

CUSTOMER PURCHASE BEHAVIOR TOWARDS ONLINE SHOPPING: WITH SPECIAL REFERENCE TO THOOTHUKUDI CITY

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ABSTRACT

Online shopping is a form of electronic marketing that allows customers to buy products and services directly from retailers over the internet using a web browser. This paper examines the effects of customers' online shopping experiences in Thoothukudi City. The following goals were established when this research began:

1. To study the socio-economic characteristics of online consumers.
2. To identify the motive for buying online
3. To find out the satisfaction of consumer towards online shopping

Data for the analysis was gathered from both primary and secondary sources. A random sampling technique was used to pick 175 online shopping customers for the current analysis and the data and material about the years 2017-2018. Books, magazines, internet websites, journals, newspapers, and other secondary data sources were used. Various statistical methods such as simple percentage analysis, averages, T-Statistic, chi-square test, Garrett ranking, and probability analysis were used to collect data. The respondents' preference for motivating factors for online product convenience was first, followed by the low price. The superior range was ranked fourth, and easy to buy was ranked third. The fifth and sixth positions were awarded for time savings and versatility in delivery time and place. Product comparison was ranked eighth, and accessibility was ranked seventh. Rising wages, the role of women in the workforce, infrastructure improvements, lifestyle changes, improvements in computer literacy, and the availability of internet access are all expanding this demand and hastening the fulfilment of customer preferences for online shopping. The young and optimistic Indian consumers are heavily influenced by online shopping. Based on the above debate, it appears that online shopping in Thoothukudi City has a bright future. Customers have the best choice for saving money and time by shopping online. Online shopping's success is determined by its popularity, brand value, and specific promotional policies.

Keywords: online shopping, web browser, internet, consumer preference, lifestyle.

INTRODUCTION

During the last decade, the internet has been the fastest-growing medium. In India, the growing number of internet users offers a promising future for online shopping. Online shopping, in particular, is a rapidly expanding e-commerce sector. Online shopping is a rapidly growing phenomenon worldwide, especially among countries with advanced information and communication technologies for internet marketing. The internet is now not only a networking and connectivity tool but also a global business platform. Some customers are now engaging in online shopping due to its many advantages and the opportunity to gain new shopping experiences across online platforms. This paper examines the effects of customers' online shopping experiences in Thoothukudi City.

IMPACT OF ONLINE SHOPPING IN INDIA

Online stores are commonly available 24 hours a day, and many consumers have internet access both at work and at home. In 2015, India had 408.4 million internet users. As a result, E-commerce revenues in India will increase by more than five times by 2016, jumping from the U.S. \$1.6 billion in 2012 to the U.S. \$8.8 billion in the year 2016¹. E-commerce market growth in India is influenced by the massive investment by venture capitalists, expansion of e-commerce in nonmetropolitan India, the online presence of large retailers, and mobile and social media².

By December 2014, India's Internet users would have risen to 302 million, a 32 percent increase year over year. It took more than a decade for India's Internet to grow from 10 million to 100 million users and three years to grow from 100 to 200 million users. However, it took only a year to move from 200 to 300 million users³. The online user growth has primarily fueled the improved network infrastructure and growing need for online content consumption⁴.

E-commerce sales in North America grew 13.9 percent to a world-leading \$364.66 billion in the year 2012⁵. According to Interactive Media in Retail Group (IMRG), a U.K. Online Retail Trade Organization, Global e-commerce sales will pass the 1 trillion euro (\$1.25 trillion) mark by 2013⁶. Clothing, computers, and consumer electronics will continue to be everyday purchases; these three categories currently account for 40% of all online sales, and this is unlikely to change in the immediate future⁷.

As customers increasingly accept the benefits of shopping online, internet penetration and infrastructure in emerging markets are improving⁸. According to Forester Research, the size of the Indian e-commerce market is \$1.6 billion in the year 2012, and it is expected to grow

to \$3 billion in 3 years. Thus, it might reach \$15 billion by 2020, whereas it is expected to contribute 4 percent of GDP⁹.

There is no hesitation that Indian consumer Internet space is undoubtedly on the increase, with more than 200 million Internet users and predictable to have the second-largest Internet user base in the world likely, and the largest in terms of incremental evolution, with 330 million to 370 million Internet users in 2015 the market is here to grow¹⁰. Social networking sites also play an essential role in driving consumers online and getting them to engage with brands. India has 51 million Facebook users, the third-largest audience in the world after the U.S. and Brazil¹¹.

