

# A STUDY OF ONLINE SHOPPERS' BEHAVIOUR IN TIRUVALLUR DISTRICT

Mrs. J. Jamuna Rani<sup>1</sup>, Mrs. K. Vijaya Suganthi<sup>2</sup>, Mr.R.Nama Devan<sup>3</sup>.

<sup>1</sup> Asst. Professor, Department of commerce, KCS Kasi Nadar college, Tamil Nadu, India.

<sup>2</sup> Asst. Professor, Department of commerce, KCS Kasi Nadar college, Tamil Nadu, India.

<sup>3</sup> Asst. Professor, Department of commerce, KCS Kasi Nadar college, Tamil Nadu, India

## ABSTRACT

The internet plays a major role in our day-to-day life. One of the most popular activities on the web is shopping. Online shopping has grown in popularity over the years, mainly because people find it convenient and comfort. Consumers buy a variety of items from online stores. selling online can remove the need for expensive retail premises and customer-facing staff, allowing you to invest in better marketing and customer experience .The aim of this study is to investigate the factors influencing Positive and Negative attitude towards online shopping. The study is both descriptive and analytical in nature and hence both primary and secondary data have been used for the study. The Population selected for the study is 111 online shoppers of Tiruvallur District. The findings of the study reveal that there is a significant difference between the demographic variables namely, age, gender, marital status, occupation , income level and payment method of the online shoppers. Majority of the respondents prefer online shopping for purchasing apparels. The study suggested that Government ought to formulate an official site which contains all trusted E-posterior's data rundown and surely understood or prescribed destinations, which will build buyers trust towards internet shopping. The study concluded that the shopping on the web spares time, Shopping on the web is helpful , The web is the best place to purchase things that are elusive are altogether identified with the uplifting state of mind of the respondents towards internet shopping and shopping spares time is considered as the critical component for online customers took after by best place to discover hard things and advantageous shopping.

**Keywords:** - Online shopping, E-commerce, Online shoppers, Web shopping.

## INTRODUCTION

Electronic business, regularly composed as web based business, it is the exchanging or encouraging of exchanging items or administrations utilizing PC systems, for example, the Internet or online informal communities. Electronic trade draws on advances, for example, portable business, electronic assets exchange, store network administration, Internet showcasing, online exchange preparing, electronic information exchange (EDI), stock administration frameworks, and mechanized information gathering frameworks. Cutting edge electronic trade commonly utilizes the World Wide Web for no less than one a player in the exchange's life cycle despite the fact that it might likewise utilize different advances, for example, email.

Web based Shopping comprises of two words – Online and Shopping. Online indicates, to any action which is done over Internet or system utilizing PCs, mobiles or different gadgets.

Shopping indicates, to action of obtaining products. So Online Shopping indicates to any action of obtaining products over Internet utilizing PCs or different gadgets. On the other hand we can state purchasing on web is called internet shopping.

Web based business organizations may utilize Online shopping sites for retail deals direct to buyers. Web based shopping is a type of electronic business which permits customers to straightforwardly purchase merchandise or administrations from a dealer over the Internet utilizing a web program. Purchasers discover a result of enthusiasm by going by the site of the retailer specifically or via looking among option merchants utilizing a shopping web search tool, which shows a similar item's accessibility and valuing at various e-retailers.

Web based shopping is the procedure whereby customers straightforwardly purchase products or administrations from a vender continuously, without a middle person benefit, over the Internet.

Apart from the quick process of transaction without requiring physical presence of buyers and sellers, there are many other advantages of online shopping like Lower prices, saves time, saves energy, comparison of prices is possible, variety of products, 24x7 availability of products, easy to search.

Payment by credit card is the widely accepted method of payment for online shopping. However the other methods, like using e checks, PayPal & bank transfer are also common. The method of payment is decided upon the mutual trust and familiarity between online merchant and the customer.

## LITERATURE REVIEW

Jush and Ling, (2012) defined online shopping as the process a customer takes to purchase a service or product over the internet . A consumer may at his or her leisure buy from the comfort of their own home products from an online store.

Suresh et al., (2011) stated that online shopping is becoming popular in India now. Comscore report, (2013) examined that India is now the world's third largest internet Population. Younger males and women aged 35-44 emerge as power users.73.8 million Indians surfed the web via a home or work computer. Kanwal Gurleen, (2012) observed that India has more than 100 million internet users out of which one half opts for online purchases and the number is rising sharply every year.

