



CONSUMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING SITES IN ARIYALUR DISTRICT

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ABSTRACT

The present study has shown the consumer buying behaviour towards online shopping. Online shopping has promoted significant changes in many aspects of human life and society as well as the shopping culture. Respondents have been taken by applying convenient random sampling method used. This study purpose is to analyze the consumer buying behaviour towards online shopping sites in Ariyalur district. The outcome of the study is based on 100 respondents selected from Ariyalur district of Tamil Nadu. The data required for the study has been collected through well structured questionnaire. Data was analyzed by percentage analysis, cross tabulation and chi-square test.

KEYWORDS: Consumer, Buying behaviour, Online Shopping, Internet, Market.

INTRODUCTION

Online shopping is increasing day by day with the usage of internet. Online shopping is completely different from other marketing methods. It has no intermediate services, online shopping promotes the one to one communication between the buyer and seller with round the clock customer service. Large numbers of customers change from traditional shopping to online shopping brought about the technological changes have given rise a new society based on the knowledge. Online shopping is emerging as a powerful medium; the trend of online shopping is increasing especially in the Young Generation. In upcoming years they will be a better scope in growth of online shopping.

India emerged as one of the largest potential online market for global consumption. Owing to the fact that online shopping is save the time, money and safety of payment, and completely changed to traditional shopping. In recent years, the development of online, mobile, tablets, computer and other electronic devices has changed the way of people's shopping style. There are millions of people shops at anytime, anywhere in the world. In the traditional world online shopping has become a very popular way for consumer to buy the goods or services from a seller in real time, without intermediate over the internet it is a form of online shopping. This is new innovative pattern of shopping in people's everyday life as well as in future.

Most of the people prefer shop with online for less time, low cost and save energy. It also keeps environment is green, some people go for online shopping only to know the latest variety of products, some go for time pass, but whatever once a person to browse and at last he become a member of buying a products in online shopping. Online shopping provides the product awareness to the customer. It plays intermediate between the direct manufacturer and ultimate customer automatically the middleman cost, showroom costs reduce in



online shopping. It last ten years only online shopping become a boom and most preferable by the customer.

REVIEW OF LITERATURE

1. Bhavani and Prakash (2008)¹, in their article have explained the importance of online shopping, its advantages and disadvantages and also the impact of doing business online. The internet has become a preferred place for the shoppers to carry out their business. The number of shoppers and volume of business continue to surge. They have given three main factors which mainly make online shopping attractive, they are abundance the customers have a vast choice, vast selection various products can be displayed reviewed and compared at no cost in time or funds and quick comparison consumers can quickly compare products in terms of price, quality, shipping cost, etc., before making a final choice.

2. Ankur Kumar Rastogi (2010)², conducted the study on Indian online consumers and their buying behavior and the study attempts to analyze the features related to the buying behavior of online shoppers. Consumer buying behavior in respect of online shopping was studied using different socio-economic variables. It also provides a support that helps researchers understand the drivers of consumers' attitude and goal to shop on the Internet, and consumers' perceptions regarding ease of use and usefulness. Conclusions derived from the analysis can be used as useful guide for market orientation. The outcomes of the study suggest that assessment of consumer buying behavior can contribute to a better understanding of consumer buying behavior in respect of online shopping.

3. Mehrdad Salehi (2012)³, the present study focused on the internet as a global medium of quickly gaining interest and attractiveness as the most revolutionary marketing tool. The global nature communication and shopping has as well redefined, seeing that it is the perfect vehicle for online shopping stores. Online convenient shop is mostly reflected in shorter time and less energy spent, including shipping cost reduction, less crowd and queues than real markets. Unlimited time and space, which all increase convenience of shopping. Internet shopping for business and consumers are being accepted as an alternative shop mode rather than visiting the stores. However convincing the consumers to shop online is still a challenging task for web retailers in Malaysia. The growth of internet technology in Malaysia has enormous potential as it reduces the cost of product and service delivery and extends geographical boundaries in bringing buyers and sellers.