OBJECTIVES

This study was started with the following objectives:

1. To study the socio-economic characteristics of online consumers.
2. To identify the motive for buying online
3. To find out the satisfaction of consumer towards online shopping

METHODOLOGY

Data for the analysis was gathered from both primary and secondary sources. Primary data was obtained using the respondent field survey approach with the aid of a specially crafted questionnaire. The district of Thoothukudi was chosen for this study on purpose. A random sampling technique was used to pick 175 online shopping customers for the current analysis and the data and material about the years 2017-2018. In addition, books, magazines, internet websites, journals, newspapers, and other secondary data sources were used. Various statistical methods such as simple percentage analysis, averages, T-Statistic, chi-square test, Garrett ranking, and probability analysis were used to collect data.

REVIEW OF LITERATURE

Vellido et al. (2000)¹² found that nine factors influence a user's perception of online shopping in his study. Among these variables, users' risk perceptions were the most critical differentiator between those who bought online and those who did not. Other perceptual considerations included the ability to monitor and expedite the shopping process, the availability of produce, customer service, and the ease with which the shopping site could be used.

Lohse et al. (2000)¹³ used panel data to explore the predictors of online purchasing behaviour. They found that the typical online consumers characterised by their wired lifestyle and are time-starved. As a result, they proposed offering personalised information to online shoppers

who buy standard or repeat products, giving them a sense of increased convenience and enabling them to make faster purchasing decisions.

Goldsmith and Bridges (2000)¹⁴ found that consumers who handled that it was easy to buy over the web were more likely to buy, inferring that confidence leads to higher purchase likelihood. A positive relationship between Internet experience/confidence and the amount of shopping thus found in his study.

Price, quality of service and content, speed and reliability of delivery, ease of online ordering, and trust in vendors are all important factors for consumers considering online purchases that will increasingly decide their propensity to engage in e-commerce, according to Goldman Sachs (2001).¹⁵

Sang Yong Kim and Young-Jun Lim (2001)¹⁶ inspect the relationship between consumers' perceived importance and satisfaction with Internet shopping. They find that entertainment, convenience, reliability, information quality, and speed are essential for choosing shopping sites and find that entertainment, speed, information quality, and reliability are related to consumers' satisfaction with Internet shopping.

Miyazaki and Finandez (2001)¹⁷ attempted to explore the relationship among the internet experience levels, risk perception and online purchasing rates. They analysed that a higher level of internet experience could lead to lower risk perception regarding online shopping, fewer specific concern regarding system security or fraud and more concerns regarding privacy. Furthermore, consumer participation in other remote purchase methods relates to lower risk perception regarding online shopping. It concluded that higher internet experience and other remote purchasing methods were related to lower levels of supposed risk towards online shopping, resulting in higher online purchase rates.

Athiyaman (2002)¹⁸ also highlighted the importance of such word of mouth recommendations, finding that social influences are an essential determinant of internet users' intention to purchase air travel online, second only to the attitude towards online purchasing.

ANALYSIS AND INTERPRETATION

The current study is about consumers' online shopping experiences in Thoothukudi City. The frequency and percentage research were used to investigate the socio-economic status of online shopping customers.

Socio-personal characteristics of respondents (n=175)

Variable	Categories	Percentage
Sex	Male	65.45

	Female	34.55
Age (in years)	Below 30	20.91
	30 – 40	44.55
	40 – 50	31.36
	50 and above	3.18
Education	Illiterate	3.64
	School Level	11.36
	College Level	70.91
	Technical Level	14.09
Family Size	Below 3	9.55
	3 – 5	60.91
	Five and above	29.54
Family Type	Nuclear Family	83.64
	Joint Family	16.36
Marital Status	Unmarried	14.54
	Married	83.64
	Widow/ Widower	1.82
Occupation	Agricultural Labourer	38.64
	Government employee	31.36
	Private employee	25.00
	Unemployed/student/retired/house in	5.00
Monthly income	Less than Rs.5,000	2.73
	Rs.5,001 – Rs.10,000	41.36
	Rs.10,001 – Rs.15,000	28.64
	Rs.15,001 – Rs.20,000	10.00
	Above Rs.20,000	17.27

Source: Primary Data

RESULTS AND DISCUSSION

In the table above, the socio-economic characteristics of respondents were analysed and presented. It has been deduced that 65.45 percent of the population is male, and 34.55 percent is female. It was deduced that the bulk of the respondents (44.55%) are between the ages of 30 and 40, with 40 to 50 years accounting for 31.36 percent of the total. 20.91 percent of the

respondents are under 30 years old, with 50 years old accounting for 3.18 percent of the total. The respondents were 34.59 years old on average.

It was discovered that 11.36 percent of the respondents had a high school diploma, with 14.09 percent holding a professional diploma. A total of 70.91 percent of those polled have at least a bachelor's degree. It was deduced that 83.64 percent of the population belonged to a nuclear family system, while 16.36 percent belonged to a joint family system.

