

A Study On Consumer Buying Behavior Towards Online Shopping in Nagercoil City

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Abstract - Online shopping has got same significant situation in the 21st period as greatest of the public are busy, laden with excited business schedule. In such a position online shopping became the simple and greatest fit mode for their shopping. Online purchasing is the new process in marketing system. The International electronic marketing is a grand this revolution of epoch. It is used to the computer, mobile phone and tap based shopping in India. In the main objectives of this research paper are the towards examine the consumers buying behavior to online shopping and study the perception of consumers about online shopping. The respondents selected for the research in Nagercoil city, the example size particular for this research is hundred and twenty respondents to data collection and they used convenience sampling method. The used to Scientific Package for Social Sciences software package is prepare the collection of data. They prepare on questionnaire of collect the data has been analyzed and interpreted by the help of the competent statistical tools. They prepare a finding of the analyzed the interpretations. It is suggested that the problem solved the solution of consumer buying behaviour towards online shopping in Nagercoil City. Finally prepare a conclusion of the study on consumer buying behaviour online shopping in Nagercoil City.

Key words: Online Shopping, E-Commerce, Consumer buying behaviour.

I. INTRODUCTION

Consumer buying behaviour is the study of how separate customers, sets or organizations choice, purchase, usage, and position concepts, goods, and services to gratify their needs and wants. It refers to the activities of the consumers in the market place and the original motives for those activities. Consumer buying behaviour merges basics after psychology, sociology, social anthropology, marketing and economics, specially behavior economics. It examines how feelings, attitudes and preferences distress buying behaviour. Consumer behavior towards online shopping is a ground of interest for both researchers and authorities because internet has importantly unfair the preferences and buying design of customers. Online shopping is a part of online business which lets consumers to straight buy goods or services from a supplier over the internet. Michael Aldrich developed online shopping idea in 1979. The view of online marketing is growing in India by the growing internet literacy.

Online shopping has grown in acceptance finished the years through-out the world. Public find it suitable and informal to low shop from the ease of their home or office or any reading point. The important feature late the online shopping is the relations B2B and B2C are short forms for Business-to-Business (B2B) and Business-to-Consumer (B2C). Together designate the wildlife and trade method of

goods and services. Though B2B goods and services are sold from one business to additional, B2C products are sold from a business to the finish operator. At present time online shopping is the new design of shopping in India. The internet fully different our life style. And also changes the style of shopping or we can about with the internet the online shopping attractive an important part of our life. Since everyone is on internet the progress is successful on each and every second for grasping an improved share of the bazaar. EDI (Electronic Data Interchange) certificates companies to transfer out electronic transactions.

The quick evolution of the internet as a well-developed global network has enabled the start of online shopping. The development of the internet has allowed for a model move in how people shop traditionally. Resultantly, given physical inspection is impossible, the potential of online is greatly dependent on message issues with computers (Hoque and Lohse, 1999; Griffith et al., 2001). The original adopter of online shopping could well be categorized as being the young group (Source, 2005; Perotti, 2005). However, this group of people is being extended to include the all-purpose population with internet being extra accessible and more people being computer literate.

THE ONLINE SHOPPING PROCESS:

The process of online shopping may be defined as when

consumers decide to use the internet to shop. Hollensen (2004) asserts that the internet has developed into the “new” supply channel. Using the internet to shop online has become one of the primary reasons to use the Internet, combined with searching for products and finding information about them (Joines et al., 2003).

The Online shopping process are explained below:

- Motivation
- Searching for web sites
- Browsing web sites
- Searching for products
- Examining products
- Evaluating and comparing
- Passing purchase
- Payment
- Getting and checking
- Products accepted or returned

IMPACT OF CONSUMER ONLINE SHOPPING:

Convenience of online shopping:

A customer is not sure to specific places or introductory times any longer. He can shop for products or services at any time and place given he has connection to the internet. Certain features are making online shopping closer for the consumer, as likened to the traditional way of shopping, such as the ability to at any time view and purchase of products, visualizing their needs with products, and debate products with other consumers (Joines et al., 2003). As contested by Oppenheim and Ward (2006), the current primary reason people shop over the internet is the suitability. Furthermore, Alreck and Settle (2002) recognized that compared to old-style modes of shopping, considerable time was saved through internet shopping.

