



## “A STUDY ON CONSUMER BEHAVIOURAL ATTITUDE TOWARDS ONLINE SHOPPING IN KRISHNAGIRI DISTRICT”

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### **Abstract**

*In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance and retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of online shopping, to see the consumer attitudes towards online shopping. Therefore we have also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.*

### **Introduction**

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. Consumer behaviour blends elements from psychology, sociology, social anthropology, marketing and economics, especially behavioural economics. It examines how emotions, attitudes and preferences affect buying behaviour. Characteristics of individual consumers such as demographics, personality lifestyles and behavioural variables such as usage rates, usage of occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and consumption are all investigated in formal studies of consumer behaviour. It also tries to assess influences on the consumer from groups such as family, friends, sports, reference groups, and society in general. The study of consumer behaviour is concerned with all aspects of purchasing and consumption behavior as well as all persons involved in purchasing decisions and consumption activities. Research has shown that consumer behaviour is difficult to predict, even for experts in the field.

### **What Is Buyer Behaviour?**

The wealth of product and services produced in a country make our economy strong. Almost all the products, which are available to buyers, have a no. of alternative supplies i.e substitute products are available to consumers, who make a decision to buy a product.

Who is the consumer?

What do consumer buy?

When do consumers buy?

How do consumers buy?

From where do consumers buy?

Why do consumers buy?

### **Definition**

Consumer behaviour can be defined as the activities and the actions of people and organisation that purchase and use economic goods and services , including the influence on these activities and actions. - **J.F ENGEL.**

### **Statement of The Problem**

Internet usage has been growing fast. An enhanced ICT infrastructure, high penetration rate, faster speeds along with a drop in prices for internet service has raised the volume of internet users.

In order to shop online, one must have access to an internet enabled computer or mobile device and a suitable mode of payment. These prerequisites are available to most employees of project based companies and are thus expected to be ideal users of online shopping platforms. Despite the availability of internet access, in addition to high uptake of mobile payment services, these employees are seen to take a slow pace in making online purchases.

E-commerce has great potential to expand markets, productivity and competitiveness. Thus, employees of project based companies have fewer choices of products and services, spend more time and money shopping and miss out on other many advantages afforded by online shopping.

This research study will seek to explore factors influencing online buying behaviour.



**Scope of The Study :**The purpose of this study was to investigate factors influencing online buying behaviour of employees in India.

### **Objectives of the Study**

The objective of this research study is to investigate online consumer behaviour, which in turn provides E-marketers with a constructional framework for fine-tuning their E-businesses strategies. The specific objectives of this research are:

This study was guided by the following objectives:

1. To know the consumers awareness about online shopping.
2. To know the various factors which motivate a consumer towards online shopping.
3. To know the kind of goods they purchase online.
4. To know the problems they face during online shopping.

### **Hypothesis**

1. There is a significant relationship between occupation to male and female.
2. There is significant relationship between how long using the internet and how much amount spent online shopping for goods and services.

### **Research Design & Methodology**

A research is considered data the framework or plan for a study that guided as well as helps the collection and analysis of data. The descriptions design is adopted for this thesis.

### **Sample Design**

The sampling technique used in this simple random sampling method. This method is also called as method of chance selection. Each and every item of population has equal chance to be included in the sample.

**Size of The Sample:** It refers to the number of item to be selected from the universe to constitute as a sample. In this study 100 customers selected as size of sample.

### **Sampling Technique**

The Sampling technique used in this study is “Convenience Sampling”. When the population elements for inclusion in the sample based on the ease of access, it can be called as convenience sampling.

### **Tools For Data Collection**

There are several ways of collection the appropriate data, which deciding about the method of data collection to be used for the study the researchers should keep in mind that are two types of data.

### **Sources of Data**

1. Primary data
2. Secondary data

**Primary Data:**Primary data are those which are collected a fresh and for the first time and thus happen to be original in character. Primary data can be collected either through experiment or through survey.

**Secondary Data :**The secondary data on the other hand are those which have already has been collected by someone else and which have already been passed through the statistical process. In this study, the data was collected from the primary source through interview.

**Framework of Analysis:** After collecting data they are clearly scrutinized and transcript before the actual commencement for the tabulation form. Simple and direct tables are constructed where necessary not only the tables, but graphs and diagrams are also used to present data collection.

### **Period of The Study**

The duration taken by the researcher for the data collection and analysis regarding theConsumer Behavioural Attitude towards Online Shopping in Krishnagiri District covers six months from (AUGUST – JANUARY-2018).



**Questionnaire:**The questionnaire consists of a variety of questions presented to the consumers for the response Dichomous questions, Multiple choice questions, rating scale questions were used to construct he questionnarie.

**Area of The Study:** Samples were collected from consumers and buyers of online shopping of Krishnagiri region. A target of 100 respondents was set, but many of them provided incomplete questionnaire and having no experience of using internet and online shopping therefore only 70 questionnaires were entertained for final analysis and data interpretation.

**Tools For Analysis :**For data analysis, percentage analysis, simple charting and tabulation tools are used to understand the behaviour of the respondents for online shopping.

**Limitations of The Study:**Thus the study cannot be used to generalize the results of the county as it may not be representative. In addition, the accuracy of the results depended on the willingness of the respondents to fill the questionnaire honestly and return them however, they might have been biased in order not to anything they perceived negative about them.

### **Suggestion**

1. They wants to improve the quality of product.
2. Develope areas.
3. They wants to give more offers/advertisements.

### **Conclusion**

Online shopping is rapidly changing the way people do business all over the world. In the business – consumer segment sales through the web have been increasing dramatically over the last few years. Customers not only those from well developed countries but also those from developing countries are getting used to the new shopping channel understanding the factors that affect intention adoption and repurchase are important for researchers alike.

Online shopping is gaining popularly among people specially younger generation but in today scenario to become equally popular among all age groups E-marketing will have to cover a longer distance. The result of our study shows that spent money less than Rs. 1,000 using less than 1 year and Rs. 10,000 above internet using more than 8 years and above. The people different age group using online shopping regularly. The attitute of consumers is changing with the time from the conclusion that we got through literature review was in a Krishnagiri. People are tradition bound and have doubt of online shopping purchase of product is concerned but we found that Krishnagiri consumers are finding online shopping very comfortable because of many variables like cash on delivery, customization of the websites home delivery etc....

### **Website**

1. [www.en.wikipedia.org](http://www.en.wikipedia.org).
2. [www.google.co.in](http://www.google.co.in).
3. [www.dictonary.bnet.com](http://www.dictonary.bnet.com).
4. [www.flipkart.com](http://www.flipkart.com).
5. [www.amazon.com](http://www.amazon.com).