



CONSUMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING IN SALEM

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ABSTRACT The system Indian consumers are spending their money on various items has changed in current years. Now-a-days increasing saturation for interest on social media, the purchasing behavior of Indian consumers has changed significantly. India is measured to be in its third position for E-evaluation. The consumer buying behavior in online shoppers is a current development in the field of E-Business and is absolutely going to the opportunity of shopping in the India. Most of the companies are in succession their online entry to sell their goods and services. Through online consumers, buying behavior is very universal with the global market. The escalating brings into play of internet and mobile phone by the young/new generation in India provides an emerging vision for online consumers. The internet is shifting the world of consumer behavior with the awareness to knowledge having an internet access and trust of customer gives a high shot in this online business. The internet influencing buyer is more aware about the brands model they are attracted to purchase. Consumer is always looking to the part of marketers whose offer him a best in terms of brands, money, and time and protected to buying. In this research may faster growth of Indian online consumers purchasing behavior in expectations.

KEYWORDS : online, consumers, purchasing behavior, phenomena, internet, E-Business.

1. INTRODUCTION:

Modern Trends in Consumers' online buying behavior in India Online shopping has knowledgeable a quick growth during the recent years due to its sole advantages for both consumers and retailers, such as shopping at round the clock services, declining precision expenses and offering a wide range of commodities. More than 75% of world's online residents has ordered goods over the internet during the recent year. The internet has altered people's life in several behaviors. From the system we look for in order to the move toward we buy effects. Nothing can stop the fast improvement of this immersion into the new technology that we have now reach the point where we can no longer even envision our lives without the internet. In such a reality, people are difficult to adapt their lives and to get the best out of it. They desire to improve their lives and become more resourceful. There is a continuous trend to use the internet, not only to find out information but to get things done.

The Indian consumer narrative is one that has caught the attention of the rest of the world. growing incomes in the hands of a young population, a growing economy, expansion in the availability of goods and services and easy accessibility of credit all of this has given rise to new consumer segments and an expanding adequacy of debt, whether it is mobile phones, credit cards, apparel or organized retail, people obviously seem to be expenditure more, particularly on optional items. And the consumer seems to be all over the place, whether it is the great metros, the promising new city, the tiny area and even rural India. As consumers went on a buying binge during the event of Diwali, Pongal, New Year, Christmas and Eid, they have not even secured the online shopping sites, which reported a massive 117 percent increase in sales. Even Pizza Hut opened an online Pizza shop, whereas ebay, flipkart, and amazon took the concept of shopping to an fully new intensity. The renowned websites for online purchases in the current scenario are Amazon, Flipkart, Snapdeal, Myntra, Bigbasket, shopclues, clubfactory, Jabong, suzzigy, uber and zomato.

1.2. BUYERS AND SELLERS

On the one hand, we have buyers, people who try to make their lives easier and improved by trade online. Anyway we converse about making a grocery shopping quick and easy, or order an item from out of the country. The internet enables satisfying those wants and the skill to get hold of amazing you could not even visualize two decades in the past. Besides expediency, online shopping also provides a great range of products and services, as well as aggressive prices. This is amazing that provides an unbelievable advantage over any neighborhood trade. Due to the growing development of the internet and the fact that new generation are growing up with the internet practice being part of their lives from the early days, the quantity of digital buyers is persistently on the get higher.

1.3. OBJECTIVES OF THE STUDY

- To study the demographic and socio-economic profile of the respondents
- To realize the online buying behavior of consumers in Salem.
- To study the satisfaction level of online buying behavior of consumers in Salem
- To identify the factor affecting buyers behaviors in online shopping.

1.4. RESEARCH METHODOLOGY

Research Methodology states what events were engaged to carry out the research study. The primary and secondary data collected works were measured. The primary data was collected through a questionnaire method is used to collect data from respondents. Secondary data was taken from Research papers, Journals, Magazines and online Websites.

1.5. RESEARCH DESIGN

Under sample design the method of convenient sampling is been used to collect data from the respondents.

1.6. SAMPLE SIZE

In the research found the sample size of 150 respondents are taken for the collection of the data.

