
CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING IN THIRUVALLUR DISTRICT

Dr R. Murali*

Professor, Department of Management Studies,
St.Peter's College of Engineering and Technology
Avadi, Chennai-600054

*Corresponding Author Email id:dr murali@spcet.ac.in

Abstract:

The rapid evolution of e-commerce has revolutionized the retail landscape, presenting both opportunities and challenges for businesses operating in the online marketplace. Understanding consumer behaviour in online shopping environments is crucial for developing effective strategies that cater to evolving consumer preferences. This paper examines various factors influencing consumer behaviour in online shopping, drawing on insights from existing research. Through a structured questionnaire administered to sixty participants, the study investigates demographic profiles, platform preferences, reasons for online purchases, and perceptions of online shopping experiences. Findings reveal a strong preference for online shopping among women, young adults, and students, with Flipkart emerging as the preferred platform. Key factors influencing online shopping decisions include ease of use, product variety, pricing, and convenience. Additionally, respondents value aspects such as safe delivery, access to rural areas, and responsive customer service. Based on the findings, recommendations are provided for businesses to enhance their online strategies, including targeted marketing, platform optimization, and customer service excellence. By aligning with consumer preferences and addressing their needs, businesses can drive growth and increase customer satisfaction in the competitive online marketplace.

Keywords:E-commerce, Online shopping, Consumer behaviour, Retail industry, Platform preferences, Purchase motivations, Consumer perceptions, Customer satisfaction&Marketing strategies

1. INTRODUCTION

The introduction and widespread use of e-commerce websites have caused a sea change in the retail industry in the last several years. Both opportunities and threats have arisen for companies competing in the online marketplace as a result of this change in customer behaviour dynamics. In order to create successful strategies that meet the changing preferences and demands of consumers, businesses must comprehend the complex intricacies of consumer behaviour when it comes to online purchasing. There are a number of elements that impact consumer behaviour when it comes to online shopping, as shown in the research. According to research conducted by Huseynov and Yildirim (2014), customers' views significantly influence how they shop online. The way consumers feel, think, and act in relation to making purchases online is called their attitude towards online buying (Avcilar& Özsoy, 2015). Aref and Okasha (2020) found that customers' perceptions of factors like enjoyment, convenience of use, social norms, and danger play a substantial role in their online shopping behavior. According to Santos (2017), consumers have a more positive outlook on online purchasing when they feel secure and engaged with the products. According to a study conducted in Chennai city in 2020, consumers' happiness with online shopping platforms is positively affected by their ease, deals, excitement, and interactivity. One of the most essential variables in developing a positive attitude towards online buying is trust, which is another critical factor that drives customer attitudes (Giao & Phuong, 2013). According to Mahikhtha and Ngobeni (2021), age is one of the demographic factors that moderates the association between perceived risks and attitude towards online purchasing.

According to Yu et al. (2019), customers' online buying behavior is significantly impacted by factors such as monthly income and level of education. Investigated Flipkart as the most popular platform for online buying in Chennai and discovered a strong correlation between website features and user attitudes. According to research by Shalini and Hemamalini (2015), 320 people in Chennai shopped online at Flipkart, and the researchers identified a favorable relationship between website features and customer sentiment. Online shopping was preferred over traditional means for things like apparel and gadgets, according to a study conducted in Surat by Vaghela (2014). The study included 150 respondents. Concerns regarding online security and physical interaction were brought up by Farid Huseynov et al. (2013) in their examination of difficulties in online retail. Online purchasing is becoming increasingly popular among Indian customers, particularly among younger generations, according to research by Sharma et al. (2014), which surveyed 120 people. A survey of 70 people conducted in India by Gagandeep Nagra et al. (2013) found that, due to demographic considerations, the majority of people have a favourable impression of internet shopping. To deduce why people purchase the way they do, Soundarapandiyam, K et al. (2015) used innovativeness and risk aversion assessments. A positive online purchasing experience shapes consumer sentiments, according to Koo, D. M et al. (2010). Online purchasing features and external factors were both taken into account in the study by Christy MK Cheung et al. (2005). When it comes to shopping environments, Poole and Orcas (2003) investigated individual values.

