



Online Buying Behaviour [A Study With Reference To Higher Education Students In Salem]

Dr. K.Krishnakumar	Assistant Professor, Department of Commerce, Periyar University, Salem-11. Tamil Nadu, India.
S. Saranya	Ph.D Research Scholar, Department of Commerce, Periyar University, Salem-11. Tamil Nadu, India
A. Deepa	M.Phil Research Scholar, Department of Commerce, Periyar University, Salem-11. Tamil Nadu, India.

ABSTRACT

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. In this, the study aim to identify how the demographic factors which influence consumer behavior while purchase though online. In additional to find out which product to mostly purchase by the online shoppers and problems faced by them. The findings of the study may be useful to the online marketer to make the online shopping made successful.

KEYWORDS : Online Shopping, E-Shopping, Consumer Behavior, Buying Behavior, Web Browser

Introduction

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. An online shop evokes the physical analogy of buying products or services at a retailer or online shopper the process is called business-to-consumer online shopping. In the case where a business buys from another business, the process is called business-to-business online shopping. The largest of these online retailing corporations are alibi, Amazon, flipkart and eBay.

Statement of the Problem

Online consumer behavior is diverse from traditional consumer behavior and one must identified what influencing the consumers to go for online shopping. Buyer attitude towards online shopping is also known as main factor that affect online buying behavior. These factors need to be identified and taken into account by online marketers in order to satisfy consumer demands and compete in the online market. In this study mainly to identify how the demographic factors which influence consumer behavior while purchase though online, and to find out which product to mostly purchase by the online shoppers and problems faced by them.

Objective of the Study

1. To measure customers awareness in online shopping.
2. To measure the online buying behaviour among customer.
3. To examine the problems faced by online shoppers.
4. To factor influencing to purchase the product though online purchase.

Research Methodology

The study mainly based on primary and secondary data. Sample size selected for the study is 77 respondents in the Salem Town. Samples are drawn on random sampling technique. The data were collected through questionnaire for the time period 2013-2014. While analyzing data simple percentages, chi-square and ANOVA.

Review of Literature

Vishag Badrinarayanan, et.al., (2014) this study develops and tests a framework in which (a) trust and attitude influence purchase intentions, (b) congruity between the multichannel retailer's land-based and online stores influences trust in and attitude toward the

online store, and (c) congruity between consumers' self-image and perceived image of the online store influences trust in and attitude toward the online store.

Sheepshank Rap (2014) investigated operation failures in online retailing. Specifically, it examines the relationship between an operations glitch and subsequent shopping behavior for previously loyal customers in an online retailing environment. Using archival data from a moderate-sized online retailer of printed material, this study employs expectancy disconfirmation and distributive justice theories to empirically show that adverse post-glitch reactions are seen in several dimensions of customer shopping behavior order frequency and order size decrease, while customer anxiety level increases.

Data Analysis and Interpretation

Online Usage Wise Classification of the Respondents

How often do you commit online every day	No. of respondents	Percentage (%)
One hour	53	68.8%
2 to 3 hours	20	26.0%
4 t 5 hours	4	5.2%
Above 5 hours	0	0%
Total	77	100%

(Sources: Primary Data)

The above table shows that, the maximum 68.8% of the respondents are use internet daily once in a day, 26% of the respondents are use 2-5 hours in a day, 5.2% of the respondents are use 4-5 hours in a day. No one can use above 5 hours in a day.

Satisfaction Level on Purposes for Using Internet, Different Usage of Online, Product Purchase through Online.

H₀: There is no relationship between satisfaction level and online purchase online.

T-Test	N	Mean	Std. Deviation	Std. Error Mean	t	Sig.(2-tailed)
Place of residence	77	1.52	.700	.080	6.514	.000
Shopping	77	3.78	.868	.099	28.100	.000
Surfing	77	3.60	.950	.108	24.004	.000
Work/ Business	77	3.86	.996	.114	25.166	.000
House products	77	3.79	.879	.100	27.885	.000
Books	77	4.14	.869	.099	31.726	.000
Tickets	77	4.01	1.032	.118	25.612	.000
Electronic Items	77	3.64	.857	.098	26.994	.000
Furniture's	77	3.31	1.055	.120	19.235	.000
Saves Times	77	4.49	.737	.084	41.612	.000
Able to shop at any time	77	4.13	.801	.091	34.309	.000
More different shops are available	77	4.04	.785	.090	33.952	.000
Online prices are lower than actual price	77	3.81	1.014	.116	24.286	.000
Safely delivery of products and services	77	3.69	.950	.108	24.844	.000
Goods available very broad	77	3.75	.746	.085	32.379	.000
The description of products very accurate	77	3.49	.955	.109	22.923	.000
Sufficient information about the product and services	77	3.68	.818	.093	28.691	.000
Secure as traditional shopping	77	3.49	.995	.113	21.990	.000
Reduced monetary costs of traditional shopping	77	3.61	1.053	.120	21.748	.000

