

**ANALYSIS OF ONLINE SHOPPING TOWARDS CONSUMERS BUYING
BEHAVIOUR IN TIRUNELVELI DISTRICT**

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ABSTRACT

An increasing number of varieties of firms and organizations are exploiting and creating business opportunities on the internet indicate the repaid growth in the field of virtual shopping. With this emerging field of shopping the interest of marketers is also increasing in studying what actually motivates consumers to shop online. Fierce competitions among online sellers have forced them to gain the competitive edge in the field of virtual shopping. As online shopping is a new medium so the of working women in the field of online shopping in order to gain competitive edge in the market, marketers need to know the working women in the field of online shopping. So it is important to analyse and identify the factors which influence working women to shop online in order to capture the demands of working women. Other than the factors which influence working women to shop online, online shopper's demography in terms of age, income and education is equally important to define their strategies accordingly. The Internet has global transmission ability, a tool for the distribution of data and a means of collaboration and interplay between humans and machines, regardless of their geographic location. The initial notion of the Internet was provided by Leonard Kleinrock, which ultimately became the World Wide Web.

Key words:

Purchase ,Consumer. Internet, network of networks, Web, E- commerce

Introduction

Today, online purchasing is becoming more and prevalent in our society. People find it easier to purchase online than outside their home because it is simply more convenient. People live extremely busy lives and purchasing online has become a very simple and easy process. No longer do people have to leave the comfort of their own home or wait in long lines at stores. With a few clicks, they can have products ordered and delivered to their homes within a few days. This is extremely handy for people who work long days or have to take care of their children. Online shopping is becoming the new wave for the future.

However, this process can be scary for first time users and can leave consumers sceptical of the safety and protection of their personal information. First time online shoppers might be afraid to make the change from personal to digital. Many consumers fear the possibility of problems because they are not dealing with individuals in a retail environment. They fear possibility of identity theft by hackers and problems hidden costs and uncertain return policies. These problems do occur with online shopping but there are certain steps and measures that can be taken to reduce these problems. The digital firm is a way for everyone to make their lives easier and less stressful.

Online shopping has become a popular shopping method ever since the internet has declared a takeover. There are many individuals that are looking for other amazing alternatives shopping and online is just the fix for that. There are many advantages of online shopping; this is the reason why online stores are a booming business today . Online shopping includes buying clothes, gadgets, shoes, appliances, or even daily groceries.

Review

Wilkie¹(1994) defined that the potential for information overload arising from the free flow of product information increases consumers' sense of uncertainty, which causes the search activity to become psychologically costly. Therefore, the best-designed information package will generate a competitive advantage. Information technology provides online consumers with

¹ Wilkie, W. L., Consumer Behavior (3rd Edition). New York: John Wiley and Sons, 1994.

tremendous access to information about products and services from anywhere in the world and from different sources other than solely from the product seller.

Mayer et al.²(1995) developed a model which combines traditional marketing philosophy on consumer motivation to buy and the trust model. In this model, trust propensity; which is a personality trait possessed by buyers; is an important antecedent of trust. In Internet shopping, there is not much information available to the buyer regarding the seller, prior to purchase. A buyer with a high propensity to trust will more likely be a potential customer than a buyer with a lower propensity. He also proposed that ability, benevolence and integrity constitute the main elements of trustworthiness. Ability refers to skills, competencies and characteristics that a seller has in a specific domain. In this context, sellers need to convince buyers of the competence of their companies in the Internet shopping business. Benevolence is the extent to which the seller is perceived by the buyer as wanting to 'do good'. Sellers have to convince buyers that they genuinely want to do good things for buyers, rather than just maximize profit. Integrity refers to the buyer's perception that the seller adheres to a set of principles which the buyer finds acceptable.

Hoffman and Novak³[1996] proposed that two broad categories of behaviour in which consumers engage during the phase of pre-purchase on the Internet are goal directed and experiential behaviour. They also indicated that the flow experience is a crucial antecedent of online purchase behaviour. When shoppers are in the flow state, irrelevant thoughts and perceptions are screened out and they are immersed in the interaction with the websites. As flow experience occurs during network navigation, an issue E-marketers must consider is whether consumers' skills are competent to meet the challenges of the virtual environment.

