



A PILOT STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING

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ABSTRACT

The motivation behind this study is to look at and examine the customer's buying behavioral towards online shopping (exceptionally if there should be an occurrence of online shopping clients in the city). Additionally, attempt to figure out different states of mind of online shopping clients of Chennai city towards the internet shopping. This study was directed amid focusing online marketing, Individual influencing factor and psychological influencing factor. The information was gathered from respondents through a planned Questionnaires and scheduled interviews. The study result inferred that eventual growth of e-tailers in India uniquely in urban communities looking splendid. Online shopping offers best costs, great items and totally hassle free shopping with product knowledge for clients. The achievement of any e-tailer organization in India is relying on its promotion activities, its marking brand, its exceptional and reasonable strategies and policies, and its client relations and so forth. The data have been collected through convenience proportionate sampling from the urban, suburban and rural area. The pilot study is descriptive in nature and possesses limited samples. The study is proposed to articulate the consumer behavior towards online shopping.

Keywords: Online shopping: Consumer Buying behavior

INTRODUCTION

At present time online shopping or E-tailing is the new pattern (Transformative Change) of shopping in India, that is utilized to allude to PC based-shopping or E-shopping same like The Internet saving money or E-managing an account (Hasan, 2015). Over a couple of years back, internet shopping or E-tailing has expanded the rate of online Consumers' in India. The new idea of the online shopping is an awesome sample of the business insurgency in India. E-tailing in India is presently encountering a time of quick advancement (Ilias O. Pappas, 2015). E-tailing in India is a rich section holding up to be an investigation for many researchers. Really, E-tailing is a type of E-business. In internet shopping, Consumers (buyers) buy the items (Like - Apparel, electronic apparatuses, footwear, Home and Kitchen

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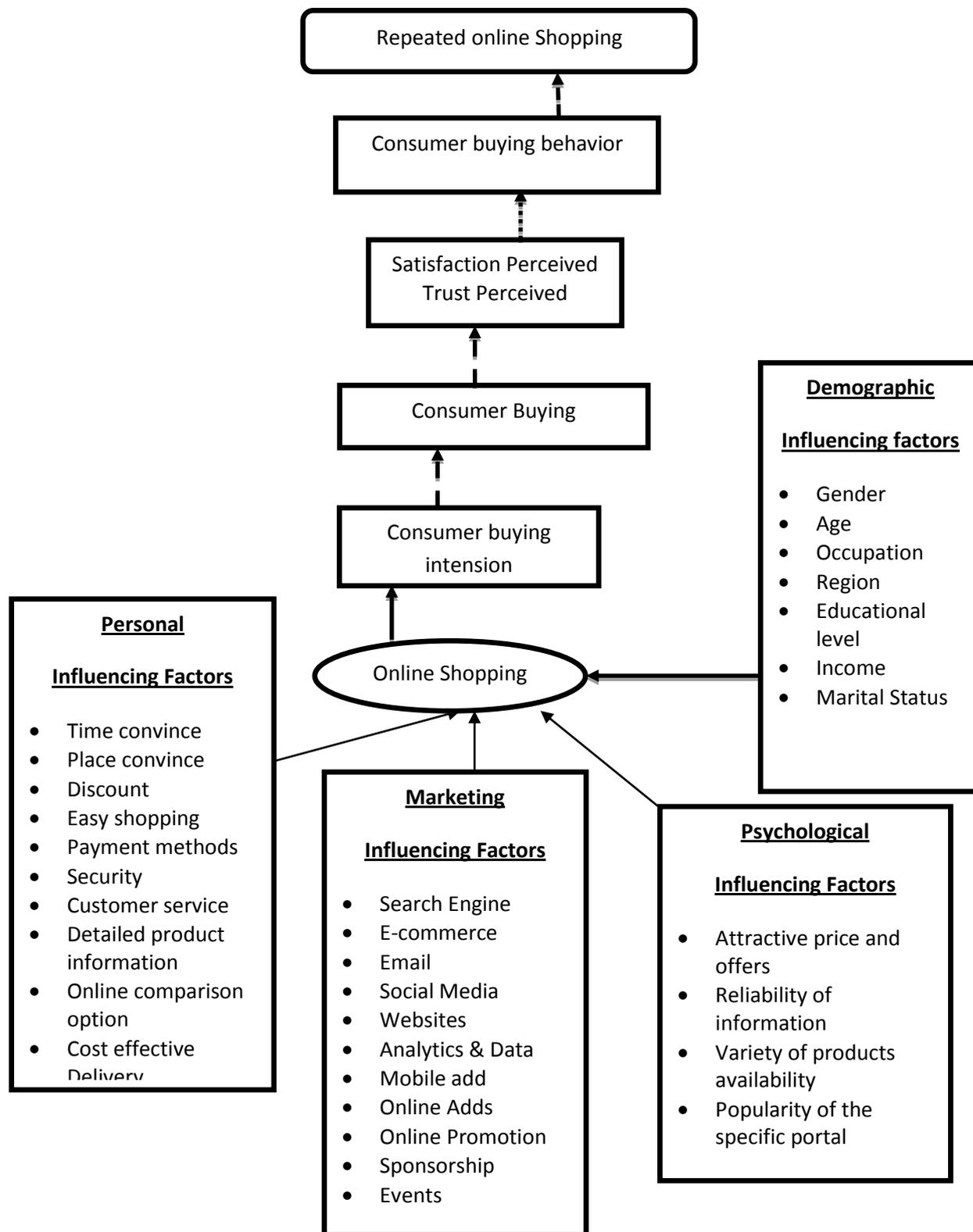
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Appliances, and so forth.) specifically from the E-tailers by utilizing an online program (Jisook Park W. Trey Hill, 2015). The current situation is making; India E-shopping or online shopping is the new trendy expression. Online shopping buyer is likewise called E-shopping Consumers (Yael Benn, 2015). The exploration or contextual analyses of online Consumers purchasing behavior is essential in light of the fact that it thinks about shoppers requests; it comprehends and investigates that when buyers purchase items online? What's more, who purchase items online? Furthermore, how buyers outlook for obtaining the items online? Thinking the entire idea of internet shopping has changed as far as buyer's acquiring or purchasing practices and the achievement of E-tailers is relying on its quality, its marking picture, its uniqueness and its prevalence and so forth (Don E.Schultz, 2015).

