

## **A STUDY ON CONSUMER BEHAVIOUR ON ONLINE SHOPPING WITH REFERENCE TO NAGERCOIL**

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### **Abstract**

Present world is based on digital application. Organization and customers are now equipped with computers power. It will continually change the way of people to lead their lives in future and it will be an important one in their lives. The study has been made to analyze the effectiveness of the consumer Behavior on Online shopping in Nagercoil. The main objective is the factors influencing the respondents to make online shopping and to examine the problem faced by the respondents through online shopping. The tools which was followed Percentage method, Garrett Ranking, Likert's Five Point Scale and it has 110 sample respondents selected by Non- Random sampling method. Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic environment. E-consumers decision making mostly influenced by marketing influences like the price, ad on TV, newspapers and Magazines, free samples, quality of product & brand image impacts mostly on consumers willingness to buy online.

**Key words :** Buying behavior, Online shopping, Organization, E-consumers

### **INTRODUCTION**

Present world is based on digital application. Organization and customer, both are now equipped with computers powered by high speed online service. This technology change has created new gateways of one-to-one relations and mass population reach. This mutual benefit boomed online shopping in 21<sup>st</sup> century. In the next few years, million more get connected to the online, it becomes a bigger force and many more people will look and find what they need to in online. Online has allowed people to communicate instantaneously to anybody around the world and it has changed the way people shopped. It will continually change the way people lead their lives in the coming years. In future, will be an important one and essential part of people's lives. So it is sensible for companies to utilize this modern communication tool to their advantage. Consumer can buy a huge variety of items from online stores, and just about anything can be purchased from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store.

### **SCOPE OF THE STUDY**

A successful web store is not just a good looking website with dynamic technical features, listed in many search engines. In addition to disseminating information, it is about building relationship and making money. Business often attempt to adopt online shopping techniques without understanding them and/or without a sound business model, producing web stores that supports the organization culture and brand name without satisfying consumer's expectations. Users with more online experience focus more on the variables that directly influence the task. While notice focus on sites will not succeed if the organization fails to practice common etiquette such as returning e-mails in a timely fashion, notifying customer's data. The present study has been made to analyze the effectiveness of the Consumer Behavior on Online Shopping with reference to Nagercoil. The study further analyze why they are giving preference to the online shopping. This study has highlighted to find out the current position of the online customers. Online Shopping stands in a good place among the customer.

## REVIEW OF LITERATURE

**Lopes,Prabhutendulkar 2016 –“A Comparative Study on Online v/s Offline Shopping of Eyewear - Reflections Journal ofManagement (RJOM) Volume 5, January 2016”** The eyewear industry is a fast growing industry. Consumers are very particular about their products. The eyewear industry has grown tremendously in India. This research aims to study the comparison of consumer for eyewear purchase for online vs. offline channels. The study takes a look at factors like awareness, willingness, and average monthly spend on eyewear, preference amongst others. The survey was conducted for the Mumbai region, where respondents provided details using online Google forms and statistical analysis and tests were conducted to confirm the assumptions and hypothesis formed. This study focuses on comparing online shopping and offline shopping for eyewear products considering certain factors for preference of the consumers. This study does not take into account other factors of consumer behavior and perception for making the comparison. Further, the comparison made in this study is also for a single product.

**Malhotra, M. H., & Chauhan, D. M. (2015). *Consumers' Behaviour Towards Online Purchases. International Journal Of English Language, Literature And Humanities* , 387-401.** there are several reasons for investigation on factors influencing consumers' perspective towards on-line shopping that may be considered vital. From the marketer's perspective, they more perceive the perspective of the customers towards on-line looking additionally because the factors influencing customers to make online purchases. From the results of the study, it can be seen that on-line shopping for experiences, product perception, safety of payment and client service have vital effects on the perspective towards on-line purchases through on-line shopping.. This analysis can build the customers aware that e-commerce is changing into a vital trend during this fashionable information technology society as you will be able to reach and find the knowledge and products while not truly reaching out physically to the places. Because the population is on rise, cities are overcrowded, travelling at peak hours changing into nerve-racking because of significant traffic, less time at disposal, contribute to rise in on-line purchases.

**Raja Sarkar, Dr. Sabyasachi Das 2017 – Online Shopping vs Offline Shopping: A Comparative Study – International Journal of Scientific Research in Science and Technology, IJSRST, Vol, 3, Issue 1, 2017** This article is an attempt made by the researchers to highlight the differences arising from online shopping behaviour and offline shopping behaviour. For this study the researchers used secondary data and adapted a five stage consumer decision making model for comparing online and offline shopping along with drawing comparison of online and offline purchases based on certain parameters. Through this study the researchers concluded that in spite of the rapid growth of online sales in India, majority of consumers in India still prefer the real shopping experience of brick and mortar stores. The researchers in this study have made comparison of online shopping and offline shopping based on the secondary data. The results derived by this study therefore cannot be taken as conclusive as no analysis of primary data was carried out.

