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CONSUMERS' PREFERABLE WEBSITES AND FACTORS INFLUENCING ONLINE BUYING BEHAVIOUR IN TIRUNELVELI DISTRICT

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ABSTRACT :

Today, shopping obsession of the people has led to the emergence of many billion dollar industries that cater to the purchasing needs of the consumers. There is no place around the world which doesn't have at least a small market that caters to the needs of the consumers. Almost 80% of the total earning done by a man is spent on shopping needs. That is the reason behind the humongous development of the shopping industry in the world. But in the recent years, as the popularity of internet grew, the shopping world also absorbed the internet and went online. Despite of the huge numbers given above, when the Indian scenario is taken into consideration, many people are still sceptic about shopping online and rightly so. Though online marketing has grown exponentially, it still has its pitfalls. The main objectives of the study is to analyse the consumers' online buying behaviour. The study area is Tirunelveli district of Tamil Nadu. A total number of 278 respondents were chosen for the present study. The method followed for sample selection is convenience sampling method. The conclusion that were arrived at in the present research is that based on the convenience level of the respondents their the perceived value of the respondents gets increased and the satisfaction of the consumer gets increased and this leads to the increased post purchase behaviour of the consumer in going back to online purchase.

KEYWORDS : *shopping obsession , humongous development.*

INTRODUCTION

Internet is a phenomenon that has changed the entire worldview of things around the world. When the concept of internet was introduced by the American military, it was an entity meant only for private use. But people saw its potential, they introduced it to the common public and from then onwards it has achieved an unprecedented popularity among the public. What began as a platform for sharing and getting information, later evolved into a platform where almost everything in the world can be done using internet. Particularly in the 21st century where the population of the world has reached the 7 billion mark, catering to the needs of such a large population is a really challenging task. Therefore, internet came to the rescue and people started using internet to cater to the needs of the people. Thus emerged the e-marketing.

Without internet, setting up a consumer industry and making it reach the larger consumer base is a herculean task which needed a huge resource just a few years ago. But in the present context any Tom, Dick and Harry can start a business from the comfort of their home and market it around the world using internet. Thus with a minimal amount of investment any product can be marketed and sold

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online. This is known as e-commerce or e-shopping or e-tailing. Through these modes, the consumers can view a detailed description of the product online, read reviews about the products from the consumers who have brought the product earlier, compare the prices and the specifications with other similar products and finally purchase the product with complete satisfaction. This can be accomplished within the comfort zone of your home without having to visit any shop or talk to anybody in person. Thus, the online shopping has revolutionised the way people do shopping. Moreover, today there is nothing that is not available online. Starting from sanitary pads, medicines and sexual wellness items to the everyday needs like milk, food items, groceries, etc. everything is available online. All that one need to do is just click online and the products will reach their home and they can examine the products and pay the amount only when they are satisfied with the product. This is how online shopping works. They can also pay online and thus eliminating the hassle of carrying cash in their hand. All this is made possible because of the internet.

STATEMENT OF THE PROBLEM

The major problem that affect the online shopping is the problem of transaction. Many people are still hesitant to share their account details when it comes to online shopping. There is a very high possibility of money being lost in the process resulting in greater disappointment for the consumer. In the Indian context, many people don't even have a bank account and therefore there is no possibility of paying online for shopping. Thus, it is very clear that the field of online shopping has its own pros and cons and analyzing some of the major issues in online shopping is the focus of the present research. The focus is further restricted to the Tirunelveli district in order to provide a clear picture.

OBJECTIVES OF THE STUDY

1. To identify the consumers' preferable website for online shopping .
2. To find out the major factors influencing online shopping behaviour of consumer.

SAMPLING TECHNIQUE

The researcher has applied the convenience sampling method to collect the primary data from the online shopper. Primary data were collected from the online shoppers of different Taluks in the Tirunelveli District. Sample sizes of 250 respondents were selected for this study for the accuracy of the result. Out of 300, 280 filled questionnaires received, 278 were found to be completed. So Researcher fix the sample size as 278 and applied the convenience sampling method to collect the primary data for online shoppers.

DATA ANALYSIS AND DISCUSSION
Preferable Website for Online Shopping

Table 1 lists the various websites used for online shopping and their rank list according to their preference status.

