



A STUDY OF FACTORS AFFECTING ONLINE SHOPPING BEHAVIOUR WITH REFERENCE TO CHENGALPATTU DISTRICT

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Abstract- The new kind of retail shopping has been online shopping. It has now been spread all over the globe, including India. As in many different countries, this shopping strategy is as yet not also referred to or known, and yet the information on online shopping in India is currently beginning to increase rapidly, there are a few articles composed to understand the components influencing online shopping behaviour of Indian buyers. The main purpose of this analysis is to break down factors that affect buyers' online shopping conduct, which may well be the main issues in the field of internet business and marketing. Nevertheless, since it is a confused socio-specialized wonder and involves such a vast number of variables, there is extremely limited knowledge regarding online shopper behaviour. 100 questionnaires dispersed among the people of Chengalpattu District to study these speculations. Respondent's reaction via the questionnaire of Chengalpattu's buyers and online customers. Standard knowledge based on the overview is selected and broken down. In the last relapse review, information was used to test research estimates. From the point of view of reason and a spellbinding description of nature and strategy, this review can be seen as an applied exploration.

Keywords: Online Shopping, Shopping Behaviour, Consumer attitude, Consumer rights.

I. INTRODUCTION

Online shopping is the interaction in which customers purchase goods, administrations, etc. conveniently from a seller intuitively on an ongoing basis without internet mediator management. The way to purchase merchandise and businesses from sellers that sell on the Internet is online shopping. Shippers have tried to sell their things to people who surf the Internet since the rise of the World Wide Web. From the solace of their homes, clients will visit online stores and shop while they sit before the PC. Buyers buy an assortment of stuff from online retailers. Another market for both consumers and industry has been the large use of the internet and the rapid growth of innovation. The Internet is transforming the way consumers shop and purchase products and businesses and has increasingly progressed into a global wonder. Several companies have started to use the internet to minimize marketing costs, thus reducing the expense of their product and administration to stay ahead of deeply serious markets. Organizations often use the internet to pass on, distribute and spread data to sell the product, to take feedback and also to guide customer fulfillment overviews. Customers use the internet not only to buy the product online, but also to think about prices, products and administration offices after the sale. Electronic commerce experts and practitioners are continuously working to gain an enhanced knowledge of online shopper conduct. In addition to improving e-retailing, observers continue to explain the behavior of e-shoppers from alternative points of view. A large amount of their investigations have variables or presumptions that rely on the normal buyer behaviour models and then evaluate their legitimacy in the internet environment.

The discernment of consumers towards online shopping alludes to their emotional state in terms of making internet transactions. The indicator of online shopping activity alludes to products purchased online. More developments are involved in the cycle of online buying activity and it is like traditional shopping behaviour. For example, customers interpret the requirement to get some object; they refer to the internet to buy online and begin looking for the data and eventually make a purchase that best fits their requirements for all the other choices. Customers are barred by a few components that cut off points or affect customers for an

ultimate option before making the last purchase. Consumer loyalty is when the assumption for purchasers is fulfilled by goods and administrations. It is important that shoppers are pleased with the goods and administrations offered by the specific site as satisfied consumers are likely to be loyal and make dreary transactions that will extend the benefit of that particular online business organization.

II. OBJECTIVES OF THE STUDY

1. To recognize the elements impacting purchasers to favor online shopping.
2. To assess the degree of pleasantness of purchasers on following administrations accessible in online shopping.
3. To investigate the degree of fulfillment of purchasers towards online shopping.
4. To examine at the issues looked by the purchasers in online shopping.

III. METHODOLOGY

This study is an observational research dependent on study technique. The current study is bound to The Chengalpattu District of Tamil Nadu. The Chengalpattu District has been purposively decided for the study because of slopes station and internet infiltration is less contrasted with different places in Tamil Nadu.

3.1 Sampling procedure

The number of inhabitants in the exploration study comprises of the multitude of individuals doing online shopping in The Chengalpattu locale. There are eight Taluks in the Chengalpattu area to be specific Chengalpattu, Cheyyur, Madurantakam, Tambaram, Thiruporur, Tirukalukundram, Vandalur, Pallavaram. It was chosen to choose 25 respondents from each Taluk to establish the absolute example size of 100. As the rundown of online customers couldn't be gotten, the technique for testing utilized for choosing test respondents from each Taluk for the investigation is non-likelihood comfort inspecting strategy. The example size chose for the investigation is 100 respondents.

3.2 Area of the study

The area of the study is restricted to the Chengalpattu district is one of the 38 districts of Tamilnadu in India.

3.3 Period of the study

The study incorporates primary data as it were. The primary data identifying with the purchasers insight on online shopping have been gathered from the online customers dwelling at the Chengalpattu District from June 2020 to Jan 2021.

3.4 Collection of data

For the purpose of the research study, primary data have been used. Required primary data have been collected from the online shoppers with the pre-tested, well-structured and non-disguised Questionnaire.

