



A Study on the Customer Online Shopping Buying Behaviour

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ABSTRACT

The Internet has brought a sweeping revolution in the way we shop or buy products today. With the advent of internet, online shopping becomes popular and most preferred by customers for products like travel, books, music, gadgets etc. Though Internet penetration and online shopping is highly evolved in developed nations, in India, the story is different. Internet penetration is very low in India. Customers are time pressed. With more and more customers becoming increasingly familiar with internet and its benefits, online shopping is gaining popularity and preference among the set of customers who seek better value proposition when compared to offline shopping in terms of information, convenience, cost, and choice. Besides, youngsters today are not afraid of experimenting with new ways of shopping which has also led to the popularity and growth of online shopping in India

KEYWORDS

Introduction

The introduction and implementation of internet technologies has created new market for manufacturers and service providers and also has provided new arena for innovative marketing strategies by the professionals. There are various reasons for the customers shift in the buying pattern towards online shopping. The facility of comparing a product with competitive products on the basis of price, colour, size and quality is one of the biggest benefits of online shopping. The other popular names for online shopping are virtual store, e-shop, web-shop, internet shop, web-store and online storefront etc. The increasing customer base, principally of youths, is playing a significant role in the online shopping. Through this means, the shopper can buy the product from wherever he wants. Because of wide communication network e-commerce has become the new mediator between the companies/manufacturers and their customers. The more innovative ways of online payment and increasing internet penetration has given a paradigm shift and push to this industry. The increase of internet technology in India has colossal potential. It will trim down the cost of product and service delivery and lengthen geographical boundaries in bringing buyers and sellers together. Earlier the Indian customers were more attracted towards electronic gadgets and mobile phones for online shopping but now the products indicative of lifestyle, viz., watches, apparels, perfumes, beauty products are also in high demand through the medium of online shopping. The market is also developing for books, jewellery, home appliances and kitchen appliances etc. Companies are using the internet to put across and communicate the information and simultaneously get a feed back about their products from its customers which helps them to increase their turnover for future.

Objective

1. To analyse the customer online shopping behaviour based on their demographic profile.

Review of Literature

Keisidou, Sarigiannidis, Maditinos, 2011, Customer's attitude while making online purchase was examined in the context of different product types. Many factors were selected to be analyzed, which are Personal Innovativeness of Information Technology (PIIT), Self-efficacy, Perceived security, Privacy, Product involvement and how they affect customer attitude towards online shopping. PIIT, perceived security and product involvement have an effect on the attitude towards online shopping.

Jun and Jaafar, 2011, This study analysis the relationships between the perceived usability, perceived security, and perceived privacy, perceived after-sales service, perceived marketing mix, perceived reputation and customers' attitude to adopting online shopping in China. However, only marketing mix and reputation were significantly influence customers' attitude to adopt online shopping.

Research Methodology

The study was based on primary and secondary data. The required information was collected by interview schedule to the selected respondents and through journals, articles etc., the data collected relate to the period June 2016. The location of the study was confined to Coimbatore city on the grounds of easy accessibility to data and time constraints. The sample size of the study was 50. Data collected were tabulated and analysed using percentage method and Chi-square test.

Findings of the study:

Table 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.NO	DEMOGRAPHICS	FREQUENCY	PERCENTAGE
1	GENDER		
	MALE	28	56
	FEMALE	22	44
	TOTAL	50	100
2	AGE		
	LESS THAN 20	8	16
	21 – 40 YEARS	30	60
	ABOVE 40 YEARS	12	24
	TOTAL	50	100
3	EDUCATION		
	SCHOOL LEVEL	8	16
	DIPLOMA	17	34
	GRADUATES	25	50
	TOTAL	100	100

Source: Primary Data

Inference

Gender: Among the 50 respondents majority 56 percent were male and 44 percent of the respondents were female.

Age: Among the 50 respondents majority 60 percent were in the age group of 21-40 years, 24 percent were above 40 years and the rest 16 percent were in the age group of less than 20 years.

Education: Among the 50 respondents majority of 50 percent were graduates, 34 percent were diploma holders and the remaining 16 percent had completed their school level.

TABLE 2: DEMOGRAPHIC VARIABLES AND THE ONLINE SHOPPING BUYING BEHAVIOUR OF THE RESPONDENTS

A comparative study on the customer's online shopping behaviour and the demographic variables gender, age and educational qualification is taken for analysis and presented in the following tables.

Table 2.1: GENDER AND ONLINE SHOPPING BUYING BEHAVIOUR

GENDER	DISAGREE	NEUTRAL	AGREE	TOTAL
MALE	7	12	9	28
FEMALE	6	8	8	22
TOTAL	13	20	17	50

Source: Primary Data

H_0 There is no significant relationship between gender and the online shopping behaviour of customers.

² Test:

S.No	Test	Value	Result H_0
1	Level of Significance	5%	Accepted
2	Critical Value	5.991	
3	Calculated Value	1.285	

As the calculated value is less than the critical value it is stated that the hypothesis is accepted. Hence there is no significant relationship between gender and the online shopping behaviour of the respondents.

Table 2.2: AGE AND ONLINE SHOPPING BUYING BEHAVIOUR

AGE	DISAGREE	NEUTRAL	AGREE	TOTAL
LESS THAN 20	4	2	2	8
21 – 40	10	11	9	30
ABOVE 40	5	3	4	12
TOTAL	19	16	15	50

Source: Primary Data

H_0 There is no significant relationship between age and the online shopping behaviour of the respondents.

² Test:

S.No	Test	Value	Result H_0
1	Level of Significance	5%	Accepted
2	Critical Value	5.991	
3	Calculated Value	1.139	

The table value is calculated from ² table for ((c-1)(r-1) d.f (3-1) (2-1)) d.f 2 the 5% level of significant the table value is 5.991. Since the calculated value is more than the critical value, the null hypothesis is rejected. There is significant relationship between marital status and the level of awareness among the respondents towards self medication.

Table 2.3: EDUCATIONAL QUALIFICATION AND ONLINE SHOPPING BUYING BEHAVIOUR

EDUCATIONAL QUALIFICATION	DISAGREE	NEUTRAL	AGREE	TOTAL
SCHOOL LEVEL	2	3	3	8
DIPLOMA	3	8	6	17
GRADUATE	6	8	11	25
TOTAL	11	19	20	50

Source: Primary Data

H_0 There is no significant relationship between educational qualification and the online shopping behaviour of the respondents.

² Test:

S.No	Test	Value	Result H_0
1	Level of Significance	5%	Accepted
2	Critical Value	5.991	
3	Calculated Value	1.036	

The table value is calculated from ² table at 5% level of significant the table value is 5.991. Since the calculated value is less than the critical value, the null hypothesis is accepted. There is no significant relationship between educational qualification and the online shopping behaviour of the respondents.

Conclusion

It is found from the study that the number of male respondents is more prone to the usage of online purchase when compared to female and the respondents in the age group of 21 -40 are more under the influence of online purchasing habit which may be due to the exposure they get through the social media. The comparative analysis of the various demographic variables along with the online shopping behaviour shows that majority of the variables have a significant relationship with behaviour. With the blooming of online shopping activities, online market takes a high percent of individuals shopping on it. Understanding the customers' online shopping behaviour will help the online retailers to become more competitive.

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