

A Study of Online Shopping Habits of Consumers in North Chennai

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ABSTRACT

The way consumers in North Chennai are spending their money on various items has changed in recent years. Now-a-days increasing infiltration of internet and social media, the purchasing behavior of North Chennai consumers has changed radically. India is considered to be in its third place for E-evaluation. The consumer buying behavior in online shopping is a recent trend in the field of E-Business and is certainly going to the future of shopping in the India. Most of the firms are operating their online entrance to sell their products and services. Through online consumers, buying behavior is very general with the global market. The mounting use of internet and mobile phone by the young/new generation in India provides an budding prospect for online consumers. The internet is varying the world of consumer behavior with the expertise to technology having internet admittance and trust of customer gives a high explosion in this online business. The internet influencing consumer is more aware about the brands models. Shopper is always looking best from the marketers who provide him a best in terms of brands, money, and time. In this research may faster growth of North Chennai online consumers buying behavior in future.

Keywords: Online, Consumers, Buying Behavior, Phenomena, Internet, E-Business, E-Evaluation.

INTRODUCTION:

“Marketing starts with the consumer and ends with the consumer. Happiness of consumers becomes the most important goal of a Organization”. Home appliance, are no longer a means of luxury. They have become a necessity in urban living. Nowadays it is necessity in rural also. A study has shown that one spend about ten percent of one’s income on buying these appliances. There has been a steep increase in the disposable income of consumers, in particulars of the middle class, which constitute the major percentage of buyers in the Indian market as the life styles of people has changed considerably. The middle class is relatively better educated and better exposed to the life styles than that of rich; its aspirations have been growing constantly. This class has not only swelled continuously in number, but has also grown in property and its disposable and decretory income, has grown up along with the expenditure on food items.

OBJECTIVES OF THE STUDY:

1. To understand the online buying behavior of consumers in North Chennai.
2. To find the satisfaction level of online buying behavior of consumers in Chennai
3. To identify how these factors interact to influence customer purchase .
4. To research the raising growth of online shopping in North Chennai.

METHODOLOGY OF THE STUDY:

It was planned to study attitude of consumers towards online shopping in Chennai and its collision with special reference to North Chennai. People of the study was controlled to users as well as non-users of products purchased through online shopping. The area

was restricted to North Chennai. Primary data was the base for this study. At the same time some more information were gathered from various journals, research papers, magazines, websites, newspapers, reports and books. Statistical tools were used to record, code, tabulate and analyze the collected data. In this study the sample units are chosen primarily on the basis of the ease to the researcher (Convenience). The persons selected for this study are very familiar to researcher. The sample size for the present study is 125.

LIMITATIONS OF THE STUDY :

- ❖ The part of this topic is limited to the consumers of the Chennai city only specifically North.
- ❖ The soundness and consistency of this details depends on the faithfulness of the people who have responded.
- ❖ The time of discarding of the investigator was very limited.
- ❖ A prepared questionnaire was the basis for collecting the data, It may have some deficiencies.
- ❖ The results are based on limited samples only.
- ❖ This study considers perception at the micro level only and these perceptions are subject to change in the days to come.

REVIEW OF LITERATURE:

Web shopping or online business is a reality that apparently is in high nearness as of late. Looking fast improvement of the essential players in this field shows that there is so far a broad market potential for electronic shopping. The benefits of web shopping clarify it as a making design among buyers. The predominance of electronic shopping has raised the excitement of retailers to concentrate on this area.

Swapna in this examination identifying with variables impacting web based shopping background – a reasonable model and suggestions investigates the calculated model that broadly portrays the fundamental parts of electronic shopping information. In this investigation, an expansive survey of existing related examinations was made and their revelations were amalgamated into a model called OSE (Online Shopping Experience Model). The parts that have been dissected in past examinations were requested subject to their comparability and case of their disclosures. This achieved the end that different factors have been examined in the web shopping setting and grouped results on those segments have been represented. The proposed model in this examination discovers the segments that impacts online shopping foundation which is wide open for future research streets.

Yi Jin Lim in his investigation about the variables impacting web based shopping conduct clarified that web shopping is a miracles that is growing rapidly nowadays. A peep into the exponential advancement of the central players in this industry exhibits there is so far a broad archive of market potential for electronic business. The convenience of electronic shopping rendering it a rising example among clients, especially the Gen Y. The transcendence of web shopping has raised the energy of the retailers to focus on this zone. In this way, this examination was to choose the association between unique standard, saw supportiveness and online shopping conduct while mediated by purchase objective. School understudies developed some place in the scope of 18 and 34 that at present looking for after their examinations in University Malaysia Perlis were picked as the subject of examination. 662 out of 800 courses of action of surveys scattered were generous for coding, separating and testing the hypothesis. Accumulated data were then inspected using SPSS variation 18.0 and AMOS frame 16.0. Fundamental Equation Modeling to assess the model fits and theory testing. The end can be depicted that passionate standard and saw comfort gigantic unequivocally affect online purchase point yet conceptual standard immaterial effect

shopping conduct unfavorably. It is captivating to observe that evident handiness also irrelevant effect electronic shopping conduct. Finding moreover revealed that purchase desire colossal decidedly affect electronic shopping conduct. For future research, test from working adults and diverse variables that related to online shopping were to be joined to restrict examining tendency.

