



**CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE
SHOPPING: AN EMPIRICAL STUDY ON CHENNAI CITY**

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ABSTRACT

The start of the internet was a whole new encounter for customers with respect to social occasion data, contrasting items or costs and the chance of buying on the internet. Thus buyer conduct on the internet is a significant component for advertisers. To anticipate consumer conduct on the internet advertisers need to form out how, where and why purchaser act on the internet. This article attempts to examine concentrates on complete by different specialist to examine what online channel purchasers use when they are in an explicit stage of the buying decision process (BDP). This learning will help us really understand why and how on-line purchasers goes through their buying decision process (BDP). It will be useful in depicting a changed and more thriving promotion policy. This study paper examines the view of clients on internet based shopping in the position of worth of the commodities to acquire.

Keywords: Customers, Channel, Purchasers, Decision

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INTRODUCTION

Online entertainment stages assume a critical part in our day-to-day life. Virtual people groups have turned into a significant pattern in our internet-based conduct and a developing number of individuals are investing more energy on person to person communication stages, sharing thoughts and collaborating with new individuals. The last ten years saw a noteworthy interest for the utilization of internet-based entertainment exercises and applications. Today, the quantity of clients using such stages has arrived at roughly 4.20 billion all over the planet and surpassed 6.3 million clients in Jordan with a development pace of 11% somewhere in the range of 2020 and 2021 (Kemp, 2021). One of the developing areas of Internet based business is online purchasing. An ever increasing number of purchasers are going to the Internet for their shopping needs, which gives them admittance to one or the other neighbourhood or global items with simply a click of the mouse. Remembering this, numerous internet-based shops have jumped up in the internet offering items right from books, music Albums, family merchandise, food to furniture and vehicles. The buyers can likewise profit of different administrations for correspondence, consultancy, etc.

LITERATURE REVIEW

Madasu Bhaskara Rao, CH Lakshmi Hymavathi, Vashi, M Mallika Rao, (2018), focused on the factors that influence female online shopping behaviour. On analysis, it was found that, Internet sites with design and features that provide useful information to the customers and convenience of buying from home make them use online shopping. Consumers use online reviews on the products that they wish to purchase to assess their utility.

Ashok Kumar Chandra & Devendra Kumar Sinha, (2013), analyse the factors affecting online shopping behaviour of consumers. On their study they found that online buyers, the good perception on the customer. Service is considered as the best predictor when compared to other constructs. When individuals have more experience with online buying, the impact of perceived factors on intentions to buy online is different from that of inexperienced online buyers.

Mahmoud Saleh Allan, Mohammed L. Ashour, Nafez Nimer Ali, Ahmad N. AI Warasneh, (2022), investigate the control of public media interactive advertising activities, on electronic advertising, electronic utterance of mouth , interface and substance trustworthiness

on female purchase decisions. The study confirmed the reality of strong connection between the use of interactive advertising activities and female purchase behavior. It also emphasize the significant part of substance trustworthiness for companies who deal in electronic marketing through minimizing customers 'perceived risk.

R.Ganapathi, (2015), identified that convenience, security, internetsite features and times saving is positively and significantly influencing the purchasing decision of consumers. On analysis it was found that there is no significant influence of factors affecting online shopping behavior on purchasing decision of consumers.

Nisha Sinha, Dr.Ririka Modchandani, and Dr. Archana Bhatia, (2019), in their study focuses on the factors elucidation the online business activities among women customer. On analysis they found that the diverse factors which influence the online business activities of the women consumers are apparent Services, apparent simplicity of Use, apparent utility, Intension to acquire, apparent probability, apparent estimated and authentic, Service Gap and Repurchase Intension.

Satnam Singh, Aman Verma and Tamanna Gothi, (2017), wants to study the factors related to consumer, product/service, medium of sale and environment behind these changes. On their observation the lack of physical contact and assistance in shopping on the Internet is one of the significant factor that influences this suitability. Moreover, factors related to online shopping environment also play important role in this business.

Anurag Pandey and Jitesh S.Parmar, in their study identified seven factors that influence the consumer's online shopping buying behaviour are perceived ease of use, apparent risk, perceived effectiveness, effect of internetsite plan, monetary feature, accessibility of goods, and buyer contentment.

ONLINE SHOPPING

Online shopping is the faction or motion of purchase items or administration over the Internet. It simply going internet based, internal on a dealer's site, choosing incredible, and categorization out for its conveyance. The consumer either pays for a long term profit or administration online with a commendation or verify card or upon transmission. Internet shopping is important for Internet based business, which represents Electronic Trade. Internet Shopping happens when a client purchases through a computerized stage.

