



CONSUMERS' PURCHASE INTENTION WITH RELEVANCE TO E-SHOPPING - A STUDY WITH REFERENCE TO CHENNAI CITY

*Mrs. T.SUBALATHA, **DR. P. VIJAYASHREE

*Research Scholar, Department of Commerce VISTAS

**Assistant Professor & Research Supervisor Department of Commerce VISTAS

Article History: Received: 21.02.2023 **Revised:** 27.03.2023 **Accepted:** 25.04.2023

ABSTRACT

Today, online shopping is a rapidly expanding phenomenon. A peep into the dramatic development of the fundamental players in this industry shows there is as yet a huge repository of market potential for web based business. Online shopping is becoming increasingly popular with consumers due to its convenience. Customers can compare online shopping deals with those offered by other intermediaries and select the one that best suits their needs from a wide selection of goods and services. The study's primary objective was to investigate the factors that encourage online shopping. It also sought to identify the issues that customers typically encounter when making an online purchase and the relevant reasons why they do not prefer it. The goal of the study was to find out what issues customers have when making purchases online. The majority of respondents had both positive and negative online shopping experiences, according to the outcome. The main goal of this paper was to find out what factors influence customers' willingness to buy from an online store.

Keywords: Online Shopping, Customer Intention, E-Shopping and customer issues

I. INTRODUCTION

The modern world is dominated by digital technology. In the past, the internet was used to share information, but nowadays, it's almost impossible to live without it. The World Wide Web is connected to everything, from business to social interaction to shopping. In addition, individuals' shifting lifestyles have shifted how they shop from the traditional to the digital, with online shopping becoming increasingly popular. The act of purchasing goods directly from a seller without a middleman is known as online shopping, or the activity of buying and selling goods online. Customers can compare online shopping deals with those offered by other intermediaries and select the one that best suits their needs from a wide selection of

goods and services. Understanding and analyzing the factors that influence the consumer's choice and the considerations he makes when shopping, whether online or offline, is critical for this exercise. In the context of India, its significance grows as a result of Indian consumers' continued preference for offline shopping and increased focus on online shopping.

1.1 ONLINE SHOPPING

The act of purchasing goods or services online is known as online shopping. With increased internet literacy, online shopping is becoming increasingly common. The examination or contextual investigations of online purchaser purchasing conduct is significant in light of the fact that it assists with being familiar with customer's requests, it serves to understand and break

down that when shoppers purchase items on the web and who purchase items on the web and how buyers outlook for buying the items on the web. In terms of consumer buying or purchasing habits, the concept of online shopping as a whole has changed. The popularity, uniqueness, quality, and branding image of e-tailers are all factors in their success. Chennai's percentage of online shoppers has increased over the past few years.

2. LITERATURE REVIEW

Jozef Bucko, Lukas Kakalejcík & Martina Ferencova (2018), in their investigation find the elements that effect consumers' alacrity to buy from an online shop in their evaluation. According to their findings, optimising e-commerce stores is critical in instruction to make available the experience expected by website people (potential customers), and while a positive experience may result in higher revenues, a negative experience may result in permanent customer loss.

Bindia Daroch, Gitika Nagrath, and Ashutosh Gupta, (2021), focus on the difficulties that customers face when shopping online. They discovered six factors that limit consumers' disposition to purchase from online establishes, including fright of bank dealings and absence of confidence, the fact that traditional shopping is more fitting than online shopping, the status and services provided, knowledge, diffidence and lacking product information, and a absence of belief.

Zivilė Bauboniene, Gintare Guleviciute, (2015), in their empirical study, focused on the features that customers use to manipulate online shopping. The ability to compare prices and purchase at a lower price was found to be the most advantageous aspect of shopping online.

Additionally, they should alter their marketing strategies to prioritize customer orientation and focus on the ease of use of online shopping services. E-stores should invest in research into consumer behavior, emerging technologies and their development.

