



INTERNATIONAL JOURNAL OF ADVANCE RESEARCH, IDEAS AND INNOVATIONS IN TECHNOLOGY

ISSN: 2454-132X

Impact factor: 4.295

(Volume 4, Issue 5)

Available online at: www.ijariit.com

A study on consumer's attitude towards online shopping in Ramanathapuram district, Tamilnadu

Rama Suganya R.

ramasuganyachandran@gmail.com

Ponnaiyah Ramajayam Institute of Science and
Technology, Thanjavur, Tamil Nadu

P. Lakshmi

rmsuganya0@gmail.com

Ponnaiyah Ramajayam Institute of Science and
Technology, Thanjavur, Tamil Nadu

ABSTRACT

In this study, it shows depth knowledge on a particular topic "A study on customer's attitude towards online shopping in Ramanathapuram district, Tamilnadu". The study indicates the level of awareness and attitude towards online shopping. The present study has been confined to study the customer's attitude in online shopping products. The study can indicate only the consumer's point of view. The objective of this paper is to make the consumer aware of the beneficial aspect of online shopping. The period of study is three months. The researcher has collected a primary data from comprehensive interview schedule and the secondary data has been collected from books, websites, and journal. Few suggestion and recommended based on the study carried out to fine-tune processes which will benefit the buyers to bridge the gap in online shopping.

Keywords— Online, Products, Buyer behaviour, Consumer

1. INTRODUCTION

Online shopping is a purchase of products and services by the way through the internet. It is also an electronic commerce or E-Marketing when the buyers can buy a product through the internet or websites. It is the easiest way to purchase the products and to select a variety of product. It can make easy payment through credit or debit card and cash on delivery. Nowadays the consumer a no time go shopping so the persons are likely to prefer online shopping is a time saving for the job going people. Include the people can buy grocery products also. Through online shopping price comparison are easy to purchase and time-saving. It allows you to shop for whatever you want and wherever according to our convenience.

2. RESEARCH OBJECTIVES

The study has been indicating buyer's behavior towards online shopping in Ramanathapuram district with the following objectives:

- To find out the factors that influence the customers to buy products through online shopping.
- To identify the reasons for buyers to preferring online shopping products.
- To analyses the problems faced by the customers to purchase online products.
- To measure the products which are to be highly purchased through online shopping.
- To measure the attitudes of buyers regarding online shopping.

3. STATEMENT OF THE PROBLEM

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

In early days buyers are not much aware of online shopping products but now the customers buy most of the products through online for the purpose of time-saving, easy purchase and so on. To attract the buyers, most of the online shoppers can deliver the products quickly within two to three days and the buyer can buy the products in doorsteps. The researcher can measure the level of awareness and level of the attitude of consumer towards online shopping. Hence the study titled "A study on buyers' behavior towards online shopping in Ramanathapuram District" has been undertaken for the purpose of current research.

4. SCOPE OF THE STUDY

The present study analyzes the attitude of buyer's towards online shopping in Ramanathapuram District alone. The study will indicate the buyer's to purchase products from online shopping.

5. RESEARCH METHODOLOGY

In this study, the researcher has made empirical research based on survey method. The researcher has made a comprehensive interview schedule for collecting primary data with regard to the behavior of buyer towards online shopping. The interview schedule was carefully designed and dully pre-tested. For gathering the information, the researcher met all 70 sample respondents living in different parts of Ramanathapuram district. All the analysis and influence are made on the basis of their primary data. Secondary data have been collected from relevant books on marketing management, and from magazine, newspaper, journals, and websites.

6. FRAMEWORK OF ANALYSIS

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

7. ANALYSIS AND INTERPRETATION

Table 1: Findings from the study

Findings	Subcategories	Number of Respondents	Percentage (%)
Reason for Preferring online shopping	Product varieties	26	37
	Social status	23	33
	Safety	14	20
	Low cost	7	10
	Total	70	100
Mode of Payment	Cash on Delivery	18	26
	Credit Card	22	31
	Debit Card	19	27
	Fund transfer	11	16
	Total	70	100
Extra Charge for Online Shopping	Yes	28	40
	No	42	60
	Total	70	100
Price of the Products	Very High	8	11
	High	16	23
	Medium	34	49
	Low	10	14
	Very Low	2	3
	Total	70	100
Packaging of Products	Excellent	24	34
	Good	43	62
	Bad	3	4
	Total	70	100
Delivery of Products	Less than 5 days	22	31
	5 – 10 days	35	50
	More than 10 days	13	19
	Total	70	100
Problems faced by the Respondents	Products have changed	14	20
	Deliver Poor quality products	10	14
	High cost	12	17
	Warranty Problem	24	35
	Others specify	10	14
	Total	70	100

