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A STUDY OF ONLINE SHOPPING CONSUMER BEHAVIOUR IN CHENNAI

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ABSTRACT: The purpose of this study is to understand and evaluate the consumer behavior towards online shopping specially done in case of Chennai city. The source of data is collected is through primary data and also collected structured questionnaire. The study finally concludes that in Chennai city online shopping is increasing tremendously. The factors which affect the consumer buying behaviour are preference, risk and frequency of buying of online consumer buyers.

KEYWORDS: Online shopping, Consumer buying behaviour, Factors affecting buying behaviour.

I. INTRODUCTION

Online shopping behaviour refers to the process of purchasing products or services via the Internet. The process consists of five steps similar to those associated with traditional shopping behaviour (Liang and Lai 2000). Consumers use internet for different purposes like searching product features, prices or reviews, selecting the products through online, placing order and making payments and getting delivered that products by different means (Sinha, 2010). Studying the factors affecting online shopping behaviour of a consumer is one of the most important research in e-commerce during these decades (Mohammadhossein Moshref javadi, 2012). The research or case studies of online consumer buying behaviour is important because it helps to know about consumers demands, it helps to understand and analyze that when consumers buy products online? and who buy products online? and how consumers mindset for purchasing the products online? I think the whole concept of online shopping has altered in terms of consumer's purchasing or buying behaviours and the success of E-tailers is depending upon its quality, its branding image, its uniqueness and its popularity etc (Prasanth Singh, 2014). Over the past few years, online shopping has increased percentage of online buyer's in Chennai.

II. RESEARCH OBJECTIVE

- To understand the behaviour of the consumer in online shopping.
- To evaluate the factors affecting online shopping behaviour.
- To create an awareness about online shopping and make people interested in internet shopping.
- To give suggestion for the consumer about online shopping.
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III. RESEARCH METHODOLOGY

The nature of this study is exploratory and descriptive because both primary and secondary data have been used. Primary data is collected from respondents and secondary data is collected from journals, books and websites.

IV. SAMPLING TECHNIQUE

In this study convenience sampling method is used. The source of the sample is limited to Chennai city. A structured questionnaire was used as the research instrument for this study. This structured questionnaire was prepared on the basis of objectives of the study.

V. SAMPLE SIZE

The sample size we take was 30 consumers of online shoppers and the study was conducted in Chennai city. In case of sample size 10 members were male and 20 members were female and the age group is between 18 - above 45.

VI. LIMITATION OF THE STUDY

This study is limited to Chennai city and sample size. A time constraint is also one of the limitations for this study.

VII. REVIEW OF LITERATURE

Prasanth Singh (2012) stated that online shopping is the new trend. The new online shopping concept is great example of the revolution in India. He concluded that online shopping has altered in terms of consumers purchasing or buying behaviour and also success of online shopping is based on the popularity, branding image and unique policies. Koufaris (2002) stated that there are different factors which come from information systems (technology acceptance model), marketing (consumer behaviour) and psychology (flow and environmental psychology). Hermes (2000) states that 72 percent of online consumers revealed that customer service is a major

factor in online shopping satisfaction. if the customer service is not there customer will think that the organization is trying to hide something from them and not intending to solve the customers problem. Mohammad Hossein (2012) states that financial risks and non-delivery risk negatively affect attitude toward online shopping. He also states that domain specific innovativeness and subjective norms, attitude towards online shopping positively affect online shopping behaviour.

Data analysis and interpretation

Table I: Websites already visited

Particulars	Frequency	Percentage
Amazon	4	13.33
Snap deal	6	20
Flip cart	9	30
EBay	7	23.33
Others	4	13.33
Total	30	100

Source: Primary Data

Interpretation: From the above table it is observed that out of 30 respondents 30% of respondents use flip cart for online shopping, 23.33% use EBay, 20% use snap deal, 13.33% use Amazon and 13.33% use other websites for online shopping.

Table II: Consumers belief in using websites

Particulars	Frequency	Percentage (%)
Security	20	67
Trust	7	23
Privacy	3	10
Total	30	100

Source: Primary Data

Interpretation: From the above table it is observed that out of 30 respondents 67% of consumers believe security is most important for website user, 23% believe in trust and 10% believe in privacy for website user.

Table III: Preferred method for online shopping

Particulars	Frequency	Percentage (%)
E-tailing	15	50
Re-tailing	15	50
Total	30	100

Source: Primary Data

Interpretation: From the above table it is observed that out of 30 respondents 50% prefer e-tailing and 50% prefer re-tailing for online shopping.

Table IV: Best payment method for online shopping

Particulars	Frequency	Percentage (%)
Cheque	-	-
Debit or credit card	2	7
Cash(sent via mail)	-	-
Postal draft	-	-
Cash on delivery	28	93
Total	30	100

Source: Primary Data

Interpretation: From the above table it is observed that out of 30 respondents most of the respondents (i.e) 93.33% pay cash on delivery for online purchasing and 6.66% use debit or credit card for online purchasing.

