INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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CONTENTS

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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.

- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

A STUDY ON CONSUMERS' BEHAVIOUR IN BUYING GOODS ONLINE WITH REFERENCE TO THOOTHUKUDI DISTRICT

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ABSTRACT

Internet shopping has been widely accepted as a way of purchasing products and services. It has become a more popular means in the internet world. It also provides consumer more information and choices to compare product and price, more choice, convenience and easier to find anything online. There are billions of people online and each of them is a potential online consumer for a company which provides online services and goods. Competition increases day by day due to increase attention of consumers towards online shopping. Therefore, it is necessary to understand the online purchasing behaviour of consumers so that the online sellers could improve and enhance their customer retention theories. In this paper, the researcher has carefully analyzed the consumers' buying behaviour through online shopping. This paper gives a comprehensive picture of the factors influencing the purchase of goods online by the consumers. A sample size of one hundred and five respondents is selected for the research from Thoothukudi district. The study quantitatively analyses the consumers' buying behaviour, factors influencing the attitudes and behaviours of the consumers in buying various products from internet, satisfaction on the overall quality of goods purchased and the like using primary data. Appropriate findings and suggestions are given in the paper.

KEYWORDS
buying behavior, online shopping, overall quality.

INTRODUCTION

Consumer behaviour has changed greatly over the last 25 years, but it has been evolutionary and the seeds of change have been apparent for generations (Lelia Voinea and Alina Filip, 2010)[1]. Customer purchasing decisions are influenced by perception, motivation, learning, attitudes and beliefs. The perception is reflected to on how the customers select, organize, and interpret information to form knowledge. The motivation is reflected to the customer's desire to meet their own needs. Learning is reflected to the customers' behavior experience arising. Attitudes are reflected to customers' steadily favorable or unfavorable assessments, feelings, and inclinations towards object or idea. Finally, Beliefs is reflected to customers' thoughts about a product or service (Kotler and Armstrong, 1997)[2].

Online shopping is a form of E-commerce whereby consumers directly buy goods or services from a seller over the internet. Online shopping is done through an online shop, e-shop, e-store, Internet shop or online store. All the products in online stores are described through text, with photos and with multimedia files. Many online stores will provide links for extra information about their products. They often make available, safety procedures, instructions, manufacture specification and demonstrations (Saad Akbar and Paul TJ James)[3]. The four key dimensions of online shopping are namely web sites, information content, design security and privacy. Though all these dimensions have an impact on the purchase intension, security and privacy will have greater impact on the purchase intent on online buyers (Ranganathan and Ganapathy, 2002)[4]. The main concern is to purchase products in an efficient and timely manner to achieve their goals with a minimum of irritation. Consumers seek online shopping for the potential entertainment resulting from the fun and play arising from the internet shopping experience (Holbrook, 1994)[5].

STATEMENT OF PROBLEM

Online shopping is third most popular activity on the internet after email using and web browsing. Globally more than 627 million people have done online shopping so far, World's biggest online shoppers include Germans and British. Books, airline tickets/reservations, clothing/shoes/videos/games and other electronic products are the most popular items purchased on the internet (A.C. Nielsen, 2005)[6]. It has been a growing phenomenon in all four corners of the world, in particular amongst countries possessing highly developed infrastructure available for marketing activities through the internet. Today, internet is not only a networking media, but also a global means of transaction for consumers. Internet usage has grown rapidly over the past years and it has become a common means for information transfer, services and trade (Narges Delafrooz et al., 2010)[7]. In this study, the researcher has made an attempt to find out the online purchasing behaviour of the consumers in Thoothukudi district.

OBJECTIVES OF THE STUDY
The following are the objectives of the study:
1. To understand behaviour of the consumers in buying goods online.
2. To identify the factors influencing the consumers purchase of goods by adopting online shopping.
3. To study the influence of the demographic profile of the consumers on the overall quality of the goods purchased by them through online shopping.

HYPOTHESES
The following are the null hypotheses to be tested in the study
1. The quality information available on the internet does not depend on the detail information, Comparison of info with other product and searching the right products by the consumers.
2. The demographic profile of the consumers does not influence the overall quality of goods purchased by them through online shopping.

