

Trends in Consumers Behaviours towards E-commerce

Dr.M. Radhikaashree, Dr.A. Devendran, J. Sowmya

Received 05 November 2018 ▪ Revised: 23 November 2018 ▪ Accepted: 02 December 2018

Abstract: India is considered to be in its third place for E-evaluation. The consumer buying behavior in online shopping is a recent phenomenon in the field of E-Business and is definitely going to the future of shopping in the India. Most of the companies are running their online entrance to sell their products and services. Through online consumers, buying behavior is very common with the global market. The increasing use of internet and mobile phone by the young/new generation in India provides an emerging prospect for online consumers. The internet is changing the world of consumer behavior with the familiarity to technology having an internet access and trust of customer gives a high boom in this online business. The internet-influencing consumer is more aware about the brands model they are interested to buy. Consumer is always looking to the part of marketers who provide him a best in terms of brands, money, and time and secure to buying. In this research may faster growth of Indian online consumers buying behavior in future.

Keywords: Online, Consumers, Buying Behaviour, Internet and E-Business

INTRODUCTION

Online shopping has experienced a rapid growth during the recent years due to its unique advantages for both consumers and retailers, such as shopping at round the clock facilities, decreasing overhead expenses and offering a wide range of products. Recently at present time online shopping or E-tailing is the new trend of shopping in India that is used to refer to computer-based-shopping or E-shopping same like internet banking or E- banking. New concept of the online shopping is a great example of the business revolution in India. Nowadays, the Internet is being widely used for various purposes and has become part of daily life.

At its inception internet was used as a medium for communication only but with time it has become a source to learn, entertain and most recently a medium for the exchange of goods and services between buyer and seller.

INTERNET

The internet now has resulted in a new mode of exchange between buyer and sellers and has created an alternative for the traditional marketplace. Shopping through the internet has brought a different dimension to commercial activities.

Compared to traditional shopping, consumers are preferring the internet as shopping medium because of its characteristics like ability to view and shop at any time from any corner of the world, feature like searching information about commodities, place a query / review or give purchase orders. Along with these features, convenience and comparatively lower price are some additional features resulting in acceptance of internet as a new shopping avenue.

The Internet, in the field of shopping, has brought sea changes in the mindset of customers with reference to convenience, speed, price, product information and services associated with online shopping. The internet has provided marketers with a completely new way to create value for customers and build relationships with them' in the form of online shopping.

Dr.M. Radhikaashree, Associate Professor, Faculty of Management Studies, Dr.M.G.R Educational and Research Institute. E-mail: radhikaashree.mba@drmgrdu.ac.in

Dr.A. Devendran, Associate Professor, Faculty of Management Studies, Dr.M.G.R Educational and Research Institute.

J. Sowmya, Assistant Professor, Faculty of Management Studies, Dr.M.G.R Educational and Research Institute.

Electronic shopping is defined as a computer activity/exchange performed by a consumer, via a computer-based interface, where the consumer's computer is connected to and can interact with, a retailer's digital storefront to purchase the products or services over the internet.

E-BUSINESS

Reasons for Buying Through Online Channel

Convenience

Time Saving

Ease of Comparison

Large Variety

Lower prices and discount offers

Fewer Expenses

Discreet Purchases

Less compulsive shopping

REVIEW OF LITERATURE

Burke, R.R (2012), says that the success of Business to consumer (B2C) for only e- commerce transactions.

The research identification several people like to online shopping. This research focuses on available security measures that assure online shoppers safety and great sales promotions and online deals which stimulate customers to shop online.

Morris (2013) conducted a study on 'More consumers prefer online shopping' shoppers increasingly want what's called a –seamless omni channel experience, meaning one in which retailers allow them to combine online and brick and mortar browsing, shopping, ordering and returning in whatever combo they would like

OBJECTIVES OF THE STUDY

1. To understand the online buying behaviour of consumers in Chennai.
2. To examine the satisfaction level of online buying behavior of consumers in Chennai.
3. To know the factor affecting buyers behaviors in online shopping.

RESEARCH METHODOLOGY

Research Methodology states what procedures were employed to carry out the research study. Both the primary and secondary data collection methods were considered.

The primary data was collected through a questionnaire method is used to collect data from respondents. Secondary data was taken from Research papers, Journals, Magazines and online Websites.

RESEARCH DESIGN

Under sample design the method of convenient sampling is been used to collect data from the respondents.

SAMPLE SIZE

In the research found the sample size of 150 respondents are taken for the collection of the data.

DATA ANALYSIS AND INTERPRETATION

In data analysis and interpretation, method of ANOVA is used to analysis the data.

DATA TYPES

In the context of the study, we used both Primary and Secondary data.

LIMITATIONS OF THE STUDY

The results of the study are specific to the sample selected and dimensions used.

1. Hence, they may not be generalized for overall population
2. Actually this study is limited in sample size
3. The time period given for study are very limited.

ANALYSIS AND INTERPRETATION

1. Age Group of Respondents like online shopping

| Particulars | No. of Respondents | Percentage |
|--------------------|--------------------|------------|
| Age group Below 18 | 32 | 21.3% |
| Age group 19-30 | 37 | 24.4% |
| Age group 31-40 | 41 | 27.3% |
| Age group above 40 | 40 | 27% |
| Total | 150 | 100 |

Source: Primary data, field survey method

Interpretation: From the above table, it was observed that 31-40 age group was most liked online shopping with 27.3%.

