



CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING – AN ANALYSIS WITH PRODUCT MEASUREMENTS

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ABSTRACT

Consumer Behaviour is a difficult and challenging field to analyze by the marketer preferences vary over a period of time. The old-style system of purchase is exchanged with online way helping the consumer anytime purchases given that all the profits under a particular top. Different ECommerce models offer both the product and service areas to use the skills and chances at the correct period. The online shopping had develop performing action in meanness of the gender variances. This study explores the Consumer Behaviour towards Online Shopping with outstanding thoughts with the product connected measurements. Demographic profile of the respondents, awareness to online shopping, impact of product measurements on Online Shopping Behaviour were the objectives framed for the analysis. Expressive research study is accepted and snow ball referencing process was used for section papers. The results directed that the online shoppers are satisfied with all the product measurements and the variables like educational qualification, awareness of online shopping, frequency of online purchases and favorite method of payment had a major relationship with the awareness level on online shopping. With due attention to product distribution at remote places and better announcements online sales can be improved over a period of time.

Key words: Behaviour, Online shopping, E-Commerce.

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INTRODUCTION

Marketing is the art that encourages and offers customer satisfaction which is changed to customer happiness. The old-style marketing methods have been exchanged by the introduction of modern technology where the buyers and the sellers meet at a computer-generated market complete World Wide Web (Kavitha & Gopinath, 2020). This fashion of product exchange had compact the impact of distributors over sales thereby gaining income to the business and satisfaction to the consumers (Usharani & Gopinath, 2020a). India which shows the fast development of internet. Consumer Behaviour is a field of study which produces fast. It is a varied theory that studies the details for the consumer in picking the product which satisfies their need or want (Jaya & Gopinath, 2020). The online shopping manner has helped the consumer to make the maximum product purchase with comfort and anytime (Usharani & Gopinath, 2020b). The understanding about the product measurements that make the consumers to shop online is allocated in the study

OBJECTIVES OF THE STUDY

- To analysis the demographic and socio-economic summary of the respondents
- To study the awareness level of the Consumer towards Online Shopping Structures
- To examine the impact of the product features above Consumer Behaviour

REVIEW OF LITERATURE

Guo Jun and Noor Ismawati Jaafar (2011); Gopinath (2019) conducted a study on consumer's attitude towards online shopping. Marketing Mix and reputation were the factors found to have significant positive influence over the consumer's attitude towards online shopping. The local culture and reality determine the attitude and behavior of the local people towards online shopping was concluded from the study.

Zuroni Md Jusoh and Goh Hai Ling (2012); Gopinath and Kaplana (2019) analyzed the factors influencing the consumer's attitude towards ecommerce purchases through online shopping. The study revealed that e-commerce experience, product perception and customer service had significant relationship with the consumer's attitude towards e-commerce purchase. The study concluded that consumer risk in online shopping does not have significant relationship over the e-commerce purchases through online shopping.

Mohammed HossienMoshrefJavadi et al., (2012) studied the various factors affecting the Online Shopping behavior of consumers in the online stores of Iran. The findings witnessed was that financial and non-delivery risks affected the consumer attitude. The study concluded that websites must be made safer and assure customers regarding the delivery of the products.

Ruchi Nayyar and Gupta (2011) examined different demographic, psychographic factors and the interest of the consumers in online purchase. Gender, age and income are the demographic, PEOU influenced the online buying behavior of the consumers. The study exposed that the Indians viewed marketing as a hedonic activity and so they hesitate to purchase online.

LIMITATIONS OF THE STUDY

The results of the study are valid to the consumers individual in the selected study areas and cannot be global for other districts in Tamil Nadu State

SCOPE FOR FURTHER RESEARCH

The current study studies only the online product features. More research can be through on website features. The study can be directed specifically by selecting a product or a business.

DATA ANALYSIS

The data collected through questionnaire schedule was implied, arranged and corrected. Statistics were Data collected and view communicated by consumers only through the study periods and cannot be applicable to other time period in Tamil Nadu State.

Table 1 Demographic and Socio-Economic Summary

S.No	Respondents	Category	No.of.Respondents	Percentage %
1	Age	Below-25 years	87	21.1
		25-35 years	204	49.5
		35-45 years	73	17.7
		45-55 years	34	8.3
		Above-55 years	14	3.4
2	Gender	Male	221	53.6
		Female	191	46.4
3	Education	Hsc	19	4.6
		UG	113	27.4
		PG	131	31.8
		Professional	79	19.2
		Diploma	26	6.3
		Others	44	10.7
4	Occupation	Employee	151	36.7
		Student	128	31.1
		Businessman	25	6.1
		Professional	48	11.7
		Housewife	52	12.6
		Others	08	1.9
5	Income	Below-10000	56	13.6
		10000-20000	229	55.6
		20000-30000	84	20.4
		30000-40000	19	4.6
		Above-40000	24	5.8

Source: Primary data

Data Interpretation

The demographic and socioeconomic summary of the respondents. The popular of the respondents (49.5%) belong the age group of 25-35 years. Popular of the respondents are male (53.6%). Maximum of the respondents had done their post-graduation (31.8%) and main part of the respondents belong the employee group (36.7%). The once-a-month income of the respondents was Rs10000 – 20000 (55.6%).

ANALYZED USING CHI-SQUARE, ANALYSIS OF VARIANCE AND CORRELATION

H0: There is no association between the awareness towards Online Shopping and preferential factors related to Online Purchase.