### Consumer behavior

Consumer behavior is the actions of the consumers in the market place and the underlying motives for those actions. Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine-which product are needed in the market place which are obsolete and how best to present the goods to the consumers.

### ONLINE SHOPPING

Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factors about online shopping. Particularly during a holiday season, it alleviates the need to wait in long lines of search from store to store for a particular item.

### Objectives of the Study

- ☐ To study the factors influencing the respondents to make online shopping.
- ☐ To examine the problem faced by the respondents through online shopping.
- ☐ To analyze the level of satisfaction of the respondents regarding online shopping.

### Research design

Conducting a survey for internet shoppers presents a unique problem. therefore 110 sample respondents selected by non-random sampling method from the town of kanniya kumari district and special reference in Nagercoil town.

### Limitations of the study

- The study pertains only to Nagercoil town so findings and conclusion may not applicable to another town.
- The time at the disposal of the researcher was very short.

## Results and discussions

**Table No.1**  
**DEMOGRAPHICS - WISE DISTRIBUTION OF THE RESPONDENTS**

VARIABLES		No Respondents	of Percentage
Age	Upto 25	9	8
	26-35	86	78
	36-45	13	12
	Above 45	02	02
	<b>Total</b>	<b>110</b>	<b>100</b>
Sex	Male	53	48
	Female	57	52
	<b>Total</b>	<b>110</b>	<b>100</b>
Educational Qualification	Upto HSC	22	20
	Graduation	55	50
	Post-Graduation	42	38
	Others	04	04
	<b>Total</b>	<b>110</b>	<b>100</b>
	Government employee	20	18
	Private employee	44	40
	Self employee	15	14
	others	31	28
	<b>Total</b>	<b>110</b>	<b>100</b>
	Less than 10000	26	24
	10001-50000	37	33
	Between 50000-1 lakh	26	24
	Above 1 lakh	20	18
	<b>Total</b>	<b>110</b>	<b>100</b>

### Source: Primary

Table No.1 shows demographics wise distribution of the respondents. It reveals that female respondents are higher than male respondents. Majority of respondents using respondents in the age group of 26-35 and Graduation were high as compared to other Educational groups. Majority of the respondents were private employees and 10001-50000 respondents were high as compared to other Income Per Month for respondents.

### PURCHASING SITE

**Table 2** purchasing site

S.no	Purchasing site	No.of respondents	percentage
1.	Amazon.in	49	44
2.	Flipkart.com	24	20
3.	Snapdeal.com	6	5
4.	Ebay.in	1	1
5.	Jabang.com	1	1
6.	Myntra	20	20
7.	Shopclues.com	3	3
8.	Pepperfry.com	2	2
9.	others	3	3
	<b>TOTAL</b>	110	100

**Source:Primary data**

From the table we can understand that 49 per cent of the respondents are purchasing from Amazon.in, and the least are E.bay and Jabang.com

### USUALLY BUY ONLINE PRODUCTS

Table:3 Usually buy online products

S.NO	Usually buying online products	No.of respondents	percentage
1.	clothes	31	28
2.	Jewelleries	9	8
3.	Books	4	4
4.	Mobile	24	22
5.	Laptop	2	2
6.	Furniture	4	4
7.	Bags	7	6
8.	Gift	9	8
9.	Others	20	18
	<b>TOTAL</b>	110	100

**Source:Primary**

From the above table we can understand that 28 per cent of the respondents are purchasing Clothes, 8 per cent of the respondents are purchasing Jewelleries, 4 per cent of the respondents are purchasing Books, 4 per cent of the respondents are purchasing Furniture, 6 per cent of the respondents are purchasing Bags, 8 per cent of the respondents are purchasing Gift, 18 per cent of the respondents are purchasing Others.

### PROBLEM FACED BY CONSUMERS

Table 4: problem faced by consumers

S.NO	Problem faced by consumers	No.of respondents	Percentage
1.	Received damaged goods	22	20
2.	Difficult to change defective product	20	18
3.	Products guarantee is not assured	11	10
4.	Visual difference between picture and received goods	35	32
5.	Theft credit care information/privacy	7	6

	information		
6.	Received wrong goods	7	6
7.	Difficult to contact seller	4	4
8.	Delivery time too long for purchased product	2	2
9.	Others (Mention it)	2	2
	<b>Total</b>	<b>110</b>	<b>100</b>

**Source: Primary**

Above table reveals that the problems faced by consumer in online shopping. 20 per cent of the respondents are faced the problem of received damaged goods and the least is delivery time too long for purchasing product.