RESEARCH METHODOLOGY
RESEARCH DESIGN
Since the present study has its own predetermined objectives and methodology, it is both descriptive and analytical in nature. The study has made an attempt to explain the consumers' behaviour in buying goods online.
SAMPLING DESIGN
By adopting random sampling method respondents were selected from various parts of Thoothukudi district. The sample size of this study is 105. Structured interview schedule was used to collect the relevant data among the consumers in Thoothukudi District.
SCOPE OF THE STUDY
The present study covers the Thoothukudi district of Tamil Nadu. It deals with the consumers' behaviour in buying goods online. The period of this study is about one year (i.e.) from June 2014 to May 2015.

SOURCE OF DATA

The present study is based on both primary data and secondary data. Primary data were collected through interview schedules. Secondary data were collected through websites, articles, books and journals.

COLLECTION OF DATA

A well-structured schedule was used to collect primary data from the respondents. The interview schedule consists of four important parts. The first part covers the demographic profile of the respondents. The second part of the schedule includes the awareness and attitudes of consumers in operating internet for online purchase. The third part of the schedule includes the behaviour of the consumers in buying goods online. A pilot study was conducted among 20 respondents based on the feedback of the pilot study, modifications, additions and deletions were carried out. The final draft was prepared to collect the data.

FRAMEWORK OF ANALYSIS

For analyzing the data from the consumers, relevant statistical tools were used to fulfill the objectives of the study. Statistical package for the Social Science (SPSS) software package version 20 was used to analyze the data. The tools include Factor analysis, Multiple Regression, Oneway ANOVA and Independent samples t test.

RESULTS AND DISCUSSION

In the study, factor analysis is used to classify the opinion about internet shopping. Oneway ANOVA has been used to analyze the relationship between the profile of the respondents and their satisfaction on the overall quality in purchasing goods online. Independent samples t test has been used to find out the relationship between gender and the overall quality of goods purchased online. Multiple regression analysis has been used to find out the validity of quality information available for the product.

FACTOR ANALYSIS ON OPINION ABOUT INTERNET SHOPPING

Factor analysis shows how the variables are grouped into the various underlying factors. The factor analysis by principal component method is applied to reduce the variables into predominant factors. In particular, this analysis is applied over a block of five point scale statement or any other defined scale to emerge with meaningful factors. In the present research work, the researcher after reviewing national and international literature regarding online shopping identified eight variables pertaining to the usage of internet. The statements were responded by the respondents in Likert's five point scale technique. The application of factor analysis over the ten variables fetched these results.

TABLE 1: KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.698
Bartlett's Test of Sphericity	Approx. Chi-Square	200.920
	Df	28
	Sig.	0.000

To verify whether the data set is suitable for factor analysis, it has to be checked whether the KMO measure of sampling is 0.6 or above and whether the Bartlett's test of sphericity value is significant (i.e., the significant value should be 0.05 or smaller). From the above table, it is found that KMO measure of sampling adequacy is 0.698 and Bartlett's test of sphericity with approximate Chi-square value 200.920 are statistically significant at 5% level. Therefore, it can be concluded that the eight variables possess appropriate variance over the required and adequate sample size. These variables also form a normal distribution and can be grouped to frame a meaningful factor.

TABLE 2: TOTAL VARIANCE EXPLAINED

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.860	35.744	35.744	2.003	25.034	25.034
2	1.480	18.502	54.245	1.821	22.766	47.800
3	1.029	12.865	67.110	1.545	19.310	67.110
4	.766	9.576	76.686			
5	.667	8.336	85.022			
6	.497	6.211	91.233			
7	.373	4.656	95.890			
8	.329	4.110	100.000			

The component Eigen value from the above table should be 1 or more in the total variance. In this study, only the first three components recorded Eigen values above 1 (25.034, 22.766 and 19.310). Overall, the model for 3 factors account to 67.110 percent which is relatively a good model.