Yi Jin Lima, Abdullah Osmanb, Shahrul Nizam Salahuddinc, Abdul Rahim Romled, Safizal Abdullahe (2015), aims to ascertain the connection between online shopping behavior mediated by purchase intention, subjective norm, and perceived usefulness. According to the analysis, apparent utility has a substantial and constructive influence on online acquisition aim, whereas personal type has a negligible negative impact on shopping performance. According to their findings, online shopping conduct is significantly and positively influenced by procurement aim.

K. Karthick and Gowtham Aashrivad (2020), in their evaluation, seek to comprehend consumers' attitudes toward online shopping, particularly in Chennai. According to their research, online shoppers in Chennai city differ significantly in terms of age, education, and income. On investigation, figured out opportunity effectiveness and comfort are the overwhelming variables impacting web based shopping purchasers. This study also reveals that the majority of customers are well-versed in online shopping.

Dr.K.S. Sathyanarayanan, Ms. Rumana Parveen (2021), findings provide a portrait of Chennai consumers' attitudes toward online shopping and the connection between their behavior and their perceptions of the benefits. Based on an analysis, it was discovered that online shopping has a lot of potential for customers in Chennai because of its convenience, cost, variety, quality, and

return policy. The competition in online shopping is getting more intense by the day, and the success of online shopping in the future will largely depend on the appearance of new shopping sites.

Wilson Paul, (2019) in his investigation aims at collecting public perception, impact, and customer satisfaction in relation to online shopping. On analysis it was found that, the online retailers must improve consumer-facing areas like after-sales service, advertising, and model options in order to compete with the industry's fierce competition. Based on the study, it was discovered that, in order to maintain their current market position, their strong areas, such as brand loyalty and corporate image, web based shopping organizations ought to attempt to make another game support point.

Patil, Anute (2021) An E-commerce platform can't grow organically by itself in a short period. Digital marketing professionals could make it possible by grabbing maximum attention from the target audiences and helping out your business to convert those into sales.

Dr. R. Balaguru and Mr. M. Sampath (2018) conducted the study with college students in Chennai to learn about consumers' buying decisions regarding online shopping and the various factors that influence these decisions. On their review, it was found that Customers' purchasing choice towards internet shopping will differ from one individual to another in light of their essential requests and needs. The study also revealed that younger generations make up the majority of online shoppers, while older generations continue to shop offline due to their ignorance of technology and adherence to traditional values.

3. STATEMENT OF THE PROBLEM

Now, online shopping is a swiftly expanding sensation. A glimpse into the remaining development of the major players in this industry shows that there is as yet a huge supply of flea market potential for online business. Nowadays, online retailers are experiencing explosive growth. We can buy anything we want, like clothes, gadgets, shoes, appliances, and so on. This makes people feel like they can buy those things easily when they shop online. The purpose of this study is to investigate consumer attitudes toward online shopping and the various factors that prevent consumers from doing so. The research's objective was to ascertain the issues that consumers encounter problems when shopping online.

4. OBJECTIVES OF THE STUDY

- ❖ To examine the survey with online shoppers to identify the factors that encourages them to buy.
- ❖ To find out how online shopping affects consumers.
- ❖ To analyze the customers perception about online shopping.

5. HYPOTHESIS OF THE STUDY

1. There is no significant relationship between the factors of consumer buying behavior and age of the respondents.
2. There is no significant relationship with online shopping and consumer purchase intention.

6. RESEARCH METHODOLOGY

Primary as well as secondary data was used for this article. The researcher has used 125 questionnaires to collect data, the usable questionnaire is 100. So the sample size of this study is 100. Reliability test, KMO and Bartlett's test, one way ANOVA and Post Hoc Tukey HSD test has been adopted to analyze the factors of consumer purchase intention of online shopping.

