



STUDY ON ONLINE SHOPPING AND BUYING BEHAVIOR OF CONSUMERS WITH SPECIAL REFERENCE TO ERODE DISTRICT

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ABSTRACT

Online buying has become a highly widespread habit among individuals today. At the time, consumers went straight to the store and purchased what they needed by touching them. They also paid the money transactions with their own hands. However, online shopping now allows people to purchase things from the comfort of their own homes and pay with cash. This article will discuss all of the benefits and drawbacks of online purchasing, as well as user awareness and usage. For this objective, 150 respondents were selected using a suitable selection procedure, and data was collected using a standardized questionnaire. According to data analysis, the majority of customers believe that online shopping is a better option than physical shopping and that they are satisfied with their online buying transactions. Consumers can access the internet from their homes, offices, and colleges. Consumers primarily buy clothing, electronics, and accessories.

Keywords: Online shopping, Consumer awareness, Buying behaviour, Consumers satisfaction.

1. INTRODUCTION

People used to go to stores and pay for the products they needed with their own hands. However, in the present era, people can order products at the convenience of their own homes and pay over the phone. Those who are unfamiliar with utilizing cell phones are unable to purchase things online. Online shopping facilitates the comparison and investigation of products and their costs, as well as the understanding of product quality and pricing. People who shop online make their payment processes easy. As a result, online buying is becoming increasingly popular. As the way people acquire goods and services via the Internet has evolved over time, many marketing organizations have been able to reduce their marketing expenditures with the use of the Internet in order to stay competitive in today's highly competitive marketplaces, resulting in lower prices for their products and services. Consumers utilize the internet not only to make online purchases, but also to compare product prices, types, and features. Online shopping saves time by eliminating the need to visit to a physical store. Consumers can purchase products 24 hours a day, seven days a week. It also offers merchandise as consumers receive deals and discounts while purchasing things online. Consumers prefer online shopping for its discounts, gifts, and quality. [Anders Hasslinger, 2007]. Online shopping has some drawbacks, including time waste and the need for internet, computer, and mobile devices, which can be costly to arrange. The products cannot be touched or felt.

1.1 OBJECTIVES OF THE STUDY

- To measure the awareness of purchase through online shopping and
- To assess the relationship between online shopping and consumer satisfaction

1.2 STATEMENT OF THE PROBLEM

It is tough for internet sellers to understand the wants and needs of potential customers because there are so many. It is critical to determine consumers' awareness, perception, and satisfaction levels, which influence their online shopping experience. As a result, the research team conducted the investigation. Consumers using e-payment apps have reported negative feedback on payment gateway failures, debit/credit card acceptance issues, app failures, order confirmation delays, security concerns, connectivity issues, and service quality. Thus, this research is crucial to determine the consumers' degree of satisfaction and perception on the online shopping.

1.3 SIGNIFICANCE OF THE STUDY

- The study on online purchasing aims to investigate buyer's attitude toward online purchases.
- The survey also examines the consumer's attitude towards online shopping.
- The study intends to investigate the elements that affect buyer behaviour to shop in the simulated environment with the goal of improving shopping experience and minimising the physical presence.
- Online shopping has gained popularity due to its convenience, availability at consumers' doorsteps, gift vouchers, discounts, and variety of products.
- However, there are some drawbacks, such as the lack of fabric testing and the inability to see how clothing is made.

2. REVIEW OF LITERATURE

According to Sirkka L., Peter A. (1996) Product perceptions, shopping experience, customer service, and perceived consumer risk are the factors affecting electronic shopping on the World Wide Web.

Szymanski & Hise (2000) observed that consumer perceptions of online convenience, merchandising (product offerings and product information), site design, and financial security are dominating factors affecting e-satisfaction assessments.

According to Sang Yong Kim & Young Jun Lim (2001) the factors of entertainment, convenience, reliability, and information quality and speed plays important role in customer satisfaction while shopping online.

Evanschitzky, Iyer, Hesse, Ahlert (2004) found that financial security of the transactions convenience and site design are the most important factors affecting satisfaction.

Lakshmanan (2016) examined product preferences, problems faced by the customers; number of products with discount, risk perception and after sales services is the factors which affects customer satisfaction towards online shopping.

3. ONLINE SHOPPING

Online shopping is the activity or action of purchasing goods or services via the internet. It entails going online, landing on a seller's website, picking an item, and arranging for delivery. The buyer can pay for the goods or services online using a credit or debit card or when it is delivered. In today's hectic world, online shopping has transformed the way of purchase and provided a slew of benefits to consumers. Let's look at the wonderful benefits of online buying and how it has revolutionized the retail scene.