TABLE 3: ROTATED COMPONENT MATRIX

Reasons	Component		
	1	2	3
Save money	**.816**	.216	-.086
Secure	**.796**	.164	.177
Better quality of product	**.787**	-.146	.385
Convenient	.060	**.841**	.173
Easy to do	.126	**.834**	.024
Privacy policies	.101	**.544**	.480
Variety of products	.018	.143	**.805**
Easy promotion	.232	.091	**.671**

This table shows the rotated component matrix which represents the variables under different factors. The predominant factors include

Factor 1 can be named as **Safety benefits** including the variables
1.   Save money (0.816)
2.   Secure (0.796)
3.   Better quality of product (0.787)

Factor 2 can be named as **Convenience & Privacy** including the variables
1.   Convenient (0.841)
2.   Easy to do (0.834)
3.   Privacy policies (0.544)

Factor 3 can be named as **Product Range** including the variables
1.   Variety of products (0.805)
2.   Easy promotion (0.671)

The first factor identified through factor analysis is named "**Safety benefits**". This factor enumerates the online purchasing behaviour of consumers based on saving money through online purchase, security of the transaction and better quality of the products purchased online. The second factor identified through factor analysis is named "**Convenience & Privacy**". This factor enumerates factors that induce easiness to the consumers compared to regular shopping like convenience,

easiness and privacy policies. The third factor identified through factor analysis is named "**Product Range**". This factor enumerates the wide range of products available to consumers in a single mouse click. It includes variety of products and easy promotion. All these variables had a factor loading of more than 0.05. All these items are in one commonality and grouped under the predominant factors.

TABLE 4: MULTIPLE REGRESSION ON QUALITY INFORMATION AVAILABLE IN ONLINE SHOPPING

Model	Un standardized Coefficients		Standardized Coefficients	t value	Sig. value
	B	Std. Error	Beta		
(Constant)	-.143	.656		-.218	.828*
Detail information is available	.160	.138	.097	1.162	.248
Comparison with other product	.435	.095	.399	4.579	.000
Searching the right products	.359	.113	.276	3.179	.002
Dependent Variable : Quality information					
Independent Variables : Detail information is available, Comparison with other product and Searching the right products					
Multiple R : 0.598					
R square : 0.358					
Adjusted R square : 0.339					
F statistics (3,101) : 18.770					

*Significant at 5% level

Table 4 assesses the ability of three control measures (Detail information is available, Comparison with other product and Searching the right products) to predict levels of reliability on the Quality information on products ordered online using multiple regression. R square value (0.358) indicates the amount of variability explained by the independent variables for 35.8% of variance in the dependent variable and the remaining 64.2% is by some other unknown variable and the problem is not taken into account.

The value of F (3,101) = 18.770 and p = 0.000 (p<0.05) indicates that the model is statistically significant at 5% level and ensures the regression fit. p=0.828 (p>0.05) shows that there is no statistically significant difference between the variables and this indicates all the independent variables (Detail information is available, Comparison with other product and Searching the right products) do not have influence on the Quality information about the products ordered online. The information provided in the online shopping portals is valid and sufficient enough for the consumers to choose and purchase the products they prefer.

TABLE 5: ONE WAY ANOVA ON AGE AND OVERALL QUALITY OF PRODUCTS

Age	N	Mean	Std. Deviation	F value	Sig. Value
Below 20 years	17	3.88	.697		
21-30 years	65	3.86	.864		
31-40 years	19	4.00	.745	0.164	0.920*
Above 40 years	4	4.00	.816		
Total	105	3.90	.808		

*Significant at 5% level

Table 5 shows the one way ANOVA that explores the influence on the overall quality of products and age of the respondents. There is no statistically significant difference between groups as determined by the value of F= 0.164, where the p value is 0.920 (p>0.05) and this indicates that the null hypothesis is accepted. Hence, age does not influence the overall quality of products purchased online.