7. LIMITATIONS OF THE STUDY

1. This study is limited to Chennai city only.
2. The sample size is only 100.

8. ANALYSIS AND RESULTS:-

i. RELIABILITY STATISTICS

Table: 1

Reliability Statistics	
Cronbach's Alpha	No of Items
.882	6

The Cronbach's Alpha value of the factors of consumer purchase intention of online shopping is 0.882, which is more than 0.7. Hence the reliability of the question is proved.

ii. KAISER-MEYER- Olkin (KMO) AND BARTIETT'S TEST

Table: 2

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.845
Bartlett's Test of Sphericity	Approx. Chi-Square	303.152
	df	15
	Sig.	.000

The KMO test value is 0.845 which is more than 0.5, so that it can be considered as acceptable and valid to conduct the data reduction technique.

The Bartlett's Test of Sphericity helps the researcher to decide whether the results of factor analysis are worth considering. The Bartlett's Test of Sphericity significant at the level of 1% which shows that there is a high level of correlation between the variables, which make it adequate to apply for factor analysis.

iii. ANOVA

Table: 3

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
The key to a satisfying shopping experience is consistent product availability.	Between Groups	15.737	4	3.934	1.979	.104
	Within Groups	188.853	95	1.988		
	Total	204.590	99			
Product availability is critical to ensuring a steady income stream and loyal customers	Between Groups	4.037	4	1.009	.546	.702
	Within Groups	175.673	95	1.849		
	Total	179.710	99			
Availability refers to knowing how much e-commerce inventory is in stock to meet.	Between Groups	5.592	4	1.398	.798	.529
	Within Groups	166.408	95	1.752		
	Total	172.000	99			
Substitute goods increase utility by giving customers more options when making purchase.	Between Groups	4.680	4	1.170	.566	.688
	Within Groups	196.360	95	2.067		
	Total	201.040	99			
A consumer is more	Between Groups	3.561	4	.890	.461	.764

likely to switch to a product that offers better quality with high standards.	Within Groups	183.349	95	1.930		
	Total	186.910	99			
The benefit of substitute product is that they provide consumers with options of selecting goods to meet their needs.	Between Groups	12.598	4	3.150	2.016	.098
	Within Groups	148.392	95	1.562		
	Total	160.990	99			

Source: Primary Data

It was ascertained from the above table, the p-value of consumer's online purchase intention variable is more than 0.05 at 5% level of significance. Hence, the null hypothesis was accepted for all the above

variables. Therefore, there is no significant relationship between consumer's online purchase intention variables and age of the respondents.

iv. Post Hoc Tests

Table: 3

Multiple Comparisons							
Tukey HSD							
Dependent Variable	AGE	AGE	Mean Difference	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
The key to satisfying shopping experience is consistent product availability.	below 20 years	20 - 30 years	-.501	.332	.557	-1.42	.42
		31 - 40 years	-1.161	.565	.249	-2.73	.41
		41 - 50 years	-1.104	.502	.189	-2.50	.29
		above 50 years	-1.286	1.032	.725	-4.16	1.58
	20 - 30 years	below 20 years	.501	.332	.557	-.42	1.42
		31 - 40 years	-.659	.536	.734	-2.15	.83
		41 - 50 years	-.602	.469	.701	-1.91	.70
		above 50 years	-.784	1.016	.938	-3.61	2.04
	31 - 40 years	below 20 years	1.161	.565	.249	-.41	2.73
		20 - 30 years	.659	.536	.734	-.83	2.15
		41 - 50 years	.057	.655	1.000	-1.77	1.88
		above 50 years	-.125	1.115	1.000	-3.22	2.97
	41 - 50 years	below 20 years	1.104	.502	.189	-.29	2.50
		20 - 30 years	.602	.469	.701	-.70	1.91
		31 - 40 years	-.057	.655	1.000	-1.88	1.77
		above 50 years	-.182	1.084	1.000	-3.20	2.83
	above 50 years	below 20 years	1.286	1.032	.725	-1.58	4.16
		20 - 30 years	.784	1.016	.938	-2.04	3.61