Table V: Frequently purchased item while online shopping

Particulars	Percentage (%)
Apparel	50
Electronic appliances	23
Home and kitchen appliances	37
Accessories	27
Books	63
Toys	13
Vouchers	3
Magazines	3
Others	7

Source: Primary Data

Interpretation: From the above table it is observed that out of 30 respondents 63% purchase books through online shopping, 15% purchase apparel through online shopping, 11% purchase home and kitchen appliances , 27% purchase accessories, 23% purchase electronic appliances, 13% purchase toys, 7% purchase others, 3% purchase magazines and 3% purchase vouchers through online shopping.

Table VI: Best marketing approach to advertise online shopping

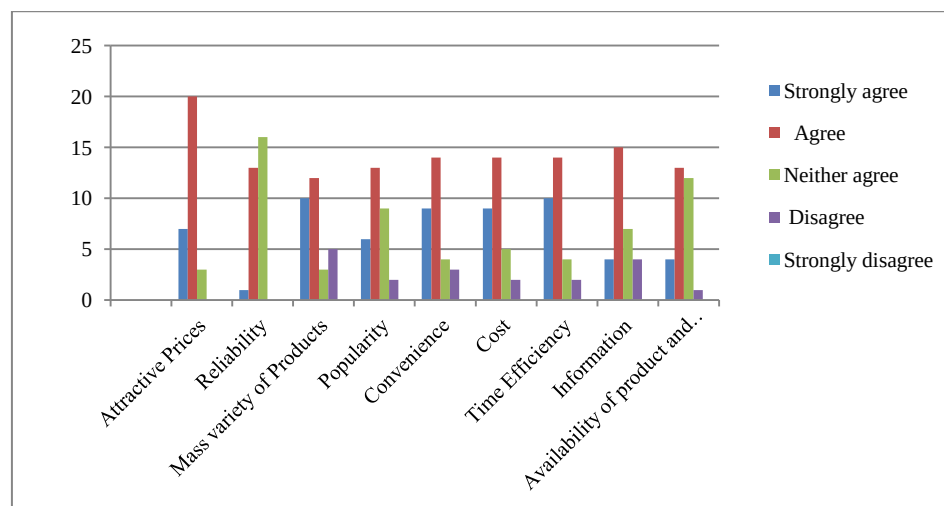
Particulars	Frequency	Percentage (%)
Bill boards	14	47
Magazines	2	7
News paper	2	7
Search engine	11	36
Others	1	3
Total	30	100

Source: Primary Data

Interpretation: From the above table it is observed that out of 30 respondents 47% choose billboards to advertise online marketing, 36% choose search engines, 7% choose magazines, 7% choose newspaper and 3% choose other methods to advertise online shopping.

Table VII: Preference of online shopping

Preference	Strongly agree (%)	Agree (%)	Neither agree Nor disagree (%)	Disagree (%)	Strongly disagree (%)
Attractive Prices	23	67	10	-	-
Reliability	3	43	54	-	-
Mass variety of Products	33	40	10	17	-
Popularity	20	43	30	7	-
Convenience	30	47	13	10	-
Cost	30	46	17	7	-
Time Efficiency	33	47	13	7	-
Information	13	50	23	14	-
Availability of product and services	13	44	40	3	-

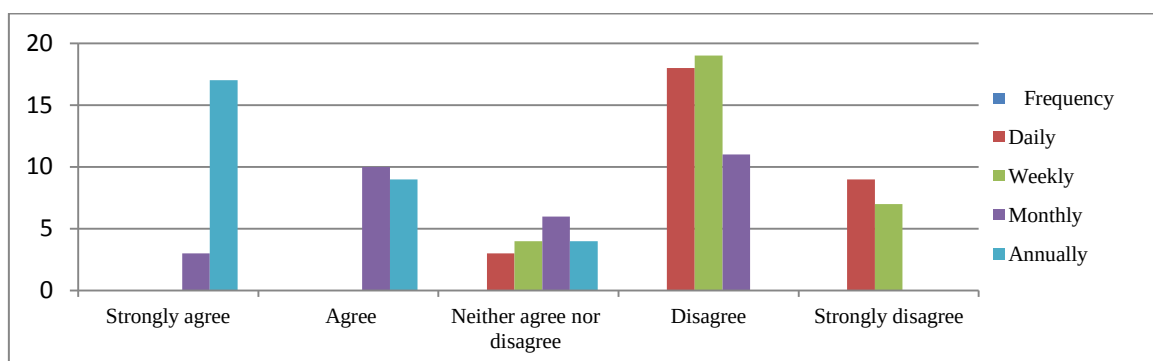


Source: Primary Data

Interpretation : From the above table it is observed that out of 30 respondents, 67% agree its preference in attractive prices for online shopping, 54% neither agree nor disagree its preference for its reliability, 40% agree its preference in mass variety and products, 43% agree its preference in popularity, 47% agree its preference in convenience, 46% agree its preference in cost, 47% agree its preference in time efficiency, 50% agree its preference in information, 44% agree its preference in availability of product and services.

