



A STUDY ON FACTORS AFFECTING ON ONLINE SHOPPING BEHAVIOUR OF CONSUMERS WITH SPECIAL REFERENCE TO TAMIL NADU.

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Introduction

Now a day the life style of the people is different. People feel comfortable and time consuming for going crowded markets. So, E-shopping is a boon as it saves lot of time. Online shopping is a process whereby consumers directly buy goods, services etc. From a seller without an intermediary service over the internet. Shopper scan visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So it is very convenient for them to shop online. One of the most deciding factors about online shopping, particularly during holiday season is, it alleviates the need to win in why lines or search from a store for a particular item. Variety of goods are available in online. So the researcher won to know the preference of the consumers. So fifty respondents were met and data were collected regarding their preference towards shopping online.

Literature Review

(Solomon, 1998 in his study) "Consumer behavior is the study of the processes involved when an individual selects, purchases, assesses or disposes of products, services, ideas, or experiences to satisfy needs and desires". In view for the internet to spread out as a retail channel, it imperative to realize the consumer's mind-set, intention and conduct in light of the online buying practice. i.e., why they employ or falter to use it for purchasing? Consumer attitudes seem to have a significant influence on this decision.

(Schiffman, Sherman, and Long, 2003) in his study researched that "Yet individuals attitudes do not, by themselves, influence one's intentions or behavior is a result of a variety of attitudes that the consumer has about a variety of issues relevant to the situation at hand, in this case online buying. Over time the Internet buyer, once considered the innovation or early adopter, has changed. While once young, professional males with higher educational levels, incomes, tolerance for risk, social status and a lower dependence on the mass media or the need to patronize established retail channels (Ernst and Young, 2001; Manian, Muller and Bass 1990)

Sultan and Henrichs(2000) in his study concluded that the consumer's willingness to and preference for adopting the internet as his or her shopping medium was also positively related to income, household size, and innovativeness. (Vijay, Sai.T and Balaji, M.S.(May 2009), revealed that consumers, from the crowded stores to the one-click online shopping is far from being the most preferred form of shopping in India. A survey among 150 internet users, including both users and non-users of online shopping, was carried out to understand why some purchase online while others do not.

The result suggested that convenience and saving of time drive Indian consumers to shop online; while security and privacy concerns dissuade them from doing so. (The work of Kim and Park(2005)) using U.S samples suggests that their positive attitudes as well as willingness to search for pre-purchase information leads to a strong likelihood that they will buy online. Online shoppers, are required to have computer skill in order to use the internet for shopping. Hence, those who are not comfortable with using the computer, will likely do their shopping at the traditional store. Modern shop, or discount store (Monsuwe, 2004) because it will be faster shopping there than in the Internet shop. Goldsmith and Flynn (2004) state that the home catalogue is another traditional selling channel where people can shop at home because of the varieties of products offered in the catalogue. They can order through the phone or by mail. It is convenient except that they are not able to touch and feel products before purchasing.

Research Objectives: To identify the impact of demographic factors impacting online shopping behavior of consumers with special emphasis on Age, Gender, Education, Income Possession of internet, Frequencies of online purchase, motivation drives for online purchase.

Research Methodology: The researcher has adopted various methods to collect and interpret the data.

Methods Of Data Collection: Both the primary and secondary data were used by the researcher. The interview and questionnaire method has used to collect the primary data from the respondents. The various research profiles, Magazines, texts, periodical and articles etc., were used to collect the secondary data by the researcher.

Sample Design: Under sample design the method of random sampling has been used to collect data from the respondents.

Sample Size: Size of respondents were taken for the study.

Research Design : The researcher has used descriptive research design for the study.

Testing Of Hypotheses

1. There is a significant association between the age of the respondents and possession of internet and consumer behavior.
2. There is a significant association between the gender and frequent purchase on online shopping.
3. There is a significant impact on impact frequency of online purchase of consumers.
4. There is a significant association between the occupation and other variables of the study.

Data Analysis And Interpretation

Table: 1 Consumers Response Variations For Online Behaviour Across Different Age Groups
(*possession of internet, frequency of online purchase, motivation drives for online purchase)

Dependent variables	Mean	Std. Deviation	F-value	sig
Possession of internet	1.11	.320	7.125	.000
Frequency of online purchase	3.41	.577	4.561	.006
Motivation drives for online purchase	2.23	1.024	1.493	.225

Interpretation: There is a significant between the age of the respondents and possession of internet and consumers behavior.

Table: 2 Consumers Response Variations For Online Behaviour* Across Different Gender Groups
(*possession of internet, frequency of online purchase, motivation drives for online purchase)

Dependent variables	Mean	Std- deviation	E-value	Sig
Possession of internet	1.11	.320	7.125	.000
Frequency of online purchase	3.41	.577	4.561	.006
Motivation drives for online purchase	2.23	1.024	1.493	.225

Interpretation

The results shows that the females are more impulsive buyers documented to the reason that females are more likely to be attracted towards the promotional schemes offered by the online retailers and therefore gender has a significant impact on frequently of online shopping.

Table: 3 consumer's response variations for online behaviour* across different income groups
(* possession of internet, Frequency of online purchase, Motivation drives for online purchase)

Dependent variables	Mean	Std-Deviation	F-value	Sig
Possession of Internet	1.11	.320	2.927	.027
Frequency of Online purchase	3.41	.577	5.397	.001
Motivation drives for online purchase	2.23	1.024	1.386	.386

Interpretation: There is a significant impact on impact Frequency of online purchase of consumers.

Table: 4 Consumer's Response Variations For Online Behaviour * Across Different Occupation Groups (* Possession Of Internet, Frequency Of Online Purchase Motivation Arrives For Online Purchase)

Dependent variables	Mean	Std-Deviation	F-value	sig
Possession of internet	1.11	.320	2.291	.069
Frequency of online purchase	3.41	.577	2.482	.052
Motivation drives for online purchase	2.23	1.024	1.025	.401

Interpretation: There is no significant association between the occupation and any variable which taken for the study.

Findings And Suggestions

The ANOVA results for consumer's response across different demographics factors show that gender does impact possession of internet and frequency of online purchase of consumer's occupation is a demographic variable which does not impact any of the variables under study. This clearly justifies the project growth of online shopping in a positive manner. The frequency of online shopping is relatively used in the country. Online shopping organizations can apply the relevant variables and factors, identified from the research, to create their strategies and tactics. The organization can prioritize the consumer inherent and unquitable in the online shopping environment. The results can also be used by various organizations to identify their target customer segments.

Conclusion

The results of the study can be utilized by practitioners in relooking or revamping their strategies for online shopping. Online websites should concentrate more on the female segments as compared to men. So companies should devise the policies and strategies to magnetize more people in this segment in the future also. Online retailers should also look into the prospect of call centers which could guarantee that the customer gets a chance to officially interact with the other party before the actual purchase. It includes the random sample of individuals from Navy Mumbai. This study finds agreement amongst various age, income, occupation gender segments.

References

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