4. Sanjeev Kumar and Savita Maan (2013)⁴, The Study provides insights into consumers' online shopping behaviors and preferences. Moreover, paper also identify the hurdles that customers' face when they want to adopt internet shopping as their main shopping medium. Present study is a descriptive study based on the detailed review of earlier relevant studies related to the various concepts of online shopping to explore the concept of online shopping. Findings reveals that online shopping brings optimum convenience to the consumers. Privacy and security risk emerges frequently as a reason for being wary about internet shopping. Shopping convenience, immediate possession, information seeking, social interaction, and variety affects the consumer attitude towards online shopping. The impossibility of product testing, problems with complaints, product return and misuse of personal data are the main uncertainties regarding on-line shopping.

5. Michal Pilik and Eva Jurickova, (2016)⁵, in this paper examines that factors influencing online customer's behavior with an emphasis on trust and security. Based on previous studies on this topic, trust and security were chosen as having expected significance in e-shoppers behavior. The research was conducted in business to consumer markets in the Czech Republic. The result of the research confirm that online shopping is connected to fears and that distrust that online plays a key role in buying decision of e-shop customers.

6. Thirupathi and James (2017)⁶, describes the recent days online shopping is playing an important role in a consumer's life. The increasing of the internet usage in present scenario, it will help to transfer or marketing the goods and services through the internet. The online shopping is helps to purchase the goods and service without leaving their home places that is the greatest interest of every consumer to make online shopping. The study deals with the youth generation especially the internet users are showing more interest in online shopping and their perception to be extent. Descriptive research method is used to describe the

characteristics of a group of target population therefore the study follows the descriptive research method. Further the sample was collected with adapting Non-Probability under convenience sampling technique.

7. Parveen Maan (2018)⁷, with the evolution of information technology the Internet has become an essential part of our daily life. With the emergence of IT, companies have realized that the internet can be a shopping channel to reach existing and potential customers of their products. This is the modern way of marketing and selling products and services to the targeted market around the world. This paper is an attempt to analyze student's perception towards E-shopping. Due to the genesis of the information technology and with the expansion of the internet, various organizations have globalized their sales and marketing efforts for their products and services all through the internet. Since the emergence of the World Wide Web, organizations have sought the new approach to sell their products and services to people over the Internet.

OBJECTIVES OF THE STUDY

- To study the consumer buying behavior towards online shopping sites in Ariyalur district.
- To summarize findings and conclusion.

Sampling Design and Methodology

The present study is an empirical research based on survey method. The study is confined to all the four taluk of Ariyalur district, namely Ariyalur, Udaiyarpalayam, Sendurai and Andimadam. The study is based on primary data collected through structured questionnaire from 160 respondents in Ariyalur district. The respondents for the study were drawn by means of convenient random sampling method. SPSS package are used for analysis. In order to find out the influence of various factors relating to the sample respondents behaviour of online shopping Percentage analysis, cross tabulation and Chi-square test have been used to discover any variances about consumers buying behaviour among the sample respondents.

Data Collection

Primary and Secondary data are used in the present study. The required Primary data are collected using pre- tested and well structured questionnaire. The required secondary data are collected through various Journals and Websites.

Analysis

Percentage Table:

Table 1: Gender of the Respondents

Gender of the Respondents	No. of Respondents	Percentage
Male	55	55.0
Female	45	45.0
Total	100	100.0

It is found that Out 100 respondents, 55 respondents (55%) of the respondents are Male and the remaining 45 respondents (45%) were female. It is concluded that the majority (55%) of the respondents selected for the study are male.

Table 2: Age of the Respondents

Age Factors	No. of Respondents	Percentage
Less Than 20	35	35.0
20 to 30 Years	30	30.0
30 to 40 Years	15	15.0
Above 40 Years	20	20.0
Total	100	100.0

Table-2 shows that 35 respondents (35%) of the respondents are less than 20 years, 30 respondents (30%) of them are in the age group of 20 to 30 years, 20 (20%) of respondents age group Above 40 years and 15 respondents (15%) of them age group of 30 to 40 years. Hence it is concluded that a considerable percentage (35%) of online consumer are in the age group of less than 20 years.

Table 3: Educational Status of the Respondents

Educational status	No. of Respondents	Percentage
Up to School Level	24	24.0
UG/Diploma	34	34.0
PG	28	28.0
Professionals	14	14.0
Total	100	100.0

It is evidence from Table-3, out of 100 respondents 34 (34%) of the respondents are UG/Diploma level. 28 respondents (28%) of them are PG level, 24 (24%) of the respondents are Up to school level and remaining 14 respondents (14%) of them are professionals. It may be concluded that around 34% of the respondents are UG/Diploma level.