#### **RANK YOUR FAVOURITE ONLINE SITE**

**Table 5 GARRETT MEAN SCORES AND RANK OF FAVOURITE ONLINE SITE**

Variable	Garrett mean score	Rank
Amazon.in	68.8	I
Flipkart.com	66.5	II
Ebay.in	51	IV
Homeshop18.com	45.9	VI
Myntra.com	51.8	III
Jabong.com	44.3	VIII
Shopclues.com	45.4	VII
Snapdeal.com	48.8	V
Pepperfry.com	42	IX

**Source: Primary**

From the above table reveals that rank their favorite online shopping site. Amazon.in occupied the I Rank with the Garrett score of 68.8, Flipkart.com occupies the II Rank with the Garrett score of 66.5, myntra.com occupies the III Rank with the Garrett score of 51.8, Pepperfry.com occupies the IX Rank with the Garrett score of 42.

#### **REASON FOR NOT WILLING TO BUY THE PRODUCT THROUGH ONLINE**

**TABLE 6**

S.NO	Not Willing to buy product through online	No.of respondents	Percentage
1.	Security on payment	15	14
2.	Worrying about the deal is a cheat	9	8
3.	Difficult to judge the product quality	29	26
4.	Risk of late delivery	18	16
5.	Inability to touch or examine goods	13	12
6.	Higher cost compared with traditional	11	10
7.	High delivery charges	11	10
8.	Releasing personal information	4	4
	<b>Total</b>	<b>110</b>	<b>100</b>

**Source: Primary**

From the above table indicates that 26 per cent of the respondents are not willing to buy the product through online are difficult to judge the product quantity and the least is 4 per cent of the respondent are not willing to buy the product through online are releasing personal information.

#### **LEVEL OF SATISFACTION**

**TABLE 7** Level of satisfaction

Level of satisfaction	Total	Rank
communication	363	VII
Customer care service	382	IV
Convenience	365	VI
Improves customers relations	340	VIII
Security & conditions	372	V
Delivery time	410	III
Variety of product	450	I
Purchasing sites	417	II

Source: Primary

The above table analysis the level of satisfaction in online shopping. The variety of product get the I rank with 450 score, purchasing get the II rank with 417 score, delivery time get the III rank with 410 score, improves customers relations get the VIII rank with 340 score.

#### Findings

- 48 per cent of the respondents are male and 52 per cent of the respondents are female.
- 78 per cent of the respondents are under the age of 20-30 years
- 50 per cent of the respondents are UG, 38 per cent of the respondents are PG
- Majority 40 per cent of the respondents are private employees
- 34 per cent of the respondents have family income of Between Rs. 1,000,000 to Rs. 5,00,000
- 44 per cent of the respondents are purchasing from Amazon.in,
- 28 per cent of the respondents are purchasing Clothes, 22 per cent of the respondents are purchasing Mobiles, 2 per cent of the respondents are purchasing Laptop..
- 32 per cent of the respondents are faced the problem Visual difference between picture and received goods
- Amazon.in occupied the I Rank with the Garrett score of 68.8
- 26 per cent of the respondent are not willing to buy the product through online are difficult to judge the product quantity.,
- The variety of product get the I rank with 450 score, purchasing get the II rank with 417 score

#### Suggestions of the study

1. The customers should be warned about the existence of fake online shopping sites, which extract all the money from their accounts. The procedures adopted for purchasing commodities through online shopping sites must be made much easier. So that, the commoners will also be able to make use of these sites.
2. The manufacturing companies must embellish their concerned online purchasing sites, by providing all the relevant information about their products.
3. The reliability and responsiveness of the delivery system is the key success factor for any online business and this will attract the consumers repurchase intention.
4. The respondents face major problems on theft and credit card information, and lack of security on online payments. Implementing precautionary steps to solve these problems shall create consumer confidence on online shopping.
5. One of the major drawbacks that the respondents have felt is no proper returning policy to the product. After getting opinion from the respondent if the above said problem occurs, then they should be guided in proper way to return the product. This will create a good website reputation and repurchasing power of the respondents

#### CONCLUSION

Online Shopping is an immense developing innovation. Assuming that it is appropriately used with guaranteed wellbeing and security for the exchanges, it will flourish into an exceptionally cut throat and dynamic climate. Expanding mindfulness towards utilization of web, agreeably brings about Online Shopping, ascend in way of life, occupation, impact of companions and appealing offers had impacted buy navigation. E-buyers independent direction generally impacted by promoting impacts like the value, Advertisements on TV, papers and Magazines, free examples, nature of

item and brand picture impacts most on shoppers' ability to purchase on the web. Henceforth the review coordinates the e-retailers that they ought to zero in on these significant angles to draw in the more clients towards Online Shopping.

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