Online seller is an Indian E-tailer. It is considered as an E-business organization. Online shopping established in the late year 2000. Also, most of the E-tailer primary hold their head office situated in Bangalore city (Karnataka State). As per an overview on online shopping, India's biggest E-business organization. Due to internet option, online shopping is extremely prominent among Indians. Online shopping is offering the best costs and a totally hassle free shopping background (Yue Chen, 2015). Online shopping offers free home conveyance, money down choices, 24 x 7 client case administration, sans interest EMI choices, installment through Debit or Credit cards of their clients. Online shopping an E-tailer organization is developing at a wonderful pace in India (Jiunn-Woei Lian, 2014). Here for this situation study is needed to think about online buyer's purchasing behavioral towards online shopping (uncommonly in the event of online shopping clients in Chennai city). This Manuscript intends to recognize the respondent's recognition about online shopping. The paper additionally examines familiarity with buyers towards online shopping. Nature of study is exploratory and descriptive; in this study, both primary and secondary data have been utilized.

Conceptual Model – Online Shopping

Several studies have shown that consumers perceive higher risks buying online than in traditional way. Perceived risks affect all purchase decisions and consumers' behavior, and deter them from buying (Angeliki Vosa, 2014). These risks come from the lack of trust of shoppers toward especially online vendors' and their credibility. The main field of research in this paper is to investigate how personal, marketing and psychological factors are affecting the consumer's engagement to e-commerce, in order to conclude in which security measures should be taken in order to mitigate perceived risks (AuréliaMichaudTrevinal, 2014). A framework for a field research is also given in order to identify the causal relationships between electronic service quality and e-loyalty, e-satisfaction and e-trust. Extended literature review and proposed an integrative conceptual framework (Óscar González-Benito, 2015). Then, we lied on a consumers discourse analysis with four focus groups with consumers who differ in terms of age, gender, and online shopping experience.



The use of the Internet by different age groups is growing at a substantial rate. It had increasingly become an important potential market. However, previous researchers and practitioners have focused on youth market and paid less attention to issues related to the online behaviors of older consumers and other age group (Victoria Y. Yoon, 2013). To overcome issues, the reason for this study is to expand a superior comprehension of the drivers and boundaries influencing the buyers' to shop online among various age groups, gender, educational level and other demographic factors. This study is created by incorporating the Unified Theory of Acceptance and Use of Technology (UTAUT) and innovation resistance hypothesis. By looking at buyers of different age groups, regarding gender orientation the discoveries show that the central point driving purchasers toward internet shopping are social impact. Then again, the significant obstructions incorporate quality, risk, and convention which are diverse for various age groups.