Table 4: Marital status of the respondents

Marital Status of the Respondents	No. of Respondents	Percentage
Single	60	60.0
Married	40	40.0
Total	100	100.0

Table-4 exhibits that out of the total 100 respondents of this study, 60 (60%) of the respondents are Single and 40 (40%) of respondents are Married. It is concluded that majority of the respondents (60%) are Single.

Table 5: Occupational status of the respondents

Occupation of the respondents	No. of Respondents	Percentage
Employees	32	32.0
Agriculturist	4	4.0
Business People	16	16.0
Professionalism	6	6.0
House Wife	20	20.0
Students	22	22.0
Total	100	100.0

Table-5 depicts that 32 (32%) of the respondents are Employees, 22 respondents (22%) of them are students, 20 (20%) of respondents House wife, 16 respondents (16%) of them Business peoples, 6 (6%) of the respondents are professionalism and remaining 4 (4%) of the respondents were agriculturists. Hence it is concluded that a considerable percentage (32%) of online consumer are in the Occupational status of Employees.

Table 6: Family Income of the Respondents

Family Income	No. of Respondents	Percentage
Less than 20000	25	25.0
20000 to 30000	30	30.0
30000 to 40000	30	20.0
Above 40000	15	15.0
Total	100	100.0

Table-6 shows that the family income of the respondents out of 100 respondents 30 (30%) of the respondents are both the Rs. 20000 to 30000 and Rs. 30000 to 40000 income group, 25 (25%) of the respondents are less than Rs.20000 income group and remaining 15 (15%) of the respondents were in above Rs. 40000 income group.

Table 7: Family Type of the Respondents

Family Type of the Respondents	No. of Respondents	Percentage
Nuclear	50	50.0
Joint	50	50.0
Total	100	100.0

Table-7 shows that out of the total 100 respondents, both of them 50 (50%) respondents are Family type are equally in Nuclear and Joint.

Table 8: Which Online Shopping Sites Do You Purchase?

Online Shopping Sites	No. of Respondents	Percentage
Flipkart	160	20.0
Amazon	144	18.0
Snapdeal	80	10.0
Shopclues	80	10.0
Naaptol	128	16.0
Paytm	112	14.0
Home shop 18	96	12.0
Total	100	100.0

Table-8 reveals that which online shopping products are buying the online shoppers. Most of the respondents 25 (25%) are preferred Flipkart, 21 (21%) of the respondents are preferred Amazon, 14 (14%) of the respondents are stated that Snapdeal, 11 (11%) of the respondents are preferred Shopcluse, 10 (10%) both Naaptol, Paytm and remaining 9 (9%) of the respondent were stated Home shop 18.

Table 9: Who Induced You To Purchase Online Shopping?

Induced to Buy Online	No. of Respondents	Percentage
Self	35	35.0
Friend	20	20.0
Spouse	20	20.0
Son	15	15.0
Daughter	10	10.0
Total	100	100.0

Table-9 shows that 35 (35%) of the respondents are induced to self, 20 (20%) of the respondents are induced to Friend and Spouse, 15 (15%) of the respondents are induced to son and daughter were influenced to remaining 10 (10%) of the respondents. It is concluded that the maximum (35%) of the respondents selected for the study to induce to Self of online shopping.

Table 10: Consumer Main Purpose of Online Shopping

Main Purpose of Online Shopping	No. of Respondents	Percentage
Shopping	50	50.0
Hobby	15	15.0
Time pass	15	15.0
Knowing product details	20	20.0
Total	100	100.0

Table-10 depicts that out of 100 online shoppers, 50 (50%) of the respondents for the purpose of Shopping, 20 (20%) of the respondents purpose of knowing product details, 15 (15%) of the respondents are using the purpose of Hobby and Time pass. It is concluded that the majority (50%) of the respondents selected for the purpose of Shopping to the online shopping sites.