Given the decline of brick-and-mortar stores and the meteoric rise of online marketplaces, this research delves into the difficulties encountered by online shoppers. We want to find out what makes people choose certain online platforms and then buy those things because consumer consumption trends are always changing. Positioning internet shopping as a viable option, this article aims to quantify client awareness and satisfaction with these services. Discovering consumer preferences in this digital context, figuring out what elements influence online shopping, and recognizing consumer difficulties are all goals. For businesses to customize strategies, grow their customer base, and increase income, they must understand online consumer behaviour. Through the use of a questionnaire, this study investigates the theoretical scope of consumer behavior in relation to online buying within the Thiruvallur area.

2. METHODOLOGY

A. Sources of data

- The data used in this study primarily came from questionnaires, which are considered primary sources. After thoroughly researching the issue, the questionnaire was carefully crafted to ensure that each question was relevant to the study's objectives.
- A number of websites' secondary data sets are compiled from.

B. Sample size

There are a total of sixty participants in this study.

3. DATA ANALYSIS AND INTERPRETATIONS

Data analysis is the process of describing, illustrating, and evaluating data via the systematic use of statistical and/or logical methods. In order to draw meaningful conclusions from data, data interpretation necessitates the application of several analytical techniques.

Table 3.1 Gender Wise Classification of Respondents

Gender	No of respondents	Percentage (%)
Male	20	66.7
Female	40	33.3
Total	60	100

Source: Primary data

Interpretation:When looking at the data by gender, it's clear that more women than men are participating. The percentage of men who responded was 33% and the percentage of women was 66%. This indicates that internet purchasing is more popular among female customers.

Table 3.2 Age Wise Classification of Respondents

Age	No of respondents	Percentage
Below 20	4	6.7
20-30	49	81.7
30-40	5	8.3
Above 40	2	3.3
Total	60	100

Source: Primary data

Interpretation:According to the data, 6.7% of the participants are under the age of 20, 82% are between the ages of 20 and 30, 8% are between the ages of 30 and 40, and the rest are older than 40. That most people who shop online are young is evident from this data.

Table 3.3 Occupation Wise Classification of Respondents

Occupation	No of respondents	Percentage
Business	2	3.3
Profession	10	16.7
Employment	10	16.7
Students	38	63.3
Total	60	100

Source: Primary data

Interpretation:According to the data, 3% of respondents are involved in the business sector. Respondents' occupations and employment make up 17% of the total, while students make up the remaining proportion. Students make up the bulk of those who shop online.

Table 3.4 Income Wise Classification of Respondents

Income	Respondents	Percentage
Below 10000	29	48.3
10000-20000	22	36.7
20000-30000	6	10
Above 30000	3	5
Total	60	100

Source: Primary data

Interpretation:According to the data, almost half of the respondents (48%) make less than \$10,000, almost 40% earn between \$10,000 and \$20,000, 10% earn between \$20,000 and \$30,000, and the remaining respondents (28%) earn more than \$30,000. Because there are so many students among the responses under 1000, this suggests that they make up a sizable portion of the internet purchasing market.

Table 3.5 Online Platform Wise Classification of Respondents

Online platform	No of respondents	Percentage
Flipkart	30	50
Amazon	16	26.7
Myntra	6	10
Meesho	8	13.3
Total	60	100

Source: Primary data

Interpretation:Half of the people who took the survey have used Flipkart. About a quarter of people who took the survey shop on Amazon. The remainder percentage of respondents utilize Meesho, while 13% use Myntra. According to the results, the majority of those who took the survey shop online at Flipkart.

Table 3.6 Reasons for Online Purchase

Reasons	No of respondents	Percentage
Ease of process	26	43.3
Low price	31	51.7
Time saving	15	25
Wider products	19	31.7
Total	60	100

Source: Primary data

Interpretation:Online shopping is preferred by 43% of respondents because it is easy, 25% because it saves time, 32% because it offers a broader variety of products in one place, and the remaining 20% because of the low prices, according to the table.