Information and reviews on the internet:

Internet allows quick and easy access to large volume of information. The customer can go on sites where previous customers have rated, reviewed and observed on a product to get a clear idea about it. Moreover, online stores now deliver 360 degrees view or through simulated 3-Dimension reproduction compared to earlier on when flat pictures and standard feature stipulations were considered to be one of the most relevant sources of information found on the web when purchasing online (Jiyeon K., and Forsythe S. (2010). Currently consumers have the likelihood to examine the products inside out hence increasing the positive experience brought by online shopping.

Better price and selection on the internet:

A wide selection of products and services are provided on the internet. Internet allows the possibility to deal with many different vendors concurrently and rapidly switch vendors and suppliers without causing much disturbance. The customer can easily compare prices on the different

online stores, hence, getting competitive pricing with minimum search costs and time (Rowley, 1996). This will interest price sensitive consumers/shoppers. Price subtle purchasers are mainly concerned with getting products at the lowest price or gaining the best value for the money they spend (Ballenger, 1980).

STATEMENT OF THE PROBLEM:

There is paradigm shift from traditional method of shopping towards online shopping in India. Consumers are very conscious while buying goods through online. Every customer willing to buy products through online booking hotels and booking movie and event tickets but some time they feel not to go for buy products which are higher price. The buying decision depends on value of the goods and brand.

CHARACTERISTICS OF ONLINE SHOPPING:

The following are some characteristics of online shopping are as follows;

- It is a stock which functions ended internet.
- Customer inclusive variety of selections of various brands.
- It works finished online payments finished debit cards, credit cards, cash on delivery.
- It has elastic timings it functions 24/7.
- This shopping has terms and settings and certain rules against return and repayment.
- This involves transport price or it may be extra to the price of the creation.
- This includes various suppliers of changed places.

PROBLEMS IN ONLINE SHOPPING

The following are some problems in online shopping are as follows:

- Lack of shopping experience
- Delay in delivery
- Warranty issues
- Transporting incorrect products
- Transporting damaged things
- Lack of security
- Lack of feel and touch
- Hidden cost
- Digital payment failures
- Additional charges
- Quality issues
- Lack of later sales package
- Unsuccessful to accept the product

SCOPE OF THE STUDY:

The present study has stayed complete to examine the buyer buying behavior towards online shopping in Nagercoil City. The study further analyzes that why consumers are giving

preference to the online shopping. This study also highlighted to identify the most favorable online sites.

OBJECTIVES OF THE STUDY:

The main objectives of the studies is,

- ✓ To investigate the demographic profile of the online shopping consumers.
- ✓ To study the perception of consumers about online shopping.
- ✓ To examine the consumers buying behavior towards online shopping.

II. METHODOLOGY

The Researcher has collected together primary and secondary data. Primary data is collected from the customers secondary data were collected from website, magazines and journals and use for theoretical framework. Convenience sampling method is used for the selection of samples. The samples were selected from Nagercoil city. To enable discussion on the right lines and to draw logical conclusions, relevant statistical methods were used. They are Percentage, Weighted average method and F-Test Method.

III. DATA AND INTERPRETATION

I. Customer’s profile of the online shopping:

Table -1 Demographic Profile of Customers:

Demographic Variable	Variable Description	No. of Respondents	Percentage
Age	Up to 20	40	33.30
	21 - 30	23	19.20
	31 - 40	41	34.20
	Above 40	16	13.30
	Total	120	100
Gender	Male	42	35
	Female	78	65
	Total	120	100
Occupation	Professionals	9	7.50
	Business Man	32	26.67
	Govt. Employee	28	23.33
	Private Employee	11	9.17
	Students	35	29.17
	Unemployed	5	4.17
	Total	120	100

Experience of Online Shopping	Less than 1 year	40	33.33
	1-3 Year	36	30.00
	3-5 Year	24	20.00
	More than 5 Year	20	16.67
	Total	120	100

Source: Primary data

The respondents, 34.20 percent of the respondents are between the age group of 31-40.

33.30 percent of the respondents are between the age group of Up to 20. 19.20 percent of the respondents are between the age group of 21-30. 13.30 percent of the respondents are between the age group of Above 40.

The respondents, 35 percent of the respondents are between the gender group of Male.

