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RESEARCH ARTICLE

A STUDY ON CUSTOMER PURCHASE BEHAVIOUR TOWARDS ONLINE SHOPPING.

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Abstract

Online shopping has obtained very important position in the 21st century as most of the people are busy, loaded with hectic schedule. Online shopping is the new trend of shopping and business revaluation in India. Online shopping is becoming more popular day by day with the increase the usages of World Wide .customers access the internet to purchase and make payments to complete the transaction. Medium of education and income of the customer forces to use the online shopping. The paper examines the behaviour and Perception of online customers

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Introduction:-

Online shopping is the new trend of shopping and business revaluation in India. Online shopping is used to refer to computer based shopping process whereby customers directly buy goods and services etc. from a seller interactively in real time without an intermediary service over the internet. Identifying pre purchase intentions of customer is the key to understand why they ultimately do or do not shop from the web market. One stream of research under online consumer behaviour consists of studies that handle the variables influencing these intentions. Online shopping websites: Flipkart, Amazon, Snapdeal, Ebay, Cool Bay, Mass mart etc. Online Purchased products are jewellery, textiles, gift articles, books/CD and electronic goods etc.

Statement of the Problem

Online Marketing has gained a lot of importance in present marketing conditions. But along with its vital growth the number of fraudulent and cheating also increased. The problem area of this survey is customer purchase behaviour towards online shopping will determine the factors that influence customers and those factors will help the marketers to formulate their strategies towards online marketing. To further understand how these factors influence different types of customers, study must identify segments which will enable us to make comparisons.

Objectives of the study:

The following are the important objectives of the study:

1. To know the customers awareness about online shopping.
2. To know the kind of goods they purchase online.
3. To know the customers satisfaction level with online buying.

Research Methodology:-

The research is based upon primary and secondary data both. The primary data was collected through a questionnaire designed exclusively for the study. Secondary data was taken from research papers, journals,

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magazines and websites.

Sampling Design

Sample Size and Area:

Samples were collected from customers and buyers of online shopping. The total sample consists of 250 respondents. The researcher were collected the primary data from Sirkazhi town, Nagapattinam District. Therefore the researcher adopted convenience sampling for the purpose of collecting the primary data.

Period of the Study:

Primary data were collected during the month of May 2018 to August 2018

Statistical Tool:

The collected data were properly classified, arranged, coded, segregated, tabulated and summarized in to master table. From the master table, the vales were taken in to the concerned tables. The entire collected data were then analysed by using simple percentage analysis and by chi –square test and cross tabulation.

Hypothesis of the Study

The following are the important hypothesis of the study.

1. There is no significant relationship between gender of the respondents and period of purchase the product online
2. There is no significant relationship between Income and Amount spent for purchases of product through online.
3. There is no significant relationship between Reasons for purchasing the product online and overall satisfaction with online buying

Limitation of the Study

The following are the important limitation of the study:

1. The time limit is one of the main factors to conduct the study effectively.
2. The data collection is applicable in Sirkazhi Town only.
3. The time period of research was restricted to limited day
4. The study was only confined to 250 respondents.
5. The reliability of the data may not be dependable.

Chapter Scheme

1. The first chapter deals with Research Design. It includes. An introduction. Statement of the problem. Objectives of the study. Hypothesis of the study. Limitation of the study. Chapter scheme
2. The second chapter deals with the Profile of the online shopping websites.
3. The third chapter deals with Customer Purchase Behaviour an Overview.
4. The fourth chapter deals with Analysis and Interpretations of the data.
5. The fifth chapter deals with Findings, Suggestions and Conclusion.

Data Analysis and Interpretation

Table 4.1:-Gender-Wise Classification Of Respondents

Gender	No. of Respondents	Percentage
Male	145	58.00
Female	105	42.00
Total	250	100.00

Source: Primary Data

The above table shows that the gender wise grouping of the respondents.

Among them, 58 percent of the respondents were male and 42 per cent of them were female of the study.

Gender and Period of Purchase the Product Online

Null Hypothesis (H0):

There is no significant relationship between gender of the respondents and period of purchase the product online

Table 4.2:-Chi-Square Testgender and Period of Purchase the Product Online

	O	E	(O-E)	(O-E) ²	(O-E) ² /E
	69	66.12	2.88	8.29	0.13
	45	47.88	-2.88	8.29	0.17
	50	56.84	-6.84	46.79	0.82
	48	41.16	6.84	46.79	1.14
	19	15.08	3.92	15.37	1.02
	7	10.92	-3.92	15.37	1.41
	7	6.96	0.04	0.00	0.00
	5	5.04	-0.04	0.00	0.00
	TOTAL		4.69		

Degree of freedom = (row-1) (column-1)

$$= (2-1) (4-1)$$

$$= (1) (3) = 3$$

$$\chi^2_{0.05} = 7.81$$

Result of tested hypothesis:

In chi-square test calculated value is 4.69. Table value is 7.81. The degree of freedom is 3 and the significance level is 0.005. So the calculated value is less than the table value. Hence the hypothesis is accepted. We conclude that there is no significant relationship between gender of the respondents and period of purchase the product Online.