3.5 Tools of analysis

1. Percentage Analysis: The examination of straightforward Percentage is utilized in looking at between multiple assortments of information.
2. Multiple Regression Analysis: Multiple relapse examination is utilized to anticipate the worth a reliant variable dependent on the estimations of at least two autonomous factors.
3. Factor Analysis: Factor Analysis gauges the effect of a couple of imperceptibly factors called factors on an enormous number of noticed factors. It is utilized as an information decrease strategy.

IV. ANALYSIS OF DATA AND DISCUSSION

Consumer loyalty is a definitive aftereffect of meeting a customer's assumption from the exhibition of items. Most fulfilled clients regularly have the aim to re-buy the items if item execution meets their assumption. Like conventional business, online organizations likewise need to fulfill their clients. Consumer loyalty is one of the focal develops in the investigation of buyer conduct both in customary and online business climate.

The following tables provide monthly spending on internet-wise buyers' perception on the problems in online shopping by using Kruskal-Wallis 'H' test.

Table 1 reveals that the determined estimation of Kaiser-Meyer-Olkin proportion of inspecting sufficiency is 0.928. It proposes that the elements extricated represent a generous measure of fluctuation. As this worth is

more prominent than 0.5, it has been chosen to apply the factor investigation. KMO test yields a consequence of 0.928 which expresses that factor investigation can be done suitably for these 25 factors which are taken for the study. The aftereffect of the test shows that with the huge estimation of .000 there is a huge relationship in regards to the factors picked. Moreover, Bartlett's trial of sphericity likewise recommends that the between connection lattice is factorable and factor investigation can be applied to the current information as the relationship between's various things is additionally measurably critical ($p < 0.01$).

Table-1 Level of satisfaction of buyers towards online shopping

Satisfaction Factors	GS	S	N	DS	GDS
Easy accessing of websites	117 (22.1)	210 (38.1)	75 (10.0)	70 (8.0)	20 (2.5)
Time is saved	139 (27.4)	220 (33.5)	95 (25.0)	75 (9.0)	28 (3.1)
Convenience	171 (21.0)	228 (33.1)	110 (26.5)	90 (9.5)	30 (3.5)
Timely delivery of the product	110 (20.5)	230 (30.1)	125 (27.5)	85 (8.5)	24 (2.5)
Easy comparison with other products	108 (20.5)	225 (25.5)	128 (30.0)	75 (7.5)	30 (3.0)
Price of the products	142 (29.5)	280 (30.1)	130 (30.1)	70 (6.0)	35 (4.0)
Discount rate on products	169 (29.1)	270 (30.1)	145 (25.5)	40 (6.0)	28 (2.9)
24x7 access	105 (15.0)	280 (22.1)	110 (15.5)	45 (4.5)	25 (2.0)
Customer service	190 (24.5)	228 (25.0)	120 (25.0)	55 (5.5)	18 (2.8)
Delivery charges	140 (18.5)	260 (30.5)	75 (19.2)	60 (6.0)	19 (1.8)
Different mode of payments	120 (22.1)	240 (20.1)	80 (15.5)	78 (8.0)	22 (3.5)
Providing personal information	125 (20.0)	285 (38.9)	90 (18.1)	84 (8.5)	27 (3.5)
Quality of products	120 (15.5)	230 (25.0)	125 (27.5)	40 (4.0)	35 (3.5)
Reasonable price of products	160 (33.0)	290 (30.5)	139 (28.5)	85 (9.0)	18 (1.8)
Availability of products	156 (30.1)	215 (25.0)	80 (30.1)	90 (9.0)	14 (1.4)
User friendly mobile app facility	175 (32.5)	220 (35.0)	95 (10.5)	75 (6.8)	24 (3.5)
Tracking Facility	155 (38.0)	250 (40.5)	70 (10.0)	59 (5.9)	30 (3.5)
Return Facility	185 (32.5)	265 (45.1)	83 (12.5)	45 (5.0)	35 (3.5)
Refund Facility	120 (20.0)	280 (40.1)	90 (15.0)	79 (8.0)	45 (5.5)
Delivery of exact product ordered	110 (15.0)	290 (45.0)	110 (27.5)	90 (9.0)	50 (5.0)

Source: Primary Data, Figures in Parentheses represent Percentages
Great Satisfied; Satisfied; Neutral; Dissatisfied; Great Dissatisfied

Table 1 the table shows that higher than the value of 0.05 at 5% Level of Significance. Hence, the hypothesis is accepted and it is concluded that the average satisfaction score of the four groups of buyers classified on the basis of monthly income is the same. There is a no significant difference exists between the four monthly income groups of the buyers and their satisfaction scores on online shopping.

