

## **A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO ELECTRONIC PRODUCTS IN TAMILNADU**

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**Abstract:** *In the current era, shopping has become an inclination. People do not just prefer the traditional mode of shopping and are tend to switch over to online shopping mode. Online shopping has become a key platform for purchasing electronic items. As huge amount of electronics are accessible at just a click away and it has become convenient for the customer to scrutinise as per their standards, it has created a competitive e-commerce environment to retain loyal customers. With the fast change in the pace of technology, new inventions to comfort customers are lining up in the market. In this research, an attempt is made to understand the consumer behaviour towards online shopping with special reference to electronic products and identify the factors influencing consumer behaviour towards the purchase of electronic products online and the most preferred online site for purchase of electronic products. The sample size for the study is 103.*

*Key words: Online, Shopping, Electronic, Consumers*

### **Introduction**

The Internet is a networking media and a means of transaction for consumers in the international market. Online shopping is growing tremendously and it is playing a vital role in India. In the e-commerce period, it has been found the youngsters are becoming well equipped in efficiently operating an internet and shop online. The end of the 20th-century internet has become one of the technologies that have been used frequently in an individual's daily lives which have influenced all parts of their lives in a short period of time. The change in the technological area all over the world has changed the concept of information and communication. In the past decade, there had been an enormous change in the customer's shopping pattern. Despite consumers' furtherance to buy from a physical store, the users or shoppers feel very convenient in online shopping. It saves vital time for contemporary people because they become so busy that they cannot or are reluctant to spend more time in shopping. The development of online shopping in India is incredible as compared to the mature market such as the US, UK, Japan and European Countries. In contrast to a physical store, all the goods in online stores are described through text, photos, and multimedia files. Consequently, online consumer behaviour is becoming a contemporary research area to understand the unique nature of online shopping.

## Objectives

- To analyze the various factors influencing the online shopping behaviour of the consumers towards electronic products.
- To identify the most preferred online site for purchase of electronic products.
- To analyse the attitude of consumers towards purchase of electronic products through online

## Review of Literature

**D.Gomathy, D.Charumathi (2019)** states that the variation in the consumers buying behaviour depends on various factors like increased global competition, the rapid growth of technology, consumers taste and preference etc. These factors led to the revolution on the method of commercial transaction from traditional mode to online mode. The purchase behaviour of consumers is not only on rational basis it also involves emotional phase. Hence, consumers' purchase behavior depends on both physical features of a product, benefits, and the attributes of the product. The current generation usually purchases in an inherent and unplanned manner and consider goods and services as emotional being. The study identified the factors that influence online shopping namely timely delivery of product, availability of information, ability to shop round the clock, easy to choose and compare products.

**A.Varadaraj, D.Charumathi (2019)** states that a consumer may be inspired to purchase for online shopping. Motives are the internal influence that arouse and direct a person towards action. The inspiration to purchase can be a driver that arises stimulus generation and guides people to act. Consumers may go through a purchase behaviour process purposefully or incidentally in a cognizant or unintentional process of evaluation towards the benefits of buying against involved costs. Motives and values will lead to a cognizant buying process. The research reveals that hedonic and utilitarian motives significantly affect online purchase decision. Marketers can target hedonic motive of the consumers by offers providing fun, enjoyment and mood relieving consumption experiences. Hedonic motive might have emerged due to enjoyment attained by surfing and shopping on the internet.

**Santhi Venkatakrishnan, Nanda Gopal Loganathan (2018)** identified that many consumers are from salaried group and make plan that have good marketing strategy which provides the fabulous service to attract all types of customers. Quality of the product and website design builds a positive influence on online shopping. So the manufacturer and the seller should focus more on the designing part of the websites.

S.Jothilatha, D.Kalpana (2017) states that E-tailing, have highlighted the urging need for a better apprehension on online purchase habit and its primary experiences, in particular online shopping intention. About the interest of the referents of online shopping intention and online purchase practise among the IT professionals, it is peculiar to bring out surmountable ability to judge well from online gratification.

**Research Methodology**

Descriptive research design was used in the study. A systematic sampling method was adopted to collect the primary data through structures questionnaire. Sample size for the study was 103. Pilot study was conducted with 10 samples to evaluate the feasibility of the constructed questionnaire.

**Reliability Test**

**Table 1: Showing the Reliability Test**

	N	%
Valid Cases	10	100.0
Excluded <sup>a</sup>	0	0
Total	10	100.0

a. Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	N of items
0.935	17

**Result:** The Cronbach's alpha coefficient is 0.935 suggesting that the items have a high level of internal consistency.

**Null Hypothesis 1:** The factors do not influence the consumers to purchase of electronic products through online.

**Table 2 One Sample T-Test Showing the Factors Influencing the Consumers Towards the Purchase of Electronic Products Through Online**

Factors	One-Sample Statistics				p value
	N	Mean	Std. Deviation	t value	
Easy to choose and compare products	103	3.79	1.133	96.864	0.000**
Availability of detailed information	103	3.54	1.108	92.443	0.000**
Ability to shop round the clock	103	3.49	1.220	79.109	0.000**

Timely delivery of Products	103	3.03	1.365	64.340	0.000**
Availability of Product Review	103	3.12	1.456	66.243	0.000***

*Source: From Primary data*

*Note: \*\* denotes significant at 1%*

**Results:**

The table highlights the results of One-Sample t test on whether the factors are influencing the consumers towards the purchase of electronic products through online. The mean value, standard deviation, t value and p value of all the factors viz; timely delivery of product, availability of information, ability to shop round the clock, easy to choose and compare products and availability of product review. Easy to choose and compare products (3.79) is the most significant factor for influencing the consumers towards the purchase of products through online, followed by availability of information (3.54), ability to shop round the clock (3.49), availability of product review (3.12) and timely delivery of products (3.03). The p values of all the factors are 0.000 which is less than 0.01. Therefore the null hypothesis is rejected at 1% level of significant. Hence it is concluded that the above factors influences the consumers to purchase the electronic products through online.

