



## Consumer Behaviour of Online Shopping in Cuddalore District

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### Abstract

The study investigates the consumer's behaviour of online shopping in Cuddalore district. Online technology has prompted significant changes in many aspect of Society and human life as well as the Purchasing culture. Online shopping is a good example of the business revolution. Service and quality may be defined as consumer behaviour of how well a service meets or exceeds their expectation. This study an empirical investigation that seeks to find consumer behaviour of online shopping. The large number of online users provides a good foundation for the expansion of the online shopping market. Respondents have been taken by applying purposive sampling method, percentage analysis and Chi-Square test are used. This study is related to consumer buying behaviour towards online shopping. Total 100 samples used to test the hypotheses. Findings of the study reveal that the consumer have good perception on service offered by online shopping.

Keywords: Online, Shopping, Consumer and Behaviour.

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### 1. Introduction

The Modern marketing activity involves the need to identification of consumer with products and services with obtaining goods from the suppliers through the transfer of ownership. It is the process of discovering what the consumers want, when they want, where they want, at what price they want ultimately aiming at consumer satisfaction". Now a days customers are becoming more actives and comfortable with online shopping, this could be attributed to various factors such as busy modern lives, longer working hours, ability to brows products from comfort of one's home wider range of options available etc., with variety of reasons such as shopping of apparels, shoes, leather, belts, hand bags, jewellery etc., social and business networking, online transactions, researching products or services, booking their travel tickets online with consumers increasingly engaged online, their expectation<sup>1</sup>".

"Marketing is a way of life for every kind of business in the world. Marketing is not only limited to selling goods for earning profit but also to satisfy the needs of the consumers. Modern marketing is the need of the day. It refers to the identification of needs of the consumers and organizing the activities to meet their expectations". Mahatma Gandhi said customer is the important visitor and he is giving the opportunity for the business firms to serve him. The present business has to focus on the concept of "consumer delight" setting back consumer satisfaction.

**Objectives:**

1. To study the Consumer behaviour of online shopping.
2. To Analyse the Strategy of Online shopping.

**Statement of the Problem:**

In today's market online plays a pivotal role in the economic development of a country. New Technology is changing the way of consumers to buy the goods and services and has rapidly involved into a global phenomenon. With the increasing usage of different age group, Millions of people buy the products through online shopping because of time savings, convenience, easy accessibility, different price range, availability of products and so on. At the same time, the customers have felt uncomfortable to give account number, credit card number, personal information, transits security problems, delay in delivery, lack of significant discount, lack of interactivity, lack of close examination.

**2. Review of Research:**

- i. Prof. Sanjeev kumar and Savita maan (2014)<sup>2</sup>**”this study stated that online shopping is a current phenomenon which has developed a great importance in the modern business environment. The evolution of online shopping has opened the door of opportunity to exploit and provide competitive advantages over firms this paper analyzed the different issue of online shopping. The research aims to provide theoretical contribution in understanding the present status of online shopping and explores the factors that affecting the online shopping. The study provides insights into consumer's online shopping s and preferences”.
- ii. Dr.R.Shanthi and Desti kanniah (2015)<sup>3</sup>**”this study revealed that E-Commerce is emerging as a great level given that organized retail is still not ubiquitous across the length and breadth of the country with large retail chains up less than 10% of the market. E-commerce is helping people in smaller towns in India access quality products and services similar to what people in the large cities have access to. It being forecast that close to 60% of online shoppers would come from beyond the top eight large cities by end of this year. Increasing internet penetration has helped to expand the potential customer pool. In order to attract and convert potential customer as an active customers by encouraging them it efficient way to make a purchase decision”.
- iii. Lakshmi (2016)<sup>4</sup>**”with the increasing internet literacy, the prospect of online marketing is increasing. There are millions of people online any time and they all are a potential consumer in the online market. Since there are so many providers, the most important thing for organizations is to understand what are consumer wants and needs in this competitive business environment. Customer buying behaviors are influenced by different factors such as culture, social class, references group relation, family, salary level and salary independency, age, gender etc. and so they show different customer behaviors. These studies explain online shopping important and consumer buying behavior in online shopping”.
- iv. Dr. P. Senthilkumar (2017)<sup>5</sup>**”reveals that online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. Tamilnadu is an Indian state that lies in the southern part of India. It is the third largest contributor to

India's Gross Domestic Product (GDP) and the most urbanized state in the country with the highest number of Business enterprises, pegged at 10.56%, compared to the overall population share of 6%. E-Commerce is exchange of information using network based technologies. In the present high cost situation, e-Commerce can be used as a competitive strategy. It successfully includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. Online shopping is a vast growing technology”.

