

A STUDY ON BUYING BEHAVIOUR AND AWARENESS TOWARDS ONLINE SHOPPING IN NAGAPATTINAM DISTRICT

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Abstract

Online shopping plays a vital role in the modern technology of business. Nowadays most of the people prefers to Online shopping because of cheaper price, product comparison, time savings, convenient etc. are the services offered by the online shoppers to the people. In spite of all the advantages in Online shopping, some of the disadvantages like delay in delivery, differ in product description, damage, returning procedures, etc. That's why consumers' awareness regards that disloyalty towards the Online shopping. In this study examine to understand the buying behaviour of individuals and awareness about the Online shopping.

Introduction

Till a few years ago, business mainly relied on physical stores to promote and sell their products or services. Many business organisations opened branches in various locations in order to enhance their customer base. It is very difficult for them to meet from local to national level. Due to advancement of technology, businesses came up with a new method called Online shopping which would allow potential customers to order their merchandise without having to travel long distances. Online shopping is shopping online or while on the internet. A lot of shoppers are using the internet now-a-days as internet provides a lot of advantages to shoppers.

Statement of the Problem

Online shopping provides many choices to consumers than the traditional bricks-and-mortar retail stores. Certain products are substantially cheaper and allow customers to purchase product from anywhere, anytime in the world. Online shopping also enables consumers to chat live with a service agent when they have queries while shopping on the internet. In spite of Online shopping provides lot of advantages to the shoppers, some of the shoppers not clear cut awareness about the Online shopping. Buyer behaviour of individuals can depending upon the services offered by the Retailers, price, offers, etc. In this study clearly reveals the consumers' buying behaviour and awareness about the Online shopping.

Objectives

The following are the objectives of the study,

1. To identify the factors that influence to purchase towards Online shopping.
2. To understand the awareness about the Online shopping.
3. To know the satisfaction level of the respondents towards Online shopping.
4. To offer suitable suggestions based on the findings.

Methodology

The study is based on both primary and secondary data. The primary data were collected through well-structured questionnaire from the sample respondents of 200 in the Mayiladuthurai, Nagapattinam District of Tamilnadu. The samples are selected by way of adopting convenient sampling technique. The required secondary data were collected from journals, books, magazines which are highly relevant to the topic of the study.

Limitations of the study

The study was subject to the following limitation:

1. The study is confined only to Mayiladuthurai.
2. Due to time constraints, the sample size is restricted only with 200.
3. The study is restricted only buying behavior and awareness about Online shopping.

Demographic Profile of the Respondents

	No. of Respondents	Percentage (%)
Gender wise classification		
Male	108	54
Female	92	46
Age wise Classification		
Below 20	68	34
21 - 35 years	64	32
36 - 50 years	48	24
Above 51 years	20	10
Education Wise		
Upto SSLC	24	12
HSC	44	22
Degree	98	49
Professional Course	38	19
Occupation wise		
Students	42	21
Govt. employee	32	16
Private	64	32
Professional	26	13
Self-employed	26	18
Income wise		
Below 10,000	58	29

10,000 to 20,000	52	26
20,000 to 30,000	48	24
30,000 to 40,000	22	11
Above 40,000	20	10
Total	200	100.00

Source: Primary Data

From the table depicts the demographic and socio-economic status of the respondents. It clearly shows that, out of 200 samples majority of the respondents are belonged to male (108) and the rest were female (92). By the table shows, out of 200 samples, 34% of the respondents belonged to the age group of below 20, followed by 32% of the respondents belonged to the age group of 21 to 35 years and only 10% of the respondents belonged to above 50 years of age. 49% of the respondents are degree qualified and only 12% of the samples educational status is up to SSLC level. Out of 200 samples, majority of the respondents were employed in private sector (32%), followed by 21% of the respondents were belonged to students category and 13% of the respondents are professional people. It can be inferred that 58 respondents got income below 10,000, followed by 52 respondents belonged to the category of Rs.10,000 to 20,000 and only 20 respondents are belonged to the category of more than 40,000.

Sources of information

Particulars	No. of Respondents	Percentage
Advertisement	68	34
Friends & Relatives	96	48
SMS & E-mail	36	18
Total	200	100

Source: Primary Data

From the above table, illustrate the source of information from where they got information about the Online shopping. 48% of the respondents said they got information from the friends and relatives, 34% got information through advertisement and rest 18% got information through SMS and E-mail.

Awareness about Online shopping

	No. of Respondents	Percentage (%)
Yes	182	91
No	18	9
Total	200	100

Source: Primary Data

From the table clearly shows the awareness about Online shopping, it clearly depicts 91% of the respondents are aware about the Online shopping like product quality, quantity, loyalty, etc. and the rest were not aware about the Online shopping.

Medium preferred for Online shopping

	No. of Respondents	Percentage (%)
Mobile phone	102	51
IPad	12	06
PC	62	31
Tablets	24	12
Total	200	100

Source: Primary Data

From the table reveals that the medium which is convenient to shopping in online, out of 200 sample respondents, majority of the respondents preferred to use through mobiles(102), followed by 62 respondents are preferred to use by computer or laptops, followed by 24 respondents are used through tablets and only 12 respondents are used through IPads.

Often for purchase of products in Online shopping

	No. of Respondents	Percentage (%)
Frequently	84	42
Occasionally	92	46
Rarely	24	12
Total	200	100

Source: Primary Data

It is observed from the table, majority of the respondents occasionally (46%) purchasing a product through online, followed by 42% of the respondents are frequently purchase goods from online and only 12% of the respondents are rarely purchased products through Online shopping.