Table 3.7 Level of Perception

Perception	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean
Safe delivery	10 (16.7%)	33 (55%)	17 (28.33%)	0	0	3.88
Access to rural area	15 (25%)	32 (53.3%)	12 (20%)	1 (1.7%)	0	4.07
Easy to a real shop	13 (21.7%)	34 (56.7%)	11 (18.33%)	2 (3.33%)	0	3.97
Quality of product	9 (15%)	31 (51.7%)	19 (31.7%)	1 (1.7%)	0	3.8

Source Primary data

Interpretation: Customers' opinions are shown in the table above. Access to rural areas is supported by the majority of respondents, as indicated by a mean score over 4. With a mean score of 3.88, 16.7% of respondents highly agree with safe delivery, and 56.7% agree with easy to shop compared to real shop, with a mean score of 3.97. A large majority of respondents agreed with the level of perception, according to the data.

Table 3.8 Cost Factor Related to Online Shopping

Cost factor	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean
Reasonable cost	10 (16.67%)	36 (60%)	13 (21.7%)	1 (1.7%)	0	3.92
Availability of discount and offers	13 (21.7%)	38 (63.33%)	7 (11.7%)	2 (3.33%)	0	4.03
Cost of delivery	9 (15%)	18 (30%)	17 (28.3%)	13 (21.7%)	3 (5%)	3.28
Affordable price filters	12 (20%)	34 (56.7%)	12 (20%)	2 (3.3%)	0	3.93

Source: Primary data

Interpretation:The customer's cost factor is shown by this data. With a mean of 3.92 and a percentage of respondents who are very much in agreement with the availability of discounts and offers at 22%, it's clear that most people are in agreement about the availability of these deals. A third of people are in agreement about the delivery cost, with a mean score of 3.93. Nearly 60% of people are in agreement about the inexpensive pricing filters. This demonstrates a constructive strategy.

Table3.9 Convenience Factor Related To Online Shopping

Convenience factor	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean
Ease in use of application	18 (30%)	35 (58.3%)	6 (10%)	1 (1.7%)	0	4.1
Doorstep delivery	18 (30%)	34 (56.7%)	7 (11.7%)	1 (1.7%)	0	4.15
easy and familiar payment method	17 (28.3%)	37 (61.7%)	6 (10%)	0 (0%)	0	4.18
Delivery on specified time	20 (33.33%)	30 (50%)	9 (15%)	1 (1.7%)	0	4.15

Source: Primary data

Interpretation:The convenience factor is demonstrated by these data. When asked about the importance of a known and easy payment option, most people said it was important. The data mean is greater than 4. Online purchasing offers convenient and well-known payment alternatives. With a mean score of 4.15, half of the participants confirm that the product will be delivered within the stipulated period. In terms of the application's usability and doorstep delivery, more than half of the responders are in agreement. Most people who took the survey agreed with the convenience aspect, according to the results.

Table4.10 Choice Factor Related to Online Shopping

Choice factor	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean
Large variety of products	19 (31.67%)	29 (48.33%)	12 (20%)	0 -	0	4.11
Expectation of product feature	9 (15%)	32 (53.33%)	18 (30%)	1 (1.67%)	0	3.82
Latest products requirements	12 (20%)	37 (61.67%)	10 (16.67%)	1 (1.67%)	0	4

Source: Primary data

Interpretation:This table displays the respondents' preference factors. In general, shoppers are pleased with the newest offerings at the online shop. It demonstrates that more than half of the people who participated...Over 3.62 percent of people who took the survey agree with the most recent product need, while over 4 percent of people who took the survey disagree. Additionally, this data demonstrates that internet stores offer a wide range of products. This leads to beneficial effects.

TABLE3.11 Customer Care Related to Online Shopping

Customer care	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean
Rapid response	7 (11.67%)	34 (56.7%)	18 (30%)	1 (1.7%)	0	3.78
Long processing procedure	6 (10%)	32 (53.33%)	16 (26.7%)	4 (6.67%)	2 (3.33%)	3.63
Data privacy	11 (18.31%)	28 (46.7%)	18 (30%)	3 (5%)	0	
Customer supporting staff	5 (8.33%)	33 (55%)	18 (30%)	3 (5%)	1 (1.7%)	3.63

Source: Primary data

Interpretation:The customer care service that is available to customers is displayed in this table. The data mean is greater than 3. The online application provides a quick answer to the customer. When asked about internet buying customer service, most people are in agreement. On the other hand, 57% of those who took the survey agree that customer service representatives are always available, and the mean score for this is higher than 3.