RESULTS AND DISCUSSION:

TABLE NO. 1 SHOWING THE OCCUPATION OF THE RESPONDENTS

Options	Number of Respondents	Percentage
Employed in Govt. Organization	24	9.2
Employed in Private Sector	49	39.2
Businessman	34	27.2
Student	12	9.6
Others	06	4.8
Total	125	100

From the above table it is discovered that most of respondents (39.2%) are utilized in Private Sector, while 27.2% of them are businesspeople and others utilized in Govt. Association are 19.2%. understudies and others share 9.6% and 4.8% individually. y.

TABLE NO.2 SHOWING THE SHOPPING MODES PREFERRED BY THE RESPONDENTS

Options	Number of Respondents	Percentage
Direct Purchase	35	28
Postal Shopping	25	20
Online Shopping	45	36
None of These	20	16
Total	125	100

The above table shows that 28% of the respondents prefer direct buying, 20% prefer postal shopping, 16% have no preference, but the majority of respondents (36%) prefer online shopping.

TABLE NO. 3 SHOWING THE LEVEL OF GRATIFICATION OF THE RESPONDENTS TOWARDS THE SPEED OF SERVICES IN ONLINE SHOPPING

Level of Satisfaction	Number of Respondents	Percentage
To greater extent	25	20
To some extent	65	52
To little extent	20	16
Not satisfied	15	12
Total	125	100

The table indicates that majority of the people (52%) are happy to some level, only 20% of the people are satisfied to a greater level. While respondents satisfied to little extent are 16% respondents who are not satisfied are only 12%.

TABLE NO. 4 SHOWING THE SATISFACTION LEVEL TOWARDS THE QUALITY OF THE SERVICES PROVIDED

Opinion	Number of Respondents	Percentage
Highly Satisfied	42	33.60
Satisfied	40	32.00
Neutral	7	5.60
Dissatisfied	16	12.80
Highly Dissatisfied	20	16.00
Total	125	100

From the table shown above can be found that the majority of the people (33.60%) are satisfied highly towards the quality of the service, 32% of the respondents are satisfied towards the same, 12.80% are dissatisfied, 16% are highly dissatisfied towards the same, and 5.60% of the respondents are neutral in this regard.

CORRELATION TO CHECK WHETHER CORRELATION EXIST IN THE OPINION OF THE CUSTOMER TOWARDS THE SERVICES PROVIDED AND THE RATE CHARGED:

TABLE NO. 5

X	Y	dx	dy	dx²	dy²	dxy
25	25	10	0	100	0	0
65	40	50	15	2500	225	750
20	35	5	10	25	100	50
15	25	0	0	0	0	0
125	125	65	25	2625	325	800

$$= \frac{n \sum dxy - (\sum dx)(\sum dy)}{\sqrt{n \sum dx^2 - (\sum dx)^2} \sqrt{n \sum dy^2 - (\sum dy)^2}}$$

$$= \frac{125 * 800 - 65 * 25}{\sqrt{125 * 2625 - (65)^2} \sqrt{125 * 325 - (25)^2}}$$

$$= \frac{98375}{113824}$$

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$$= 0.8642$$

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0.8642

INFERENCE: As the value is 0.8642 there exist correlation between service provided by and the rate charged by them. Hence if one increases the other one also increases and if one decreases the other one also decreases.

ANOVA:

H0 : No significant difference between the age group of the respondents towards knowledge in application of online shopping mode.

H1 : Significant difference between the age group of the respondents towards knowledge in application of online shopping mode.

TABLE NO.6

One-way analysis	Sum of Squares	df	Mean Square	F
Among Groups	10.086	3	3.362	33.288
Within Groups	13.457	121	.111	
Total	23.543	124		

RESULT

Value of Calculation : **33.288**

Significance level : **0.05**

Degree of Freedom : **3.121**

Value of Tabulate : **2.6049**

INFERENCE

As the determined estimation of 33.288 is more noteworthy than the table estimation of 2.6049, the Null Hypothesis H₀ is rejected and the substitute Hypothesis H₁ is acknowledged.

FINDINGS:

- From this study it has found that most of the consumers have awareness about on line shopping
- Predominant discomfort and inconvenience factor is the less awareness to use the internet. However most consumers were interest to learn about it.
- There is significant association between age and the source of online shopping information.
- The association between the source of investment information and educational qualification was analysed by chi square test which showed a significant association.
- There is a significant association between level at which employees were working and proportion of savings

CONCLUSION:

The major findings related to buying habits and behaviour was revealed from the study in e-shopping habits of North Chennai consumers in Chennai city.. Visiting shops, malls or retail outlets is more time consuming. Hence, many people prefer online shopping. Due to the internet connections on mobile at cheaper rates and increasing Internet usage of people the online shopping products are gaining quick market at a rapid speed. The present study also highlights that there is no significant relation between use of discount coupons and occupation. This implies that discount coupons are emerging as an attractive feature calling for more consumers to shop online. The study found that the preferred mode of payment for e-shopping is cash on delivery i.e. COD irrespective of respondents income group.

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