Source: Primary data

From the table 1, the majority of respondents say product varieties is the reason for preferring online shopping. 37% of the respondents can choose credit card mode for making a payment because it had time to settle an amount. 60% of the respondents did not pay any charge for extra payment. Only 3% of respondents say low level of price products are available in online shopping. Most of the respondents say the packaging of products is good. 19% of the respondents say more than 10 days to deliver a product in online shopping. Majority of the person can face warranty problem in online shopping products.

8. AWARENESS TOWARDS ONLINE SHOPPING

In this study, the respondents are asked to give their opinion about online shopping. The response observed for each of the items in the schedule have been scored and tabulated on a master sheet. The scoring factor is based on Likert’s method. To secure the total score, weights were given to the following factors three for the Internet, two for Advertisement and one for Friends and relatives thus the total score were obtained. The levels of awareness have been classified in three categories namely, high level,

medium level and low level for analytical purpose, while the score value $\geq \bar{x} + \sigma$ and score value $\geq \bar{x} - \sigma$ have been classified as high level and low level of awareness respectively, the score value between $\bar{x} - \sigma$ and $\bar{x} + \sigma$ are classified as medium level of awareness. \bar{x} and σ are the arithmetic mean and standard deviation calculated from the score value of 70 respondents Based on the mean and standard deviation the levels were classified as below. $\bar{x} + \sigma$ - Above 5 – high level, $\bar{x} - \sigma$ – Below 3 – Low level, ($\bar{x} - \sigma$) to ($\bar{x} + \sigma$) is between 3 and 5 – Medium level. The researcher has made an attempt to study the level of awareness of the customers towards online shopping. This factor is classified as high level, medium level, and low level. This factor has been cross-tabulated with other factors like gender, age, educational qualification, occupation, marital status, and monthly income. Following are the factors to find out the level of awareness of customers towards Online Shopping such as through the Internet, through Advertisement, through friends and relatives respectively.

Table 2: Level of Awareness and Personal Factors

Personal factors		Level of awareness			
		High	Medium	Low	Total
Gender	Male	11(33%)	12(27%)	10(30%)	33(100%)
	Female	11(30%)	16(43%)	10(27%)	37(100%)
	Total	22	28	20	70
Age	Below 25 years	12(50%)	2(8%)	10(42%)	24(100%)
	25- 50 years	7(19%)	20(56%)	9(25%)	36(100%)
	Above 50 years	3(30%)	6(60%)	1(10%)	10(100%)
	Total	22	28	20	70
Educational Qualification	SSLC	2(33%)	3(50%)	1(17%)	6(100%)
	HSC	4(36%)	2(18%)	5(46%)	11(100%)
	UG	5(28%)	6(33%)	7(39%)	18(100%)
	PG	5(22%)	12(52%)	6(26%)	23(100%)
	others	6(50%)	4(42%)	2(8%)	12(100%)
	Total	22	27	21	70
Marital status	Married	11(37%)	13(43%)	6(20%)	30(100%)
	Unmarried	11(28%)	15(38%)	14(34%)	40(100%)
	Total	22	28	20	70
Occupation	Student	5(39%)	3(22%)	5(39%)	13(100%)
	Private Employee	4(19%)	11(52%)	6(29%)	21(100%)
	Government employee	7(64%)	3(27%)	1(9%)	11(100%)
	Business	5(38%)	4(31%)	4(31%)	13(100%)
	Profession	1(8%)	7(58%)	4(34%)	12(100%)
	Total	22	28	20	70
Income	Below Rs. 10,000	5(19%)	15(58%)	6(23%)	26(100%)
	Rs. 10,000 – Rs. 20,000	4(19%)	8(38%)	9(43%)	21(100%)
	Above Rs. 20,000	13(56%)	5(22%)	5(22%)	23(100%)
	Total	22	28	20	70
Region of survival	Rural	12(50%)	2(8%)	10(42%)	24(100%)
	Urban	7(19%)	20(56%)	9(25%)	36(100%)
	Semi urban	3(30%)	6(60%)	1(10%)	10(100%)
	Total	22	28	20	70