		31 - 40 years	.125	1.115	1.000	-2.97	3.22
		41- 50 years	.182	1.084	1.000	-2.83	3.20
Product availability is critical to ensuring a steady income stream and loyal customers	below 20 years	20 - 30 years	-.366	.320	.783	-1.25	.52
		31 - 40 years	-.571	.545	.832	-2.09	.94
		41- 50 years	-.526	.484	.813	-1.87	.82
		above 50 years	-.571	.995	.979	-3.34	2.20
	20 - 30 years	below 20 years	.366	.320	.783	-.52	1.25
		31 - 40 years	-.206	.517	.995	-1.64	1.23
		41- 50 years	-.160	.452	.997	-1.42	1.10
		above 50 years	-.206	.980	1.000	-2.93	2.52
	31 - 40 years	below 20 years	.571	.545	.832	-.94	2.09
		20 - 30 years	.206	.517	.995	-1.23	1.64
		41- 50 years	.045	.632	1.000	-1.71	1.80
		above 50 years	.000	1.075	1.000	-2.99	2.99
	41- 50 years	below 20 years	.526	.484	.813	-.82	1.87
		20 - 30 years	.160	.452	.997	-1.10	1.42
		31 - 40 years	-.045	.632	1.000	-1.80	1.71
		above 50 years	-.045	1.045	1.000	-2.95	2.86
	above 50 years	below 20 years	.571	.995	.979	-2.20	3.34
		20 - 30 years	.206	.980	1.000	-2.52	2.93
		31 - 40 years	.000	1.075	1.000	-2.99	2.99
41- 50 years		.045	1.045	1.000	-2.86	2.95	
Availability refers to knowing how much e-commerce inventory is in stock to meet.	below 20 years	20 - 30 years	-.344	.311	.804	-1.21	.52
		31 - 40 years	-.518	.531	.865	-1.99	.96
		41- 50 years	-.438	.471	.884	-1.75	.87
		above 50 years	-1.393	.969	.605	-4.09	1.30
	20 - 30 years	below 20 years	.344	.311	.804	-.52	1.21
		31 - 40 years	-.174	.503	.997	-1.57	1.23
		41- 50 years	-.094	.440	1.000	-1.32	1.13
		above 50 years	-1.049	.954	.806	-3.70	1.60
	31 - 40 years	below 20 years	.518	.531	.865	-.96	1.99
		20 - 30 years	.174	.503	.997	-1.23	1.57
		41- 50 years	.080	.615	1.000	-1.63	1.79
		above 50 years	-.875	1.046	.919	-3.78	2.03
	41- 50 years	below 20 years	.438	.471	.884	-.87	1.75
		20 - 30 years	.094	.440	1.000	-1.13	1.32
		31 - 40 years	-.080	.615	1.000	-1.79	1.63
		above 50 years	-.955	1.017	.881	-3.78	1.87
	above 50 years	below 20 years	1.393	.969	.605	-1.30	4.09
		20 - 30 years	1.049	.954	.806	-1.60	3.70
		31 - 40 years	.875	1.046	.919	-2.03	3.78
		41- 50 years	.955	1.017	.881	-1.87	3.78
Substitute goods increase utility by giving customers	below 20 years	20 - 30 years	-.210	.338	.971	-1.15	.73
		31 - 40 years	-.232	.576	.994	-1.83	1.37
		41- 50 years	-.766	.512	.566	-2.19	.66