2. Gender

| Particulars | No. of Respondents | Percentage |
|--------------|--------------------|------------|
| Male | 90 | 60% |
| Female | 60 | 40% |
| Total | 150 | 100 |

Source: Primary data, field survey method

Interpretation: From the above table shows that, Ratio of male consumers is very high in online shopping 60% remaining 40% are female. All the respondents are having 87% awareness about online shopping.

3. Monthly Income

| Particulars | No. of Respondents | Percentage |
|------------------|--------------------|-------------|
| Below 10,000 | 32 | 21.3% |
| 10,001 to 20,000 | 50 | 33.5% |
| 20,001 to 30,000 | 40 | 26.6% |
| 30,001 & above | 28 | 18.6% |
| Total | 150 | 100% |

Source: Primary data, field survey method

Interpretation: As far as their monthly income of respondents largely of above Rs.10,001 to 20,000 (33.5 %) next followed between Rs.10,001 to 20,001 to 30,000 (26.6%) and earning of below 10,000 have (21.3%).

Reasons for choosing Online Shopping

| Particulars | No. of Respondents | Percentage |
|--------------------------|--------------------|-------------|
| Wide variety of products | 34 | 22.6% |
| Easy buying procedures | 37 | 24.6% |
| Lower Price | 42 | 28% |
| Various mode of Payment | 24 | 16% |
| EMI and others | 13 | 8.8% |
| Total | 150 | 100% |

Source: Primary data, field survey method

Interpretation: Maximum number of respondents 42% feel that online shopping is comparatively less price than direct, 37% of respondents think that online shopping is a easy procedure and 34% of consumers say that they could able to select variety of products.24% of the consumers felt that mode of payment is an easy option comfortable and 13% of the buyers felt that EMI and other facilities are good.

5. Buyers Online Shopping Season

| Particulars | No. of Respondents | Percentage |
|----------------------------|--------------------|-------------|
| In festive seasons | 47 | 31.4% |
| Heavy discount time period | 48 | 32% |
| Mood / desire | 21 | 14% |
| When Need | 34 | 22.6% |
| Total | 150 | 100% |

Source: Primary data, field survey method.

Interpretation: Most of the 48% of the respondents do like online shopping in a heavy discount time period. Whenever 47% do shopping in festive season and 21% like shopping when they mood / desire and 34% respondents do shopping when they desire

6. Kind of goods Purchase from the Internet

| Particulars | No. of Respondents | Percentage |
|--------------------------------------|--------------------|-------------|
| Ticket (Film, Flight, Train and Bus) | 57 | 28.5% |
| Apparels | 61 | 30.5% |
| Consumer Electronic Items | 40 | 20% |
| Software | 25 | 12.5% |
| Others | 17 | 8.5% |
| Total | 200 | 100% |

Source: Primary data, field survey method

Interpretation: Product has been depicted that majority of the people bought online apparels (30%) followed by buying tickets in online (29%). It was observed that may the respondents bought other items like consumer electronic, software and others

7. Satisfaction level analysis

| Particulars | No. of Respondents | Percentage |
|----------------|--------------------|-------------|
| High Satisfied | 70 | 46.6% |
| Satisfied | 53 | 35% |
| Unsatisfied | 12 | 8% |
| Can't say | 15 | 10% |
| Total | 150 | 100% |

Source: Primary data, field survey method

Interpretation: Above table clearly shows that majority of the respondents 70 (47%) are agree that they are high satisfied from online buying behavior, 53 respondents (35%) are satisfied and 12% respondents are unsatisfied and remaining 15% of respondents said they cant say anything.

FINDINGS

On the basis of information collected from the users of Indian online buyers some important facts which come as a result of this research as follows

1. The first and foremost findings of this study is that of the users happy on online shopping in Indian consumers
2. There is an increased rate of online buyers.
3. Mostly youngsters and youth generation (19-30 age group) are very much interested in online buying because they know about technology and e- shopping.
4. The market segments like Apparels, tickets, consumer electronic must be targeted by the consumers on through online.
5. One of the main concerns among the online shoppers was privacy and security.

CONCLUSION

This research shows that consumer online buying behavior is very bright future in India. An important and recent development in Indian consumers is the emergence of the rural market and market for eco-friendly product for several consumer goods. Perception towards online shopping is getting better in India with the use of internet, consumer can shop anywhere, anything and anytime with easy and safe payment options. The young population is the biggest attraction of this industry and they may contribute substantially to the growth of online shopping in India. Finally found the above research shows the consumers is very eagerly to buying the online goods with reasonable price.

REFERENCES

- [1] Singh, S (2016). Perceived factors affecting on-line shopping: A study of Indian on-line customers. *International Journal of Scientific & Technology Research*, 7(9), 120-128.
- [2] National monthly referred Journal of research in commerce and Management.
- [3] Alba, J.W., & Hutchinson, J.W. (1987). Dimensions of consumer expertise. *Journal of Consumer Research*, 13(4), 411-54.
- [4] Bakos, J.Y. (1998). The Emerging Role of EM on the Internet. *Communications of the ACM*, 41(8), 35-42.
- [5] Jarvenpaa, S.L., and Todd, P.A. (1997). Consumer Reaction to Electronic Shopping on the World Wide Web. *International Journal of Electronic Commerce*, 1(2), 59-88.
- [6] Reedy, J., Schullo, S., & Zimmerman, K. (2000). *Electronic Marketing: Integrating Electronic Resources into the Marketing Process*. The Dryden Press, USA.
- [7] Vijayarathy, L.R. (2003). Shopping Orientations, Product Types and Internet Shopping Intentions. *Electronic Markets*, 13(1), 67-80.