



## **A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING IN THOOTHUKUDI**

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### **ABSTRACT**

Consumer buying behavior refers to the actions taken (both online and offline) by consumers before purchasing a product or service. This process may include consulting search engines, participating in social media posts, or other actions. Understanding this process is valuable to companies because it helps them better align their marketing initiatives with marketing efforts that have been successful in driving consumers to buy in the past. As people increasingly shop online, they also expect a wide selection of different payment options from online retailers. As consumers increasingly opt for digital channels for browsing and buying, brands need to make sure that their digital experience is on par with what someone would get in-store. This study focuses the consumer behavior in Thoothukudi town and analyse with the help of chi-square test.

**KEYWORDS:** Consumer, Buying behavior, Digital payments

### **I. INTRODUCTION**

The use of the internet has created a new experience for consumers regarding gathering information about the product. The Internet is used as a communication channel as a part of direct marketing. It has developed markets into a highly competitive market. Business organizations use the internet as a main vehicle to conduct commercial transactions in the online platform.

Consumer buying behavior is a method how individual or group customers select, buy and use the products to satisfy their needs and wants. It examines how emotions, attitudes and preference affect the buying behavior. The study of consumer behavior explores individual qualities such as personality, lifestyle and behavioral variables such as usage rate, usage occasion, loyalty, band etc. as an attempt to interpret the people's wants and consumption patterns. Customer behavior is concerned with purchase activities, use or consumption activities and disposal activities. Purchase activities are concerned with how customers acquire products and services. Consumption activities are concerned with who, where, when and how of consumption and the usage experience. Disposal activities are concerned with the way that consumers dispose of products and packaging and also include reselling activities.

### **II. REVIEW OF LITERATURE**

Upasana Kanchan, Naveen Kumar and Abhishek Gupta (2015) in their article "A Study of Online Purchase Behavior of Customers in India" Published in ICTACT Journal on Management Studies stated that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchases. Companies involved in online retailing should focus on building trustworthy relationships between producers and customers.

### **III. STATEMENT OF PROBLEM**

The study of consumer buying behavior towards online shopping with special reference to thoothukudi, is an area where both high income and low-income groups live. So, the preferences and attitudes may be different. It is important to look at the situation from an academic point of view to the questions. The study mentions the reasons for increase in online shopping, the factors that influence consumers to purchase through the internet. It also helps to get an idea about consumer buying behavior towards online shopping.

### **IV. OBJECTIVES OF THE STUDY**

- ✓ To find out the consumer buying behavior towards online shopping with special reference to Thoothukudi.



- ✓ To understand the factors that lead consumers towards online shopping.
- ✓ To identify the preference of consumers towards different sites.
- ✓ To identify the mode of payment used by consumers in online shopping.

## V. NULL HYPOTHESIS

Based on the objectives of the study the following hypothesis have been framed and tested.

H0: There is no significant relationship between the age of respondents and opinion about the reasons affecting online shopping.

H0: There is no significant relationship between the gender of respondents and the factors affecting your online purchase decision.

H0: There is no significant respondent factors affecting your online purchase decision.

H0: There is no significance of respondents' opinion about the reasons affecting online shopping.

## VI. METHODOLOGY

The present study adopts an analytical and descriptive research design. By adopting a convenience sampling method. Data was collected by using two main methods., primary data and secondary data. The tools used for analysis One-way ANOVA and Chi-Square test.

## VII. LIMITATION OF THE STUDY

1. The information given by the respondents might be biased because some of them might not be interested in providing correct information.

2. Respondents tried to escape some statements. This was one of the most important limitations faced, as it was difficult to analyse and come at a right conclusion.

3. Due to time and cost factor, only limited respondents were surveyed

## VIII. ANALYSIS AND DISCUSSIONS

**TABLE NO: 1 GENDER**

Particulars	No of respondents	Percentage
Male	69	57.5
Female	51	42.5
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data

From the table, it is clear that out of 120 respondents, 57.5% are male and 42.5% are female. Hence, the majority of the respondents are Male.