65 percent of the respondents are between the gender group of Female.

The respondents, 29.17 percent of the respondents are between the Occupation of Students. 26.67 percent of the respondents are between the Occupation of Business man.

23.33 percent of the respondents are between the Occupation of Government employee. 9.17 percent of the respondents are between the Occupation of Private employee. 7.50 percent of the respondents are between the Occupation of Professionals and 4.17 percent of the respondents are between the Occupation of Unemployed.

The respondents, 33.33 percent of the respondents are between the experience of online shopping of Less than 1 years. 30 percent of the respondents are between the experience of online shopping of 1-3 years. 20 percent of the respondents are between the experience of online shopping of 3-5 years. 16.67 percent of the respondents are between the experience of online shopping of More than 5 years.

II. Types of products mostly purchased through online:

Table -2 Awareness about Online Shopping

Particulars	Total Score	Mean Score	Rank
Mobile and accessories	341	4.37	I
books and magazines	304	3.9	II
Electronic Goods	299	3.83	III
Home appliances	255	3.27	IV
Personal care products	234	3	V
Garments and shoes	205	2.63	VI

Source: Primary data

Weighted Average Methods is used to rank the Types of products mostly purchased through online are “Mobile and accessories” which has the highest score of 4.37 gets first rank. “Books and magazines” which has the highest score of 3.9 gets second rank. “Electronic Goods” which has the highest score of 3.83 gets third rank. “Home appliances” which has the highest score of 3.27 gets fourth rank “Personal care products” which has the highest score of 3 gets fifth rank and “Garments and shoes” which has the highest score of 2.63 gets sixth rank.

III. Consumers’ opinion about

Table -3 Satisfaction level of Online Shopping

Particulars	Mean Scores		F-Test
	Male	Female	
Shopping on Internet its Saves Time	3.3077	3.2999	0.008
Shop at any Time	2.2000	2.3275	1.174*
Online Shopping is Risky	3.7385	3.3818	3.938*
Selection of Goods Available	3.0602	3.0629	1.591*
Products Shown on very Accurate	2.2462	3.4182	0.045
Long Time required for product Delivery	3.6462	3.4000	0.794
Information about product Sufficient	3.0806	3.3121	1.179*
Prefer Cash on Delivery	2.4839	2.2545	0.809
Product return to seller with easy Procedures	2.3065	2.6182	3.630*
Necessity of Online Payment facilities	3.0645	2.9091	0.459

Source: Primary data

F-Test of Consumers’ opinion about online shopping related statement. Results reveal that variables such as Shop at any Time, Online Shopping is Risky, Selection of Goods Available, Information about product Sufficient and Product return to seller with easy Procedures are significant at five percent level. Hence, these are important Consumers’ opinion about online shopping in the study gender.

IV. SUGGESTIONS

- ✓ Suitable and informal purchasing is significant issue effect the online purchasing so that the dealer can take maintenance extra determination in these part in instruction to improve the level of purchaser fulfilment.
- ✓ To develop the online shopping buying behavior in the rural places, added advertisement can be directed complete many media.

- ✓ The online dealers must send correct color, quality and quantity creation instruction by the consumer. It will develop the customer fulfilment in order to growth online interchange.
- ✓ Online dealers must decrease the distribution charges.
- ✓ Online shopping websites should admit the customer’s questions and take direct answer.
- ✓ Improvement creation individually on distribution and the product to be distributed in all places.

online shopping related statement:
The online marketers have to approve aggressive sales promotion strategy.

- ✓ Professional people should come up with creative strategies to overcome disapproving factors.
- ✓ Awareness to be created amongst customers about benefits of E-Commerce.

V. CONCLUSION

The grades of the study can be used by trainers in relooking or restoring their plans for online shopping. Greatest of the respondents who use the internet to buying things online but that here are silent about explanations for which they were unwilling to purchase online. So, the firms can make good intention to send the right things at true time. In terms of decision- making suggestion, the results do offer some understandings and advice for the e-commerce workers in enrolling various executive plans on how to rise the buyers online buying purpose. Operative necessity makes changed plans on how to rise the supposed knowledge in term of ease of use and utility of the website minimizing professed risk enhancing discretion and safety of the information given, such as firming the safety of security code to access credit card data, rise online trust. This will growth the goal to buying in online.

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