



ONLINE SHOPPING: FACTORS THAT AFFECT CONSUMER PURCHASING BEHAVIOUR

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ABSTRACT

Internet shopping is a phenomenon that is growing rapidly nowadays. A peep into the exponential growth of the main players in this industry indicates there is still a large reservoir of market potential for e-commerce. The convenience of online shopping rendering it an emerging trend among consumers, especially the Gen Y. The prevalence of online shopping has raised the interest of the retailers to focus on this area. Therefore, this study is to determine the relationship between subjective norm, perceived usefulness and online shopping behavior while mediated by purchase intention. It is inferred that majority of respondents sighted "Economic" as prefer online shopping if online prices are lower than actual price.

KEY WORDS: Consumer Perception, Online Shopping, and consumer purchasing behaviour

INTRODUCTION

Online shopping, often known as online retailing, is a type of electronic commerce that allows customers to buy products or services directly from a vendor via the internet through a computer browser. E-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store are some of the other names for it. The process of a company buying from another company is known as business-to-business (B2B). The growth of the Internet has ushered in a new technological era. Consumers may now utilize the Internet for a wide range of activities, including research, communication, online banking, and even shopping. With so many benefits, the Internet is quickly becoming the primary means of communicating and conducting business. With an increasing number of homes turning to the Internet and the world of e-commerce to shop, invest, make payments, and conduct online banking, new technical breakthroughs will be required to ensure the security of these transactions.

CONSUMER ATTITUDE TOWARDS SHOPPING

ONLINE

Consumer behaviour may be defined as the visible behaviour of customers throughout the search for a product, during the buying process, and after they have completed the purchase or used the service gained through online shopping. In other terms, consumer behaviour may be described as the activities people do when they desire to buy and use things or services they have purchased. Consumer behaviour refers to the intention or attitude of customers when they purchase online. Consumer behaviour encompasses a variety of behaviours, such as how individuals typically purchase, what they like to buy, when or at what time they are most comfortable buying, why they buy the items, and how they choose the products they buy. When it comes to online buying, consumer traits are crucial. Attitude, motivation, trust, risk, demography, and website are the most essential aspects that impact internet purchasing. Consumer attitudes are based on the services given by e-retailers in terms of product quality, customizable shipping choices, a broad range of payment

methods including cash on delivery, and the website's after-sales services. Consumers purchase online regularly due to features such as convenience of use, website design, and confidence established into the websites. The numerous aspects impacting purchase intention include website trust, website functionality, payment methods, and shopping ease, among others. Online buyers look at a variety of websites to find the items or services they want. Consumers consider all of the available options and alternatives for the product they desire and choose the one that best meets their needs.

REVIEW OF LITERATURE

Chuleeporn (2006) explored that the ability to attract and retain customers is important to the success of online businesses. This study looks at how consumers view internet buying and which aspects are regarded differently by those who prefer to purchase in a physical store versus those who prefer to shop online. The better an online firm knows these clients' impressions, the more likely it is to attract and keep customers.

Alam, et al., (2008) studied key factors influencing online shopping behaviour of young Malaysian consumers. The study found that young consumers play an important role in online shopping. There was a variation in buying of the consumers depending on consumer service, trust and reliability. The result indicated that the increased usage of internet by young generation provides an emerging prospect for online retailers. It was also found that website design, website reliability, consumer service and privacy are the four factors which influence young consumers' perception towards online shopping.

Dahiya (2012) understood the influence demographic factors have on online shopping behavior in five cities. The findings revealed that age had little bearing on internet buying in India. In addition, ladies buy more frequently than males, and while marital status and wealth have little bearing on online purchasing, family size has a considerable impact on consumer behaviour.

Kanwal G. (2012), it was observed from the study that most of the respondents of the age group 36-45 years were found to be adopters of online shopping. Most of the Males were the adopters as compared to females, where

53.7% were non-adopters. The factor analysis was also used to explore the various causes for respondents' adoption and non-adoption of online purchasing. Key Price Consciousness, Convenience and Variety, Easy Payment Options, and Online Shopping Challenges were shown to be significant variables. Most customers choose to buy certain things online since they will save a lot of money compared to in-store purchases. Consumers also believe that there are reputable websites accessible that can be trusted when making purchases. Consumers believe that purchasing online provides them with more possibilities.