1.7. STATISTICAL TOOL

1. Simple Percentage analysis

2. Chi-square test

1.8. LIMITATIONS OF THE STUDY

- The results of the study are specific to the sample selected and size used.
- Hence, they may not be generalized for overall population

2. REVIEW OF LITERATURE

Karayanni (2008) accomplished that "satisfaction" results from the fun and playfulness of the net searching expertise, instead of from searching task completion. the acquisition of products could also be minor to the data of on-line searching. Thus, "delight" reflects consumers' awareness concerning the possible amusement of net searching found "enjoyment" to be an even and powerful predictor of angle toward on-line searching.

Guo Jun and Noor Ismawati Jaafar (2011) conducted a study on consumer's manner towards on-line searching. promoting combine and standing were the factors found to own vital positive influence over the consumer's angle towards on-line searching. The native culture and reality determines the angle and behavior of the native folks towards on-line searching was finished from the study.

Ruchi Nayyar and Gupta (2015) examined totally different demographic, psychographic factors and therefore the interest of the shoppers in on-line purchase. Gender, age and financial gain area unit the demographic; PEOU influenced the net shopping for behavior of the shoppers. The study exposed that the Indians viewed promoting as an indulgent activity so they hesitate to buy on-line.

As per associate ASSOCHAM-Resurgent joint study,(2018) on-line searching is sure to clock annualized growth of a hundred and fifteen % this year, assisted by fast-increasing information utilization and improvement in provision, at the side of variety of offers accessible by e-commerce platforms.

Ahmed (2012) considerations of worth, worth, stability and alternative product-related aspects area unit the most drivers of shopping for call in developed countries however the thought may be vary from the upward countries Geissler, (2016) on-line searching motivation writing is abound with numerous actions of individual characteristics (e.g., innovative, venturesome, cosmopolitan, selection seeking), therefore, originality and risk aversion were enclosed during this study to capture many of those traits. Measures by Donthu and Gilliland were wont to live originality and risk aversion.

3. DATA COLLECTION METHOD

The method selected by the researcher for exploring the consumer buying behavior towards online shopping is survey research. The research starts with discovery of different variables related to responsible for building consumer behavior. Research included both primary and secondary data. Primary data for this study was collected by means of a survey conducted in the sample size was 150 The Questionnaire was used to collect primary data.

4. ANALYSIS AND INTERPRETATION

4.1. Gender

| Gender | No. of Respondents | Percentage |
|--------|--------------------|------------|
| Male | 68 | 52 |
| Female | 82 | 48 |
| Total | 150 | 100 |

Source: Primary data

Interpretation: From the above table shows that, Ratio of male consumers is very high in online shopping 52% remaining 48% are female.

4.2. Age Group of Respondents like online shopping

| Age Group | No. of Respondents | Percentage |
|-----------|--------------------|------------|
| Below 20 | 18 | 12 |
| 21-30 | 53 | 36 |
| 31-40 | 47 | 31 |
| above 40 | 32 | 21 |
| Total | 150 | 100 |

Source: Primary data

Interpretation: From the above table, easily analyze that 36% of the respondents said that 21-30 age group like do most online shopping.

4.3. Monthly Income

| Monthly Income | No. of Respondents | Percentage |
|------------------|--------------------|------------|
| Below 10,000 | 30 | 20 |
| 10,001 to 30,000 | 39 | 26 |
| 30,001 to 50,000 | 48 | 32 |
| Above 50,001 | 33 | 22 |
| Total | 150 | 100 |

Source: Primary data

Interpretation: As far as their monthly income of respondents largely of Rs.30,001 to 50,000(32%) next followed between Rs.10,001 to 20,000 (26%) and earning above 50,000 (22%) and below Rs.10,000(20%) an in come per month.

4.4. Reasons for choosing Online Shopping

| Reason for purchasing | No. of Respondents | Percentage |
|--------------------------|--------------------|------------|
| Wide variety of products | 29 | 19 |
| Easy buying procedures | 49 | 33 |
| Lower Price | 36 | 24 |

| | | |
|-------------------------|-----|-----|
| Various mode of payment | 21 | 14 |
| EMI and others | 15 | 10 |
| Total | 150 | 100 |

Source: Primary data

Interpretation: Maximum number of respondents 33% feel that online shopping is easy buying procedures, 24% of respondents think that lower price of the product and 19% of consumers wide variety of products and 10% of online consumers buying behavior EMI and others.