Table-2 Modes of online payment and average satisfaction score of the buyers on online shopping - Eta coefficient

Particulars	Eta	Eta Squared
Average Satisfaction Score of the Buyers on Online Shopping *	0.25	0.10
Mode of Online Payment		

Table-2 displays the Eta Squared estimation of 0.018 which demonstrates that the impact size is medium i.e., 1.8% variety in ward variable 'Normal Satisfaction Score of the Buyers on Online Shopping' is clarified by the autonomous variable Mode of Online Payment.

4.1 Determinants of growth of online shopping in India

Internet Boom: After 2005, the number of people using the internet was found to be increasingly developing. This is attributed to increased administration of the broadband internet and the entry of 3G administrations that have delivered faster internet connectivity.

Standard of Living: The anticipation of people's daily comforts has made them slant towards e-retail shopping locations. The increased per capita pay has also had an effect on this trend.

Accessibility of Wider Range: The online market offers a much wider product range than any physical store. Individuals have more comprehensive online options for products and can also buy certain items that are not available at retail stores.

Way of life: The lack of time for disconnected shopping and metropolitan clog of traffic has also triggered the blast of the online shopping industry in the existing occupied way of life.

Free Classified Sites: These places were dispatched where more consumers were also able to buy and sell used goods.

Rivalry in Online Market: Competition among the online shopping sites has pulled in more clients to go for online shopping.

Limits and Cheap Rates: Through various offers, these locales offer the items to the clients. Consequently, items can be bought at a lesser cost than the disconnected markets and that too without forfeiting the quality. Accessibility of various markdown coupons on the locales likewise brings more noteworthy benefit for the clients.

Improved Online Banking Services: With improved and more secure online financial administrations clients are presently less reluctant to make installments online which thus increment their certainty to shop more online.

Money down and Home Delivery: Cash on conveyance alongside home conveyance has assumed an incredible part in the tendency of individuals toward e-retail destinations. E-posterior in India are likewise offering different benefit added administrations, for example, free transportation, item returns, item and value correlation, client surveys and exhibition recordings. Every one of these elements has driven the adjustment in inclination from disconnected to online shopping.

Upgraded Communiqué with the Clientele: Online shopping business gives better correspondence to clients overall. It gives customized communication with clients on an individual reason for their reaction.

Broad communications and Universal Reach: A supermarket has a restricted territory of activity. It only caters to a fixed number of customers from a given region, but it is possible to get a site from any part of the globe and thus extend the potential customers in several ways.

Easy and Joyful Shopping: A purchaser favors online shopping to save time as an option of shopping at shopping centers and invest more energy for buying. Shopping serenely at home through the internet and getting item data effectively and blissfully is more for online business.

Accessibility of Product Reviews by Previous Buyers: Online shopping sites additionally give item surveys made by past purchasers of similar items. This gives essential data about their encounters, both positive and negative from the utilization of those items. This aides the online purchasers massively and empowers them to settle on educated decision.

4.2 Problems faced by the buyers in online shopping

Marketing is essentially tending to the customer's requirements all the more viably and effectively with better item and administrations with better value, shopping access and conveyance. A decent marketer continually adjusts to change and to fulfilling customer's needs in better manner. Once in a while freedom to address the purchasers in better manner is planned by marketers himself and at times it is offered by the innovation. The Internet is transforming the way consumers search for products and companies and has increasingly progressed into a worldwide opportunity.

Online shopping gives the consumer a wide variety of goods and administrations in which he can think about the prices quoted by different suppliers and choose the best arrangement from them. Internet marketing is not exactly the same as other marketing networks and the internet raises a balanced correspondence of non-stop customer service between the merchant and the end customer. Today, internet marketing for companies is the fastest developing section of online commerce. The degree of association between the buyer and the seller is the main difference between traditional and online sales. For the purchaser, there is considerably more electronic intelligence including communications and FAQs.

It is important for organizations to understand customer loyalty and unwaveringness on the grounds that some consumer loyalty and reliability are two things needed for the organizations' stability, prophet, and long-term growth. At the end of the day we could say that to gauge how effective the organizations are it is considered as far as how fulfilled and steadfast their clients are. Subsequently it gets vital for the online shopping stage offering worries to investigate the different issues looked by the clients i.e., purchasers in online shopping to improve the consumer loyalty and faithfulness. The issues, for example, security issues, conveyance issues, arrangement of more close to home data, greater expense issues, administration issues, counterfeit offers, no alarm messages, helpless following offices and item related issues actually continue in online shopping.

V. CONCLUSION

The present study is captivating in nature and has made an effort to understand Indian buyers' behavior towards online shopping. This review demonstrates that online shopping in India has a positive outlook. In India, understanding of online shopping is improving. In the life of Indian people and their online shopping conduct, the summarized results obtained through information investigation have provided close signs of the expanding sense of online stores. The e-stores are usually visited by clients. The convenience and comfort offered to 24X7 by these stores has made it easy for customers to shop. Through the use of the internet shopper, with easy and secure installment collection, you can shop wherever, anything and whenever. By setting aside time and cash, consumers can do correlation shopping between products just like online stores.

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