Table 2 Awareness on Online Shopping Vis-à-vis Online Purchase

Factory	Calculated χ^2 value	Table Value	D.F	P Value	Remarks
Gender	7.567	9.49	4	0.110	Not significant
Education	49.46	31.41	20	0.000	Significant
Knowledge About online shopping	67.998	31.41	20	0.000	Significant
Nature of using the website	2.243	9.49	4	0.691	Not significant
Number of times purchased	89.787	21.03	12	0.000	Significant
Preferred mode of payment	54.743	21.03	12	0.000	Significant

Data Interpretation

The above table indicates the association of the awareness of Online shopping with various preferential elements. It specifies the factors, the chi-square value, Table value, p value and the relationship. The factors Awareness about the online shopping for number of years, Educational qualification of the respondents, The frequency of online purchases and preferred mode of payment have an association with the awareness towards online shopping as their p value is less than 0.05. The other factors gender and nature of using the website are not associated with the awareness level.

ANALYSIS OF VARIANCE

Table 3 Income and level of satisfaction towards online shopping

Income	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	1.540	4	.385	.408	.803
Within Groups	384.237	407	.944		
Total	385.777	411			

Data Interpretation

The table value of F at 5percent level of significance for $V_1 = 4$ and $V_2 = 407$ is 2.37. The calculated value is 0.408 is less than the table value 2.37. Therefore there is no significant relationship is between monthly income and the level of satisfaction towards Online Shopping.

Table 4 Occupation and level of satisfaction towards Online Shopping

Income	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	16.242	4	4.060	1.863	.116
Within Groups	887.166	407	2.180		
Total	903.408	411			

Data Interpretation

The table value of F at 5percent level of significance for V1 = 4 and V2= 407 is 2.37. The calculated price is 1.863 is less than the table price 2.37. Therefore there is no significant relationship is between occupation and the level of satisfaction towards Online Shopping.

H1: There is no significant relationship between the product structures and level of satisfaction towards Online Shopping

Table 5 Correlation between the Product Structures and Satisfaction towards Online Shopping

		Product Structures	Satisfaction toward online shopping
Product Structures	Correlation Coefficient	1	0.005*
	Significance (2 traile)	-	.720
Satisfaction toward online shopping	Correlation Coefficient	0.005	1
	Significance (2 traile)	.720	-

Data Interpretation

The levels of satisfaction of the online shoppers towards the product measurements were analyses using correlation. Bivariate analysis of correlation was used to test the hypothesis and the following results were drawn. The resulting product measurements were used for analysis 1) Comfort in product comparison 2) Less product amount 3) Product data 4) Value of product 5) Delivery period 6) Time of the product 7) Brand-named products 8) Type of payment 9) Repeat purchases 10) product reviews. All the values for the measurements were positively correlated with p value less than 0.005 which indicated a good positively relationship. This means the level of satisfaction increases with increase in all these product measurements.

FINDINGS & RESULTS

- ✓ Majority of the respondents are in the age group of 25-35 years. Most of the respondents are employees and they earn a pay of Rs10000- Rs 20000.
- ✓ The chi-square analysis proves that the factors knowledge about the online shopping for number of years, educational qualification, the frequency of online purchases and preferred mode of payment have an association with the awareness towards online shopping.

- ✓ There is no significant relationship is between monthly income, Occupation and the level of satisfaction of the respondents towards Online Shopping.
- ✓ The product measurements considered are positively correlated with satisfaction towards Online Shopping

SUGGESTIONS

Online shopping is composed for better hurrying as personal computer and internet diffusion develops. But there are various things that basic to happen in online shopping to make greater incomes and the main to it lies in the hands of the marketers (Karthick et al., 2020a). The consumers must be made aware that one of the safety features of by credit cards online is that in situation of disputed credit card payments for online businesses the duty is on the traders to verify that the transaction actually took place, as online consumers don't physically sign a credit mistake (Unnamalai& Gopinath, 2020). Knowledge like text to communication software's should be updated to take care of the safety concern. It is not only main to pay strong care to the security problem and make fresh, innovative maintains that protect consumers but the suppliers should promote these maintains to the marketplace and make the potential consumers aware that the infrastructures, particular data, credit card accounts, and transaction data can be safe (Karthick et al., 2020b). Consumers nowadays request a better, more capable and less cumbersome way to compare and buy products online. Advanced service should be delivered to consumers so that they can match products, which are offered online using their mobile phones. Online shopping currently is an imperfect, split, and occasionally frustrating process. So, suppliers should fixed themselves separately from their participants by elements other than value, continuously update and transfer towards creating customer self-confidence to trade online. Vendors should teach the customers about e-commerce like educating them on safety advices like reading the item explanation, seeing for a seller's feedback score and asking questions, detecting sendup mails and informing them about the new online crimes which happen frequently.

CONCLUSION

The e-commerce is one of the main effects that have full the trade by a tempest. It is making a complete innovative budget, which has a huge likely and is basically exchanging the way companies are finished. It is thought that automatic commerce a major part of the consumer's day-to-day life to meet they're never ending wants in a suitable way. Online shopping is selection up and is suitable a fashion. New consumers are spoiling into internet shopping as seen by the study because of the value suggestion it offers to a customer such as accessibility, 24*7 shopping, doorstep distribution, a general product collection and the ever-increasing variety of unique and unusual gift designs as well as better consumer confidence in shopping on the internet is increasing. The main motivating issue seen during the study was the suitability and customer service which drives the persons to online shopping as a result of today they are buying airline and railway tickets, books, home appliances, electronic gadgets, movie tickets, etc. by logging on to a web site, then driving up to an accumulation. As suggest that increase in usage of internet increases the online shopping so there is a need to increase in broadband perception as it increases speed the development of online skill (Gopinath, 2019b). A huge buyers and sellers across demographics are shopping online because of the exchanging lifestyles. It was seen that despite the giant options offered on the internet it is mostly used for sending, chatting and surfing. E-mail applications still create the majority of net movement in the nation. Increased internet perception, a difficulty free shopping environment and high levels of net savings see more and more Indians shopping online.

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