Internet shopping has been around for around a quarter century. It has filled in fame fundamentally. Internet based or e-shopping is looking for and buying labor and products over the network using an internet browser. The principal request of network based shopping is that customers can find and buy things they need (which are then delivered to their facade entrance) while never going out. Today, nearly anything can be bought through internet based shopping, adding up to billions of dollars a year in deals.

Consumer purchasing manner alludes to the moves made by shopper prior to acquire an item or organization. This interaction might incorporate counselling internet search tools, drawing in with virtual entertainment posts, or different activities. It is important for organizations to comprehend this cycle since it assists them with better fitting their advertising drives to the promoting endeavors that have effectively affected customers to purchase before.

Statement of the Problem

However online shopping is more predominant now, the issues related with it go about as an obstacle or mishap for internet selling organizations. The issues in online shopping might emerge out of the blue from entering the site for buy to getting or while utilizing the item or even after deals administration. This paper expects to feature online purchaser conduct and give reasonable ideas to beat the issues.

Objectives

1. To measure and validate the components of consumer behavior.
2. To find the relationship between consumer behaviour and online shopping.

SCOPE OF THE STUDY

A Study on factors influencing female buying behaviour, A deep study on A Special attention to the factors impacting the online business, Consumer behavior towards different e-retailing markets in India can be a continued research from this study.

HYPOTHESES

1. There is no significant relationship between age and online shopping.
2. There is a relationship between consumer behaviour and online shopping.

METHODOLOGY

Primary as well as secondary data has been used for this research. The researcher was used 100 questionnaires to collect data from the customers. The usable questionnaires were 96. Thus the sample size of this research 96. Cronbach's Alpha test, KMO and Bartlett's test, one-way ANOVA and structural equation modelling is adopted to analyse the factors inducing to satisfy the product.

ANALYSIS AND RESULTS

a. RELIABILITY STATISTICS

Reliability Statistics	
Cronbach's Alpha	No of Items
.902	7

Cronbach's Alpha test was used to measure the internal consistency for validating the questionnaire. The Cronbach's Alpha Value is 0.902.

b. KMO AND BARTLETT'S TEST

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.852
Bartlett's Test of Sphericity	Approx. Chi-Square	446.740
	df	21
	Sig.	.000

The KMO value of this research is 0.852 which is more than 0.5 therefore it can be considered acceptable.

Bartlett's Test of Sphericity significant at the level of 0.000 significance. So that it is identified that there is a high level of correlation between the factors which determine the sales of a product. So it is adequate for factor analysis.

c. ONE- WAY ANOVA

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
If the product is priced higher, the selling unit will be decreased.	Between Groups	19.232	3	6.411	5.798	.001
	Within Groups	101.727	92	1.106		
	Total	120.958	95			
A highly demanded product attracts the customer to buy more	Between Groups	9.293	3	3.098	3.250	.025
	Within Groups	87.696	92	.953		
	Total	96.990	95			
The promise on quality assured by the company makes the customer to buy often.	Between Groups	19.513	3	6.504	7.699	.000
	Within Groups	77.727	92	.845		
	Total	97.240	95			
Online shopping provides variety of products for purchase	Between Groups	12.840	3	4.280	5.154	.002
	Within Groups	76.400	92	.830		
	Total	89.240	95			
The product taste induces the customer to buy more product	Between Groups	26.886	3	8.962	9.745	.000
	Within Groups	84.604	92	.920		
	Total	111.490	95			
Brand image motivates the customers to buy more	Between Groups	12.757	3	4.252	3.051	.032
	Within Groups	128.202	92	1.393		
	Total	140.958	95			
Satisfaction	Between Groups	23.497	3	7.832	4.844	.004
	Within Groups	148.743	92	1.617		

	Total	172.240	95			
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Interpretation

The P value of factors which induces the customer to buy the products such as price, quality, availability, taste and satisfaction is less than 0.01 at 1% level of significance. Thus the null hypothesis is rejected at 1% level of significance. It is ascertained that there is a significant difference in price, quality, availability, taste, satisfaction and age of the respondents.

