | |
| | Total | 251.096 | 114 | | | |
| Ease of comparing to find lower price | Between Groups | 17.306 | 4 | 4.327 | 1.963 | .105 |
| | Within Groups | 242.485 | 110 | 2.204 | | |
| | Total | 259.791 | 114 | | | |
| Availability of consumer reviews and product rating information | Between Groups | 27.247 | 4 | 6.812 | 4.254 | .003 |
| | Within Groups | 176.144 | 110 | 1.601 | | |
| | Total | 203.391 | 114 | | | |

from online

IV. CONCLUSION

The result of these paper reveals that Ability to shop at a discounted price, Flexibility of shopping hours, Flexibility of shopping hours, Ease of comparing to find lower price and Availability of consumer reviews and product rating information are major factors that influencing consumer to purchase product from online. In this study, consumer reviews and flexibility of shopping hours are highly influenced.

V. REFERENCE

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