more options when making purchase.		above 50 years	-.357	1.052	.997	-3.28	2.57
	20 - 30 years	below 20 years	.210	.338	.971	-.73	1.15
		31 - 40 years	-.022	.547	1.000	-1.54	1.50
		41- 50 years	-.556	.478	.772	-1.89	.77
		above 50 years	-.147	1.036	1.000	-3.03	2.73
	31 - 40 years	below 20 years	.232	.576	.994	-1.37	1.83
		20 - 30 years	.022	.547	1.000	-1.50	1.54
		41- 50 years	-.534	.668	.930	-2.39	1.32
		above 50 years	-.125	1.137	1.000	-3.29	3.04
	41- 50 years	below 20 years	.766	.512	.566	-.66	2.19
		20 - 30 years	.556	.478	.772	-.77	1.89
		31 - 40 years	.534	.668	.930	-1.32	2.39
		above 50 years	.409	1.105	.996	-2.66	3.48
	above 50 years	below 20 years	.357	1.052	.997	-2.57	3.28
		20 - 30 years	.147	1.036	1.000	-2.73	3.03
		31 - 40 years	.125	1.137	1.000	-3.04	3.29
41- 50 years		-.409	1.105	.996	-3.48	2.66	
A consumer is more likely to switch to a product that offers better quality with high standards.	below 20 years	20 - 30 years	.033	.327	1.000	-.88	.94
		31 - 40 years	-.161	.557	.998	-1.71	1.39
		41- 50 years	-.536	.494	.815	-1.91	.84
		above 50 years	-.536	1.017	.984	-3.36	2.29
	20 - 30 years	below 20 years	-.033	.327	1.000	-.94	.88
		31 - 40 years	-.194	.528	.996	-1.66	1.28
		41- 50 years	-.569	.462	.733	-1.85	.72
		above 50 years	-.569	1.001	.979	-3.35	2.22
	31 - 40 years	below 20 years	.161	.557	.998	-1.39	1.71
		20 - 30 years	.194	.528	.996	-1.28	1.66
		41- 50 years	-.375	.646	.978	-2.17	1.42
		above 50 years	-.375	1.098	.997	-3.43	2.68
	41- 50 years	below 20 years	.536	.494	.815	-.84	1.91
		20 - 30 years	.569	.462	.733	-.72	1.85
		31 - 40 years	.375	.646	.978	-1.42	2.17
		above 50 years	.000	1.068	1.000	-2.97	2.97
above 50 years	below 20 years	.536	1.017	.984	-2.29	3.36	
	20 - 30 years	.569	1.001	.979	-2.22	3.35	
	31 - 40 years	.375	1.098	.997	-2.68	3.43	
	41- 50 years	.000	1.068	1.000	-2.97	2.97	
The benefit of substitute product is that they provide consumers with options of selecting goods to meet their needs.	below 20 years	20 - 30 years	-.517	.294	.404	-1.33	.30
		31 - 40 years	-.179	.501	.996	-1.57	1.21
		41- 50 years	-1.201	.445	.061	-2.44	.04
		above 50 years	-.429	.915	.990	-2.97	2.12
	20 - 30 years	below 20 years	.517	.294	.404	-.30	1.33
		31 - 40 years	.338	.475	.953	-.98	1.66
		41- 50 years	-.684	.415	.471	-1.84	.47
		above 50 years	.088	.901	1.000	-2.42	2.59

	31 - 40 years	below 20 years	.179	.501	.996	-1.21	1.57
		20 - 30 years	-.338	.475	.953	-1.66	.98
		41- 50 years	-1.023	.581	.402	-2.64	.59
		above 50 years	-.250	.988	.999	-3.00	2.50
	41- 50 years	below 20 years	1.201	.445	.061	-.04	2.44
		20 - 30 years	.684	.415	.471	-.47	1.84
		31 - 40 years	1.023	.581	.402	-.59	2.64
		above 50 years	.773	.961	.929	-1.90	3.44
	above 50 years	below 20 years	.429	.915	.990	-2.12	2.97
		20 - 30 years	-.088	.901	1.000	-2.59	2.42
		31 - 40 years	.250	.988	.999	-2.50	3.00
		41- 50 years	-.773	.961	.929	-3.44	1.90

Source: Primary Data

The Post Hoc- Tukey HSD test is used to test the significant difference between groups based mean difference. It was analyzed from this study above 50 age group respondents have more mean difference as compared with other age group respondents. It conclude that above 50 age group respondents strongly agreed that the key to a satisfying shopping experience is consistent product availability and availability refers to knowing how much e-commerce inventory is in stock to meet.

31 – 40 age group and above 50 age group respondents have strongly agreed that the changes product availability is critical to ensuring a steady income stream and loyal customers. The 41- 50 age group respondents strongly agreed that the factors such as substitute goods increase utility by giving customers more options when making purchase and the benefit of substitute product is that they provide consumers with options of selecting goods to meet their needs.