Table 3.12 Problems Faced by Customers

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean
Delivery of products	9 (15%)	45 (75%)	6 (10%)	0 -	0 -	4.05
Delivery charges	2 (3.3%)	25 (41.7%)	24 (40%)	9 (15%)	0 -	3.33
Background of consumer	2 (3.33%)	29 (48.3%)	21 (35%)	7 (11.7%)	1 (1.7%)	3.4

Source: Primary data

Interpretation:Delivery costs, customer history, and product availability in your area are all displayed in this table. The availability of goods delivery to your area is something that the majority of responders support. There is a 75% agreement rate on product availability in your area, as shown by the data, which is greater than 3. There is a clear negative impact on online purchasing due to the fact that 25 respondents agree with the statement that there is a difference in delivery charges.

4. FINDINGS AND SUGGESTION

Findings of the study shows

- More women than men are participating in online shopping, with women constituting 66% of respondents.
- The majority of online shoppers are young, with 82% falling between the ages of 20 and 30.
- Students make up the bulk of online shoppers, followed by individuals involved in the business sector and those employed.
- A significant portion of online shoppers earns less than \$10,000, indicating a sizable student population in the online shopping market.
- Flipkart is the preferred online shopping platform, followed by Amazon, Meesho, and Myntra.
- The primary reasons for preferring online shopping include ease of use, time-saving, product variety, and low prices.
- Respondents highly value access to rural areas, safe delivery, easy shopping compared to physical stores, and perception levels.
- Availability of discounts and offers, delivery costs, and inexpensive pricing filters are important factors influencing online shopping decisions.
- Known and easy payment options, timely delivery, and convenience of doorstep delivery are significant considerations for online shoppers.
- Respondents appreciate the latest offerings and wide product range available at online stores.
- Quick customer service response and availability of customer service representatives are valued aspects of online shopping.
- Availability of product delivery to the area and product availability in the area are positively perceived by most respondents, while differing delivery charges are viewed negatively by some.

Suggestions

Based on the identified findings from the responses provided, here are some suggestions:

- **Targeted Marketing:** Given the predominance of women in online shopping, retailers should tailor their marketing strategies to appeal specifically to this demographic, highlighting products and promotions that resonate with female shoppers.
- **Youth-Centric Approach:** Since the majority of online shoppers are young, businesses should focus on creating engaging and dynamic online experiences that cater to the preferences and interests of younger consumers.
- **Student-Focused Initiatives:** Recognizing that students form a significant portion of online shoppers, companies could develop special offers, discounts, and promotions tailored to students' needs and budgets.
- **Platform Optimization:** As Flipkart emerges as the preferred online shopping platform, retailers should prioritize optimizing their presence on this platform to maximize visibility and engagement with potential customers.
- **Convenience Enhancements:** Given that ease of use and time-saving are key factors driving online shopping preferences, businesses should invest in streamlining the shopping experience, improving website navigation, and offering convenient payment and delivery options.
- **Customer Service Excellence:** Enhancing customer service responsiveness and availability can significantly impact customer satisfaction and loyalty. Companies should ensure prompt and helpful responses to customer inquiries and concerns.
- **Product Range Diversity:** Building on the preference for a wide variety of products, retailers should regularly update their product offerings to cater to diverse customer preferences and stay competitive in the market.
- **Geographic Expansion:** Expanding product delivery to rural areas and ensuring product availability in various regions can help capture a broader customer base and drive growth in untapped markets.
- **Promotional Strategies:** Leveraging discounts, offers, and pricing filters can attract price-conscious consumers and incentivize online shopping behavior. Companies should devise targeted promotional campaigns to highlight value propositions and attract new customers.
- **Addressing Delivery Concerns:** Addressing concerns related to delivery costs and discrepancies can help build trust and confidence among online shoppers. Offering transparent and consistent pricing policies can mitigate potential barriers to purchase.
- By implementing these suggestions, businesses can better align their strategies with the preferences and behaviors of online shoppers, ultimately enhancing customer satisfaction, driving sales, and fostering long-term relationships with their target audience.