Peterson et al.⁴ (1997) commented that it is an early stage in Internet development in terms of building an appropriate dedicated model of consumer buying behaviour. Decision sequences will be influenced by the starting point of the consumer, the relevant market structures and the

² Mayer, R.C., Davis, J.H. and Schoorman, F.D., "An Integrative Model of Organizational Trust", *Academy of Management Review*, Vol. 20, No. 3: 709-734, 1995.

³ Hoffman, D.L., Novak, T. P. and Peralta, M., "Building consumer trust online", *Communications of the ACM*, Vol. 42, No. 4: 80-85, 1999.

⁴ Peterson, R.A., S. Balasubramanian, and B.J. Bronnenberg, "Exploring the Implications of the Internet for Consumer Marketing." *Journal of the Academy of Marketing Science*, Vol. 25, No. 4: 329-346, 1997

characteristics of the product in question. Consumers' attitude towards online shopping is a prominent factor affecting actual buying behaviour.

Rice⁵(1997) is of the view that in addition to the impact of trust and perceived risks associated with online shopping, enjoyment of the online shopping experience is also an important determinant of retaining online shoppers.

East⁶(1997) explained that store atmospherics have a direct effect on customer mood and behaviour. Web stores so far cannot fully simulate the ambiance of a physical store on account of the limitations of devices. So, the system design of the E-retailing experience must compensate for the loss of traditional in-store ambiance. The impact of perceived ease of using the website and of transactional control, vary with the type of task the consumer is undertaking.

Objectives

1. To study the existing online marketing.
2. To study the attitude of customers towards online purchase.
3. To examine the various factors that influences the customer to purchase through online.
4. To analyze the problems faced by the working customer while purchasing goods through online.

Scope of the study

Attitude towards online shopping and goal to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by other factors like consumer individuality, situational factors, product distinctiveness, previous online shopping understanding and faith in online shopping. Therefore, understanding who are the ones consuming and why they choose to use or keep away from the internet as a distribution channel, is a critical matter for both e-marketing managers and consumer thinkers. The study aims at identifying the customer's preference towards online shopping, the factors influencing the customers to nearby things through online and the problems faced by the online customers in Palayamkottai.

⁵ · Rice, M., "What makes users revisit a web site", Marketing News, Vol. 31, No. 6: 23, 1997.

⁶ · East, R, Consumer Behavior: Advances and Applications in Marketing. London: Prentice Hall, 1997

Hypothesis of the Study

Based on the objectives of the studies the following null Hypothesis was formed.

1. There is no significant relationship between the age of the respondents and their level of satisfaction.
2. There is no significant relationship between the educational qualification of the respondents and their level satisfaction.

METHODOLOGY

Sample size: 200 respondents were selected through convenience sampling as the total population is unknown.

Sources of data collection: The data collected by through using both primary and secondary data.

Primary data: The primary data collected by using questionnaire to respondents.

Secondary data: The more information and data collected by reference books, internet, journals, articles and previous projects.

Period of the study: The data were collected during the month of

Plan of analysis: statistical tools like simple percentage and Garratte ranking Anova were used to analyse the data.

Sample design:

The research has selected the convenience sampling methods. The researcher has chosen 100 laborers on of the online shopping were from the population as per the convenience of the researcher.

Limitation of the study

- The study is limited to Palayamkottai only and so the result may vary in other regions.
- The data collected from the respondents are subject to change.

- The information will be collected valid until there is no technical change or any innovation
- The result is assuming that respondents have given accurate information.

Problems regarding mobile banking services

In order to find out the significant difference in problems regarding mobile banking services among different qualification of customers in Ambasamudram Taluk, 'ANOVA' is attempted with the null hypothesis as, "There is no significant difference in problems regarding mobile banking services among different qualification of customers in Ambasamudram Taluk". The result of 'ANOVA' for problems regarding mobile banking services among different qualification of customers is presented in Table.