Table VIII: Buyers online shopping frequency

Frequency	Strongly agree (%)	Agree (%)	Neither agree nor disagree (%)	Disagree (%)	Strongly disagree (%)
Daily	-	-	10	60	30
Weekly	-	-	14	63	23
Monthly	10	33	20	37	-
Annually	57	30	13	-	-

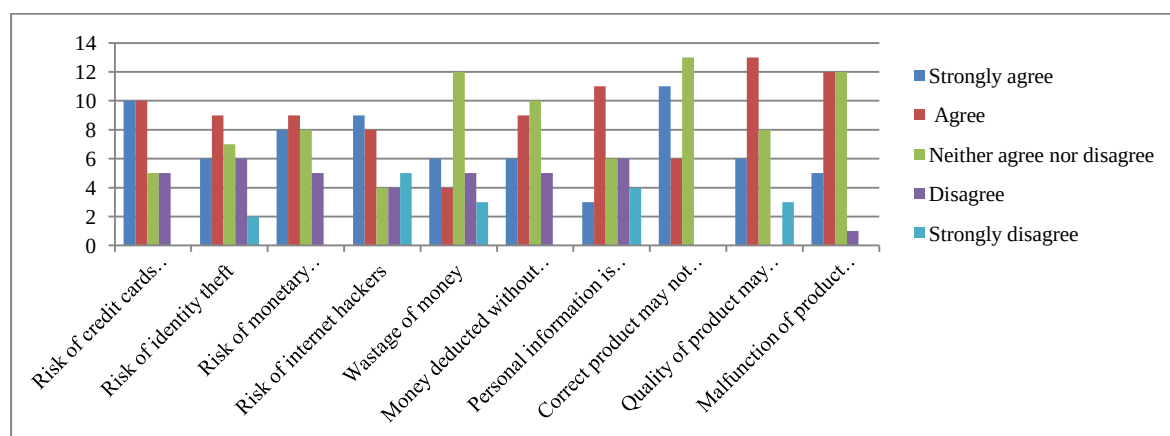


Source: Primary Data

Interpretation: From the above table it is observed that out of 30 respondents 60% ,63% and 37% disagree in purchasing through online daily, weekly and monthly respectively, 57% strongly agree in purchasing through online annually.

Table IX: Risk of online shopping

Risk	Strongly agree (%)	Agree (%)	Neither agree nor disagree (%)	Disagree (%)	Strongly disagree (%)
Risk of credit cards transactions	33	33	17	17	-
Risk of identity theft	20	30	23	20	7
Risk of monetary transactions	27	30	27	16	-
Risk of internet hackers	30	27	13	13	17
Wastage of money	20	13	40	17	10
Money deducted without booking	20	30	33	17	-
Personal information is not safe	10	37	20	20	13
Correct product may not get	37	20	43	-	-
Quality of product may not good	20	43	27	-	10
Malfunction of product may occur	17	40	40	3	-



Source: Primary Data

Interpretation: From the above tables it is observed that out of 30 respondents 33% strongly agree that there is risk in credit card transaction for online shopping, 30% agree there is risk in identity theft, 33% agree in there is risk of monetary transactions, 30% strongly agree there is risk in internet hackers, 40% neither agree nor

disagree in risk in wastage of money, 33% neither agree nor disagree there is risk in money deduction without booking, 37% agree there is risk in safety of personal information, 43% neither agree nor disagree there is risk in correct product may not get, 43% agree there is risk in quality of goods, 40% agree in risk of malfunction of products.

Table X: Consumers rating on online shopping

Particulars	Frequency	Percentage
Good	14	47
Very good	12	40
Excellent	4	13
Bad	-	-
Total	30	100

Source: Primary Data

Interpretation: From the above table it is observed that out of 30 respondents 47% rate online shopping as good, 40% rate as very good and 13% rate as excellent for online shopping.

VIII. Findings

From the above study it is found that:

- The number of users of online shopping is increasing day by day. Mostly the age group from 18-25 are the frequent user's of online shopping and most of the females are very much interested in online shopping.
- 50% of consumers prefer online shopping (i.e) e-tailing and the rest prefer re-tailing.
- 30% of the online shoppers prefer flip cart for online shopping and 23.33% followed by e-bay.
- 67% of online buyers think security is most important for website users and 93% use cash on delivery for online shopping.
- 63% of online shoppers buy books through online shopping and followed by apparels.
- 47% prefer billboards for advertising online shopping and 36% followed by newspaper.
- Mainly 67% of consumers prefer online shopping for its preference followed by information provided about the products, convenience and time efficiency.
- It is also found that 57% of consumers choose online shopping annually rather than monthly and weekly.
- Consumers also think that there is risk in online shopping. 43% of consumers think that the quality of the product which they buy through online may not be good, 40% of consumers think that wastage of money and also malfunction of the product may occur in cases.

IX. Conclusion

In Chennai city most of the people select flip cart for online shopping and also online shopping had become a trend in this generation. Convenience and time efficiency are the dominating factors influencing online shopping consumers. Though there is financial risk and non-delivery of product risk 73% of the respondents prefer online shopping. This risk may not affect the buying behavior of the online shoppers.

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