



ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING IN KALAYARKOIL TOWN

KEY WORDS: Online Shopping, Digital Marketing, Consumer and Internet.

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ABSTRACT

The modern world is based on information technology, and the internet has clearly proven to be the most vital means for effortlessly exchanging ideas and knowledge around the globe. People in the study region are taking advantage of online shopping because it is suitable for them in a wide variety of ways. The current study was carried out to assess consumer satisfaction in Kalayarkoil town and to rank consumer satisfaction with online shopping. Primary data has been collected from 100 respondents in the study area with the help of an interview schedule. Percentage analysis and the ranking method were used to analyse the collected data. The findings of the study reveal that 53% of the respondents are female, 35% of the respondents belong to the age group of 26 to 35 years, and 35% of the respondents are earning an income of Rs.10001 –15,000 every month.

INTRODUCTION

The process of purchasing goods and services from merchants who sell them over the internet is known as "online shopping". Consumers can buy a wide range of goods by shopping online. Buying goods exclusively online saves a significant amount of time. People's lives are hectic, and it's complicated for each person to buy everything offline. For all of those customers, e-commerce seems to be the jackpot. Customers utilise the internet not just to buy products online, but also to compare prices, features of the product, and after-sales services and facilities that they'll obtain if they purchase the item from a specific store. Online shopping is a kind of online commerce in which shoppers use the web to buy products or services directly from a seller.

Statement of The Problem

Digital marketing differs from all other marketing channels in that it encourages one-on-one interaction between both the vendor and the ultimate consumer. Customers can now utilise the web for a wide variety of fields, including research, communication, online banking, and even shopping. As a result, the primary goal of the study is to identify and analyse buyers' satisfaction levels with online shopping.

Objectives of The Study

- To study the demographic profile of the respondents in the study area.
- To analyse the level of satisfaction of consumers towards online shopping.
- To provide rank order to the satisfaction level of consumers in the study area.

METHODOLOGY

For the purpose of the study, primary data has been collected from the respondents in Kalayarkoil town with the help of an interview schedule.

SAMPLING

100 respondents have been selected by applying a random sampling method for the purpose of the study.

TOOLS USED

For the purpose of the study, percentage analysis and the ranking method were used to analyse the collected data.

Scope of The Study

The present study was conducted to examine the satisfaction level of the consumers in Kalayarkoil town only.

Table – 1 Demographic profile of the respondents

Factors	Category	No. of Respondents	Percentage
Gender	Male	47	47%
	Female	53	53%

Age	Upto 25	29	29%
	26 to 35	35	35%
	36 to 45	23	23%
	Above 45	13	13%
Marital Status	Single	37	37%
	Married	56	56%
	Divorced	7	7%
Educational Qualification	Illiterate	11	11%
	Upto HSC	29	29%
	Graduate	39	39%
	Post Graduate	21	21%
Income per Month	Less than 10,000	28	28%
	10,001 to 15,000	35	35%
	15,001 to 20,000	22	22%
	Above 20,000	15	15%
Occupation	Govt. Employee	24	24%
	Pvt. Employee	33	33%
	Self-Employed	17	20%
	Others	26	26%
Type of Items Purchased	Books	9	9%
	Computer Peripherals	21	21%
	Electronic Items	27	27%
	Clothing	43	43%
Mode of Payment	Cash on Delivery	41	41%
	Debit Card	27	27%
	Credit Card	13	13%
	Online Transactions	19	19%

Source: Primary Data.

Table – 2 Customer Satisfaction level towards Online Shopping

S.No.	Factors	Total Score	Rank
1	Low price with Discount	362	I
2	Wide Variety	360	II
3	Convenience	350	III
4	Time Saving	348	IV
5	No Crowds	340	V
6	Fewer Expenses	338	VI
7	Price Comparison	330	VII
8	Easily send gift	320	VIII
9	Combo Pack with better Price	318	IX
10	Others	310	X

Source: Primary Data.

Findings

1. 53% of the respondents are female and the remaining 47% of the respondents are male.
2. 35% of the respondents are belonging to 26 to 35 years age group, 29% of the respondents fall under the age

group upto 25 years and 23% of the respondents are between the age group of 36 to 45 years.

3. 56% of the respondents are in the married category, 37% of the respondents belongs to single category and 7% of the respondents are divorced.
4. 39% of the respondents are graduate, 29% of the respondents are completed higher secondary, 21% of the respondents are post graduate and 11% of the respondents are illiterate.
5. 35% of the respondents are earning income of Rs.10001 – 15000 every month, 28% of the respondents are earned income less than Rs.10000, 22% of the respondents are earning of Rs.15001 – 20000 every month and 15% of the respondents are earned income above Rs.20000.
6. 33% of the respondents are private employee, 26% of the respondents are fall under other category, 24% of the respondents are government employee and 17% of the respondents are self-employed.
7. 43% of the respondents are purchased cloth, 27% of the respondents are purchase electronic items and 21% of the respondents are purchased computer peripherals.
8. 41% of the respondents are pay through cash on delivery, 27% of the respondents are pay through their debit card and 19% of the respondents are pay through online transactions.
9. On applying the weighted ranking method relating to the satisfaction level of the consumer, it is inferred that most of the respondents have given the first rank to 'Low price with discount', the second rank to 'Wide variety', and the third rank to 'Convenience'.

CONCLUSION

With the rapid development of the Internet, online shopping has become more popular. Online consumers probably seek clear information about products and services, as well as time savings, comfort, and lower costs. All online retailers should significantly improve their promotional and service strategies in order to educate customers about technology-related services and increase the level of use of shopping with a high degree of fulfilment.

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