

A Study On Online Shopping Behavior Among The Consumers At Chennai City

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Abstract: The study titled "Online Shopping Behavior among the Consumers at Chennai City". This looks at presents insights to client Online purchasing conduct and their preferences. The look at evaluates the affiliation of diverse on-line purchasing elements and the sort of Online buyers. This studies additionally attempts to discover the gaps (if any) withinside the to be had literature of the elements affecting client Online shopping for decisions. The records used in these studies are each number one and secondary records. Descriptive studies kind is used for these studies. Primary records include authentic facts collected from the pattern length of one hundred respondents dwelling in Chennai City, via dispensing direct questionnaires and via Google forms. Survey approach is used to accumulate the number one records.

Keywords: Online purchasing, Consumer Behavior.

INTRODUCTION

The online promoting of or allowing the sale of services or products to consumers. Shopping on-line is a fantastic manner to discover precisely what you need. You can shop money, and also you don't ought to depart domestic to do it.

"Online 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"

- Michael Aldrich, Pioneer of online shopping

CLASSIFICATION OF ONLINE SHOPPING

Three manners of Online Shopping:

- 1)The technique is known as Business- to- consumer (B2C) on line shopping.
- 2)The technique is known as Business-to-business (B2B) on line shopping.
- 3)The technique is known as consumer-to-consumer (C2C) on line shopping.

SOME OF THE SHOPPING WEBSITES ARE

<p>Ajio.com (exclusive collection of international labels) Amazon.in (Your one-stop website for Online Shopping) Ebay.com (A complete online store) Flipkart.com (Books, mobiles, phones etc.- It's the 1 of the leading online shopping websites in India) homeshop18.com (coming through the Channel</p>	<p>Jabong.com (clothing, shoes, accessories etc.) mynttra.com (shoes, accessories, clothes etc.) snapdeal.com (Best deals on clothing, accessories etc.) yebhi.com (Shoes, clothes, accessories etc for men and women) Caratlane.com (Jewellery)</p>
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Home Shop 18- the name says it all)	
futurebazaar.com (clothing, accessories, electronics etc.) lenskart.com (Eyewear, lenses etc.) Nykaa.com (Makeup & Beauty) Pepperfry.com (Home Furnishing, Bedding, Furniture, Appliances and more) Ethoswatches.com (Luxury watches)	Bigbasket.com (online grocery store) Zomato.com (restaurant directory) Paytm.com (financial services) zoomin.com (for all your gifting ideas- photos and camera's needs) shopclues.com (best online store for variety of products)

Online purchasing has come to be a norm in current years and purchasers are displaying their hobby in adopting it as this examine envisages the components which might be vital for the net purchasing conduct of a character in Chennai city. The study discusses the theoretical perspectives on on line purchasing and purchaser conduct. Increased on line purchasing fashion of purchaser offer possibility for outlets to undertake E- trade as a trade distribution channel because it reduces expenses. Online purchasing is without problems approachable and easy for day – to – day life. It will become very beneficial to research numerous traits which have an effect on the net purchasing conduct of a character.

CONSUMER BEHAVIOUR

It will become an essential venture to research patron conduct as these studies is performed to assess the standards that is important for patron's on-line purchasing conduct it additionally evaluates the attributes, characteristics, and technological know-how which results in decide the awesome perceptions of an patron. The patron is likewise converting with the adjustments withinside the marketplace trends. Almost all of the agencies try tough to construct their on-line presence as it's far without difficulty approachable to patron which has a tendency to enlarge their groups and additionally to keep their patron's.

OBJECTIVES OF THE STUDY

- To look at the behavior of purchaser in on line purchasing.
- To apprehend the mindset of Chennai purchasers closer to on line purchasing.
- To decide the connection among perceived advantages and online purchasing behavior
- To examine the converting sample in purchaser behavior.

SCOPE OF THE STUDY

The Study allows to recognition on diverse on-line purchasing components like: -

- The form of buy made through the customers.
- Analyzing the pride stage of the customers toward on-line purchasing
- Various purchasing web sites used regularly through the customers.

LIMITATIONS OF THE STUDY

- The responses from the respondents might be informal in nature. This can be because of loss of hobby or time on their part.
- Some of the facts supplied with the aid of using the respondents may not be correct.
- Getting well timed responses from the responses from the respondents became a tough task.