Table

Problems regarding mobile banking services among different qualification of Customers

Problems	Qualification	Sum of Squares	df	Mean Square	F	p Value
Security issues	Between Groups	1.280	4	.320	.525	.717
	Within Groups	70.045	115	.609		
	Total	71.325	119			
Smishing	Between Groups	7.553	4	1.888	1.625	.173
	Within Groups	133.647	115	1.162		
	Total	141.200	119			
Compatibility of mobile	Between Groups	7.132	4	1.783	1.899	.115
	Within Groups	107.993	115	.939		
	Total	115.125	119			
Extra charges	Between Groups	12.840	4	3.210	2.826	.028
	Within Groups	130.627	115	1.136		
	Total	143.467	119			
Limited in process speed	Between Groups	5.805	4	1.451	1.412	.234
	Within Groups	118.186	115	1.028		
	Total	123.992	119			
No offline	Between Groups	11.405	4	2.851	3.260	.014

usage	Within Groups	100.587	115	.875		
	Total	111.992	119			
Absence of relationship	Between Groups	8.971	4	2.243	2.282	.065
	Within Groups	112.996	115	.983		
	Total	121.967	119			
Login is not easy	Between Groups	10.092	4	2.523	2.522	.045
	Within Groups	115.033	115	1.000		
	Total	125.125	119			
Language	Between Groups	3.493	4	.873	.990	.416
	Within Groups	101.498	115	.883		
	Total	104.992	119			

From the ANOVA test it is found that the 'F' value for problems regarding mobile banking services namely extra charges, no offline usage and login is not easy among different qualification of customers is (F value) 2.826, 3.260 and 2.522 which is significant at 5% with p value of 0.028, 0.014 and 0.045 respectively. Since p value is less than the 0.05, the null hypothesis is rejected. Therefore, it may be concluded that there is a significant difference in problems regarding mobile banking services namely extra charges, no offline usage and login is not easy among different qualification of customers. It is concluded that qualification is a significant variable determining the problems regarding mobile banking services namely extra charges, no offline usage and login is not easy.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
security issues	Between Groups	1.280	4	.320	.525	.717
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Educational Status and Level of Attitude:

The literacy of the customer makes them aware of hall marking, gold karat, schemes, new designs introduced by online, and so on from time to time. Hence, educational status and level of attitude are analyzed together. Table

The respondents are asked to classify the influencers according to their age and the collected information is presented in Table

FINDINGS:

Online Shopping Exposure: It is found that maximum numbers of respondents (24.40 %) have shopped online for the first time 3 – 5 years back followed by 22.60 % respondents who have online shopping experience of 1 – 3 years. 20.60 % of respondents have shopped online within the last 6 months means they are recent online shoppers. 16.30 % of respondents are having first time online shopping experience of 6 months – 1 year and decent no of respondents, i.e. 16.10 % have shopped from online for the first time than 5 years back. **Frequency of Online Shopping:** It is found that maximum numbers of respondents, i.e. 46.20 % have purchased products online 1 – 4 times in a year followed by the 24.40 % respondents who have purchases product online 5 – 8 times in a year, while 11.80 % respondents have shopped online 9 – 8 times in a year. 17.60 % of respondents have purchased online more than 12 times a year. **Curtailement in Offline Shopping:** It is observed that 60.60 % respondents opined that indeed they had reduced their offline shopping due to online shopping whereas 39.40 % respondents negated which means they are enjoying both offline shopping and online shopping. **Retail Store Visit:** It is found that the majority of respondents, i.e. 54.30 %, have never visited retail outlets to examine the product before its online purchase. However, 45.70 % of sample customers opined that indeed they have visited retail outlets to experience the touch and feel affect of the product before making the final purchase from online.

CONCLUSION:

Indian online retail stores do not have standardised designs and product catalogues in comparison to foreign online retailers. Therefore, virtual mall owners should improve their product catalogues. Shopping malls have become a source of entertainment or mini-amusement centre, which appeals to the social motives of offline shoppers. Hence, E-Tailers should also try to make

their online stores more entertaining and appealing to the hedonic dimension of e-shopping by using up-to-date technology, such as 3D animation and video clips. By doing so, they can motivate consumers to spend more time on surfing the store, which may lead to more purchases. The locally manufactured product should be available on online shopping portals by online vendors so that customers can be emotionally attached to these online web stores. Scepticism about security and privacy of online web portals has become one of the vital issues in virtual shopping environment. This aspect has demeaned the confidence of online shoppers and adversely affected their repurchase intention. Therefore, online retailers have to improve the security features of their online shopping websites by adopting secure payment protocol and protecting consumers' data from any unauthorised access.

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