**TABLE NO: 2 AGE**

Particulars	No of respondents	Percentage
Below 20 years	28	23.3
21 years - 30 years	70	58.3
31 years – 40 years	15	12.5
40 years and above	7	5.8
<b>Total</b>	<b>120</b>	<b>100</b>

Source: Primary data

From the table, it is clear that out of 120 respondents, 23.3 % of the respondents are between the age group below 20, 58.3 % are between the age group 21-30,12.5 % are between the age 31-40 and the rest 5.8% above 40. Hence, the majority of the respondents are between the age group of 21-30.

**TABLE NO: 3 EDUCATION QUALIFICATION**

Particulars	No of respondents	Percentage
School Level	4	3.3
Degree/Diploma	49	40.8
Post graduates	44	36.7
Professional	20	16.7
Others	3	2.5
<b>Total</b>	<b>120</b>	<b>100</b>

Source: primary data



From the table, it is clear that out of 120 respondents, 40.8% of the above respondents are Degree/Diploma holders, 36.7 % of them are postgraduate level, 16.7% are professionals, 3.3% are school level and the rest 2.5 % are Others. Hence, the majority of the education qualifications of the respondents Degree/Diploma holders.

**TABLE NO: 4 OCCUPATIONAL STATUS**

Particulars	No of respondents	Percentage
Homemaker	19	15.8
Govt. Employee	5	4.2
Private Employee	46	38.3
Business	13	10.8
Others	37	30.8
<b>Total</b>	<b>120</b>	<b>100</b>

**Source: primary data**

From the table, it is clear that out of 120 respondents, 10.8% of the respondents are doing business, 4.2 % are government employees, 15.8 % are home makers, 38.3 % are private employees and the rest 30.8% are others. Hence, the majority of the occupational status wise respondent's Private employees.

**TABLE NO: 5 MONTHLY INCOME**

Particulars	No of respondents	Percentage
Up to 10000	43	35.8
10000 - 20000	30	25
20000 - 30000	20	16.7
30000 - 40000	8	6.7
Above 40000	19	15.8
<b>Total</b>	<b>120</b>	<b>100</b>

**Source: primary data**

From the table, it is clear that out of 120 respondents, 35.8% of the above respondent's monthly income is less than Rs.10000, 25% respondent's monthly income is between Rs.10000-20000, 16.7% respondent's monthly income is between Rs.20000-30000, and rest 6.7% respondent's monthly income is between Rs. 30000-40000 and rest 15.8% respondents is above Rs.40000. So, the majority of the respondent's monthly income is less than Rs.10000.

**TABLE NO: 6 MONTHLY SPENDING OF RESPONDENTS FOR ONLINE SHOPPING**

Monthly spending	Frequency	Percentage
Less than Rs 1,000	84	70
Rs 1,000 - Rs 3,000	22	18
Rs 3,000 - Rs 6,000	7	6
Rs 6,000 - Rs 9,000	2	2
Rs 9,000 - Rs 12,000	1	1
Above 12,000	4	3
<b>Total</b>	<b>120</b>	<b>100</b>

**Source: Primary data**

The above table shows that 70% of respondents monthly spend less than Rs 1,000 for online shopping. 18% of respondents monthly spend Rs 1,000 - Rs 3,000. 6% of respondents monthly spend Rs 3,000 - Rs 6,000. 2% of respondents monthly spend Rs 6,000 - Rs 9,000. 1% of respondents monthly spends Rs 9,000 -Rs 12,000. 3% of respondents monthly spends above 12,000 for online shopping.

**TABLE NO: 7 SHOWING WHAT RESPONDENTS LOOK WHILE ONLINE SHOPPING**

What respondents look	Frequency	Percentage
Price information	58	48
Brand information	49	41
Information of the dealer that carry product	11	9
Others	2	2
<b>Total</b>	<b>120</b>	<b>100</b>

**Source: Primary Data**



The above table shows that 48% of respondents look at price information while online shopping. 41% and 9% of respondents look at brand information and information of the dealers that carry products respectively. Respondents look for Others of product are 2% each.