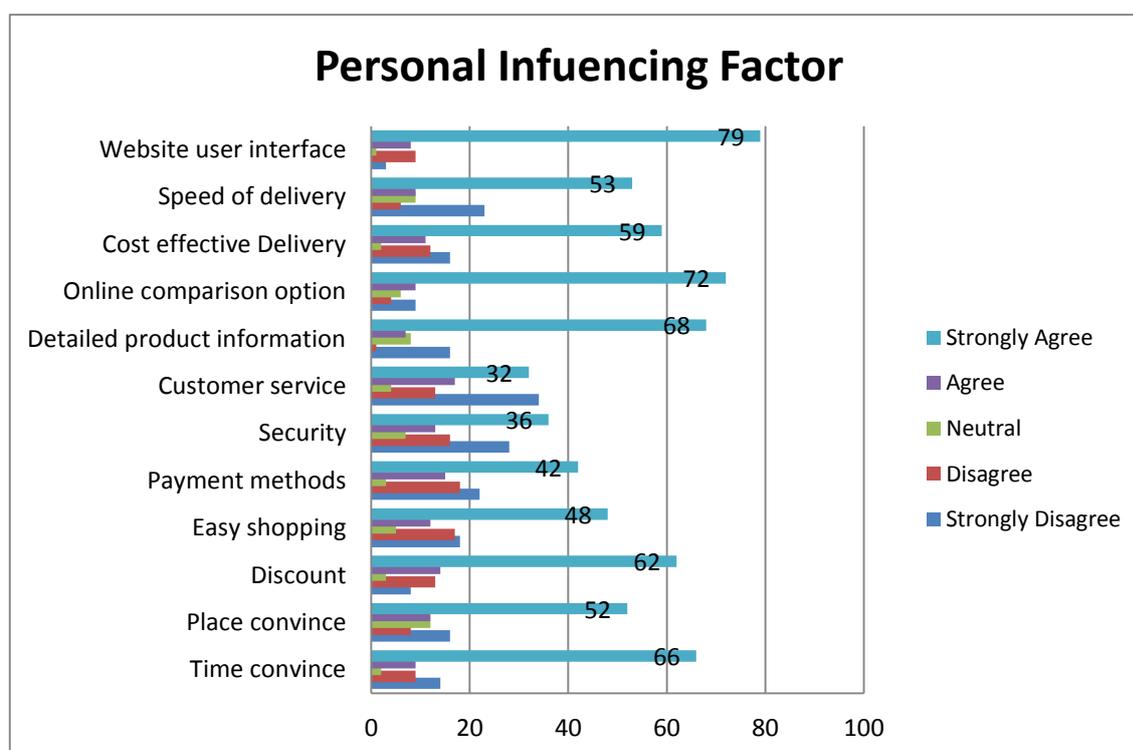


Figure 1 - Personal Influencing Factors

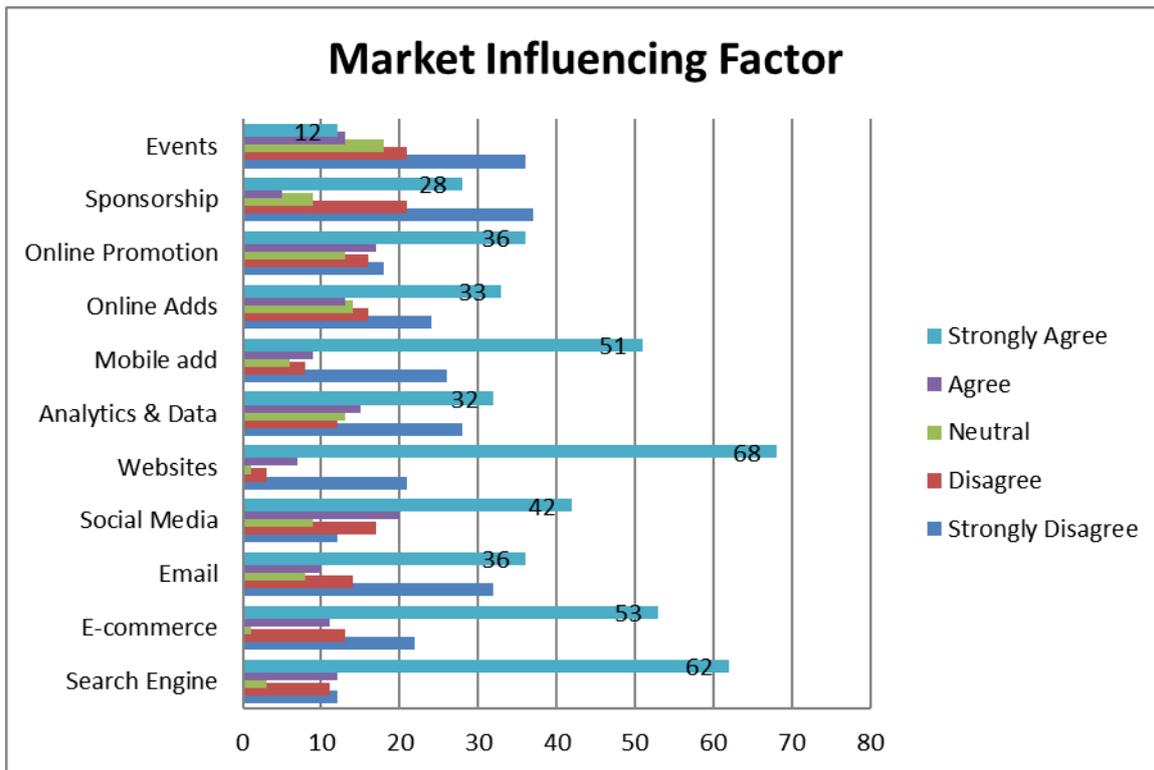


Figure 2 - Marketing Influencing Factors

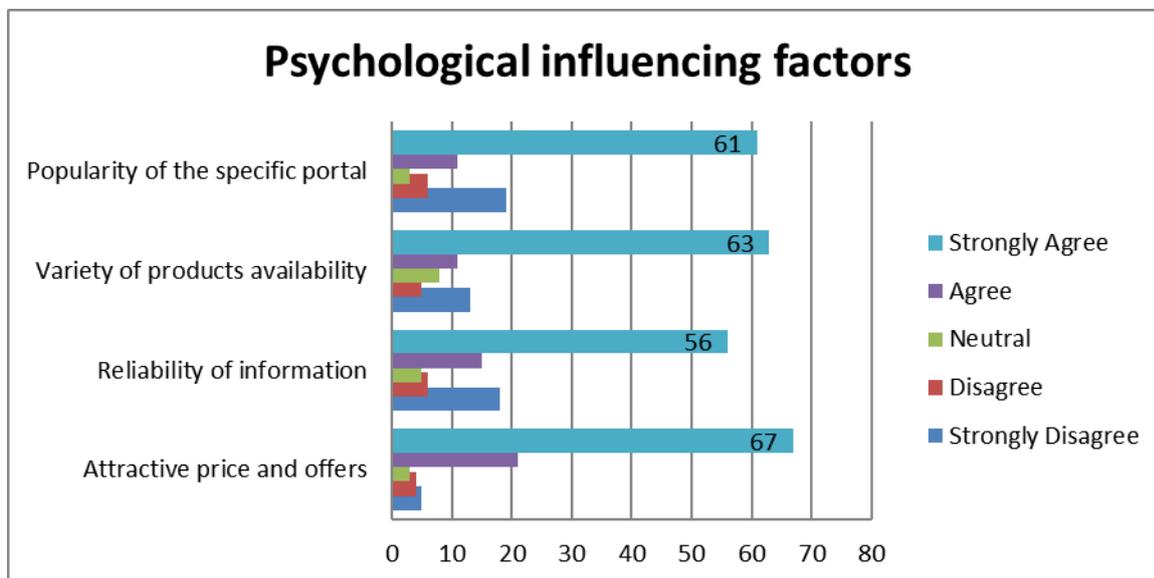


Figure 3-Psychological Influencing Factors

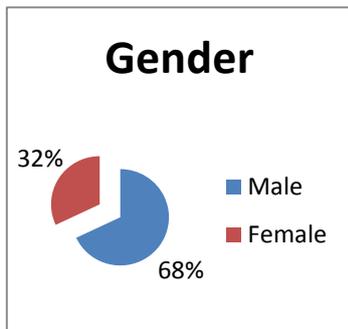


Figure 4 – Gender

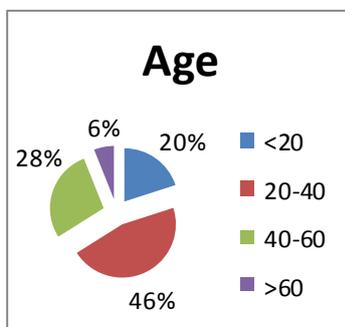


Figure 5 - Age

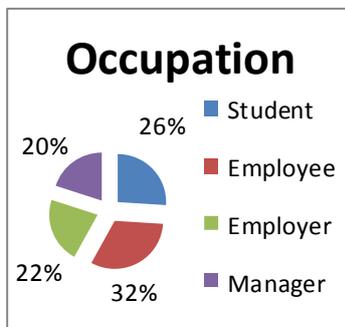


Figure 6 - Occupation

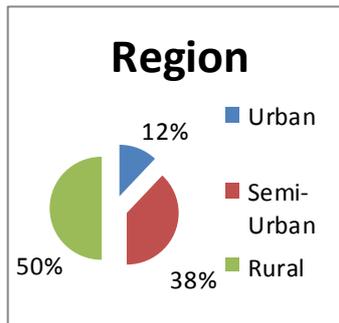


Figure 7 – Region

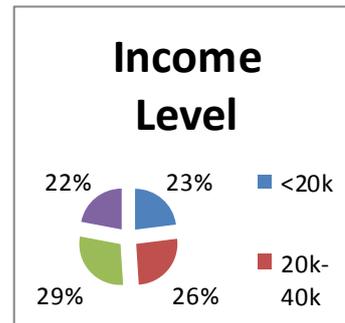


Figure 9 - Income Level

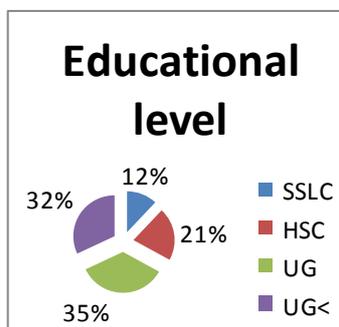
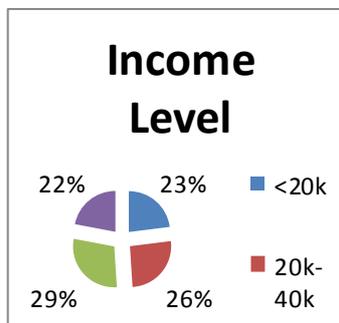


Figure 8 - Educational Level



Interpretation

From interpretation, it can be noted that personal and psychological factors are more influencing factors than market factors. It is to be noted that sponsorship activities and event conductivity are lagging in e-tailer industry. Search engine and Website are the dominating variables for marketing particular e-tailer company. The personal influencing factor also illustrates websites are the dominating variable influencing individual to go for buying through online portals. Every variable considered along psychological influencing factors is