Amount spent on online purchase

	No. of Respondents	Percentage (%)
Less than Rs.2000	72	36
2,000 to 4,000	34	17
4,000 to 8,000	28	14
8,000 to 10,000	26	13
More than 10,000	40	20
Total	200	100

Source: Primary Data

It is evident from the table shows the amount spent while online purchase, out of 200 respondents, majority of the respondents spent below Rs.2,000 (72), followed by 40 respondents spent more than Rs.10,000 for single purchase, 34 respondents and 28 respondents, are spent Rs.2,000 to Rs.4,000 and Rs.4,000 to Rs.8,000 respectively. Only 26 respondents spend Rs.8,000 to Rs.10,000 for single purchase.

Factors influence to buy online

	No. of Respondents	Percentage (%)
Cheaper Price	50	25
Convenient	32	16
Time Savings	28	14

Offers & Cashbacks	20	10
Product comparison	24	12
Availability	46	23
Total	200	100

Source: Primary Data

From the table reveals that the factors that motivate the buyer to buy product through Online shopping, it can be inferred that majority of the felt that price is the motivating factor to buy product from Online shopping, followed by 23% of the respondents felt availability of the product is the factor influenced to buy through online, followed by 16% are convenient to shopping, 14% are influenced by time saving, 12% of the respondents are influenced by easy way to comparing the products and only 10% of the respondents are influence by offers and cashbacks given during festival times and off seasons.

It depicts from the table majority of the respondents influenced by price of the product.

Favourite Online shopping site

	No. of Respondents	Percentage (%)
Amazon	76	38
Flipkart	62	31
Snapdeal	32	16
Naaptol	18	09
Others	12	06
Total	200	100

Source: Primary Data

The above table portrays the favourite Online shopping site of the respondents, it depicts that 38% of the respondents are prefer to buy products from Amazon, followed by 31% respondents were prefer Flipkart, followed by 16% are Snapdeal, 9% are Naaptol and 6% are prefer to buy others like Ebay, Tata CliQ, etc.

Type of products buy online

	No. of Respondents	Percentage (%)
Mobile phone & Computers	68	34
Fashions	22	11
Books	18	09
Cosmetics	30	15
Electronics	42	21
Groceries	12	06
Other Products	08	04
Total	200	100

Source: Primary Data

From the table clearly depicts that out of 200 respondents, majority of the respondents opined to buy Mobile Phones and Computers (68) because of online market provides cheaper price compared to the offline market, secondly the most respondents prefer to electronic goods (42), followed by 30 respondents are preferred to buy cosmetics items through online, 18 respondents are buy books, 12

respondents are buy groceries and only 8 respondents prefer to buy others like furniture, etc.

Mode of payment

	No. of Respondents	Percentage (%)
Debit card	46	23
Credit card	32	16
Net banking	28	14
Cash on delivery	88	44
Wallets	06	03
Total	200	100

Source: Primary Data

From the table depicts that majority of the respondents are use Cash on delivery (44%), 23% of the respondents are use Debit card, 16% are Credit Card, 14% are net banking and only 3% are use e-wallets like, paytm, mobikwik, etc.

Problems faced while Online shopping

	No. of Respondents	Percentage (%)
Product damage	52	26
Delay in delivery	74	37
Lower quality	32	16
Product differ	28	14
Others	14	07
Total	200	100

Source: Primary Data

From the table clearly shows that the problems faced by the respondents while Online shopping, out of 200 samples, majority of the respondents felt that delay in delivery process (74), followed by 52 respondents felt that regarding product damage, 32 respondents are felt that regarding poor quality of the product, 28 respondents are felt that differentiation in product and 14 respondents are felt that other viz., Returns and Refunds, Guarantee, Warranty, etc.

Satisfaction about Online shopping

	No. of Respondents	Percentage (%)
Satisfied	124	62
Neutral	64	32
Not satisfied	12	06
Total	200	100

Source: Primary Data

From the table, clearly depicts that 62% of the respondents are satisfied with the Online shopping, 32% of the consumer considered for the study viewed that they are neither satisfied nor dissatisfied with the Online shopping and only 6% of the respondents opined that they are dissatisfied with the online market.

Findings

- Majority of the respondents are belonged to male (108)
- Majority of the respondents are belonged to the age group of below 20 years and only 10% of the respondents are above 51 years of age.
- Most of the respondents are employees from private sector.
- 48% of the respondents said they got information from the friends and relatives.
- 91% of the respondents are aware about the Online shopping.
- Majority of the respondents influenced by price and availability of the products.
- 51% of the respondents preferred to use through mobiles.
- 38% of the respondents are prefer to buy products from Amazon.
- Majority of the respondents opined to buy mobile phone and accessories.
- 62% of the respondents are satisfied with the Online shopping.

Suggestions

- ❖ The online shoppers should take necessary actions to speed up the delivery process. Prompt delivery will leads to attract the consumers to prefer Online shopping.
- ❖ The online shoppers given cash back offers only to limited bank debit card and credit card holders. If they extend the same cash back offers to all the bank card holders. Definitely, it will improve the sales volume in future.
- ❖ The online shoppers should frame appropriate marketing strategy to motivate the buyers not only to buy mobile phones, Computers and electronics but also the other products like Groceries, Fashion Items, Books and other products too.
- ❖ Some of the rural areas are ignored due to non-availability of delivery points. So, the online shoppers should take necessary steps to cover all the rural areas by the way of get the products from online.

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