3.1 BENEFITS OF ONLINE SHOPPING:

3.1.1 Convenience

Convenience is the most significant advantage. What other places can you readily shop? Mid-day while wearing your nightgown? You may shop in minutes without waiting in long lines or seeking assistance from staff. Online purchasing provides a 'no contamination' shopping experience.

3.1.2 Simple value examinations.

Looking at and inquiring about items and their costs is so a lot simpler on the web. In case you're looking for apparatuses, for instance, you can discover buyer surveys and item examinations for all the choices available, with connections to the best costs.

3.1.3. Handy and Time Saving:

Online shopping is extremely handy and time-saving because it can be done 24 hours a day, seven days a week, from home, work, the vehicle, the movies, on vacation, or anywhere in the world.

3.1.4. Easy Returns and Exchanges:

Shopping has never been easier. In addition to easy delivery, online buying offers for hassle-free returns. If you do not like a purchase, you may always explain why and get it replaced or returned within a set time frame.

4. DATA COLLECTION

Data collection occurs after determining the research issue and creating a schedule for the study, using both primary and secondary sources.

4.1 Primary data

Primary data is obtained for the first time and has unique characteristics. It is the foundation of any research. A primary data which is collected with the help of questionnaire were collected from various customers.

4.2 Secondary data

Secondary data refers to previously acquired and statistically analyzed data. Secondary data was gathered from the business's websites, textbooks, documents, and journals.

5. LIMITATIONS OF THE STUDY:

- The sample size for this study is 150 respondents.
- The survey focuses solely on the perceptions of online consumers.
- Results and proposals are based on the respondents' satisfaction level.

6. DATA ANALYSIS AND INTERPRETATION

The survey results are organized the demographic profile, attitudes and problems faced by the respondents. This section presented the results of data analysis and concluded with expectation and perception of the respondents in Erode District in Tamil Nadu regarding online shopping.

6.1 Demographic Profile

The data gathered regarding the demographic profile of the respondents in Erode District constituted such as Age, gender, Occupation, Marital status and Income.

Table 1 Demographic Profile of the Respondents

S.No	Factor	Variables	Respondents	Percentage
1	Gender	Male	63	42
		Female	87	58
		Total	150	100
2	Age (in years)	15 to 20	67	44.67
		20 to 25	34	22.67
		25 to 30	10	6.67
		Above 30	39	26
		Total	150	100.00
3	Occupation	Professional	46	30.67
		Business	9	6
		Student	80	53.33
		Others	15	10
		Total	150	100
4	Marital Status	Married	58	38.67
		Unmarried	92	61.33
		Total	150	100.00
5	Monthly Income	Less than 10,000	69	46
		10,000 to 20,000	31	20.67
		20,000 to 30,000	21	14
		Above 30,000	29	19.33
		Total	150	100

Source: Primary Data

Interpretation

Table 1 exhibits the demographic profile of respondents considered for this study. Majority of the respondents are female 87 (58 per cent) and majority of the respondents 67(44.67 per cent) were aged between 15yrs- 20yrs. As a result, 80 (53.33 per cent) of respondents are students, and 92 (61.3 per cent) respondents are unmarried. Majority of the respondents 69 (46 per cent) monthly income was less than Rs.10,000.

6.2 BUYING BEHAVIOR

The online shopping process consists of steps similar to those associated with traditional shopping behavior. Online shopping behavior depends upon consumer psychological state regarding making or not making a purchase on the net. Table 2 states the buying behaviour of online shopping.

Table – 2: Buying behavior of online shopping

S.No	Factor	Variables	Respondents	Percentage
1	How doing your online shopping	Daily	5	3.33
		Weekly	15	10
		Monthly	84	56
		Yearly	46	30.67
		Total	150	100
2	How many years you shopping through online	Less than 1 year	40	26.67
		1 year to 2 years	52	34.67
		2 years to 5 years	36	24
		Above 5 years	22	14.67
		Total	150	100

Source: Primary Data

Interpretation

Table 2 reveals the shopping frequency with regards to online shopping frequency. It is understood that majority 84 (56 per cent) of the respondents shop products once in a month, 40 (30.67 per cent) of the respondents were shopped products once in year and remaining respondents shop products once in a week and once in daily. It is also shown that higher respondents of online shoppers 52 (34.67 per cent) had been shopping for the products and services online for 1-2 yrs. 40 (26.67 per cent) respondents of online shoppers had been shopping product over the internet for less than one year. Only 22 (14.67 per cent) respondents of online shoppers had been shopping above five year. The trend of online shopping present in India, for many years, but it is only in the recent years that this trend of online shopping has been catching up.

6.3 Relationship between Factors Influencing Online Shopping and Age of the respondents and Products mostly purchased in online**CHI – SQUARE ANALYSIS****Null Hypothesis (H₀):**

There is no significant relationship between age of the respondents and products mostly purchased in online.