Huang (2003) stated that the online shopping environment is highly interactive. Content of the website is a critical aspect in terms of how accurate and relevant it is. The website design is also very important if the company wants conduct a successful e-retailing business (Colla & Lapoule, 2012).

Zhou et al. (2007) discovered that customer traits, internet self-efficacy, prior online shopping experience, shopping orientations, economic benefit perception, risk perception are some of the factors affecting online shopping acceptance of customers.

## OBJECTIVES OF THE STUDY

- ❖ To assess the relationship between demographic factors and mode of payment
- ❖ To identify the products preferred by online shoppers.
- ❖ To identify the factors influencing Positive & Negative attitude towards online shopping
- ❖ To offer suitable suggestion for improving the quality of shopping sites, customer's confidence and trust in online shopping and to make online shopping a pleasant and satisfying experience

## METHODOLOGY USED

### HYPOTHESIS

- H<sub>01</sub>:** There is no significant relationship between age group and method of payment by the respondents.  
**H<sub>02</sub>:** There is no significant relationship between gender and method of payment by the respondents.  
**H<sub>03</sub>:** There is no significant relationship between marital status and method of payment by the respondents.  
**H<sub>04</sub>:** There is no significant relationship between occupation and method of payment by the respondents.  
**H<sub>05</sub>:** There is no significant relationship between monthly income and method of payment by the respondents

### NEED FOR THE STUDY

In today's fast paced world, the popularity of online shopping has grown by leaps and bounds. Online purchasing of goods, both expensive and cheap, is prevalent to a much larger extent in recent years due to convenience, speedy transactions, saving time, attractive sales promotional offers etc., Therefore this study aims to examine current users and non-users of internet shopping with the intention to have an assessment, evaluation and understanding of the characteristics of online shoppers.

**AREA OF STUDY**

The current study explores the online buying behaviour of sample respondents selected from the internet users in Tiruvallur District.

**DATA SOURCE**

The study is both descriptive and analytical in nature and hence both primary and secondary data have been used for the study. The study was undertaken with a well-structured questionnaire, duly filled by the respondents with varying demographical background. Secondary resource provide initial insight into the research problem and include both raw data and published summaries, sources, such as, articles, books, journals, etc.

**SAMPLING DESIGN**

Population: Online Shoppers of Tiruvallur District.

Sample Size: The substantial portions of the target customer that are sampled to achieve reliable result are 111.

Sampling Method: Convenience Sampling

**STATISTICAL TOOLS USED**

- ❖ Percentages
- ❖ Chi-Square Tests
- ❖ ANOVA

**RELIABILITY TEST**

The value of Cronbach alpha is 0.863, which is good, as it is above 0.7 and thus the questionnaire is reliable and valid. The value of KMO is also above 0.7, which is acceptable value and the value of Barlett is also significant at 1% level of significance. Thus the questionnaire is further used for the factor analysis.

**ANALYSIS AND INTERPRETATIONS**

**Table -1: Demographic Profile of Respondents**

|                       | Frequency | Percentage |
|-----------------------|-----------|------------|
| <b>Age</b>            |           |            |
| Up to 30 years        | 57        | 51.4       |
| 30-40 years           | 39        | 35.1       |
| 40 and above          | 15        | 13.5       |
| Total                 | 111       | 100.0      |
| <b>Gender</b>         |           |            |
| Male                  | 48        | 43.2       |
| female                | 63        | 56.8       |
| Total                 | 111       | 100.0      |
| <b>Marital status</b> |           |            |
| Married               | 54        | 48.6       |
| Single                | 57        | 51.4       |
| Total                 | 111       | 100.0      |
| <b>Income</b>         |           |            |
| Below 10000           | 9         | 8.1        |
| 10001 -20000          | 18        | 16.2       |
| 20001-30000           | 21        | 18.9       |
| 30001 and above       | 24        | 21.6       |
| NA                    | 39        | 35.1       |
| Total                 | 111       | 100.0      |
| <b>Occupation</b>     |           |            |
| Government            | 18        | 16.2       |
| Private               | 51        | 45.9       |
| Profession            | 6         | 5.4        |
| NA                    | 36        | 32.4       |

|       |     |       |
|-------|-----|-------|
| Total | 111 | 100.0 |
|-------|-----|-------|

