



ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING IN KARAİKUDI TOWN

KEY WORDS: Online Shopping, Consumer Behaviour, Influencing Factors, e-Commerce

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ABSTRACT

The idea of online purchases is becoming more popular as a result of the development in the fields of information and technology. People now look for alternate options for purchasing because they do not have enough time to directly go to a store to place an order. Nowadays, individuals prefer to make online purchases, use credit or debit cards to pay their utility bills, and have goods delivered to their doorstep at a cheaper and more attractive price. The current study was carried out to assess influencing factors in Karaikudi town and to rank influencing factors with online shopping. Primary data have been collected from 120 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 majority of the respondents (55.83%) are male, most of the respondents (35.84%) belong to the age group upto 25, and 34.17% of the respondents purchased clothing through online shopping.

INTRODUCTION

The idea of online purchases is becoming more popular as a result of the development in the fields of information and technology. People now look for alternate options for purchasing because they do not have enough time to directly go to a store to place an order. Nowadays, individuals prefer to make online purchases, use credit or debit cards to pay their utility bills, and have goods delivered to their doorstep at a cheaper and more attractive price. Consumers are becoming increasingly active and at ease with online purchases these days; this could be associated with a number of aspects, including busy current lifestyles, extended working hours, the skill to surf the web for products from the convenience of one's own residence, a widening range of choices available, and so on. Consumers use online purchases in a plethora of ways, including shopping for clothing and accessories, footwear, homeware, cosmetic products, and other items. Instead of wasting valuable time for travelling to go to stores and outlets, people can now easily identify the many product categories that are available on the global market, learn about new technologies, and compare the prices of various products with the click of a mouse. All kinds of goods are available on online because of rapid globalisation.

Statement OfThe Problem

The modern world is a digital one since it is ruled by the internet. The potential for online purchasing is expanding as internet usage increases. In today's market, an internet retailer is essential to a nation's economic growth. Technology has spread around the world and is quickly altering method by which people purchase goods and services. Due to time savings, convenience, accessibility, a variety of affordable pricing, the availability of the product, and other factors, millions of people across all age groups are increasingly purchasing goods through online.

OBJECTIVES OF THE STUDY

- To study the demographic profile of the respondents in the study area.
- To analyse the factors that influence consumer buying behaviour towards online shopping.
- To provide rank order to the factors that influence consumer buying behaviour in the study area.

METHODOLOGY

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

Sampling

120 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 OfThe Study

The present study was conducted to examine the factors that influence consumer buying behaviour towards online shopping in Karaikudi town only.

Table – 1 Demographic profile of the respondents

Factors	Category	No. of Respondents	Percentage
Gender	Male	67	55.83%
	Female	53	44.17%
Age	Upto 25	43	35.84%
	26 to 35	37	30.83%
	36 to 45	21	17.50%
	Above 45	19	15.83%
Marital Status	Single	47	39.17%
	Married	57	47.50%
	Divorced	16	13.33%
Educational Qualification	Illiterate	13	10.83%
	Upto HSC	27	22.50%
	Graduate	45	37.50%
Income per Month	Post Graduate	35	29.17%
	Upto 10,000	25	20.83%
	10,001 to 15,000	41	34.17%
	15,001 to 20,000	33	27.50%
Occupation	Above 20,000	21	17.50%
	Govt. Employee	27	22.50%
	Pvt. Employee	43	35.83%
	Self-Employed	20	16.67%
Type of Items Purchased	Others	30	25.00%
	Books	15	12.50%
	Computer Peripherals	39	32.50%
	Electronic Items	25	20.83%
Mode of Payment	Clothing	41	34.17%
	Cash on Delivery	55	45.83%
	Debit Card	33	27.50%
	Credit Card	17	14.17%
	Online Transactions	15	12.50%

Source: Primary Data.

Table – 2 Factors influencing consumer buying behaviour

S.No.	Factor	Total Score	Rank
1	Convenience and easy buying	362	I
2	Time Saving	360	II

3	Variety of Product	359	III
4	Reasonable Price with Quality	357	IV
5	Discount	352	V
6	No shipping charge	348	VI
7	Cash on delivery	347	VII
8	Credit/Debit/Digital payment system	337	VIII
9	Quick delivery	334	IX
10	Easy change of damaged product	330	X

Findings

- 55.83% of the respondents are male and the remaining 44.17% of the respondents are female.
- Majority of the respondents (35.84%) are fall under the age group upto 25 years, 30.83% of the respondents are belonging to 26 to 35 years age group, 17.50% of the respondents are between the age group of 36 to 45 years and 15.83% belongs to the age group above 45.
- Majority of the respondents (47.50%) are married, 39.17% of the respondents are single and 13.33% of the respondents are divorced.
- 37.50% of the respondents are graduate, 29.17% of the respondents are post graduate, 22.50% of the respondents are completed higher secondary and 10.83% of the respondents are illiterate.
- Most of the respondents (34.17%) are earning income of Rs.10001 – 15000 every month, 27.50% of the respondents are earned income of Rs.15001 – 20000, 20.83% of the respondents are earned income upto Rs.10000 and 17.50% of the respondents are earned income above Rs.20000.
- 35.83% of the respondents are private employee, 25.00% of the respondents are fall under other category, 22.50% of the respondents are government employee and 16.67% of the respondents are self-employed.
- 34.17% of the respondents are purchased cloth, 32.50% of the respondents are purchased computer peripherals, 20.83% of the respondents are purchased electronic items and 12.50% of the respondents are purchased books.
- 45.83% of the respondents are prefer to pay cash on delivery, 27.50% of the respondents are prefer to pay debit card, 14.17% of the respondents are prefer to pay credit card and 12.50% of the respondents are prefer to pay online transaction.
- On applying the weighted ranking method relating to the factors influencing consumer buying behaviour, it is inferred that most of the respondents have given the first rank to 'Convenience and Easy Buying', the second rank to 'Time Saving' and the Third rank to 'Variety of Product'.

CONCLUSION

With the development of the internet and internet-based electronic commerce, people simply access to knowledge about goods and services. Additionally, businesses have begun integrating the internet into their advertising campaigns. By providing the option of online shopping, "online purchases" have evolved into a common activity in our society while comparing other technological advancements. Therefore, internet marketers must ensure the convenience and ease of buying, the variety of products available, and the reasonable price with quality, which will boost consumer happiness and grow online sales.

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