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Table No: 2
Preferable website for online shopping

S.No	Websites	Total Score	Rank
1	Flipkart	3384	2
2	Myntra	2925	5
3	Snapdeal	2030	8
4	Jabong	3323	3
5	Amazon	3412	1
6	Shopclues	2521	7
7	Firstcry	2740	6
8	Home shop 18	1247	10
9	Infibeam	1643	9
10	Ebay	3065	4

Considered websites are, Flipkart, Myntra, Snapdeal, Jabong, Amazon, Shopclues, Firstcry, Home shop 18, Infibeam and Ebay. Amazon takes the first place. As per the weighted score it is visible that massive respondents prefer Amazon first. Weight Score attained by Amazon in the table is 3384. Next Flipkart grabbed the second highest weight score (weight score=3383) and obtained the second rank. Next to Amazon many customers prefer Flipkart. Third rank belongs to Jabong (weight score=3323). Remaining websites are ordered as per their ranks are Ebay (Rank 4), , Myntra (Rank 5), Firstcry (Rank 6) , Shopclues (Rank 7), Snapdeal (Rank 8), Infibeam (Rank 9) and Home Shop 18 (Rank 10). The table clearly shows that amidst of the ten listed websites Amazon, Flipkart and Jabong grabbed the attention of massive respondents and first three ranks respectively.

Factors Influencing Online Shopping
Table 2 lists the various factors influencing online shopping and their rank list according to their preference status of shoppers.

Table no: 2
Factors influencing online shopping

S.No	Factors	Total Score	Rank
1	Offers/discount on prices	3384	2
2	Time saving	3323	3
3	Convenience	2740	6
4	Possibility of knowing others' feedback (reviews)	2521	7
5	Ease of finding products and comparing	2030	8
6	Assurance of on-time delivery	1643	9
7	Ease of product return and money refund	2925	5
8	To Avoid transportation / Road Pollution	1247	10
9	More Collections / Varieties	3412	1
10	Availability of products that are unavailable in stores	3065	4

More collections/varieties kindles the respondents to indulge in online shopping. More collections/ varieties grabbed the enormous weighted score of 3412 and obtain the first rank. Offers and discounts on prices takes vital part in creating better interest on respondents towards online shopping. Offers and discounts on prices factor attained the second highest weight score of 3384and stands in the second place. Next comes Time consuming concept (weight score=3323) . Time consumption is the third most vital factor that influence more respondents to indulge in online shopping. Availability of different products which are unavailable in stores makes the respondents to go for online shopping. It grabbed the weight score of 3065 and stands in the fourth place. Fifth rank is

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grabbed by 'Ease of product return and money refund' (weight score=2925) this made many respondents to feel convenient with online shopping. Remaining influencing factors that influence the respondents to indulge in online shopping are ordered according to their ranks here in the series of, Convenience, Possibility of knowing others' feedback (reviews), Ease of finding products and comparing and Assurance of on-time delivery. Amidst of all these factors the factor of To Avoid transportation / Road Pollution' is not at all a matter for any of the respondents. Hence this factor grabbed the last rank with the very least mean score of 1247.

SUGGESTIONS

1. Online shops may concentrate varieties of products from low range to high range in order to concentrate all the type of customers**.**
2. Offers and discounts are the most important factors that motivate online users to use online website to purchase more and use frequent.
3. One of the major hindrances that inhibits the customer from going online is the insecure nature of the online payment mechanism. Being a developing country, India is yet to achieve full coverage in providing banks accounts for its citizens. At this time, the mechanism to pay online is tend to be limited in nature. Moreover, people are not ready to trust the online transactions because of the possibility of losing their money to hackers and fraudsters. Therefore, the online vendors can make sure that their payment mechanism is fool proof and that the customer can trust it with their money.
4. Despite the availability of variety of products online, customers are reluctant to go online because of the unclear return policies that the online vendors have. For example, some websites allow returning of the products within month and full refund, but some companies don't offer refund, the products can be replaced, but no refund will be provided. Because of this reason, the customers are reluctant to go online. Therefore, the companies can make sure that the return and refund policies are clear to the customer and that it is being strictly followed.

CONCLUSION

The online shopping is becoming more popular day by day with the increase in the usage of internet. Understanding customer's needs and desires for online buying, the selling has become challenging task for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive advantage over the others. Some of the major issues that hinder the customers from shopping online are, product quality, logistics, delivery time, payment, hidden costs, unclear policies, lot of options, complicated website design and interfaces. With multiple problems like this, customers will obviously feel hesitant to go online for purchasing for their needs.

It is the responsibility of the company to make sure that the problems mentioned above are rectified in a proper way so that the customers are attracted towards online shopping. One of the major hindrances that inhibit the customer from going online is the insecure nature of the online payment mechanism. Being a developing country, India is yet to achieve full coverage in providing banks accounts for its citizens. At this time, the mechanism to pay online is tending to be limited in nature. Moreover, people are not ready to trust the online transactions because of the possibility of losing their money to hackers and fraudsters. Therefore, the online vendors can make sure that their payment mechanism is fool proof and that the customer can trust it with their money.

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