**Null hypothesis 3:** There is no significance association between most preferred online sites and purchase of electronic products.

**Table 4 Friedman Test Showing the Most Preferred Online Sites to Purchase Electronic Products**

Ranks	
Online Sites	Mean Rank
Amazon	4.43
Flipkart	4.12
Snapdeal	3.68
e-bay	3.99
Paytm	3.74

**Test Statistics**

N	103
Chi-Square	9.268
Df	6
Asymp. Sig.	0.0016*

*Source: From Primary data*

*Note: \* denotes significant at 5%*

## Results

Since the P value is less than 0.005, null hypothesis is rejected at 5% significant level. Hence there is significance association between the online sites and purchase of electronic products. The consumers purchase electronic products through Amazon, Flipkart, Snapdeal, e-bay and Paytm. Amazon is the most preferred website followed by Flipkart and e-bay.

**Null Hypothesis 4: There is no significant difference in the gender of the respondents with respect to consumer's attitude towards online purchase**

**Table 5 Independent T-Test for Significant Difference Among the Gender of The Respondents with Consumer's Attitude Towards Online Purchase of Electronic Products**

Attitude	Gender	N	Mean	Std. Deviation	t value	p value
Convenient	Male	578	19.00	3.69	6.082	0.014*
	Female	260	15.78	4.45		
Accessibility	Male	578	11.10	2.88	0.079	0.779
	Female	260	9.15	2.84		
Price	Male	578	7.84	2.07	0.091	0.763
	Female	260	6.50	2.06		
Variety	Male	578	8.72	2.55	1.882	0.170
	Female	260	7.56	2.06		
Time	Male	578	8.25	2.42	5.835	0.000**
	Female	260	7.15	1.94		

Source: From Primary Data

Note: \*\* Denotes Significant At 1% Level

\*Denotes Significant At 5% Level

## Results

The table highlights the Independent t-test for whether there is any significant difference between the genders of the respondents towards the consumer's attitude towards purchase of electronic products through online. The p-value of time is less than 1% level of significant level, and hence null hypothesis is rejected at 1% significance level about time and attitude of consumers in an online purchase. The p-value of the factor convenient is less than 0.05. Hence the null hypothesis is rejected at 5% level of significance level for the consumer's attitude towards an online purchase. Hence it is identified that there is the significant difference between genders of the respondents concerning the two namely time and convenient factors influencing the consumer's attitude towards an online purchase.

Male consumers are concerned with time and convenience for their shopping while most of the female consumers see the utilitarian value of their online purchase. They look into the economic benefits than the convenience or time-saving process. Male consumers hardly find time to shop in retail outlets due to their work pressure at their office and lack of time to

shop and they find it convenient to shop at their convenient time through internet which saves time and also makes shopping convenient.

The p-value of variety and time is more than 0.05. Therefore the null hypothesis is accepted at 5% level of significance for the consumer's attitude towards online shopping relating to accessibility, price, and variety about the gender of the respondents. Hence there is no difference among the genders about accessibility, price and variety factors that influence consumer's attitude towards an online purchase.

Consumer's attitude towards online purchase does not have a significant difference with the accessibility, price, and variety because the price is the main factor that determines the purchase decision of the consumers. It is the general tendency of the consumers irrespective of the fact that they are male or female, to compare the price of the products. Both male and female want to be fashionable and trendy hence they both prefer to check the variety of products that are available, and they also want easy accessibility to the information. Hence there is no difference between male and female towards the factor time, variety and accessibility factors that influence the attitude of the consumers.

### **Discussions & Implications**

- The factors that influence the purchase of electronic products online are timely delivery of products, availability of information, ability to shop round the clock, easy to choose and compare products, and availability of product review.
- Easy to choose and compare products (3.79) is the most significant factor for influencing the consumers towards the purchase of products online, followed by availability of information (3.54), ability to shop round the clock (3.49), availability of product review (3.12) and timely delivery of products (3.03).
- The consumers purchase electronic products through Amazon, Flipkart, Snapdeal, e-bay, and Paytm. Amazon is the most preferred website followed by Flipkart and e-bay.
- There is a significant difference between genders of the respondents concerning time and convenient factors influencing the consumer's attitude towards purchase of electronic products online.
- Male consumers are concerned with time and convenience for their shopping while most of the female consumers see the utilitarian value of their online purchase. They look into the economic benefits than the convenience or time-saving process.
- Male consumers hardly find time to shop in retail outlets due to their work pressure at their office and lack of time to shop and they find it convenient to shop at their

convenient time through the internet which saves time and also makes shopping convenient.

- There is no significant difference among the genders towards accessibility, price, and variety factors that influence consumer's attitude on purchase of the electronic product through online.
- It is the general tendency of the consumers irrespective of the fact that they are male or female, to compare the price of the products. Both male and female want to be fashionable and trendy hence they both prefer to check the variety of products that are available, and they also want easy accessibility to the information.

### Conclusion

The fast-evolving lifestyle has paved way for the enormous development of online shopping in India. The progress of technology has augmented the use of devices like smartphones, tablets, and laptops that have led to the penetration of internet technology in the field of commercial activities. This has advanced in the change in the consumers buying behaviour from the traditional mode of marketing to online mode of marketing. Online shopping has become a sensation in the current scenario. Various online sites have facilitated consumers in the purchase of electronic product due to factors like timely delivery of the product, availability of information, ability to shop round the clock, easy to choose and compare products, and availability of product review.

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