

# A Study on Online Shopping Behavior of Consumers

Dr. R. Selvaraj,  
M.com., M.Phil., Ph.D.,  
H.O.D & Research Advisor,  
Department of commerce,  
Prist University (East Campus)  
Thanjavur - 613 403 Tamilnadu-India

S. Nirmala  
(16A3CO6P01)  
Department of Commerce,  
Prist University Thanjavur - 613 403  
Tamilnadu-India.

**Abstract :-**The study is about to identify the shopping behavior of consumers and also to identify their satisfactory level towards purchase of products through online. Online shopping is the process a customer takes to purchase a service or product over the internet. Since the mid 90s the internet has created countless applications in virtually every aspect of modern human life. The internet is being developed rapidly since two decades, and with relevant digital facilities that is with the help of information technology also being developed worldwide. Internet is changing the customer's way of shopping and buys goods and a service in this is happening globally. The internet provides unique opportunity for companies to more efficiently reach the existing and potential customer. It used as a main tool for solving the problem. There are many factors which influences the customers to purchase or make them to shop through online. The researcher attempts to find out the factors which influence the customers and their satisfactory level towards online shopping.

**Keywords:-**Consumers Satisfaction Behavior and Statistical Tool For CHI – SQUARE TEST

## I. INTRODUCTION

The study is about to identify the shopping behavior of consumers and also to identify their satisfactory level towards purchase of products through online. It helps the customers to identify the positive factors which makes the customers to purchase the products or goods through online. Online shopping is the process a customer takes to purchase a service or product over the internet. It is the process of buying goods and services from merchants who sell on the internet. Shoppers visit the web stores from the comfort of their homes and shops as they sit in front of the computer. Since the mid 90s the internet has created countless applications in virtually every aspect of modern human life.

The increase in usage of internet develops the prospects for online shopping. Consumer behavior is said to be an applied discipline as some decisions are significantly affected by their behavior. Internet is changing the customer's way of

shopping and buys goods and services. This is happening globally. Many businesses have started doing their business through internet with the aim of cutting the marketing costs. So, this leads to reduction in price of the products and services in order to stay ahead in highly competitive market. The internet provides unique opportunity for companies to more efficiently reach the existing and potential customer. The businesses use the internet not only for the purpose of product's marketing cost cutting but also for conveying, communicating and disseminating the information to sell the product, to receive the feedback and also to conduct satisfaction surveys with customers.

## II. STATEMENT OF RESEARCH PROBLEM

The researcher has chosen the topic "A Study on Online Shopping Behavior of Consumers". Nowadays, internet is playing very important role in everyone's life. Even people who living in rural area have started to purchase the goods or products through online. There are many factors which influences the customers to purchase or make them to shop through online. The researcher attempts to find out the factors which influence the customers and their satisfactory level towards online shopping. The researcher also tries to analyze the post purchase behavior of the customers.

## III. OBJECTIVES OF THE STUDY

The followings are the objectives of the study

1. To analyse the purchase behaviour of online shoppers
2. To Consumers Behaviour of online shopping.
3. To analyse the shopping products or goods through online.

## IV. RESEARCH METHODOLOGY

Research is the systematic search for scientific information on a specific topic. It is mainly done with the intention of solving a problem. Based on the conclusion derived from the research, corrective action has been taken. It used as a main tool for solving the problem. It is accepted by the business world.

“Business world is an organized, systematic data based, critical objective scientific inquiry or investigation into a specific problem, undertaken with the purpose a finding answer or solution to it”

#### A. Research Design

A research design is the arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The formidable problem that follows the task of defining the research problem is the preparation of the design of the research project, popularly known as the “research design”.

According to the study, descriptive method of research type is used. Descriptive research is used to describe the characteristics of a population or phenomenon being studied. It does not answer questions about how/ when/ why the characteristics occurred.

### V. SAMPLE SIZE

Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample. The sample size is the important feature of any empirical study in which the goal is to make inferences about a population from a sample. According to my study, I have chosen the size of 150 samples is taken for the collection of the data.