- v. **Tanjila tabassum, Tahsina khan and Nazia farhana (2017)<sup>6</sup>** in this paper discuss that a never invention usually creates a mixed from attitude among consumers, and the same followed for online shopping. This research paper aimed at understanding the correlation among the influential factors, price, trust, convenience and experience, for measuring the attitude towards online shopping. Several papers documented and analyzed attitude towards online shopping, but more papers are needed to understand the behavioral patterns of the developing country consumer profile for this evolving phenomenon. A self administrated and structured questionnaire was utilized in this study; the results obtained from the factors analysis are predicted from the responses of 318 urban youths.

#### **Hypothesis of the study:**

Hypotheses used in the study have been summarized and given below.

- i. **Ho<sub>1</sub>:** Consumer Reliability and Reputation of online shopping on the Brand image, Consumer awareness, New product research and development, Service centre, Availability of products, Government support, Offers and discount and Worthiness of products are similar with respect of Gender of the respondents, Educational qualification and Occupational status of the respondents.
- ii. **Ho<sub>2</sub>:** Level of consumer satisfaction on Price, Advanced technology, Creativity and Innovation, Quality of product, Offers, Safety, Discount, Length of warranty, Durability, Social image, Time savings, Brand image, Attractive Ads, Quality of products and Packaging are similar with the respect of Gender of the respondents, Educational qualification and Occupational status of the respondents.

### **3. Research Methodology**

The methodology of the research indicates the general pattern of organizing procedure for gathering valid and reliable data for the purpose of investigation. The methodology of this study includes the description of research design, sample size, sampling techniques, development and description of the tools, data collection procedure and analyse the data.

#### **Research design:**

This research is descriptive in nature. The objectives of this design are to portray accurately the characteristics of the consumer behaviour of online shopping in Cuddalore district. Attempts are made to ascertain the attitude and behaviour of online shopping by the result of the study. This study title is “Consumer behaviour of online shopping with reference to Cuddalore district” and the methodology discussed the data collection, period of the study, sampling design, reliability analysis, pilot study and statistical tools and techniques. The validity of a research depends on the systematic method of collecting the data and analyse them in the sequential order. In the present study, extensive analysis of both Primary data and Secondary data were used systematically.

**Sources of the Data:****Primary Data:**

Primary data is the first hand information that is obtained through experiment, surveys, etc. in this study the primary source of data is obtained by interview schedule to various respondents in Cuddalore district. The selection of samples would help the researcher to carry out a reliable analysis.

**Secondary Data:**

Secondary sources are the facts that are available already. In this study the secondary data were collected from the previous records, magazines, published articles, submitted thesis, and internet etc.

**Analysis:**

In order to achieve the objectives of the study an analysis is made to understand the consumer behaviour on services provided by online shopping. The statistical tools used are percentage analysis and Chi-square test. The socio-Economic profiles of the respondents are shown in the following tables.

**Percentage Analysis:****A. Educational Status of the Respondents**

Table 1 describes the educational qualification of the respondents selected of the study. The educational qualification is classified as up to school level, UG/Diploma, PG and professionals.

S. No	Educational status of Respondents	No. of Respondents	Percentage
1	Up to School Level	24	24.0
2	UG/Diploma	34	34.0
3	PG	28	28.0
4	Professionals	14	14.0
	<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary Data

It is evidence from Table 1 that 34 (34.0 per cent) of the respondents are UG/Diploma level, 28 respondents (28.0 per cent) are PG level, 24 (24.0 per cent) respondents are Up to school level, 14 respondents (14.0 per cent) are professionals. It may be concluded that around 34.0 per cent of the respondents in this district have UG/Diploma level.

**B. Occupational Status of the Respondents**

Table 2 describes the occupational status of the respondents selected for the study. The occupational status is classified as Agriculturist, employees, business people, professionalism, house wife and students.

S. No	Occupational Status of the Respondents	No. of Respondents	Percentage
1	Agriculturist	4	4.0
2	Employees	32	32.0
3	Business People	16	16.0

S. No	Occupational Status of the Respondents	No. of Respondents	Percentage
4	Professionalism	6	6.0
5	House Wife	20	20.0
6	Students	22	22.0
	<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary Data

Table 2 indicates the occupational status of the online shopping consumer in Ariyalur District. It is clear that out of the 100 respondents, 32 (32.0 per cent) of the respondents are Employees category, 22 respondents (22.0 per cent) are Students category, 20 (20.0 per cent) respondents are house wife category, 16 (16.0 per cent) respondents are Business people, 6 (6.0 per cent) respondents are professionals and remaining 4 (4.0 per cent) respondents belong to Agriculturist category. Hence it may be concluded that a considerable number sample of 32 respondents (32 per cent) are employees.