41 - 50 age group and above 50 age group respondents have strongly agreed that a consumer is more likely to switch to a product that offers better quality with high standards.

The above 50 age group respondents have strongly agreed that the factors such as changes can be made on an ad hoc basis and it substantially increase conversion rates as compared with the other age group less than 30 years, 30 – 40 years and 41 – 50 age group respondents.

9. FINDINGS

- ✓ Consumers prefer to shop online because of the convenience it offers. They can browse products and make purchases from anywhere, at any time.
- ✓ Price is a significant factor in consumers' decision-making process. They tend to compare prices across different websites and choose the one that offers the best value for their money.
- ✓ Trust is essential in e-shopping because consumers cannot physically see or touch the products they are buying. They rely on reviews and ratings from other customers, as well as the reputation of the retailer.
- ✓ Consumers are concerned about the security of their personal and financial information when shopping online. They look for secure payment methods and trusted websites that protect their data.

- ✓ Consumers want detailed information about the products they are buying, such as specifications, size, color, and material. They also want to see images and videos of the products to help them make informed decisions.
- ✓ Consumers expect good customer service when shopping online. They want to be able to contact the retailer if they have questions or problems with their purchase.
- ✓ Delivery options are crucial for consumers, and they want a variety of options to choose from, including fast shipping and free delivery.
- ✓ Consumers want a clear and easy-to-understand return policy. They prefer retailers that offer free returns and refunds.

10. CONCLUSION

The factors that influence consumers' purchasing decisions in e-shopping are multifaceted and interrelated. Consumers prioritize convenience, price, trust, security, product information, customer service, delivery options, and return policy when shopping online. Therefore, retailers must prioritize these factors when designing their e-commerce platforms to provide a seamless and satisfactory shopping experience for their customers. By addressing these factors effectively, retailers can attract and retain loyal customers and differentiate themselves from their competitors in the crowded e-commerce market.

REFERENCES:

1. Abdullah Osmanb, Shahrul Nizam Salahuddinc, Abdul Rahim Romled, Safizal Abdullah, Yi Jin Lima, (2016), Factors Influencing Online Shopping Behavior: The Mediating Role of

- Purchase Intention, *Procedia Economics and Finance*, 35, 401 – 410.
2. Bindia Daroch, Gitika Nagrath and Ashutosh Gupta, A study on factors limiting online shopping behaviour of consumers, <https://www.emerald.com/insight/2633-0091.htm>.
3. Dr. R. Balaguru & Mr. M. Sampath - (2018), A Study On Buying Decision Of Consumer Towards Online Shopping (Special Reference With College Students In Chennai City), *International Journal of Creative Research Thoughts (IJCRT)*, IJCRT | Volume 6, Issue 1 March 2018 | ISSN: 2320-2882.
4. Jozef Bucko, Lukáš Kakalejčík & Martina Ferencová, (2018) Online shopping: Factors that affect consumer purchasing behavior, *Bucko et al., Cogent Business & Management* (2018), 5: 1535751,.
5. K. Karthick and Gowtham Aashrivad, (2020) A study on online shopping behaviour of customers in Chennai, *Malaya Journal of Matematik*, Vol. S, No. 2, 756-759.
6. Dr. K.S. Sathyanarayanan., Ms. Rumana Parveen. A, (2022) A Study On Online Shopping Behavior Among The Consumers At Chennai City, *Specialusis Ugdymas / Special Education*.
7. Patil, Anute (2021) A Study of Digital Marketing Strategies Adopted by Selected E-commerce Websites in India, *An Anthology of Multi-functional Perspectives in Business and Management Research (Volume 2)*, Page no- 22-32.
8. Wilson Paul, (2019) Customer Perception Towards Online Shopping in Chennai City, *International Journal of Recent Technology and Engineering*

(IJRTE) ISSN: 2277-3878, Volume-8
Issue-4S3.

Consumers' Online Shopping Decision,
Social Technologies. 5(1): 74–81.

9. Živilė Baubonienė, Gintarė Gulevičiūtė
(2015) E-Commerce Factors Influencing
10.