Source: Primary Data

It is observed that out of 70 sample respondents, 16% of the female respondents have a medium level of awareness compare to the male respondents in the gender wise classification. In the age group of 50 years of age, 60% of the respondents have a medium level of awareness whereas 50% of the respondents in the age group of below 25 years have a high level of awareness towards online shopping. Among the educational qualification, most of the respondents from SSLC and PG students have a medium level of awareness towards online shopping. From the marital status of the respondents, 37% of married respondents have a high level of awareness. With regard to the occupation category, 64% of government employees have a high level of awareness compared to others. In the income category, 56% of the respondents whose income above Rs. 20,000 have a high level of awareness the respondent's region of survival, semi-urban and urban people have a medium level of awareness compared to rural respondents.

Chi-Square test result for awareness towards online shopping

Following are the results for chi-square test between demographic factors of the respondents and level of awareness towards online shopping.

- To find out whether there is a significant relationship between these two factors, the following null hypothesis is framed. The frequency of cell value is less than 5.
- Ho– there is no significant relationship between personal factors respondents and level of awareness towards online shopping.
- The table value of χ^2 for the degree of freedom 2 at 5% level of significance is 5.991. The calculated value of χ^2 is less than the table value; therefore, the null hypothesis is accepted that there is no significant relationship exists between the gender and level of awareness towards online shopping.

- The table value of χ^2 for the degree of freedom 4 at 5% level of significance is 9.488. The calculated value of χ^2 is more than the table value, therefore the null hypothesis is rejected that there is a significant relationship exist between age and level of awareness towards online shopping.
- The table value of χ^2 for the degree of freedom 8 at 5% level of significance is 15.507. The calculated value of χ^2 is less than the table value; therefore the null hypothesis is accepted that there is no significant relationship between the educational qualification and level of awareness of the customers towards online shopping.
- The table value of χ^2 for the degree of freedom 8 at 5% level of significance is 15.507. The calculated value of χ^2 is less than the table value; therefore the null hypothesis is accepted that there is no significant relationship exists between the occupation and level of awareness of the customers towards online shopping.
- The table value of χ^2 for the degree of freedom 4 at 5% level of significance is 9.488. The calculated value of χ^2 is more than the table value, therefore the null hypothesis is rejected that there is a significant relationship exist between monthly income and level of awareness towards online shopping.
- The table value of χ^2 for the degree of freedom 2 at 5% level of significance is 5.991. The calculated value of χ^2 is less than the table value; therefore, the null hypothesis is accepted that there is no significant relationship exists between the marital status and level of awareness towards online shopping.

9. FINDINGS OF THE STUDY

Findings from the complete data and the result of the analysis are presented in this chapter. Primary data was collected through a well-designed interview schedule from which findings were as follows:

- Among 70 respondents, 28(40%) of the respondents are having a medium level of awareness towards online shopping.
- While analyzing the level of the attitude of the customers towards online shopping only 37(53%) of the respondents have a medium level of attitude towards online shopping.
- It is opined that 66(44%) of the respondents have preferred online shopping for easy purchase
- The study indicates that majority of the respondents have faced warranty problem when they bought goods from an online shopping
- It is seen that out of 70 respondents, 12(17%) of the respondents have opined that the cost of the product is high while purchasing in online shopping.
- It is seen that out of 70 respondents 19(27%) of the respondents have purchase Household goods from online shopping, and 15(21%) of the respondents have purchase mobile phone in online shopping.

10. SUGGESTIONS

The researcher has made an attempt to study the attitude of the buyers 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 buyers.

- Online shoppers who sell the products 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 a medium level of price for grabbing even the middle-income group people also.
- Online shopping also targets upper and lower-middle-class people.
- Online shopping can deliver the product without damages and not be a duplicate one.
- Online shoppers can concentrate more on the packaging of products and deliver the products incorrect time.
- Online shopping could focus on semi-urban areas and rural areas also.
- More awareness may be spread to customers regarding the importance of online shopping in less developed areas by giving advertisement and publicity.

11. CONCLUSION

The study reveals that online shopping is the best choice rather than buying a product in retail shops. By selecting a product through online shopping, we have enough freedom to choose between various products. The number of respondents for online shopping is gradually increasing for it is more flexible, up gradated and comes with varied configuration than the retail products.

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