5. CONCLUSION

The study highlights key aspects of online shopping behaviour, revealing a dominance of female participation and a young demographic, primarily students. Flipkart emerged as the preferred platform, driven by factors like ease of use and product variety. While discounts and convenience were significant motivators, concerns over delivery charges surfaced. Recommendations include targeted marketing, platform optimization, and enhanced customer

service. Understanding these dynamics is crucial for businesses to adapt strategies, improve customer satisfaction, and remain competitive in the evolving landscape of online retail.

6. REFERENCES

1. S. Visakan, (2020) A study on shopping experiences of consumers in online shopping in Chennai city. *Journal of Management Research and Analysis*, 5(2), 203-206. <https://doi.org/10.18231/2394-2770.2018.0031>
2. Aref, M. and Okasha, A. (2020). Evaluating the online shopping behavior among Egyptian college-educated community. *Review of Economics and Political Science*, 5(1), 21-37. <https://doi.org/10.1108/reps-10-2018-0013>
3. Avcilar, M. and Özsoy, T. (2015). Determining the effects of perceived utilitarian and hedonic value on online shopping intentions. *International Journal of Marketing Studies*, 7(6), 27. <https://doi.org/10.5539/ijms.v7n6p27>
4. Giao, H. and Phuong, N. (2013). Consumer behavior in “groupon” business in Vietnam. *Journal of Asian Business and Economic Studies*, 216, 84-95. <https://doi.org/10.24311/jabes/2013.216.04>
5. Huseynov, F. and Yildirim, S. (2014). Internet users’ attitudes toward business-to-consumer online shopping. *Information Development*, 32(3), 452-465. <https://doi.org/10.1177/0266666914554812>
6. Makhitha, K. and Ngobeni, K. (2021). The influence of demographic factors on perceived risks affecting attitude towards online shopping. *Sa Journal of Information Management*, 23(1). <https://doi.org/10.4102/sajim.v23i1.1283>
7. Santos, K. (2017). Attitudes of filipino youth customers toward online shopping. *International Journal of Advanced Engineering Management and Science*, 3(8), 906-909. <https://doi.org/10.22161/ijaems.3.8.16>
8. Yu, L., Liu, J., Chen, J., & Trang, N. (2019). Research on online shopping behavior of vietnamese consumer. *Journal of Mathematics and Informatics*, 16, 119-126. <https://doi.org/10.22457/jmi.145av16a11>
9. Anderson, J. C., & Narus, J. A. (1998). Business marketing: understand what customers value. *Harvard business review*, 76, 53-67.
10. Cheung, C. M., Chan, G. W., & Limayem, M. (2005). A critical review of online consumer behavior: Empirical research. *Journal of electronic commerce in organizations (JECO)*, 3(4), 1-19.
11. Huseynov, F., & Yildirim, S. Ö. (2016). Internet users’ attitudes toward business-to-consumer online shopping: A survey. *Information Development*, 32(3), 452-465.
12. Shalini, G. R., & Hemamalini, K. S. (2015). A study of online shopping website characteristics and its impact on consumer intention to purchase online in Chennai. *International Research Journal of Engineering and Technology*, 2(9), 412-418.
13. Nagra, G., & Gopal, R. (2013). A study of factors affecting on online shopping behavior of consumers. *International journal of scientific and research publications*, 3(6), 1-4.
14. Soundarapandiyan, K., & Ganesh, M. (2015). A Study on Consumer Perception Towards Online Shopping with Refernce to Chennai. *EDITORIAL ADVISORY BOARD*, 6, 349.



15. Koo, D. M., & Ju, S. H. (2010). The interactional effects of atmospherics and perceptual curiosity on emotions and online shopping intention. *Computers in human behavior*, 26(3), 377-388.
16. Poole, M., & O'Cass, A. (2003). Personal values: A Comparative study between mall and online shoppers. In ANZMAC 2003 Conference Proceedings. Adelaide.
17. Vaghela, P. (2014). A study on consumer perception towards online shopping. *International journal of Marketing and Technology*, 4(12), 200-210.
18. Sharma, R., Mehta, K., & Sharma, S. (2014). Understanding online shopping behaviour of Indian shoppers. *International Journal of Management & Business Studies*, 4(3), 9-18.