#### A. Method of Sampling

Under sampling method, the method of random sampling is been used to collect the data from the respondents. Random sampling means, selecting a sample from population in random manner, i.e., every element in the population has an equal probability of choosing samples. There is no restriction in choosing samples from the population.

### VI. DATA COLLECTION

The two methods of collecting the data have been used such as primary data and secondary data.

- **Primary data**
- **Secondary data**

#### A. Primary Data

Primary data is the first hand information that is collected during the period of research. Primary data has been collected through discussion held with the customers who are using online shopping. Some information was gathered through conversation with some respondents.

#### B. Secondary Data

Secondary data means data already available for the researcher, which is already, exists. According to my study, secondary data is collected with the help of referring books and journals for the study purpose. Some information are gathered and referred with the help of internet browser.

### VII. TOOLS TO BE USED

The tool used for data collection in the study is structured questionnaire. The factors are selected for the research problem. It is given an opportunity to the researcher to collect information and arrived at conclusion. The statistical tool has been used for analyzing and data interpretation,” Percentage Analysis” and “Chi Square test” is used.

### VIII. CHI – SQUARE TEST

A chi – square test, also referred to as chi – square test is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi – distribution when the null or alternative hypothesis is true. Also considered a chi – squared test is a test which this is a asymptotically true, meaning that the sampling distribution ( if the alternate hypothesis is true) can be made to approximate chi – squared distribution as closely as desired by the sample size large enough.

#### A. Consumer Satisfaction of Using Online Shopping

Consumer Using Online	Frequency	Percentage
Satisfied	81	54.0
Highly satisfied	63	42.0
Dissatisfied	3	2.0
Highly dissatisfied	3	2.0
Total	150	100.0

Source: Primary Data

Table No. 1 Use of Online Shopping

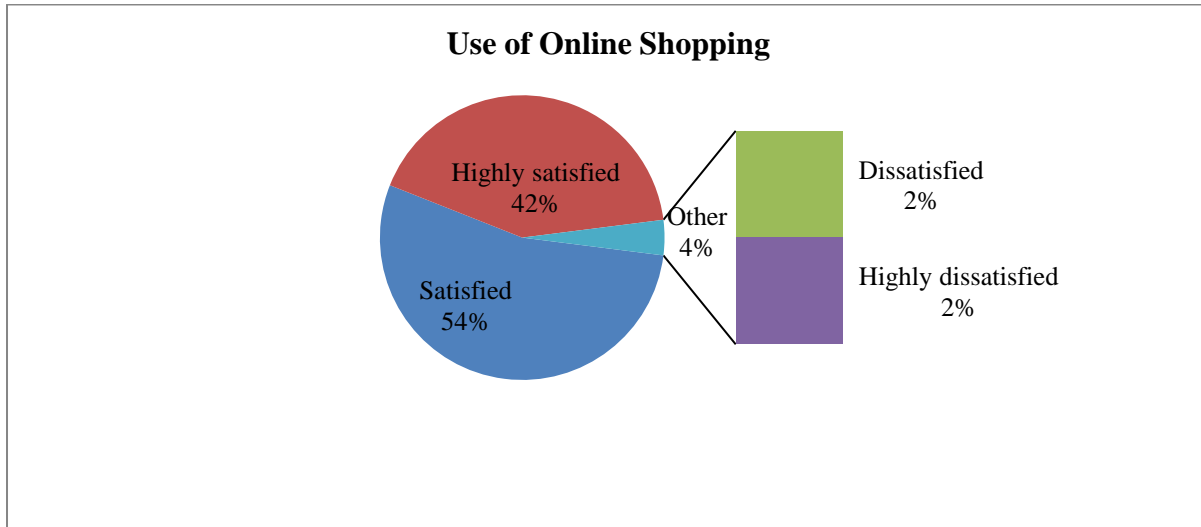


Chart No.1

*B. Interpretation*

From the above table, we found that, out of 150 respondents, 54% of respondents are satisfied of using online shopping than the shopping through offline and 42% of respondents are highly satisfied to it. But 2% of respondents are highly dissatisfied of online shopping than the shopping through offline.

