iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 10 **Issue:** I **Month of publication:** January 2022

DOI: https://doi.org/10.22214/ijraset.2022.40108

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 10 Issue I Jan 2022- Available at www.ijraset.com

Buying Behavior of Customers towards Online Shopping in Nagercoil City

S. Sugashini[1], Dr. P. Asha[2]
[1]*Research Scholar,* [2]*Assistant of Professor, Department of Commerce, S.T. Hindu College, Nagercoil-1, Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli, Tamil Nadu, India.*

Abstract: ***Online purchasing is the new process in the marketing system. The International electronic marketing is a grand this revolution of epoch. It is used to the computer, mobile phone and tap based shopping in India. The main objectives of this research paper is the factors influence the buying behaviour of the online shoppers and identify the most favorable online sites in Nagercoil city. Online shopping provides many choices to consumers than the traditional bricks-and-mortar retail stores. Online shopping is shopping while online or while on the internet. A lot of shoppers are using the internet now-a-days as internet provides a lot of advantage to shoppers. Online shopping includes flexibility, measurability and affordability. Moreover, online shopping has depended on the customer's attitude and their buying behaviour. Hence, an attempt has been made to study the buying behaviour of customers towards online shopping. The researcher suggested that Secured online payments, better to Electronic Stores, return policies and exciting discounts could help the perception of shopping benefits and Online marketers should reduce the delivery charges. The researcher concluded that concluded that Amazon. in is the most favorable online shopping sites and also it depicts that majority of the respondents preferred to buy through online because of accessibility.***
Keyword: Online Shopping, Electronic marketing, Customer Behaviour.

I. INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Michael Aldrich is the man who invented online shopping in 1979. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers.

Customer behaviour is the study of how individual make decision on how to spend their available resources such as time, money and effort. It also clear that the marketers revolve every activity around the ultimate customer and their behaviour deeply. Online purchase depends on product feature satisfaction, tangibility, empathy, effectiveness and understandability.

It is critical to an online retailer that they understand the behaviours of online shoppers and what are their needs. preferences and wants. Online shopping provides many choices to consumers than the traditional bricks- and-mortar retail stores. Online shopping is shopping while online or while on the internet.

A lot of shoppers are using the internet now-a-days as internet provides a lot of advantage to shoppers. It saves time and enables them to avoid crowed. Certain products are substantially cheaper and allow customers to purchase product from anywhere, anytime in the world.

II. CHARACTERISTICS OF ONLINE SHOPPING

The following are some characteristics of online shopping are as follows;

1) It is a store which operates through internet
2) Customer wide variety of choices of various brands.
3) It works through online payments through debit cards, credit cards, cash on delivery.
4) It has flexible timings it operates 24/7.
5) This shopping has terms and conditions and certain policies against return and refund.
6) This involves shipping cost or it may be added to the cost of the product.
7) This includes various suppliers of different locations.

©IJRASET: All Rights are Reserved

A. Advantage of Online Shopping

There are some advantages of Online shopping:

1) *Save Time:* Online shopping is considered as most convenient and time saving mode of shopping. If you have a specific list of what you want to purchase, just by clicking mouse, a purchase can be made. This time saved by the consumers can be utilized for other vital tasks and hobbies.
2) *Save Fuel:* The fuel cost is fluctuating every day, but no matter how much the cost of fuel is it does not influence your shopping motives. One of the advantages of shopping online is that a purchase can be made from your house or office so there is no need for vehicles and fuel cost doesn't bother consumers.
3) *Save Energy:* Shopping from a local market or from physical stores are a tiresome job. It requires movement from one location to another location. In online shopping, consumers need not to waste their precious energy when buying.
4) *Comparison of Prices:* Another important advantage of online shopping is consumer can compare prices of various brands. The advanced innovation of search engine allows consumers to check prices and compare with just a few clicks. The comparison of prices is very straightforward from one online shopping website to another. This gives consumers the freedom to decide which online offers are the most affordable and relevant.
5) *24/7 Availability:* Internet is a platform available round the clock of 24/7, 7 days a week and 365 days. It is very rare to find any traditional retail stores that are open 24/7. The 24/7 availability of online stores give consumers the freedom to shop at their pace and convenience.
6) *Hate Waiting in Lines:* When buying online; there are no long waiting lines consumers have to tolerate, just to buy any product. Every online store is designed with unique individual ordering features to purchase the product.
7) *Too Ashamed to Buy:* There are situations when consumer feels embarrassing while purchase some specific products in front of others. Consumer doesn't want to be seen by other people. In online shopping, consumers need not to be ashamed; online transactions are basically done privately.
8) *Easy to Search Merchandise:* Consumers are able to search for specific product that includes model number, style, size, and colour that consumers want to purchase. In online shopping, consumer can also determine whether the products are available or out of stock.

B. Disadvantages of Online Shopping

There are some disadvantages of Online shopping:

1) *Dependability on Technology:* Online transactions depends on technology and this new technology changes rapidly
2) *Security and Privacy Problems:* Online transactions are not always secure and there is no surety of privacy.
3) *Increasing Costs:* Costs of e-marketing activities are increasing day by day.
4) *Global Competition:* There is a global competition due to latest technology and globalization of markets.