**Source: Primary data**

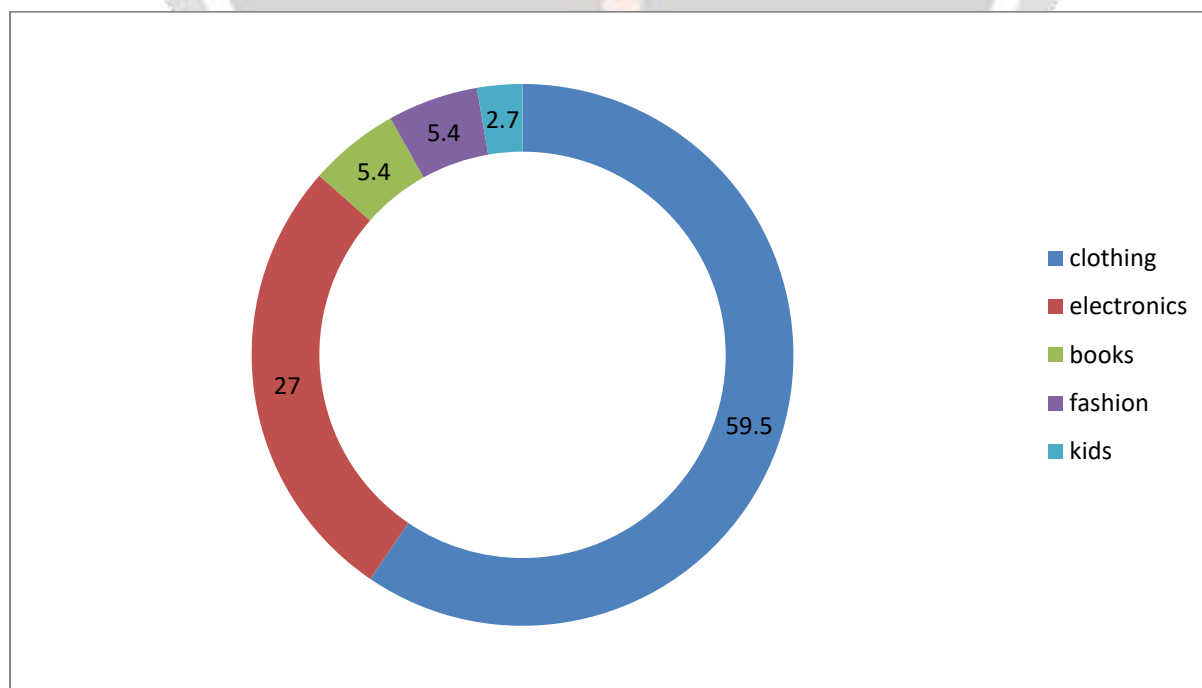
Table 1 shows that, 51.4% of the online shoppers are below 30 years, followed by 35.1% of the online shoppers in the age group of 30-40 years, whereas 13.5% of online shoppers are above 40 years. It is evident from the above table that 43.2% of online shoppers are male and the remaining 56.8% are female. In the whole sample, female respondents constitute a majority. Among the respondents 49% of online shoppers are married and 51% are single. It is observed that 8.1% of online shoppers belong to below Rs.10,000 income category followed by 16.2% who belong Rs.10,0000 - Rs.20000 income category; whereas , 18.9% of online shoppers belong to Rs.20,000 - 30000 income category followed by 21.6% of online shoppers in the above Rs.30,000 income category. 16.2% of online shoppers belong to Government job category followed by 45.9% of online shoppers' private job and 5.4% of online shoppers in the business and profession category. Thus majority of the respondents belong to private job category.