TABLE 6: ONE WAY ANOVA– EDUCATIONAL QUALIFICATION AND OVERALL QUALITY

Educational qualification	N	Mean	Std. Deviation	F value	Sig. Value
Illiterate	3	4.67	.577		
Higher secondary	9	3.89	.782		
Under graduate	49	3.88	.832	0.941	0.424*
Post graduate	44	3.86	.795		
Total	105	3.90	.808		

*Significant at 5% level

Table 6 shows the one way ANOVA that explores the influence on the overall quality of products and educational qualification of the respondents. There is no statistically significant difference between groups as determined by the value of F= 0.941, where the p value is 0.424 (p>0.05) and this indicates that the null hypothesis is accepted. Hence, educational qualification does not influence the overall quality of products purchased online.

TABLE 7: ONE WAY ANOVA ON OCCUPATION AND OVERALL QUALITY

Occupation	N	Mean	Std. Deviation	F value	Sig. Value
Student	55	3.80	.890	0.842	0.523*
Business	12	4.17	.718		
Professional	12	4.00	.739		
Private employee	13	3.77	.725		
Government employee	4	3.75	.500		
Homemaker	9	4.22	.667		
Total	105	3.90	.808		

*Significant at 5% level

Table 7 shows the one way ANOVA that explores the influence on the overall quality of products and occupation of the respondents. There is no statistically significant difference between groups as determined by the value of F= 0.842, where the p value is 0.523 (p>0.05) and this indicates that the null hypothesis is accepted. Hence, occupation does not influence the overall quality of products purchased online.

TABLE 8: ONE WAY ANOVA ON MONTHLY INCOME AND OVERALL QUALITY

Monthly income	N	Mean	Std. Deviation	F value	Sig. Value
Upto Rs.5,000	14	3.57	1.016	1.276	0.287*
Rs.5,001 to Rs.10,000	25	4.08	.640		
Rs.10,001 to Rs. 15,000	24	3.96	.751		
Above Rs.15,000	42	3.86	.843		
Total	105	3.90	.808		

*Significant at 5% level

Table 8 shows the one way ANOVA that explores the influence on the overall quality of products and monthly income of the respondents. There is no statistically significant difference between groups as determined by the value of F= 1.276, where the p value is 0.287 (p>0.05) and this indicates that the null hypothesis is accepted. Hence, monthly income does not influence the overall quality of products purchased online.

TABLE 9: INDEPENDENT SAMPLES T-TEST ON GENDER AND OVERALL QUALITY

Reasons	Gender	N	Mean	t value	Sig. value
Overall rate the quality of the products	Male	45	3.96	0.661	0.510*
	Female	60	3.85		

*Significant at 5% level

Table 9 shows the independent samples t- test that compares the overall quality of products and gender of the respondents. There is no statistically significant difference determined by the value of t= 0.661, where the p value is 0.510 (p>0.05) and this indicates that the null hypothesis is accepted. Hence, gender does not influence the overall quality of products purchased online.

FINDINGS OF THE STUDY

- The results of the factor analysis depict that there are many dimensions associated with consumers' online buying behaviour and their usage is explored and understood here. Every day, consumers and households make decisions about the goods and the services they purchase. Online shopping and regular shopping has its own differences. The factors that influence the online buying decision of the consumers are quality, convenience and variety of products. This research work finds that the consumers' perception on buying goods is mostly affected by the factors such as Safety, Convenience & Privacy and Product range.
- The variables detail information is available, comparison with other product and searching the right products do not have influence on the quality information about the products ordered online. The information provided in the online shopping portals is valid and sufficient enough for the consumers to choose and purchase the products they prefer.
- The demographic factors of the consumers including age, education, occupation, monthly income and gender do not influence the overall quality of goods purchased by them through online shopping. It is evident that the consumers purchase goods online irrespective of their age, education, occupation, monthly income and gender. The analyses also discover that in consumer decision-making process, product promotion, convenience and product information play an important role while purchasing consumer durables.

SUGGESTIONS AND CONCLUSION

The customers should critically analyze the reviews given by other consumers and product specifications given by the online seller before buying a product. Further, the online buying behaviour is also influenced by the brand awareness among consumers and alternatives of brands available in the market. The factor analysis conducted in the study has important implications for further research which will be useful for online sellers to customize their products and services for the general people not only in Thoothukudi district, but also in the other parts of India.

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