The present study has been made to analyze the customer behavior on online shopping with reference to Nagercoil city. The study further analyzes that why customers are giving preference to the online shopping. This study also highlighted to identify the most favorable online sites.

C. Objective of the Study

1) To analyse the demographic profile of the online shopping customers.
2) To study the factors, influence the buying behaviour of the online shoppers.
3) To identify the most favorable online sites in Nagercoil city.

D. Statement of the Problem

Due to advancement in technology, changing needs and preferences of consumers and also comparing with traditional shopping, online shopping is rapidly increasing. Online shopping includes flexibility, measurability and affordability. Moreover, online shopping has depended on the customer's attitude and their buying behaviour. Hence, an attempt has been made to study the buying behaviour of customers towards online shopping.

E. Area of the study

The area of the operation is Nagercoil City. Information is collected from the Online Shopping users of Nagercoil city.

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 10 Issue I Jan 2022- Available at www.ijraset.com

III. RESEARCH METHODOLOGY

The present paper is based on primary and secondary date. The primary data has been collected through questionnaire from Hundred and fifty online shoppers Nagercoil city. Secondary data has been collected from various books, journals and articles. Convenience sampling method has been used in the study.

A. Demographic Profile of the Online Shopping Customers

Demographic Variable	Variable Description	No. of Respondents	Percentage
Age	Up to 20	45	30
	21 - 30	54	36
	31 - 40	21	14
	Above 40	30	20
	Total	150	100
Gender	Male	99	66
	Female	51	34
	Total	150	100
Occupation	Professionals	12	8
	Business Man	21	14
	Govt. Employee	15	10
	Private Employee	33	22
	Students	57	38
	Unemployed	12	8
	Total	150	100
Experience of Online Shopping	Less than 1 year	36	24
	1-3 Year	30	20
	3-5 Year	45	30
	More than 5 Year	39	26
	Total	150	100

Source: Primary data

The respondents, 36 percent of the respondents are between the age group of 21-30. 30 percent of the respondents are between the age group of Up to 20. 20 percent of the respondents are between the age group of Above 20. 14 percent of the respondents are between the age group of 31-40.

The respondents, 66 percent of the respondents are between the gender group of Male.

34 percent of the respondents are between the gender group of Female.

The respondents, 38 percent of the respondents are between the Occupation of Students. 22 percent of the respondents are between the Occupation of Private employee. 14 percent of the respondents are between the Occupation of Business man. 10 percent of the respondents are between the Occupation of Government employee. 8 percent of the respondents are between the Occupation of Professionals and Unemployed.

The respondents, 30 percent of the respondents are between the experience of online shopping of 3-5 years. 26 percent of the respondents are between the experience of online shopping of More than 5 years. 24 percent of the respondents are between the experience of online shopping of Less than 1 years. 20 percent of the respondents are between the experience of online shopping of 1-3 years.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

B. Favorite online Site

Variable	Garrett mean score	Rank
Amazon.in	85.45	I
Flipkart.com	80.02	II
Ebay.in	78.49	III
Homeshop18.com	78.11	IV
Myntra.com	69.20	V
Jabong.com	68.62	VI
Others	66.61	VII

Source: Primary data

Garrett ranking is used to rank the favorite online site are "Amazon.in" which has the highest score of 85.45 gets first rank. "Flipkart.com" which has the highest score of 80.02 gets second rank. "Ebay.in" which has the highest score of 78.49 gets third rank. "Homeshop18.com" which has the highest score of 78.11 gets fourth rank "Myntra.com" which has the highest score of 69.20 gets fifth rank. "Jabong.com" which has the highest score of 68.62 gets sixth rank and "Others" which has the last score of 66.61 gets seventh rank.

Factors	1	2	3	4	5	Total	Mean Score	Rank
Easy to make payment	165	280	90	20	7	562	3.74	I
24X7 accessibility	265	140	60	56	14	535	3.56	II
Any time, Any where	160	220	93	44	10	527	3.51	III
Display of more product	170	172	105	46	15	508	3.38	IV
Higher delivery charges	115	240	90	44	15	504	3.38	V

Source: Primary data

The weighted average method of the factors influences the buying behaviour of the online shopper is Easy to make payment which has the highest score of 3.74.

IV. FINDINGS

A. Using Garrett ranking is used to rank the favourite online site are "Amazon.in" which has the highest score of 85.45 gets first rank.

B. Using weighted average method of the factors influence the buying behaviour of the online shopper is Easy to make payment which has the highest score of 3.74.

V. SUGGESTIONS

A. Online marketers should reduce the delivery charges.

B. While purchasing through online, there is no option for the customer to feel and touch the products. Thus the customers are not willing to purchase from online. Hence, the online marketers need to concentrate and improve quality and quantity of the items.

C. Secured online payments, better to Electronic Stores, return policies and exciting discounts could help the perception of shopping benefits.