Table – 3 Age of the respondents and products mostly purchased in online

Age of the respondents	Products mostly purchased in online				Total
	Electronic Items	Accessories	Books & Stationary	Cloth Items	
15 to 20	15	14	9	29	67
20 – 25	6	11	4	13	34
25 – 30	2	3	1	4	10
above 30	13	8	0	18	39
Total	36	36	14	64	150

Source: Primary Data

Table – 4 Statistical Tests

Degrees of freedom	Chi-Square Table Value	Calculated Value	Result
9	16.919	9.286	Accepted

Source: Primary Data

Interpretation

Table 4 states that at 5% level of significance the chi-square value (16.919) is not significant. The calculated value is less than the table value. Hence the null hypothesis was accepted. Therefore relationship between age of the respondents and products mostly purchased in online are independent.

6.4 Relationship between Gender and Prompts to select the desired products in online shopping.

CHI-SQUARE ANALYSIS

Null Hypothesis (H₀):

There is no significant relationship between gender of the respondents and prompts to select the desired products in online.

Table – 5 Gender and Prompts to select the desired products

Gender	Prompts to select the desired products					Total
	Brand	Price	Quality	Design	Service	
Male	22	27	11	1	2	63
Female	18	26	18	19	6	87
Total	40	53	29	20	8	150

Source: Primary Data

Table – 6 Statistical Tests

Degrees of freedom	Chi-Square Table Value	Calculated Value	Result
4	9.488	18.58	Rejected

Source: Primary Data

Interpretation

Table 6 states that at 5% level of significance the chi-square value (9.488) is significant. The calculated value is more than the Chi-square table value. Hence the null hypothesis was rejected. Therefore the relationship between gender of the respondents and prompts to select the desired products in online are dependent.

7. FINDINGS:

- Majority 58% of the respondents are female.
- Majority 45% of the respondents are in the age group of 15 to 20 years
- Majority 53% of the respondents are students.
- Majority 61% of the respondents are unmarried.
- Majority 46% of the respondents' monthly income was less than 10,000.
- Majority 57% of the respondents motivates for buy the products through online easy payment.
- Majority 52% of the respondents know about online shopping by friend.
- Majority 57% of the respondents' average amount spent for online shopping is less than Rs.1000.
- Majority 35% of the respondents using online shopping 1 to 2 years.
- Majority 43% of the respondents are buying cloth items.
- Majority 56% of the respondents are doing online shopping on monthly.
- Majority 41 % of the respondents getting their online shopping websites from social media.
- Majority 44% of the respondents' opinion about the superiority of online purchase system with traditional purchase system is neutral.
- Majority 56 % of the respondents make the payment during online shopping is cash on delivery.
- Majority 46% of the respondents said online shopping is risky.
- Majority 33% of the respondents expect features that necessary for online shopping is customers friendly.

7.1 SUGGESTIONS

- People can use the internet to conduct transactions 24 hours a day, seven days a week, from any location.
- Discounts and offers should be prominently shown as promotional tools.
- E-Wallets are popular due to their ease of online payment, privacy, transaction speed, discounts, offers, and high customer satisfaction.
- Most customers expect online shoppers to be customer-friendly.
- Customers expect to obtain the same products without any alterations when they order the things they require.

8. CONCLUSION

Online purchasing is becoming more popular for a number of reasons. According to the survey, mini-shoppers are youthful, well educated, energetic, and have a positive impression of online buying. They often spend a small amount of money online. In today's environment, cash is no longer a viable means of exchange. The world needs to transition from cash-based to cashless (digital) payment systems. This offers benefits such as increased transparency, less tax avoidance, and improved financial performance. Inclusiveness gradually integrates the parallel economy into the mainstream. E-payment apps are becoming increasingly popular in rural areas, expanding outside urban centres. The rise of digital payments has led to a shift in consumer spending habits. Online shopping provides wonderful convenience, but it also promotes irresponsible spending behaviors, such as taking advantage of free returns and faster shipping. These add to the already extensive list of environmental issues that we face, including global warming, waste, and pollution.

As a result, the consumers should adjust our attitudes about e-commerce to be more responsible, less exploitative, and environmentally conscious. Online shopping has transformed the way consumers purchase, providing unrivalled convenience, a wide range of products, competitive pricing, and doorstep delivery. It has provided consumers with information, streamlined the buying experience, and enabled access to a worldwide economy. So, whether a busy professional, a tech-savvy buyer, or someone looks for a more efficient and fun retail experience, online shopping is the way to go. Accept the power of e-commerce and discover a world of limitless possibilities.

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