4.5. Buyers Online Shopping Season

| Season of purchase | No. of Respondents | Percentage |
|--------------------|--------------------|------------|
| In festive seasons | 39 | 26 |
| Discount time | 58 | 39 |
| Desire | 24 | 16 |
| When Need | 29 | 19 |
| Total | 150 | 150 |

Interpretation: Most of the 39% of the respondents do like online shopping in a heavy discount time period. Whenever 26% do shopping in festive season and 16% like shopping when they mood / desire and 19% respondents do shopping when they desire.

4.6. Types of goods Purchase from the Internet

| Types of goods | No. of Respondents | Percentage |
|------------------------------------|--------------------|------------|
| Ticket (Film, Flight, Train & Bus) | 25 | 17 |
| Electronic Items | 33 | 22 |
| foods and grocery | 48 | 32 |
| Clothing | 28 | 19 |
| Others | 16 | 10 |
| Total | 150 | 100 |

Source: Primary data

Interpretation: Product has been depicted that majority of the people bought online foods and grocery (32%) followed by buying tickets in online (17%). It was observed that may the respondents bought other items like consumer electronic, clothing and others

4.7. Satisfaction level analysis

| Level of satisfaction | No. of Respondents | Percentage |
|-----------------------|--------------------|------------|
| High satisfied | 49 | 33 |
| Satisfied | 67 | 45 |
| Unsatisfied | 21 | 14 |
| Can't say | 13 | 8 |
| Total | 150 | 100 |

Source: Primary data

Interpretation: Above table clearly shows that majority of the respondents 67 (45%) are agree that they satisfied from online buying behavior, 29% respondents are agree that they highly satisfied from online buying behavior, (14%) are unsatisfied and 13% respondents are can't say anything for this purpose and rest 5% respondents from consumer buying behavior.

4.8. CHI – SQUARE TEST

The relationship between the income level and frequency of buying in online product.

NULL HYPOTHESIS (H0)

There is no significant relationship between the income level and frequency of buying in online product.

| Degrees of freedom | X ² level of significance | | Result |
|--------------------|--------------------------------------|----------------|----------------|
| | Calculation value | Table value 5% | |
| 3 | 32.852785 | 3.45937 | No Significant |

RESULT

Since the calculated value of chi-square (32.852785) is more than table value (3.45937) the null hypothesis is rejected. There is no significant relationship between income level and frequency of buying in online product.

4.9. CHI – SQUARE TEST

The relationship between the kinds of products buying in online shopping and Reason for choosing online shopping.

NULL HYPOTHESIS (H0)

There is significant relationship between the kinds of products buying in online shopping and Reason for choosing online shopping.

| Degrees of freedom | X2 level of significance | | Result |
|--------------------|--------------------------|----------------|-------------|
| | Calculation value | Table value 5% | |
| 5 | 7.158182 | 0.127761 | Significant |

RESULT

Since the calculated value of chi-square (7.158182) is more than table value (0.127761) the null hypothesis is accepted. There is significant relationship between the kinds of products buying in online shopping and Reason for choosing online shopping.

5. FINDINGS

On the basis of in order collected from the users of Indian online buyers some result of this investigate as follows

1. The first and principal findings of this study is that of the users in high spirits on online shopping in Indian consumers
2. Now a day's every person using the internet.
3. Mostly young people and youth generation (20-30 age group) are very much attracted in online buying because they know about know-how and e-shopping.
4. The market segments like foods, tickets, consumer electronic must be targeted by the consumers on all the way through online.
5. One of the major concerns among the online shoppers was isolation and protection

CONCLUSION

This research shows that consumer online buying behavior is very clear opportunity in India. An essential and recent growth in Indian consumers is the appearance of the rural bazaar and market for eco-friendly manufactured goods for several consumer goods. Awareness towards online shopping is receiving better in India with the use of internet, consumer can shop anyplace, everything and anytime (24*7) with easy and safe disbursement options. The young resident is the major attraction of this industry and they may donate significantly to the development of online shopping in India. in conclusion found the above research shows the consumers is very keenly to buying the online goods with realistic price.

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