From the above table, it is found that 19 T - values are 6.514, 28.100, 24.004, 25.166, 27.888, 31.726, 25.612, 26.994, 19.235, 41.612, 34.309, 33.952, 24.286, 24.844, 32.379, and 22.923. Therefore it can be concluded that respondents strongly agreed there level of mostly prefer on house products, tickets, electronic items. And disagreed the able to shop at any time, lower price, the description of product, reduced monitory costs, sufficient information about product and services, safely delivery of product, secure as traditional shopping, goods available very broad, and saves time.

Conclusion

The research focuses on the online shopping and online consumer behaviors. Those factors were looked at, and examined to reveal the influence at online consumer behaviors. The customer's purchase decision making process was also examined to identify the potential factors. The information search is the most important Factor that helps the customers find the suitable products or services for their needs. Therefore, the online retailers have to enhance and improve the information supporting such as provide much detailed product information and use internal search engine in order to increase the efficient of information search.

REFERENCES

- [1] Robinson, J.A., Meyer, F.P. (1966). Streptococcal fish pathogen. *J. Bacteriol.* 92:512. | [2] Plump, J.A., Schachte, J.H., Gaines, J.L., Peltier, W., Carroll, B. (1974). Streptococcus sp. from marine fishes along the Alabama and northwest Florida coast of the Gulf of Mexico. *Trans. Am. Fish. Soc.* 2: 358-361. | [3] Rasheed, V., Plumb, J.A. (1984). Pathogenicity of a non-haemolytic group B Streptococcus sp. in gulf killfish (*Fundulus grandis* Baird and Girard). *Aquaculture* 37: 97-105. | [4] Meyer F P and Bullock G L (1973). *Edwardsiella tarda*, a new pathogen of channel catfish (*Ictalurus punctatus*). *Appl. Microbiol.* 25 :155-156. | [5] Newman, S.G. (1993). Bacterial vaccines of fish. *Ann. Rev. Fish Dis.*, 3: 145-186. | [6] Padros F, Zarza C, Dopazo L, Cuadrado M and Crepo S 2006 Pathology of *Edwardsiella tarda* infection in turbot, *Scophthalmus maximus* (L); *J. Fish Dis.* 29: 87-94. | [7] Kusuda, R., Kawai, K., Salati, F., Banner, C.R., Fryer, J.L. (1991). *Enterococcus seriolocida* sp. nov., a fish pathogen. *Int. J. System Bacteriol.* 41: 06-409 | [8] Kusuda R., Kawai K. (1998): Bacterial diseases of cultured marine fish in Japan. *Fish Pathol.*, 33: 221-227. | [9] Kimura, H., Kusuda, R. (1979). Studies on the pathogenesis of streptococcal infection in cultured yellowtails *Seriola spp.*: effect of cell free culture on experimental streptococcal infection. *J. fish Dis.* 2: 501-510. | [10] Baya, A.M., Lupiani, B., Hetrick, F.M., Roberson, B.S., Lukacovic, R., May, E., Poukish, C. (1990). Association of *Streptococcus* sp. with fish mortalities in Chesapeake Bay and its tributaries. *J. Fish Dis.* 13: 251-253. | [11] Schleiffer, K.H., Kilpper-Balz, R. (1987). Molecular and chemotaxonomic approaches to the classification of streptococci, enterococci, and lactococci: a review. *System. Appl. Microbiol.* 10: 1-29. | [12] Kusuda R, Toyoshima T, Iwamura Y and Sako H (1976). *Edwardsiella tarda* from an epizootic of mullets (*Mugil cephalus*) in Okitsu Bay; *Bull. Jpn. Soc. Scient. Fish.* 42: 271-275.