**IX. CHI – SQUARE TEST**

Testing of hypothesis is done to find out the significant difference between the respondent age group and their satisfactory level towards their online shopping.

**H<sub>1</sub>:** There is a significant difference between age group and their satisfactory level towards their online shopping.

SATISFACTION OF USING ONLINE SHOPPING					
Age	Satisfied	Highly satisfied	Dissatisfied	Highly dissatisfied	Total
Below 20yrs	8	5	0	0	13
21 -30	60	45	3	0	105
31 -40	9	6	0	3	15
41 – 50	7	10	0	0	17
Total	84	66	3	3	150

**CHI – SQUARE TEST**

	Value	Df	Asymp. Sig (2 sided)
Pearson Chi Square	17.058	9	.048
Likelihood ratio	11.385	9	.250
Linear- By-Linear Association	2.193	1	.139
N of valid cases	150		

\*\*\*level of significance = 5%, Calculated value = .048

## X. RESULT

Since the calculated value .048 is lesser than significance level of 0.05. Therefore,  $H_1$  accepted. It is concluded that there is a significant difference between age and their satisfactory level towards online shopping.

## XI. CONCLUSION

This study is conducted for the consumers whose purchase behaviour towards online shopping. Online shopping is playing a vital role in everyone's life than the offline shopping. From the study we come to know that, people are considering their convenience and thus want to save their time in shopping world. In their busy work schedule of both male and female, they have no much time to spend on shopping. So, they felt the online shopping makes their shopping easier even in low price of products. Customers have also aware about the online shopping very well. But online marketers should improve more and more for further increasing number of sales.

## BIBLIOGRAPHY

- [1]. K, Vaitheeswaran, CEO of Indiaplaza.com, Deccan Chronical, 29 jan, 2013
- [2]. Kar, M. (2010), Consumer behaviour over the last 25 years, Oxirm Research Themes, Oxford Institute of Retail Management, The Retail Digest, pp 46-53;
- [3]. Mehta Dharmendra, Soni Sunayana, Mehta Naveen K. and Yadav Dharmendra s., (2013), "review of Literature On Online Consumer Behavior", Innovative business practices for creating value in global era, edited by S. Singh, A. Gwal and J. K. Sharma, published by acropolis Academy, Indore. PP. 11-15, ISBN 97881-928537-0-5.
- [4]. Peterson, R.A, Balasubramanian, S. and Bronnenberg, B. J, "Exploring the implications of the Internet for consumer marketing", Journal of the Academy of Marketing Science, Vol. 25, No. 4: 329-346, 1997.
- [5]. Rick L, Andrews Ourso, Imran S. Currim, (2004), "Behavioural Differences between Consumers Attracted to Shopping Online versus Traditional Supermarkets: Implications for Enterprise Design and Marketing Strategy", Int. J. Internet Marketing and Advertising, Vol. 1, No. 1.
- [6]. Tonita Perea y Monsuwe', Benedict G.C. Dellaert and Ko de Ruyter "What drives consumers to shop online? A literature review", International Journal of Service Industry Management, Vol. 15 No.1, 2004, pp.102 Vaggelis.
- [7]. Tony Ahn, Seewon Ryu, Ingo Han, (2004), "The Impact of the Online and Offline Features on the User Acceptance of Internet Shopping Malls", Electronic Commerce Research and Applications 3, pp NO. 405420
- [8]. Zia UlHaq, "Perception Towards Online Shopping" An empirical Study Of Indian Consumers", Abhinav Natwww.abhinavjournal.com, ional Monthly Refereed Journal of Research in Commerce And Management Vol 1 Issue 9, ISSN 2277-1166
- [9]. www.bigcommerce.com
- [10]. www.researchgate.net
- [11]. www.marketingteacher.com
- [12]. www.en.wikipedia.org/Online\_shopping