

A Study on Purchasing Behaviour Towards Online Shopping in Dindigul District

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Abstract

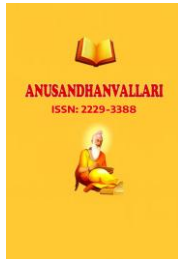
Online shopping is precious one for their fulfilment, in online shopping is offered various products to the customers such as cloth, readymade garments, electronics, food, medicine, groceries, cosmetics and home things, the customers operate these easily. The main objectives of this study is to study the demographic profile of the sample respondents, to analyse the factors influencing to purchase the products in online and to gives suitable suggestions on the basis of findings of the study. The major findings of this study is majority of the respondents are female that is 59 per cent. Out of 100 respondent's 40 respondent's i.e 40 percent in the age group of 31-40, Graduate interested to get online products. i.e.38 per cent,45 per cent of the respondents are business people,50 per cent of the respondents earn high level of income .This analysis shows that the factor 'Time saved' gets the maximum score of 418.

Introduction

The human being is changing their lifestyle according to modern technology. They also are willing to buy anything without risk. He acquires anything from the world by using computers and mobile phone with help of internet. They complete all the work within limited time using above technology. In covid 19 pandemic situation, the many people and customers cannot visit any physical stores to fulfil their needs. Hence online shopping is precious one for their fulfilment, in online shopping is offered various products to the customers such as cloth, readymade garments, electronics, food, medicine, groceries, cosmetics and home things, the customers operate these easily. The customers get all the products in their home. Hence, online shopping is one of part of our regular life.

Statement Of The Problem

The buyer's decision-making process has changed dramatically in recent years. Buyers are conducting extensive research online before ever speaking to a sales person. Buyers are also making more direct purchases online and via their Smartphone. Many consumers avoid the hassles of in store shopping by doing the majority of their shopping online. Shopping online is fast growing to be part of our everyday lives. Increasingly people are using the convenience of online shopping due to people having computers in the home along with high speed connection. Online shopping and visiting an online shop enables the customer to search, find, order and pay for the product, information and services that they need. In this study the searcher made an attempt to know the satisfaction of customers and also help to know various factors are influenced to buy the products in online in Dindigul District.



Objectives Of The Study

- To study the demographic profile of the sample respondents
- To analyse the factors influencing to purchase the products in online
- To gives suitable suggestions on the basis of findings of the study

Research Methodology

The study is based on both primary and secondary data. The primary data has been collected by using a interview schedule and the secondary data has been collected from books, magazines and the internet. A total of 100 respondents from Dindigul district were selected for the study. Convenience sampling method has been followed for collecting the response from the respondents.

Tools For Analysis

The statistical tool used for the purpose of the analysis of this study is simple percentage technique and weighted ranking technique. Under the weighted ranking method respondents were asked to assign the rank to the factors. The preference is taken as total score assigned to a factor. The factor scoring the least value is the most important rank and was determined with ascending order.

Table No. 1. **DEMOGRAPHIC CLASSIFICATION**

Particular	Sub categorized	No. of respondents	percentage
Gender	Male	41	41
	Female	59	59
	Total	100	100
Age	Below 20	23	23
	21-30	25	25
	31-40	40	40
	41-50	6	6
	Above 50	6	6
Marital status	Total	100	100
	Married	60	60
	Unmarried	40	40
Education	Total	100	100
	Illiterate	3	3
	School level	23	23
	Graduate	38	38
	Post graduate	36	36
	Total	100	100
	Government	20	20

Occupation	Private	18	18
	Business	45	45
	Professionals	10	10
	Any others	7	7
	Total	100	100
	Low	20	20
	Medium	30	30
	High	50	50
	Total	100	100

Primary data

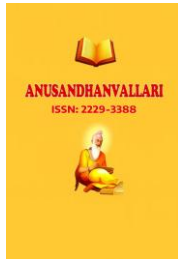
Table 2. **FACTORS INFLUENCED TO PURCHASE ONLINE PRODUCTS**

Sl.No.	Factors	SA	A	U	D	SD	Score	Rank
1	Free delivery	50	20	27	26	8	391	3
	Score	250	80	27	26	8		
2	Low cost	35	30	20	12	3	382	4
	Score	175	120	60	24	3		
3	More discounts	20	20	35	15	10	325	7
	Score	100	80	105	30	10		
4	Time saved	36	35	20	7	2	401	2
	Score	180	145	60	14	2		
5	Cash on delivery	65	10	10	8	7	418	1
	Score	325	40	30	16	7		
6	Clear information	20	35	25	10	10	345	6
	Score	100	140	75	20	10		
7	Immediate replacement	30	36	16	15	3	375	5
	Score	150	144	48	30	3		

Primary data

Note; SA- strongly agree A-Agree U-Undecided D-Disagree SD-Strongly Disagree

It is observed from the above table that, it explains the opinion of respondents regarding the various factors influenced to online purchase it. This analysis shows that the factor 'Time saved' gets the maximum score of 418. The factor 'Immediate replacement' stands second rank with a score of 401. The factor 'Free on delivery' and 'Low cost' scores 391 and 382 respectively and take third and fourth rank. The lowest factor is 'More discount' which is score 325. It is inferred that the maximum score of 418 is secured by the factor time saved, this is because of the fact we no needed to visit physical stores. We can place the order when we have mobile



phone and computer. The conclusion of this paper is the customers only considered time saved factor because they no need to visit the physical stores and wait for the products. At the same time customers also highly satisfied on warranty factors, because the immediate approach authorized service centre when the products gets repair. Hence customers come to decision for more purchase in online.

Findings

- The majority of the respondents are female that is 59 per cent.
- Out of 100 respondent's 40 respondent's i.e 40 percent in the age group of 31-40
- Graduate interested to get online products. i.e.38 per cent
- 45 per cent of the respondents are business people
- 50 per cent of the respondents earn high level of income
- This analysis shows that the factor 'Time saved' gets the maximum score of 418. The lows score due to 'More discount 'which is 325.

Suggestion

- A company should market exclusive cosmetic products for male consumers
- A marketer should built up a prompt distribution channel to avoid the problem of non availability of products
- More discount required to improve online purchase. More discounts should be offered to all the products
- Clear information required for customers to choose their products
- Some improvement need in the package of products. It should be ensure product safety.

Conclusion

This study was conducted to find out satisfaction customers on online shopping in Dindigul District and it was carried out among 100 customers. The different factors that influence the customers were found to be time saved, free delivery, immediate replacement, clear information, cash on delivery, more discount and low cost. The customers only considered time saved factor because they no need to visit the physical stores and wait for the products. At the same time customers also highly satisfied on warranty factors, because the immediate approach authorized service centre when the products gets repair. Hence customers come to decision for more purchase in online.

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