



"A Study on Consumer Purchasing Behaviour with Special Reference to Online Shopping"

KEYWORDS

Online shopping, Consumer behaviour.

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ABSTRACT *Internet is one component which has recently become the key element of fast and rapid lifestyle. Be it for communication, relating with official purposes, 'internet' has become the central-hub for all. While interactions in the real world shopping are mainly based on day to day activities between consumers and service providers, interactions in e-commerce take place mainly through the wholesaler's website. This study analyzed the characteristics of Purchase behaviour of consumer special reference with online shopping*

Introduction

Now days the internet is being widely used in day-to-day life. The existence of the internet brought many advantages to daily lives with the help of the medium people can talk learn divert buy products and get services. Of course the disadvantages of it have long been discussed as the disease danger the risk of personal information theft spamming etc. However since the advantages out weight the drawbacks most of the people cannot resist bringing it to the centre of their lives.

Objectives

To compare the perception of consumers towards online shopping among demographic characteristics of respondents.

Review of literature

Benedict et al (2001) in his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only effected by ease of use. usefulness and enjoyment but also by external factors product characteristics previous online shopping experiences and trust in online shopping.

According to vrechopoulos et al (2001) youth are the main buyers who used to buy products through online. Dholokia and Uusitalo (2002) study examined the relationship between age and internet shopping found that younger consumer reported more line to the online shopping they also found that younger consumers searched for more products online and they were more likely to agree that online shopping was more suitable.

Research design

It has used multi-stage proportionate random sampling has used for this study.

Sampling design

The direct personal interview method will be adopted to collect the duties from sample responds.

Sample size

A total usable sample of 300 respondents was collected.

Data collection

The study is based on primary and secondary data. Prima-

ry data were collected through questionnaire. The secondary data have been collected from various journals, magazines, books and websites.

Table-1
Demographic characteristics of respondents

VARIABLES	FREQUENCY	PERCENTAGE
Gender		
Male	88	29.33
Female	212	70.67
Age		
20-25 years	170	56.67
25-30 years	62	20.67
30-35 years	42	14
35-40 years	23	7.67
More than 40 years	3	1
Education		
Under graduate	169	56.33
Post graduate	101	33.67
Ph.d	22	7.33
Post-doctoral	8	2.67
Monthly income		
Under Rs.10,000	37	12.33
Rs.10,001-20,000	151	50.33
Rs.20,001-30,000	80	26.67
Over Rs. 30,000	32	10.67

Source: Primary Data

Frequency distribution profile of respondents showed that 70.67 percent of the respondents were female while 29.33 percent of the remaining respondents were male. The majority of the respondents 56.67 percent fall in the age range between 20-25 years of age. From the education point of view under graduate 56.33% followed by post graduate, ph.d and post-doctoral 33.67%,7.33% and 2.67% respectively. Respondents having a monthly income ranging from

Rs.10,001-20,000 were the majority income group 50.33%.

Table-2
Product purchase behaviour

Online buying	Frequency	Percentage
Electronic appliances	160	53.33
Home appliances	23	7.67
Accessory/Clothing/shoes	86	28.67
Books/DVD/CD	24	8
Toys	7	2.33

Source: Primary Data

Regarding product purchasing the current study results revealed the type of online purchases made by customers. In ranking order respondents indicated they would mostly like to shop online for electronic appliances (53.33%), accessory/clothing/shoes (28.67%), book/DVD/CD (8%), and home appliances (7.67%), while the smallest percentage of purchases included toys (2.33%) therefore, the current study results revealed that the types of products purchased online by consumers were similar to products purchased online by global internet shoppers.

Findings and suggestion

The findings suggest that online consumers need to provide more responsibility and competitive price and new variety of products in order to attract more people encouraging them to make a purchase decision.

Conclusion

Online shopping has become really in style over the last decade. For the most part by the "Net- Generation", this service is particularly well-situated. Although online shopping can be very convenient and beneficial. Consumers have been seen to reveal different purchasing behaviours when shopping online than, when they are shopping in a material put on the market .Purchase behaviour has a great future in online shopping.

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