Table 11: How Long Do You Used in Online Shopping

Online Shopping Usage Period	No. of Respondents	Percentage
6 month to 1 years	25	25.0
1 year to 2 year	35	35.0
2 to 3 years	20	20.0
above 3 years	20	20.0
Total	100	100.0

From Table-11, out of 100 respondents, 35 (35%) of the respondents are used 1 to 2 years, 25 (25%) of the respondents are stated that 6 months to 1 years, 20 (20%) of the respondents both stated that the 2 to 3 years and above 3 years.

Table 12: How Much Amount Do You Spend?

Amount Spend to Online Shopping	No. of Respondents	Percentage
Less Than Rs. 5000	40	40.0
Rs. 5000 to 10000	20	20.0
Rs.10000 to 15000	30	30.0
Rs. 15000 to 20000	10	10.0
Total	100	100.0

Table-12 shows that how much amount spent by respondents to buy online products.40 (40%) of the respondents are stated that spend less than Rs. 5000 per month, 30 (30%) of the respondents are stated that Rs. 10000 to 15000, 20 (20%) of the respondents are mentioned Rs. 5000 to Rs. 10000 per month, 10 (10%) of the respondents has opinioned Rs.15000 to Rs.20000 has spend online purchasing per month.

Table 13: What are the Most Important Barriers of Purchasing Online?

Barriers	No of Respondents	Percentage
No safety on payment	18	18.0
High shipping cost	24	24.0
Damaged goods delivery	10	10.0
Low trust	16	16.0
No service centre	24	24.0
Warranty & Claim	8	8.0
Total	100	100.0

Table-13 depicts that most important barriers of online shopping, each 24 respondents (24%) of the respondents are High shipping cost and No service centre, 18 respondents (18%) of them are stated No safety of payment, 16 (16%) of respondents Low trust, 10 (10%) of the respondents are mentioned Damaged good delivery and remaining 8 respondents (8%) of them Stated Warranty and claim. Hence it is concluded that Majority of the respondents (24%) mentioned that “High shipping cost and No service centre”.

Table 14: Have You Hard and Bad Experience about Online Shopping

Hard and Bad Experience about Online Shopping	No. of Respondents	Percentage
Yes	22	22.0
No	78	78.0
Total	100	100.0

Table-14 found that consumer hard and bad experience about online shopping Out 100 respondents, 78 (78%) of the respondents are stated that No and the remaining 22 respondents (22%) were mentioned Yes. It is concluded that the majority 78 (78%) of the respondents selected for the study are No hard and bad experience about online shopping.

Table 15: Educational Status of the Respondents * What are the Most Important Barriers of Purchasing Online?

Educational Status of the Respondents	What are the Most Important Barriers of Purchasing Online?						Total
	No safety on payment	High shipping cost	Damaged goods delivery	Low trust	No service centre	Warranty & Claim	
Up to School Level	6	4	2	8	2	2	24
UG/Diploma	8	2	6	4	8	6	34
PG	0	12	2	4	10	0	28
Professionals	4	6	0	0	4	0	14
Total	18	24	10	16	24	8	100

*Significant at 5% level.

Table 16: Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.913 ^a	15	.000
Likelihood Ratio	51.828	15	.000
Linear-by-Linear Association	.447	1	.504
N of Valid Cases	100		

a. 15 cells (62.5%) have expected count less than 5. The minimum expected count is 1.12.

Table-16 shows that the chi-square value 40.913 with degrees of freedom 15 and the p-value is 0.001. P-value is less than 0.05, it can inferred that there is an association between the Educational status of the respondents and what are the most important barriers of purchase online.

Table 17: Occupational Status of the Respondents * What are the Most Important Barriers of Purchase Online?

Occupational Status of the Respondents	What are the Most Important Barriers of Purchasing Online?						Total
	No safety on payment	High shipping cost	Damaged goods delivery	Low trust	No service centre	Warranty & Claim	
Employees	12	4	6	0	6	4	32
Agriculturist	0	2	0	0	0	2	4

Business People	0	2	2	4	8	0	16
Professionalism	4	0	0	0	2	0	6
House Wife	2	8	2	8	0	0	20
Students	0	8	0	4	8	2	22
Total	18	24	10	16	24	8	100

*Significant at 5% level.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	77.493 ^a	25	.000
Likelihood Ratio	91.513	25	.000
Linear-by-Linear Association	1.040	1	.308
N of Valid Cases	100		

a. 30 cells (83.3%) have expected count less than 5. The minimum expected count is .32.