**Table -2: Chi square Test**

| Demographic variables           | Chi-Square Value | df | p-Value | Acceptance/rejection of null hypothesis |
|---------------------------------|------------------|----|---------|---|
| Age * Payment Method            | 37.958           | 6  | .000    | H <sub>01</sub> - Rejected              |
| Gender * Payment Method         | 13.089           | 3  | .004    | H <sub>02</sub> - Rejected              |
| Marital status * Payment Method | 20.003           | 3  | .000    | H <sub>03</sub> - Rejected              |
| Occupation * Payment Method     | 36.367           | 9  | .000    | H <sub>04</sub> - Rejected              |
| Monthly Income * Payment Method | 52.206           | 12 | .000    | H <sub>05</sub> - Rejected              |

**Source: Primary data**

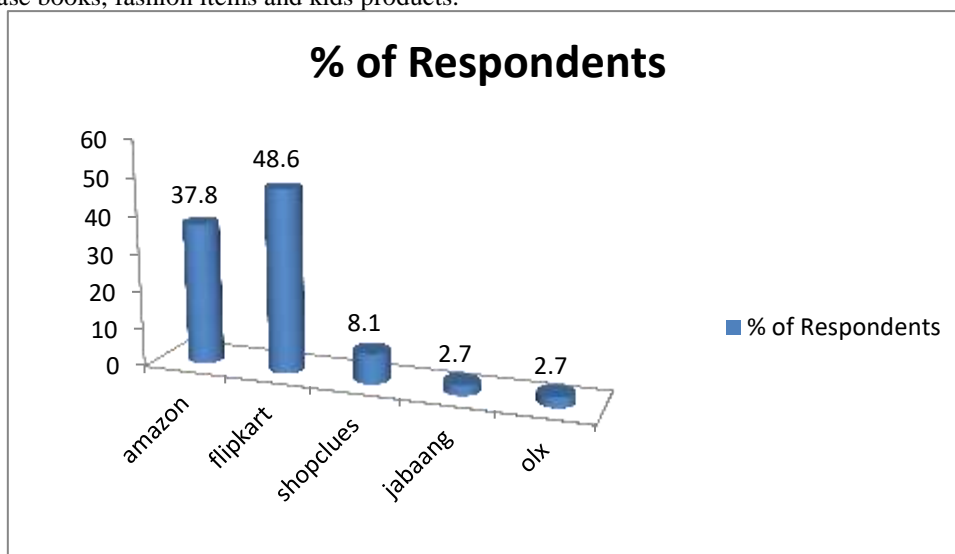
It is evident from the above table that there is a significant difference between the demographic variables namely age, gender, marital status, occupation and monthly income of the respondents and the payment method opted by the respondents while doing online shopping. This is because the youngsters prefer credit cards and debit cards for shopping while the aged people wants to be safe and secure so they prefer to buy products on cash on delivery method. Similarly the female and married respondents preferred cash on delivery. Likewise, income and occupation also plays a vital role while making payment on online shopping. Hence the null hypothesis are rejected ( p-value < 0.05).



**Chart – 1: PRODUCTS PREFERRED BY ONLINE SHOPPERS**

**Source: Primary data**

From the above Diagram, it is evident that majority of the respondents (59.5%) use online shopping for purchasing clothes, followed by 27% of the respondents purchase electronics and only 5.4% and less than that will purchase books, fashion items and kids products.



**Chart – 2: WEBSITE PREFERRED BY THE ONLINE SHOPPERS**

**Source: Primary data**

From the above Chart, it is clear the majority of the respondents (48.6%) use Filpkart as their favourite website to purchase the products online, followed by Amazon with 37.8% , and only negligible percentage of the respondents use Shopclues, Jabaang and OLX.

**ATTITUDE OF THE RESPONDENTS TOWARDS ONLINE SHOPPING**

**Table -3: ANOVA**

| Positive Attitude   |                | Sum of Squares | df  | Mean Square | F      | Sig. |
|---|----------------|----------------|-----|-------------|--------|------|
| The internet is the best place with no bargains                   | Between Groups | 46.651         | 10  | 4.665       | 10.013 | .000 |
|   | Within Groups  | 46.592         | 100 | .466        |        |      |
|   | Total          | 93.243         | 110 |             |        |      |
| Shopping online saves time  | Between Groups | 55.800         | 10  | 5.580       | 21.385 | .000 |
|   | Within Groups  | 26.092         | 100 | .261        |        |      |
|   | Total          | 81.892         | 110 |             |        |      |
| Shopping online is convenient                                     | Between Groups | 86.249         | 10  | 8.625       | 44.274 | .000 |
|   | Within Groups  | 19.481         | 100 | .195        |        |      |
|   | Total          | 105.730        | 110 |             |        |      |
| The internet is the best place to buy items that are hard to find | Between Groups | 73.987         | 10  | 7.399       | 28.923 | .000 |
|   | Within Groups  | 25.581         | 100 | .256        |        |      |
|   | Total          | 99.568         | 110 |             |        |      |

**Source: Primary data**

From the above table, it is inferred that all the above factors namely internet is the best place with no bargaining, Shopping online saves time, Shopping online is convenient , The internet is the best place to buy items that are hard to find , are significantly related to the positive attitude of the respondents towards online shopping, since ( p-value < 0.05) and shopping saves time is considered as the important factor for online shoppers followed by best place to find hard things and convenient shopping.