The P value of the factors which induces the customer to buy the products such as demand and brand image is less than 0.05 at 5% level of significance. Thus the null hypothesis is rejected at 5% level of significance. It is ascertained that there is a significant difference in demand, brand image and age of the respondents.

d. POST HOC –TUKEY HSD TEST- FACTORS INDUCING TO BUY THE PRODUCT

Tukey HSD					
Dependent Variable	Age	Age	Mean Difference	Std. Error	Sig.
If the product is priced higher, then fewer units are sold	less than 30 years	30-40 years	.658	.346	.234
		41-50 years	.827*	.274	.017
		above 50 years	1.300*	.323	.001
	30-40 years	less than 30 years	-.658	.346	.234
		41-50 years	.168	.321	.953
		above 50 years	.642	.363	.295
	41-50 years	less than 30 years	-.827*	.274	.017
		30-40 years	-.168	.321	.953
		above 50 years	.474	.295	.382
	above 50 years	less than 30 years	-1.300*	.323	.001
		30-40 years	-.642	.363	.295
		41-50 years	-.474	.295	.382
A highly demanded	less than 30 years	30-40 years	.433	.321	.535

product attracts the customer to buy most		41-50 years	.632	.255	.070
		above 50 years	.868*	.300	.024
	30-40 years	less than 30 years	-.433	.321	.535
		41-50 years	.198	.298	.910
		above 50 years	.435	.337	.571
	41-50 years	less than 30 years	-.632	.255	.070
		30-40 years	-.198	.298	.910
		above 50 years	.237	.274	.824
	above 50 years	less than 30 years	-.868*	.300	.024
		30-40 years	-.435	.337	.571
		41-50 years	-.237	.274	.824
	The promise on quality assured by the company makes the customer to buy often.	less than 30 years	30-40 years	.742	.303
41-50 years			.963*	.240	.001
above 50 years			1.226*	.282	.000
30-40 years		less than 30 years	-.742	.303	.075
		41-50 years	.221	.280	.859
		above 50 years	.484	.317	.427
41-50 years		less than 30 years	-.963*	.240	.001
		30-40 years	-.221	.280	.859
		above 50 years	.263	.258	.739
above 50 years		less than 30 years	-1.226*	.282	.000
		30-40 years	-.484	.317	.427
		41-50 years	-.263	.258	.739
Online shopping provides variety of products for purchase	less than 30 years	30-40 years	.950*	.300	.011
		41-50 years	.724*	.238	.016
		above 50 years	.908*	.280	.009
	30-40 years	less than 30 years	-.950*	.300	.011
		41-50 years	-.226	.278	.848
		above 50 years	-.042	.315	.999
	41-50 years	less than 30 years	-.724*	.238	.016
		30-40 years	.226	.278	.848
		above 50 years	.184	.256	.889

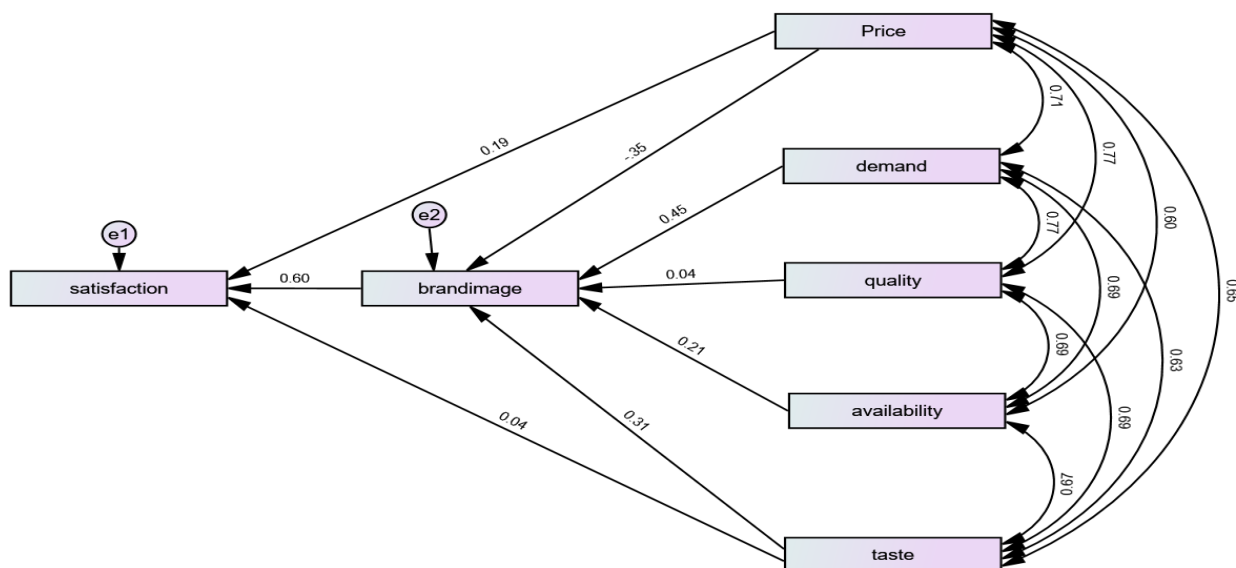
	above 50 years	less than 30 years	-.908*	.280	.009
		30-40 years	.042	.315	.999
		41-50 years	-.184	.256	.889
The product taste induces the customer to buy more product	less than 30 years	30-40 years	.925*	.316	.022
		41-50 years	1.178*	.250	.000
		above 50 years	1.388*	.294	.000
	30-40 years	less than 30 years	-.925*	.316	.022
		41-50 years	.253	.292	.823
		above 50 years	.463	.331	.504
	41-50 years	less than 30 years	-1.178*	.250	.000
		30-40 years	-.253	.292	.823
		above 50 years	.211	.269	.863
	above 50 years	less than 30 years	-1.388*	.294	.000
		30-40 years	-.463	.331	.504
		41-50 years	-.211	.269	.863
Brand image motivates the customers to buy more	less than 30 years	30-40 years	.667	.389	.321
		41-50 years	.921*	.308	.018
		above 50 years	.684	.362	.241
	30-40 years	less than 30 years	-.667	.389	.321
		41-50 years	.254	.360	.894
		above 50 years	.018	.408	1.000
	41-50 years	less than 30 years	-.921*	.308	.018
		30-40 years	-.254	.360	.894
		above 50 years	-.237	.332	.891
	above 50 years	less than 30 years	-.684	.362	.241
		30-40 years	-.018	.408	1.000
		41-50 years	.237	.332	.891
Satisfaction	less than 30 years	30-40 years	.94167	.41851	.118
		41-50 years	1.14693*	.33153	.004
		above 50 years	1.22588*	.39046	.012