Gurunathan & Kumar (2013) studied "the apparel buying behaviour of Indian consumers through five dimensions- viz., consumer characteristics, reference groups, store attributes, promotions and product attributes. The results showed that the store attributes promotions and reference groups are important dimensions of apparel buying behaviour".

Rajesh & G. Purushothaman (2013), discussed on the study that are done by previous research of other authors in the similar area of the present study. The study found that, comprehensive discussion on theoretical and practical views of previous studies done in online shopping and offline shopping for apparels. This study combined factors that other studies have done that will influence the consumer's purchasing decision in online and offline stores for apparels. It includes the price attractiveness, time saving, perceived risk, enjoyment and excitement, tangibility and high interactivity

Pratiksinh V (2014), the study indicated that the majority of customers are familiar with internet buying. Customers feel that online shopping is a better alternative than manual shopping, but they also perceive that online shopping is more expensive and that product and service delivery is delayed. The majority of customers face issues such as product returns, unclear websites, and inadequate customer care. According to clients, the most concerning obstacle to online purchasing is the inability to physically inspect products and the security of online payments.

Vidyashree et al (2018) examined that consumer perceptions of online buying differ from person to person, and perceptions are constrained to a degree by the

availability of adequate connection. Customer exposure to online shopping must be enhanced in order to satisfy customers. Consumer perceptions include similarities and differences based on personal traits and use based on requirements and demand. Online shopping has huge promise in the future, and more and more businesses are likely to add online platforms to provide clients extended retailer's shelves. However, in order to survive in the long run, they must earn consumers' confidence by providing valuable services.

STATEMENT OF THE PROBLEM

The use of Internet marketing is now one of the most essential techniques in the retail sector, and as a result, the rules of the game are constantly changing in the retail business. Our traditional culture has been progressively evolving as a result of modern society. In most towns and cities, lifestyles are fast changing, and the majority of people have very little spare time. Furthermore, the number of nuclear families is increasing every day, and the members have less free time to go shopping. The primary reasons why people are unable to visit physical establishments are a lack of time and increased traffic congestion; as a result, they have turned to the Internet to purchase things online.

SCOPE OF THE STUDY

HENRY GARRETT'S RANKING TECHNIQUES

Factors Affecting Consumer's Online Shopping Buying Behavior

Factors		I	II	III	IV	V	Total score	Mean score	Rank
Customer satisfaction		13	20	53	34	30	6968	46.4	IV
	Fx	988	1220	2650	1360	750			
Availability of products	F	26	30	12	35	47	6981	46.5	III
	Fx	1976	1830	600	1400	1175			
Economic	F	32	30	40	28	20	7882	52.54	I
	Fx	2432	1830	2000	1120	500			
Website quality	F	12	61	42	13	22	7803	52.02	II
	Fx	912	3721	2100	520	550			
Perceived usefulness	F	12	26	31	23	58	6418	42.78	V
	Fx	912	1586	1550	920	1450			

It is evident from the above table that Economic was ranked first with the Garret score of 7882 points. It is followed by the second of third ranks was website quality (Hidden charges causes confusion while purchasing product)

The data was collected from books, the Internet, and a well-organized survey was carried out with the support of a structured questionnaire. The study had three areas, the identification of the attributes of the respondents, the respondents' online purchase behavior as well as the components or factors affecting the online purchases in Krishnagiri District

OBJECTIVES OF THE STUDY

To investigate the factors affecting consumer's online shopping behavior

METHODOLOGY

The purpose of this research is primarily to identify and get insight in to what main factors the online consumer takes into consideration when purchasing online. The present study is descriptive in nature as it seeks to study the consumer perception regarding online shopping.. Sample survey is carried out by using Henry Garrett's ranking techniques. In the present study, a sample size of 150 consumers has been taken from Krishnagiri district and primary data has been collected through structured questionnaire (Google Form).

and availability of products (Online shopping provides variety of products for purchase). The fourth were placed to the Customer satisfaction (The information given about the products and services on the internet is sufficient) and lastly

Perceived usefulness was ranked at fifth place. From the analysis it is inferred that majority of respondents sighted “Economic” as prefer online shopping if online prices are lower than actual price

CONCLUSION

In today's world, online purchasing is getting increasingly popular. According to the research, the majority of customers have had prior internet buying experience. The majority of customers find it to be highly flexible, and it delivers things swiftly in the case of online buying. Customers often state that they are happy with the specific product they have access to. Customers are pleased with their decision to purchase over the internet.

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