Table -4: ANOVA

| Negative Attitude  |                | Sum of Squares | df  | Mean Square | F      | Sig. |
|--|----------------|----------------|-----|-------------|--------|------|
| I don't like giving my credit card number or personal information online | Between Groups | 120.661        | 9   | 13.407      | 40.748 | .000 |
|  | Within Groups  | 33.231         | 101 | .329        |        |      |
|  | Total          | 153.892        | 110 |             |        |      |
| I prefer to see the things before I buy them                             | Between Groups | 115.900        | 9   | 12.878      | 41.931 | .000 |
|  | Within Groups  | 31.019         | 101 | .307        |        |      |
|  | Total          | 146.919        | 110 |             |        |      |
| Shopping online is complicated   | Between Groups | 81.085         | 9   | 9.009       | 35.076 | .000 |
|  | Within Groups  | 25.942         | 101 | .257        |        |      |
|  | Total          | 107.027        | 110 |             |        |      |

Source: Primary data

From the above table, it is inferred that all the above factors like, don't like to give credit card number or personal information online, prefer to see the things before buying, Shopping online is complicated, are significantly related to the negative attitude of the respondents towards online shopping, since ( $p$ -value < 0.05).

## FINDINGS

- ❖ There is a noteworthy distinction between the statistic factors in particular age, sexual orientation, conjugal status, occupation and month to month pay of the respondents and the payment method selected by the respondents while doing internet shopping. This is on the grounds that the adolescents incline toward Visas and charge cards for shopping while the matured individuals need to be protected and secure so they want to purchase items on money down strategy.
- ❖ Correspondingly the female and wedded respondents select COD.
- ❖ In like manner, salary and occupation additionally assumes a fundamental part while making payment on web based shopping.
- ❖ It is obvious that greater part of the respondents (59.5%) utilize web based looking for acquiring garments, trailed by 27% of the respondents buy hardware and just 5.4% and not as much as that will buy books, form things and children items.
- ❖ It is clear most of the respondents (48.6%) utilize Filpkart as their most loved site to buy the items on the web, trailed by Amazon with 37.8%, and just insignificant rate of the respondents utilize Shopclues, Jabaang and OLX.
- ❖ It is construed that the shopping on the web spares time, Shopping on the web is helpful, The web is the best place to purchase things that are elusive are altogether identified with the uplifting state of mind of the respondents towards internet shopping and shopping spares time is considered as the critical component for online customers took after by best place to discover hard things and advantageous shopping

## SUGGESTIONS

Based on the findings of the study, the following suggestions have been made the policy makers and marketers to attract more online customers

- ❖ To encourage examination of the item before buy, the e-advertisers can send test to shoppers who plan to put in a mass online request.
- ❖ Awareness ought to be made among online customers to utilize secured and trusted key instalment frameworks.
- ❖ Online shopping will be pleasurable and fulfilling to clients when the retailer's locales are quick, uncluttered and simple to-explore.
- ❖ Government ought to formulate an official site which contains all trusted E-posterior's data rundown and surely understood or prescribed destinations, which will build buyers trust towards internet shopping.

## CONCLUSION

It can be finished up on the premise of study that real reason that block buyers from internet shopping incorporate don't care to give charge card number or individual data on the web, like to see the things before getting them , Shopping on the web is muddled. Business ought to know about such real issues which prompt to disappointment in web based shopping. Subsequent to taking a gander at real inspirations that lead clients to shop on the web, online merchants ought to remember those issues and attempt to fulfil client at whatever point conceivable. Likewise, understanding what make a few clients waver to shop on the web, dealers ought to discover approaches to diminish those negative viewpoints keeping in mind the end goal to acquire clients by building trustable and secure, attractive and valuable site, offering on the web administration, and offering extra alternative.

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