Chi-Square Test Income and Amount Spent For Purchases of Products through Online**Null Hypothesis (H0) :**

There is no significant relationship between Income and Amount spent for purchases of product through online.

Table 4.3:-Income And Amount Spent For Purchases Of Products Through Online

O	E	O-E	(O-E) ²	(O-E) ² /E
39	33.70	5.3	28.09	0.83
42	39.74	2.26	5.11	0.13
89	96.77	-7.77	60.37	0.62
45	45.79	-0.79	0.62	0.01
0	5.30	-5.30	28.09	4.49
3	6.26	-3.26	10.63	1.70
8	7.21	0.79	0.62	0.09
24	15.23	8.77	76.91	5.05
				12.92

$$\chi^2_{0.05} = 7.81$$

Result of tested hypothesis:

In the chi square test, the researcher found that the calculated value (12.92) the table value is 7.81. The degree of freedom is 3 and the significant level is 0.005. Therefore null hypothesis is Rejected. So there is relationship between Income and Amount spent for purchases of product through online. From the study it was found that there is significant relationship between Income and Amount spent for purchases of product through online.

Table 4.4:-Reasons for purchasing the product online and overall satisfaction with online buying (Cross tabulation)

		Overall Satisfaction			Total	
		Highly satisfied	Satisfied	Neutral		Dissatisfied
		16	30	11	3	60
	Gathering information	20.4	24.48	12.48	2.64	60.0
		34	37	5	0	76
	Ease of usage	25.84	31.01	15.81	3.34	76.0
	Reasons for Purchasing	14	25	16	3	58
	Reliability	19.72	23.66	12.06	2.55	58.0
		21	10	20	5	56
	Wide range of choice	19.04	22.85	11.65	2.46	56.0
		85	102	52	11	250
	Total	85.0	102.0	52.0	11.0	250.0

Source: Primary Data

Chi-Square Test Reasons for Purchasing the Product Online and Overall Satisfaction with Online Buying Null Hypothesis (H₀) :

There is no significant relationship between reason for purchasing the product online and overall satisfaction with online buying

Result of tested hypothesis:

In the chi square test, the researcher find that the calculated value is (35.40) higher than the table value (16.9). The degree of freedom is 9 and the significant level is 5% is > 0.005 . Therefore null hypothesis is rejected. From the study, it was found that there is relationship between reasons for purchasing the product online and overall satisfaction with online buying

Findings of the Study

1. From the study it was found that majority of the respondents i.e. 44per cent belonged to the age group of 31 - 40 years.
2. From the study it was found that majority (58%) of the respondents were male.
3. From the study it was found majority 42 per cent of the respondents were Graduate.
4. From the study it was found that 34 per cent of the respondents were salaried customers.
5. From the study it was found that 45 per cent of the respondents earned annual incomes were at belowRs.700000.

6. From the study it was found that 51 per cent of the respondents was using the internet in buying products.
7. From the study it was found that Majority 41 per cent of the respondents were consumed the electronic goods through online.
8. From the study it was found that 55 per cent of the respondents were given procedures about buy online after analysing the information provided online.
9. From the study it was found that Majority 46 per cent of the respondents were purchased the products online once a quarter.
10. From the study it was found that 48 per cent of the respondent's total value of purchase less than Rs.5000/- through online in a year.
11. From the study it was found that majority of the respondents were given name the online stores made purchases Flipkart.
12. From the study it was found that majority of the respondents were given first rank to ease of usage priority the reasons for purchasing online.
13. Out of the total respondents of the study, 114 of the respondents were once a quarter period of purchase the product online i.e., the male (69), female (45), .Out of 98 respondents were once in 2 months i.e., the male (50) female (48),.out of 26 respondents were given once a month i.e., the male (19) female (7) and remaining respondents were given period of once in 10 days about all gender category.
14. From the study it was found that there is no significant relationship between gender of the respondents and period of purchase the product online.
15. From the study it was found that there is significant relationship between Income and Amount spent for purchases of product through online.
16. From the study it was found that there is relationship between reasons for purchasing the product online and overall satisfaction with online buying

Suggestion:-

Most of the respondents who have experienced online shopping and the website have related links so that the customer is able to get maximum information are very satisfied.

Cash on delivery and return policy must be promoted at a higher-level to attract large number of respondents.

Out of the respondents are satisfied with the product received in good condition not broken and parts are missing.

Online stores have to introduce many schemes and protect internet security risk and privacy to attract the customer, purchase behaviour, make repeated purchases and recommended buying friends and relatives through online.

Conclusion:-

Online shopping is becoming more popular day by day with the increase the usages of World Wide Web. We conclude that to attract and understanding the customer needs, online shopping experience, overall service of online stores and quality of services expectations are more automatically customers may be satisfied. Privacy and security policies, website designer are doing their best; customer will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future. .

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