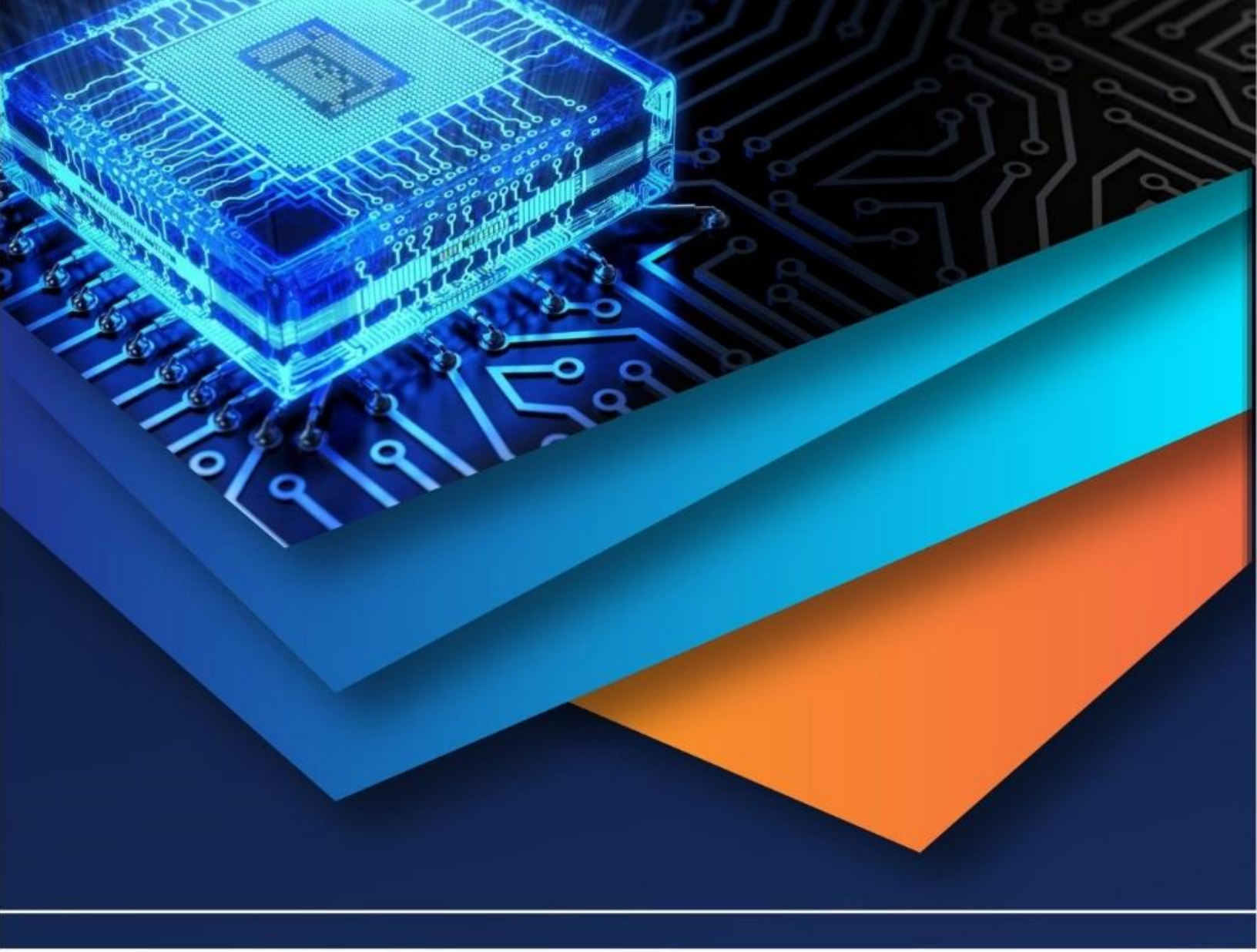
D. Online shopping websites should accept the customer's queries and take immediate response.

VI. CONCLUSION

The present study revealed that online shopping is a new experience and has greatly influenced the buying behaviour of customers and it has also made consumers effective and efficient in their more shopping behavior. Due to rapid growth of online shopping habits and technological improvement, customers are mostly involved in buying from online websites. Thus the present study concluded that Amazon. in is the most favorable online shopping sites and also it depicts that majority of the respondents preferred to buy through online because of 24X7 accessibility. Higher deliverycharges is the major factors which lead the customer refuse to buy the product through online. Hence the online marketers should reduce cost and should follow many successful steps in order to attract, retain and flourish in their business in future.

REFERENCES

[1] Sinha, Saumya 1.Priyanka Singh“Determinants Perceived Risk in Online Shopping: A Study" January 2014. ISSN 0973-8703.
[2] http://www.onlineshopping .com. of consumer's
[3] http://www.eMarketer.com. [Electronically accessed on 14 November, 2009]
[4] Kavya “A CONCEPTUAL STUDY ON THE IMPACT OF ONLINE SHOPPING TOWARDS RETAILERS AND CONSUMERS” International Journal of Advanced Trends in Engineering and Technology (IJATET) Impact Factor: 5.665, ISSN (Online): 2456 - 4664 (www.dvpublication.com) Volume I, Issue I, 2016.



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)