REVIEW OF LITERATURE

K. Karthick and Gowtham Aashrivad (2020) In this study the researcher selected samples in random sampling techniques. The samples were selected according to the convenience of the researcher. In Chennai city most of the people choose online shopping rather than traditional shopping and also online shopping had become a trend in this generation. Time efficiency and convenience are the dominating factors influencing online shopping consumers. Though there are

risks like financial risk and non-delivery of goods more than two third of the respondents prefer online shopping.

R.N.Balamurugan; D.Jublee; M.Sathish (2017) in their study provided few insights that will contribute a great support in managing the relationship of consumer behavior towards online shopping, also this study made use of "Theory Of Unplanned Behavior" to determine the factor that helps to analyze the online shopping intentions of consumer's. The study also found that consumer's feel relax to purchase online products without any preplan. The 5 factors that are used to analyze consumer behavior in this study are; Individual factor, Emotional value, conditional value, functional value, and epistemic value.

Dr.Gopal.R, Deepika Jindoliya (2016) determined the decision making process of an consumer who makes online purchase. The researcher's through their study also found that E- retailing as the most important aspect for the companies to know the potential of the consumers who purchase online, thus, it also helps in channelizing more money and effort which has an maximum impact on consumer's psyche. Adoption of "OUT OF BOX THINKING" through which the consumer thinks of visiting the shopping site and making the online purchase is determined.

RESEARCH METHODOLOGY

RESEARCH

Research is the creative work undertaken on a systematic basis in order to increase the stock of knowledge, including knowledge of humans, culture and society and the use of this stock of knowledge to device new applications.

SAMPLING DESIGN

Sampling may be defined as the selection of part of an aggregate or totality on the basis of which a judgment or inference is made about the aggregate or totality is made. The researcher for this study is using Convenience Sampling and the sample size is 100 respondents from the potential online users from the Chennai City.

SAMPLING TECHNIQUE

The sampling technique used is Probability/Random Sampling.

DATA ANALYSIS AND INTERPRETATION

ONE SAMPLE T TEST

Null Hypothesis (Ho): There is no significance difference between the Gender of the customers and the Price as a parameter to measure the satisfaction level.

Alternate Hypothesis (H₁): There is a significance difference between the Gender of the customers and the Price as a parameter to measure the satisfaction level.

	t	df	Sig. (2-tailed)
Gender	30.055	99	0.000
Rate the level of satisfactions on the various parameters while shopping online. (PRICE)	29.651	99	0.000

Inference: It is inferred from the above T Test that that there is significant difference between the Gender of the customers and the Price as a parameter to measure the satisfaction level.

CHI - SQUARE TEST

	Age	From your opinion, which is the preferred time for online
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		shopping?
Chi-Square	1.840a	31.900b
Df	3	4
Asymp. Sig.	0.606	0.000

Inference: It is inferred from the above Chi-Square that there is a significant association between the Age of the customers and the time preferred for online shopping.

PERCENTAGE ANALYSIS:

FINDINGS AND SUGGESTIONS

From the above study it is found that -

- 49% of the customers are male and 51% of the customers are females
- 23% of the customers are students, 19% are private employees, 19% are government employees, 21% are self-employed, 18% are house wives.
- 43% of the customers prefer online shopping yearly, 30% shop half early, 14% of the customers shop weekly, 13% of the customers shop monthly.
- 31% of the customers preferred time for online shopping is during afternoon, 28% during evening and night, 10% during forenoon and 3% during early morning.
- 46% of the customers major source of information for online shopping is social media sites.
- 34% of the customers prefer cash on delivery as the mode of payment for online shopping.

The online shopping in Chennai city offers high potential for the customers because of its inherent advantages in terms of Convenience, cost, variety, quality, and the return policy. The competition in online shopping is getting heated up day by day and the success of online shopping in future will largely be determined by the emergence of various shopping sites in the industry.

CONCLUSION

The online shopping in Chennai town gives excessive capability for the clients due to its inherent blessings in phrases of Convenience, cost, variety, quality, and the go back policy. The opposition in on-line buying is getting heated up daily and the achievement of on-line buying in destiny will in large part be decided with the aid of using the emergence of numerous buying web sites within the industry. This take a look at strongly demonstrates the significance of numerous socioeconomic and behavioral elements and their good sized have an effect on purchaser attitudes in the direction of online shopping. Consumer is taken into consideration because the king within the market. All advertising selections are primarily based totally at the assumptions approximately purchaser behavior. In order to create price for customers and earnings for organizations, entrepreneurs want to apprehend why customers behave in positive methods to a number of services and products offered.

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