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A STUDY ON BUYERS' BEHAVIOUR TOWARDS ONLINE SHOPPING IN RAMANATHAPURAM DISTRICT, TAMILNADU

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ABSTRACT

The article shows the depth study on particular topic "A study on buyers' behavior towards online shopping in Ramanathapuram district, Tamilnadu". The main objective of the study is to know the awareness level buyer towards online shopping. The present study has been confined to study the buyers behaviour in online shopping products. The study can indicates only the buyers point of view. The researcher has collect a primary data from comprehensive interview schedule and the secondary data has been collected from books, websites and journal. The period of study is three months. Few suggestion and recommended based on the study carried out to fine tune processes which will benefits the buyers to bridge the gap in online shopping. The study provides useful insights and guidance for marketers to measure and improve the online shopping.

KEYWORDS

buyer attitude, buyer awareness, buyer, buyer behaviour, product.

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INTRODUCTION

A process in which images or listings of goods and services are viewed remotely via electronic means e.g., a vendor's Web site, items are selected for purchase, and the transaction is completed electronically with a debit card or credit card or cash on delivery. Various encryption schemes may be, and usually are, used to reduce the risks of sending sensitive information, such as credit-card numbers, over the Internet or other telecommunications facility. The act of purchasing products or service over the internet online shopping has grown in popularity over the years, mainly because people find it convenient and easy to buy the products from their home or office. One of the most enticing factors about online shopping. Particularly during a holiday season if it alleviates the need to wait in long lines or search from store to store for a particular item.

RESEARCH OBJECTIVES

1. To find the awareness level of the buyers towards online shopping.
2. To examine the reasons for preferring online shopping by the buyers.
3. To identify the type of products highly purchased by the buyers through online shopping.
4. To analyse the attitude of the buyer's towards online shopping.
5. To trace out the difficulties faced by the buyers while purchasing products through Online Shopping.

STATEMENT OF THE PROBLEM

As rapid socio-economic changes sweep across India, the country is witnessing the creation of much new marketing method of their products. Now-a-days people are so busy that they have no time to go to shopping malls and buy the things they want. Buyers are wants to available of all products in purchase one particular place. But it is not possible one. So everyone likes to do online shopping.

In early days consumers are not much aware about online shopping but now the buyers buy products through online for the purpose of time saving, easy purchase and so on. This induced the researcher to measure the level of awareness towards online shopping. In Particular, the study mainly focuses on factors influencing the buyers to buy products in online shopping and the level of attitude of consumer towards online shopping. Hence, the study titled "A study on buyers' behavior towards online shopping in Ramanathapuram District, Tamilnadu" has been undertaken for the purpose of current research.

SCOPE OF THE STUDY

The present study has been confined to study the attitude of buyers towards online shopping in Ramanathapuram District at Tamilnadu. The study will cover only from the point of buyer who buys the products through online shopping.

REVIEW OF PREVIOUS STUDIES

There are numerous studies have been undertaken in areas related to this topic. The following studies have been reviewed.

Benedict et al (2001) in his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

Reinhardt and Passariello, (2002) In the US, says that online sales are forecasted to exceed \$36 billion in 2002, and grow annually by 20.9 percent to reach \$81 billion in 2006. Europeans are spending more money online as well. Whereas combined revenues for Amazon.com's European operations grew at more than 70 percent annually in each of the past three quarters, topping \$218 million. While these figures show that a large number of consumers in the US and Europe frequently use the Internet for shopping purposes, it is not clear what drives them to shop online and whether these numbers could be even.

Dabholkar and Bagozzi et al., (2002) O'Cass and Fenech, (2002); Childers et al., (2001); Davis, (1993). Their study reveals that if more attractive online stores were developed. This raises the issues of examining what factors affect consumers to shop online. Therefore, framework is needed to structure the complex system of effects of these different factors, and develop an in-depth understanding of consumers' perceptions toward Internet shopping and their intentions to shop online. Davis (1993) in his study reveals that we build up such a framework based on previous research on consumer adoption of new self-service technologies and Internet shopping systems. The research suggests that consumers' perception toward Internet shopping first depends on the direct effects of relevant online shopping features.

Menon and Kahn, (2002); Childers et al., (2001); Mathwick et al., (2001) concluded that Online shopping features can be either consumers' perceptions of functional and utilitarian dimensions, like "ease of use" and "usefulness", or their perceptions of emotional and hedonic dimensions like "enjoyment by including both utilitarian and hedonic dimensions, aspects from the information systems or technology literature, as well as the consumer behavior literature are integrated in our framework.

Burke et al., (2002) In addition to these relevant online shopping features, also exogenous factors are considered that moderate the relationships between the core constructs of the framework. Burke et al., (2002); Relevant exogenous factors in this context are "consumer traits" "situational factors" "product characteristics" "previous online shopping experiences" and "trust in online shopping" By incorporating these exogenous factors next to the basic determinants of consumers' perception and intention to use a technology, the framework inapplicable in the online shopping context. Together, these effects and influences on consumers' perception toward online shopping provide a framework for understanding consumers' intentions to shop on the Internet.