Table-18 depicts that the chi-square value 77.493 with degrees of freedom 25 and the p-value is 0.001. P-value is less than 0.05, it can inferred that there is an association between the occupational status of the respondents and what are the most important barriers of purchase online.

Table 19: Educational Status of the Respondents * Have You Hard and Bad Experience about Online Shopping

Educational Status of the Respondents	Have you Had and Bad Experience about Online Shopping		Total
	Yes	No	
Up to School Level	6	18	24
UG/Diploma	8	26	34
PG	4	24	28
Professionals	4	10	14
Total	22	78	100

*Significant at 5% level.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.496 ^a	3	.683
Likelihood Ratio	1.571	3	.666
Linear-by-Linear Association	.064	1	.801
N of Valid Cases	100		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.08.

Table-20 shows that the chi-square value 1.496 with degrees of freedom 3 and the p-value is 0.683. P-value is more than 0.05, it can inferred that there is no association between the educational status of the respondents and hard and bad experience about online shopping.

Table 21: Occupational Status of the Respondents * Have You Hard and Bad Experience about Online Shopping

Occupational Status of the Respondents	Have You Had and Bad Experience about Online Shopping		Total
	Yes	No	
Employees	8	24	32
Agriculturist	0	4	4
Bossiness People	0	16	16
Professionalism	4	2	6
House Wife	2	18	20
Students	8	14	22
Total	22	78	100

*Significant at 5% level.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.108 ^a	5	.004
Likelihood Ratio	19.909	5	.001
Linear-by-Linear Association	.581	1	.446
N of Valid Cases	100		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .88.

From Table-22, the chi-square value 17.108 with degrees of freedom 5 and the p-value is 0.004. P-value is less than 0.05, it can inferred that there is an association between the occupational status of the respondents and hard and bad experience about online shopping.

1. It is observed that majority of 55 respondents (55 per cent) of the respondents are Male and the remaining 45 respondents (45 per cent) were female.
2. It was observed from the result that the majority of 34 (34 per cent) of the respondents are UG/Diploma level. 28 respondents (28 per cent) of them are PG level, 24 (24 per cent) of the respondents are Up to school level and remaining 14 respondents (14 per cent) of them are professionals.
3. It is clear that most of the respondents 60 (60 per cent) are Single and 40 (40 per cent) of respondents are Married.
4. It was evidenced that majority of the respondents 25 (25 per cent) are preferred Flip kart, 21 (21 per cent) of the respondents are preferred Amazon, 14 (14 per cent) of the respondents are stated that Snapdeal, 11 (11 per cent) of the respondents are preferred Shopcluse, 10 (10 per cent) both Naaptol, Pay tm and remaining 9 (9 per cent) of the respondent were stated Home shop 18.
5. It is focused that the 50 (50 per cent) of the respondents for the purpose of Shopping, 20 (20 per cent) of the respondents purpose of knowing product details, 15 (15 per cent) of the respondents are using the purpose of Hobby and Time pass.
6. It is proved that 24 respondents (24 per cent) of the respondents are High shipping cost and No service centre, 18 respondents (18 per cent) of them are stated No safety of payment, 16 (16 per cent) of respondents Low trust, 10 (10 per cent) of the respondents are mentioned Damaged good delivery and remaining 8 respondents (8 per cent) of them Stated Warranty and claim.

SUGGESTIONS

1. It was found that there is delay in delivery. If the online shoppers delivery that products on-time will acquire the large number of customers.
2. Most of the respondents are not comfortable with the shipping cost. Online shopping sites should reduce the shipping cost.
3. Majority of consumer have a very bad perception to the service and warranty. After sales service is most important in online shopping.

CONCLUSION

When a consumer purchase to online, various factors affected to purchasing decision. The statistical data clearly indicates that the attitude of consumers was generally positive towards online shopping. The findings of this research is confirmed that. Consumer might useful to use online shopping due to Price, availability of various ranges of products and convenience. The study also reveals that the various problems faced while doing online shopping due to High shipping cost, delay delivery, security challenges so on. Suggestions also given to overcome those problems. It is hope that the online shopping will excel in the near futures.

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