**TABLE NO: 8**

**H0: There is no significant relationship between the age of respondents and opinion about the reasons affecting online shopping.**

ANOVA						
Factors		Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	.826	3	.275	.247	.863
	Within Groups	101.532	116	1.116		
	Total	102.358	119			
Product	Between Groups	.208	3	.069	.084	.968
	Within Groups	95.383	116	.822		
	Total	95.592	119			
Discount	Between Groups	3.815	3	1.272	1.211	.309
	Within Groups	121.776	116	1.050		
	Total	125.592	119			
Delivery time	Between Groups	7.098	3	2.366	2.118	.102
	Within Groups	129.569	116	1.117		
	Total	136.667	119			
Convenience	Between Groups	6.296	3	2.099	1.982	.121
	Within Groups	122.829	116	1.059		
	Total	129.125	119			

(Source: Primary data)

The above table shows the p value of the variable Price value, Price, Product, Discount, Delivery time and convenience are more than 0.05 at 5% level of significance. Hence the null hypothesis is accepted and inferred that there is no difference between the mean scores of these two factors of opinion about the reasons affecting online shopping and Age.

**TABLE NO:9**

**H0 - There is no significant relationship between the gender of respondents and the factors affecting your online purchase decision.**

ANOVA						
Factors		Sum of Squares	df	Mean Square	F	Sig.
Previous Experience	Between Groups	.580	1	.580	.614	.435
	Within Groups	111.545	118	.945		
	Total	112.125	119			
Family members	Between Groups	2.009	1	2.009	1.609	.207
	Within Groups	147.316	118	1.248		
	Total	149.325	119			
Friends	Between Groups	1.635	1	1.635	1.560	.214
	Within Groups	123.690	118	1.048		
	Total	125.325	119			
Online advertisement	Between Groups	.110	1	.110	.122	.728
	Within Groups	107.090	118	.908		
	Total	107.200	119			
Time saving	Between Groups	.594	1	.594	.613	.435
	Within Groups	114.397	118	.969		
	Total	114.992	119			

Source: Primary data

The above table shows the p value of the variable Previous Experience, Family members, Friends, online advertisement and time savings are more than 0.05 at 5% level of significance. Hence the null hypothesis is accepted and inferred that there is no difference between the mean scores of these two factors of factors affecting your online purchase decision and Gender.



**TABLE NO: 10**

**H0- There is no significance of respondents' opinion about the reasons affecting online shopping.**

Test Statistics					
	Price	Product	Discount	Delivery time	Convenience
Chi-Square	32.526 <sup>a</sup>	24.467 <sup>b</sup>	47.917 <sup>c</sup>	46.667 <sup>c</sup>	57.667 <sup>c</sup>
df	4	3	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000

**(Source: Primary data)**

This table reveals the relationship between opinions about the reasons affecting online shopping. For Price value, Price, Product, Discount, Delivery time and convenience are less than the table value. As a result, null Hypothesis is rejected. So, Alternative Hypothesis is accepted. It concludes that there is a significant difference of opinion about the reasons affecting online shopping.

**TABLE NO: 11**

**H0 - There is no significant respondent factors affecting your online purchase decision.**

Test Statistics					
	Previous Experience	Family Members	Friends	Online Advertisement	Time Saving
Chi-Square	64.333 <sup>a</sup>	37.083 <sup>a</sup>	50.583 <sup>a</sup>	73.167 <sup>a</sup>	62.417 <sup>a</sup>
df	4	4	4	4	4
Asymp. Sig.	.000	.000	.000	.000	.000

**(Source: Primary data)**

This table reveals the relationship between factors affecting your online purchase decision. Previous Experience, Family members, Friends, online advertisement and time savings are less than the table value. As a result, null Hypothesis is rejected. So, Alternative Hypothesis is accepted. It concludes that there is a significant difference of factors affecting your online purchase decision.

**CONCLUSION**

In today's world, the attitude of the customers towards online shopping is different. They choose their convenient mode of shopping as per their comfort. From this study on consumer buying behavior towards online shopping. We could reach the conclusion regarding the behavior of consumers towards online shopping. Different consumers have different attitudes and buying behavior. The factors influencing consumer buying behavior are psychological factors, social factors, economic factors, personal factors, cultural factors. The main feature behind online shopping is (B2B) Business-to-business, (B2C) Business-to-consumers, (C2C) consumers-to-consumers. The reasons for online shopping are price, quality, quantity, brand, convenience, discount etc. Due to revolution in telecommunication sector no. of users of internet have increased in India in recent time and customers are using internet for online shopping but still for regular purchase most of customers first choice is manual shopping. To increase no. of customers for online shopping there is need of extensive publicity and promotion by online shopping companies to attract all class of customers

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