However, none of the studies has made any attempt to probe into the consumer's attitude towards Online Shopping. Hence, the researcher has undertaken the present study titled "A Study attitude of buyers towards Online Shopping in Ramanathapuram" as a pioneering approach to find out the level of awareness of various factors and level of attitude towards Online Shopping.

RESEARCH METHODOLOGY

SAMPLE DESIGN

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure, the researcher would adopt in selecting items for the sample. The study area covers Ramanathapuram district, Tamilnadu based on demographic, economic and other conditions as centre for the study in order to measure and evaluate the overall satisfaction of the Online Shopping. The maximum sample size is 150 respondents from Ramanathapuram district, Tamilnadu.

RESEARCH DESIGN

This study is both descriptive and analytical. For achieving the objective both primary and secondary data have been used in this study. A comprehensive interview schedule, duly pre-tested, has been designed for collecting primary data. The non-probability method of convenience sampling was followed to choose the sample respondents.

PERIOD OF THE STUDY

The survey for collection of primary data was conducted during the month of January to June 2018.

DISCUSSIONS

OPERATIONAL DEFINITIONS

ATTITUDE

Attitude is an expression of inner feelings that reflect whether a person is favourably or unfavorably predisposed to some 'object' (e.g. brand, a service). As an outcome of some psychological process, attitudes are not directly observable, but must be inferred from what people say or from their behaviour. An "Attitude is a learned predisposition to respond in a consistently favourable or unfavourable manner with respect to a given object".

AWARENESS

Awareness refers to the knowledge of buyer about a particular product or service.

BUYER

Buyer means a person one who buying something or who intends to buy it. A buyer is an individual who buys goods and services for his or her own use, for the use of the household, for just one member of the household, or as a gift for a friend.

BUYER BEHAVIOUR

The term buyer behaviour can be defined as "the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of product, services and ideas which they expect will satisfy their needs". The study of buyer behaviour in the study of how individuals make decisions to spend their available resources (money, time, effort) on consumption related items. It included the study of what they buy, why they buy it, how they buy it, when they buy it, where they buy it, and how often they buy it.

PRODUCT

Philip Kotler defines product as "anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organizations and ideas".

FRAMEWORK OF ANALYSIS

With reference to the objective of the study, factors are taken into consideration as such gender of the respondents, age of the respondents, marital status of the respondents, educational qualification of the respondents, and occupation of the respondents, area of residence of the respondents and monthly income of the respondents. The data which were collected from the respondents were analyzed by using percentage analysis. Five point scales that are Likert's scale analysis, weighted average ranking and chi-square test. This study also uses comparison table as tool in order to study the various factors.

SIGNIFICANCE OF ONLINE SHOPPING

a) CONVENIENCE

Online shopping stores are open round the clock of 24/7, 7 days a week and 365 days. It is very rare to find any conventional retail stores that are open 24/7. The availability of online stores give you the freedom to shop at our own pace and convenience.

b) COMPARISON OF PRICES

The advanced innovation of search engine allows you to easily check prices and compare with just a few clicks. It is very straightforward to conduct price comparisons from one online shopping website to another. This gives you the freedom to determine which online store offers the most affordable item you are going to buy.

c) VARIETY

On the internet, you can find pretty much anything you're looking for. The amount of items available is astounding. And many and those items aren't even available in traditional stores. It's easier to find rare products: shopping online gives you access to international goods. If you can't find the right product in your home country, then you can look abroad.

d) GOOD DISCOUNTS AND GREAT ONLINE DEALS

Many companies send coupons to their customers who have opted into their email marketing campaigns, delivering them with the latest product or service information and what current promotions they are currently holding.

e) SAVE TIME

With just a couple of clicks of the mouse, you can purchase your shopping orders and instantly move to other important things, which can save time.

f) SAVE FUEL

The market of fuel industries battles from increasing and decreasing its cost every now and again, but no matter how much the cost of fuel is, it does not affect your shopping errands. One of the advantages of shopping online is that there is no need for vehicles, so no purchase of fuel necessary.

g) NO PRESSURE SHOPPING

Generally, in physical stores, the sales representatives try to influence the buyers to buy the product. There can be some kind of pressure, whereas the customers are not pressurized in any way in online stores.

h) HATE WAITING IN LINES

When buying items online, there are no long lines you have to endure, just to buy your merchandise. The idea of shopping online is cutting down those bad habits of standing in a long line and just waiting. Every online store is designed with unique individual ordering features to purchase the item.

i) SHOPPING ONLINE ALLOWS YOU PRIVACY

There are some things that you just don't want to buy publicly. You can buy any kind of product online while maintaining your privacy.