	30-40 years	less than 30 years	-.94167	.41851	.118
		41-50 years	.20526	.38773	.952
		above 50 years	.28421	.43918	.916
	41-50 years	less than 30 years	-1.14693*	.33153	.004
		30-40 years	-.20526	.38773	.952
		above 50 years	.07895	.35727	.996
	above 50 years	less than 30 years	-1.22588*	.39046	.012
		30-40 years	-.28421	.43918	.916
		41-50 years	-.07895	.35727	.996

Interpretation

The Post Hoc- Tukey HSD test was used to test the significant difference between the groups based mean difference of Consumer buying behaviour towards online shopping. This study ascertained that respondents belonging to less than 30 age group have accepted that the factors of Consumer buying behaviour like product, price, availability, and brand image induces the customer to buy more products through online. It was found that younger age group customers are more interested to buy the product through online as compared to other age groups such as 30-40 age group, 41 – 50 age group and above 50 age group customers.

e. STRUCTURAL EQUATION MODELLING



Model fit Indices

Model fit	Recommended value	value
CMIN/DF	<3	1.293
Root Mean square Error of Approximation (RMSEA)	≤0.08	0.056
Goodness of fit (GFI)	≥0.90	0.989
Comparative Fit Index (CFI)	≥0.90	0.998
Normed Fit Index (NFI)	≥0.90	0.992
Incremental Fit Index (IFI)	≥0.90	0.998

To validate the hypothesized model about the factors which induces the customer to buy the product on behavioral outcomes, the structural Equation Model was employed. From the above structural equation modelling the CMIN/DF = 1.293. Root Mean square Error of Approximation (RMSEA) = 0.056, Goodness of fit (GFI) = 0.989, Comparative Fit Index (CFI) = 0.998, Normed Fit Index (NFI) = 0.992, Incremental Fit Index (IFI) = 0.998. It shows that the model fit is good.

FINDINGS

Consumer online buying behaviour is a study of online purchasers and all the activities associated with online purchase and use of the products. The Consumer behaviour consists of the consumer's emotions, preferences and their attitudes. The taste, price, product, availability will affect the buying behaviour of consumers. A typical online store enables the customer to browse the company's range of products and their services. The consumers can view the images and photos of the products along with the product information about the product specifications, the features of the product and prices.

CONCLUSIONS

It is concluded that consumer online buying Behaviour is the study of how the consumers are selecting and buying the goods, services and the ideas online to satisfy their needs. The behaviour of the consumer influences their buying behaviour. So it is important to understand the consumer behaviour. Consumers change their habits and preferences very

frequently. The marketers need to understand their consumers' preference and taste and offer them precisely what they want. The marketers should understand what consumer behaviour is and they should learn the factors affecting consumer behaviour.

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