According to the table, 83.64 percent of respondents are married, 14.54 percent are single, and 1.82 percent are widows or widowers. A total of 60.91 percent of respondents have a family of three to five members, with 9.55 percent having a family of less than three and 29.54 percent having a five or more family. Therefore, the average family size was calculated to be 4.71.

It was discovered that 38.64 percent of the respondents have significant agricultural labourer experience. Unemployed/student/retired/housewife is the background of 5% of the respondents. Private jobs are the background of 25% of the respondents, and government employees are 31.36 percent of the respondents.

The table shows that a maximum of 41.36 percent has a monthly income of Rs. 5,001–10,000, followed by 28.64 percent with a monthly income of Rs. 10,001–15,000. 17.27 percent have a monthly income of Rs. 20,000 or more. 10% of them earn between Rs. 15,001 and Rs. 20,000 per month, while 2.73 percent earn less than Rs.5000 per month. The respondents' average monthly income comes to Rs. 13,857.

Opinion about the use of the Internet by a user

Opinion about the use of the Internet	No of Respondents	Percentage
Working Place/ Office	45	25.71
House	87	49.71
School	14	8.00
College / University	29	16.57
Total	175	100.00

Source: Primary Data

From the above results, it is vital that the majority (25.71 percent) of respondents use the internet at work, while only 49.71 percent use the internet at home, and 16.57 percent use the internet from their school, college, or university.

The motive for buying online

The motive for buying online	Average Score	Rank
Easy to Purchase	59.17	III
Saves Time	51.83	V
Accessibility	44.81	VII
Convenience	68.53	I
Superior selection	54.82	IV
Price	62.94	II
Product comparison	39.15	VIII
The flexibility of delivery time and place	47.03	VI

Source: Computed from Primary Data

It is clear from the table that the survey online consumers prioritised motivating factors that induced them to purchase online. Using Garrett's score, this can be deduced. The respondents' preference for motivating factors for online product convenience was first, followed by the low price. The superior range was ranked fourth, and easy to buy was ranked third. The fifth and sixth positions were awarded for time savings and versatility in delivery time and place. Finally, product comparison was ranked eighth, and accessibility was ranked seventh.

Satisfaction of consumer towards online shopping

Satisfaction	No of Respondents	Percentage
Satisfied	138	78.86
Not satisfied	37	21.14

Source: Primary Data

The study revealed that 78.86 percent of respondents were pleased with online shopping, while 21.14 percent were dissatisfied.

Association between socio-economic profile and frequency of purchase of products through online mode

Sl No.	Socio Economic Profile	Calculated Chi-square	Table value of chi-square at 5 per cent level	Inference
1.	Age	38.64	21.026	Significant
2.	Education	42.53	15.507	Significant
3.	Nature of Family	7.6279	9.488	Insignificant
4.	Marital status	11.8431	15.507	Insignificant
5.	Family size	18.59	15.507	Significant
6.	Occupational	12.0418	31.410	Insignificant

	background			
7.	Monthly income	58.17	26.296	Significant

Source: Computed from Primary Data

Since the estimated value of chi-square is higher than the table value of these variables, the correlation between the frequency of online product purchases and socio-economic variables such as age, education, family size, and monthly income per month is essential at the 5% level. The other variables did not have an important relationship with the level of online product purchases.

Purchase decision score with gender and marital status

S.No	Factors	T-Test Value	Table Value	Significant / Not Significant
1.	Gender	1.4726	1.964	NS
2.	Marital Status	7.3841	2.584	**

(NS-Not Significant, ** Significant at 1% level)

To see whether there is a substantial difference between gender and marital status, the t-test was used. The hypothesis is accepted (not significant) in the first case and rejected in the second case, as seen in the table above (Significant). Consequently, it can be contingent that gender has no significant effect on purchase decision-making results, while marital status does.

CONCLUSION

Online shopping in India is currently evolving at a pace unrivalled anywhere else globally; the effect of this growth rate will be felt by all parties involved. The coming years will be among the most significant in India's online shopping growth. Rising wages, the role of women in the workforce, infrastructure improvements, lifestyle changes, improvements in computer literacy, and the availability of internet access are all expanding this demand and hastening the fulfilment of customer preferences for online shopping. The young and optimistic Indian consumers are heavily influenced by online shopping.

Based on the above debate, it appears that online shopping in Thoothukudi City has a bright future. Customers have the best choice for saving money and time by shopping online. Companies include detailed product details, a natural payment method, the ability to compare prices, and a significant, utterly stress-free shopping experience. Online shopping's success is determined by its popularity, brand value, and specific promotional policies.

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