### C. Which online shopping product you are buying?

S. No	Online shopping sites	No. of Respondents	Percentage
1	Flipkart	20	20.0
2	Amazon	18	18.0
3	Snapdeal	10	10.0
4	Shopclues	10	10.0
5	Naaptol	16	16.0
6	Paytm	14	14.0
7	Home shop 18	12	12.0
	<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary Data

Table 3 reveals that which online shopping products are buying the online shoppers. Most of the respondents 20 (20 per cent) are preferred flip kart, 18 (18 per cent) respondents are given the preference for Amazon. 16 respondents (16 per cent) of them prefer the Naaptol, pay tm was preferred by 14 (14 per cent) of the total respondents, among the total 100 respondents home shop 18 are preferred by 12 (12 per cent) of the respondents and each 10 (10 per cent) respondents are preferred by Snap deal and Shop clues.

It is concluded that the maximum 20 (20 per cent) of the respondents are selected for the study to buying flip kart shopping sites and Amazon get a second position in the consumer preference.

### D. Which types of product do you purchase online?

Table 4 found that the type of product buy by the respondents selected for the study. The type of product is classified into Electronic products, cloths, sports equipment's, home products and others (books).

S. No	Type of products	No. of Respondents	Percentage
1	Electronic products	44	44.0
2	Cloths	12	12.0
3	Sports equipments	10	10.0
4	Home products	18	18.0
5	Others (Books)	16	16.0
	<b>Total</b>	<b>100</b>	<b>100.0</b>

Source: Primary Data

Table 4 is found that type of products purchase to the respondents to online shopping. 44 respondents (44 per cent) are stated they are buying Electronic products, 18 (18 per cent) of the respondents are stated that buying Home products only, 16 (16 per cent) of the respondents are stated that others (books), 12 (12 per cent) of the total respondents has opinioned cloths purchasing for online and remaining 10 (10 per cent) respondents are stated that Sports equipments they are purchase for online.

The majority of 44 (44 per cent) the respondents are stated they are purchase online for Electronic products only.

#### E. Factors Most Influence Your Online Purchase and Age of the consumer

Influencing Factors	Age of the Respondents ( in years)					Total	Chi Square Value 553.329 Df=16 P value 0.001*
	Less Than 25	25 to 30 Years	31 to 35 Years	36 to 40 Years	Above 40 Years		
Price	4	10	6	5	5	30	
Brand	8	9	0	0	11	28	
Reduce travelling distance	4	6	4	2	0	16	
Appearance of product	6	6	2	0	0	14	
Offers & Discount	4	3	2	3	0	12	
<b>Total</b>	<b>26</b>	<b>34</b>	<b>14</b>	<b>10</b>	<b>16</b>	<b>100</b>	

Source: Computed from Primary Data. \* Significant at 5 per cent level.

In the Table 5, the chi- square value is 553.329 with degrees of freedom 16 and the P value is 0.001. Since the P value is less than 0.05, it can be inferred that there is an association between the age of the respondents and factors most influence your online purchase which means that factors most influence your online purchase differs among the respondents to different age groups.

#### 4. Findings of the Study

- It may be concluded that around 34.0 per cent of the respondents in this district have UG/Diploma level.
- Hence it may be concluded that a considerable number sample of 32 respondents (32 per cent) are employees.

- iii. It is concluded that the maximum 20 (20 per cent) of the respondents are selected for the study to buying flip kart shopping sites and Amazon get a second position in the consumer preference.
- iv. The majority of 44 (44 per cent) the respondents are stated they are purchase online for Electronic products only.
- v. In the Table 5, the chi- square value is 553.329 with degrees of freedom 16 and the P value is 0.001. Since the P value is less than 0.05, it can be inferred that there is an association between the age of the respondents and factors most influence your online purchase which means that factors most influence your online purchase differs among the respondents to different age groups.

### **5. Suggestions of the Study**

- i. Most of the customers are of opinion that shipping charges charged by companies are very high, it is suggested to companies to either reduce shipping charges or delivery of product should be given freely.
- ii. 2. Companies may use it as one of the promotional activity. After research it is observed that major hurdle behind development of online shopping is of customer awareness.
- iii. Majority of customers are not aware about various pre and post services rend by this online shopping companies.
- iv. Companies should made aware customers regarding return policy and procedure if wrong or bad product arrived. Companies should make returning procedure simpler, like few companies are asking customers to resend products if any wrong or bad product arrived. Instead of these companies should collect product from customers and deliver write product to them in minimum time.

### **6. Conclusion**

This research indicates that consumer behaviour of online shopping is positive manner, various factors like cash on delivery, discounts, home delivery, offers, time savings, security & quality of products offered etc., has more affected factors for consumer's behaviour. The overall results prove that the respondents have perceived online shopping in a positive manner. Overall, most of online shoppers reported to have satisfied experience with the quality and services offered to them by e-retailers. This study is clearly justifies the growth of online shopping in the Cuddalore district.

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