demonstrating a significant contribution to consumer intention to buy products and services from a specific e-tailer. The study illustrates 46 percent of the population making online purchasing are in the age group of 20-40. 50 percent of the consumers are from urban areas. It is mostly the male who prefers online shopping over females. Incomes level and occupation of the consumer are not significantly influencing the online purchasing behavior.

Conclusion

Consumer behavior towards online shopping have unendingly increased too many folds, also there exists no room for consumer awareness about online shopping. The study illustrates that, irrespective of age, occupation, region and educational level people are using and preferring online shopping over conventional shopping in the current era. It is found that it is male, who found to be predominant buyers through online shopping than female. Among the variables considered personal influencing factors; website user interface, online comparison option, detailed product information availability, discount, and time convince variables are significantly influencing the consumer to go for online shopping. The psychological factors are found to be stimulating the consumer an intention to buy from the specific e-tailers, also it is making a dominating contribution to converting consumer intention into consumer behavior through cyclic purchasing. On closer sight e-tailers are closely recognized by their website and the search engine, thereby on marketing aspect variables considered seem to contribute very less value in creating consumer intention to go for online shopping. The consumer behavior is clearly a symptom on the consumer to look online for buying his needed goods or service rather than traditional shopping. The consumer intention is converted into consumer behavior if the e-tailer could install the desired level of satisfaction in customer. The levels of satisfaction through on-time delivery, reliable information disclosure, pay back a return on defected products delivered and disclosing necessary terms and conditions are a trend to convert consumer intention into consumer behavior.

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