FINDINGS OF THE STUDY

The following are the findings of the study

- Majority 83 (55%) are male respondents
- From the study, it is clear that 75 (50%) of the respondents are under the age group of 25 to 50 years.
- As regard the educational status of the sample respondents, 68 (45%) of the respondents are under graduates.
- The study indicates that 36 (24%) of the respondents engage in the private activity
- It is observed that the marital status of 82 (55%) respondents are unmarried
- It is seen that out of 150 respondents 83 (55%) of respondents have earning capacity below Rs 10,000.
- The study reveals that out of the 150 respondents 78 (52%) of the respondents are urban area people can use online purchase.
- Majority 47 (31%) of the respondents bought online shopping products for cash
- 86 (57%) of respondents buy online products for occasionally.
- It is inferred that 81 (52%) of the customers are using online shopping products of 2 to 5 years.
- Among 150 respondents, 56 (37%) prefer the product for varieties.
- It is opined that 56 (37%) of the respondents are influenced by friends to buy an online products.
- Out of 150 respondents, 48 (32%) of the customers have faced warren ty problem.
- The study reveals that out of the 150 respondents 30 (20%) of the respondents are prefer to buy mobile phone for online purchase.
- It is inferred that 86 (57%) of the customers are did not pay any extra charge for online shopping products.
- Majority 68 (45%) of the respondents feel the price of the product is medium in online shopping.
- The study indicates that 86 (57%) of the respondents engage in the product packaging is good.
- It is inferred that 75 (50%) of the customers are engage in the products should deliver in 5 to 10 days.

SUGGESTIONS

The researcher has made an attempt to study the attitude of the customers towards online shopping. Some of the suggestions and recommendations to improve the quality of the products and services based on the valuable information provided by the customers.

- Companies who sell the product through online shopping might have improved the after sales service of products, as it is the main factor for the sales of consumer products.
- Online shopping must introduce low price for grabbing even the middle-income group.
- Online shopping also target middle class and poor people also.
- Online shopping can deliver the product without damages.
- Online shopping must have to concentrate more on packaging of products.
- Online shopping could focus semi urban areas and rural areas also.
- Online shopping can give more warranty for their products.
- More awareness may be spread in less developed areas about the quality and its importance by giving advertisement and publicity.

CONCLUSION

Now-a-days people are so busy that they have no time to go to shopping malls. This has become a solid reason for online shopping with the passage of time and one cannot deny this fact so people are depending online shopping should also focus the low-level income people. From the study it is established that majority of the respondents have medium level of awareness and attitude towards online shopping. To increase the high level of attitude among the customers in the online trading the online marketers should improve the quality of the products, increase sales promotional activities reduce the cost of the products, improve after sales service.

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APPENDIX

TABLE 1: FINDINGS FROM THE STUDY

Findings	Sub- categories	Number of Respondents	Percentage (%)
Gender	Male	83	55
	Female	67	45
	Total	150	100
Age	Below 25 years	48	32
	25-50 years	75	50
	Above 50 years	27	18
	Total	150	100
Educational Qualification	SSLC	13	9
	HSC	18	12
	UG	68	45
	PG	47	31
	Professional	4	3
Marital Status	Total	150	100
	Married	68	45
	Unmarried	82	55
Occupation	Total	150	100
	Student	35	23
	Private Employee	36	24
	Government Employee	23	15
	Business	34	23
	Profession	22	15
Income	Total	150	100
	Below Rs. 10,000	83	55
	Rs. 10,000 – Rs. 20,000	39	26
	Above Rs. 20,000	28	19
Regional area	Total	150	100
	Urban	78	52
	Rural	54	36
	Semi Urban	18	12
Influencing Factor	Total	150	100
	Through Advertisement	39	26
	Through Friends	56	37
	Through relatives	32	21
	Through internet	24	16
Reason for Preferring online shopping	Total	150	100
	Product varieties	56	37
	Social status	47	31
	Safety	31	21
	Low cost	16	11
Mode of Payment	Total	150	100
	Cash on Delivery	47	31
	Credit Card	44	29
	Debit Card	40	27
	Fund transfer	19	13
Extra Charge for Online Shopping	Total	150	100
	Yes	64	43
	No	86	57
Price of the Products	Total	150	100
	Very High	16	11
	High	40	27
	Medium	68	45
	Low	20	13
	Very Low	6	4
Packaging of Products	Total	150	100
	Excellent	52	35
	Good	86	57
	Bad	12	8
Delivery of Products	Total	150	100
	Less than 5 days	44	29
	5 – 10 days	75	50
	More than 10 days	31	21
Problems faced by the Respondents	Total	150	100
	Products have changed	33	22
	Deliver Poor quality products	25	17
	High cost	24	16
	Warranty Problem	48	32
	Others specify	20	13

Years of using online shopping	Below 1 year	30	20
	2-5 years	78	52
	6-10 years	32	21
	Above 10 years	10	7
	Total	150	100
Frequency of Purchase	Frequently	64	43
	Occasionally	86	57
	Total	150	100
Steps to be taken for problem	Exchange with new one	30	20
	Sue with the concern	78	52
	Simply return the goods	32	21
	Just ignoring it	10	7
	Total	150	100

Source: Primary data

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