



## CONSUMER BUYING BEHAVIOUR AND MARKET APPROACH OF ONLINE -RETAIL TRADING –A STUDY WITH SPECIAL REFERENCE TO THENI DISTRICT

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### **Abstract**

*Online shopping has grown in popularity over the years mainly because people find it convenient for the comfort of their home or workplace. In the recent past web possesses a precious place within the economic activities. It makes the lifetime of customers prosper and sleek. Now-a-days individuals show their interest on web. They currently feel glad by getting the product online. So this paper focuses on factors influencing for purchase decision and satisfaction towards online shopping.*

*The purpose of this study is to investigate factors influences on consumers purchase decision through online shopping in Theni District. The questionnaires were given 500 consumers who are all using online shopping. Out of 300 consumers were selected with required coverage and details. The instruments of this study involved two parts: The first section of the instruments consisted of forced choice questions about demographic characteristics. age, gender, religion, education, occupation, monthly income level , no of members in the family and nature of residence. The second section variables chosen for this study in order to measure the influence of consumer buying behaviour of online shopping. The statistical package for the social science (spss) software was used to complete the analysis of the collected data. Random sampling and convenience sampling are used for the study. Tools and techniques used are simple percentage, factor analysis, garret ranking technique were implemented in order to investigate the buying behaviour of online respondents, chi-square analysis were used to determine whether any significant relationship exists among respondents. In addition, the 5% level of statistical significance was set at all the statistical test in the present study. In the end of the study implications and conclusion were provided.*

**Keywords:** *Purchase Decision, Customer Satisfaction, Problem of Online Shopping Users.*

### **I. Introduction**

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online Shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items. The wide use of internet and the rapid growth of technology have created a new market for both customers and business. Now days, internet is not just another medium to get in touch with customers, but it is an important channel to find potential customers as well as channel to continue relationship with existing customers.

Essentially, the idea of online shopping is to lead customers to a convenient way of shopping. Customers will be able to save their time and money, plus retrieve all the product information with just few clicks in few minutes. Plus, purchasing can be done anywhere, anytime according to their preferences. Now-a-days individuals, show their interest on web. They currently feel glad by getting the product online. So this paper focuses on consumer buying behaviour and market approach towards online retail trading in Theni District.

### **II. Statement of the Problem**

The online businesses through internet marketing make consumers better informed about available products, product quality, and prices, which mitigate problems asymmetric information. The entry of new retailers is facilitated, competition and economic efficiency is boosted and the market powers of consumers is improved. Retailers need to respond strategically by using as suggested product and price differentiation, there will also be substantial changes to the division of takes between retailers and customers. However, important obstacles to these developers are technological weakness, quality problems in information on the internet, cognitive limitations of individuals and weakness in developing channels. Instead of traditional briskness in other model for retailing ,companies are receiving online retailing is now a new queue line can and are making assembly and the channel, and they are establish about the channel and they about future of multi-channel retailing.

Even though the government of India has taken positive measures to facilitate in speedy growth of E- retailing by introduction of cyber laws, reduction of taxes on infrastructure etc. people are hesitating to buy on lines due to confusion on security and payment methods. There are also frauds taking place in credit cards which can happen while on the internet. Inadequate infrastructure and excessive tariffs also make the situation worse.



The rapid development of online-retailing and marketing brings problems as well as benefits & opportunities. It is important that the developments encourage conducting research on consumer buying behaviour and market approach towards online retail business in Theni District. The researcher has made an attempt to access and analyse the consumer buying behaviour and market approach associated with online retailing in Theni District.

### **III. Review of Literature**

**Shalini.S and Kamalaveni.D (2013)** in their study have found that majority of the online shoppers were young, highly educated, active, intensive and expert users of the internet. They had a strong positive perception towards online shopping and generally spend a very lesser amount on online shopping. Significant differences in shopping behaviour could be attributed to gender, occupation and the internet expertise of the online shoppers.

**Mehrdad Salehi (2012)** in his study identified the factors influencing consumers towards online shopping in Malaysia. The study focused on online independent variables, namely: appearance, quick loading, security, sitemap, validity, promotion, attractiveness, believability and originality. The study revealed that promotion, attractiveness, believability and originality did not significantly influence online shopping intention. It is concluded that, security and validity of the website were widely approved by the online consumers.<sup>9</sup>

### **IV. Objectives of the Study**

The following objectives are presented in the study

- To analyse the consumer buying behaviour towards online retail trade.
- To assess the association between demographic variable and factors of online shopping.
- To analyse the problem of online shopping and summarize the major findings and give suitable suggestions.

### **V. Hypotheses of the Study**

The following hypotheses have been presented below.

The agreement towards reasons for using internet shopping does not vary with age, gender, religion, occupation, education, income, no of family members and place of residence of the respondents at 5 percent significance level.

### **VI. Research Methodology**

The methodology specifies the layout of the study. It includes research design, collection of data, field work and data processing.

#### **Research Design**

The survey conducted for research had generated mass data. To present describe and interpret such data in the research report, descriptive research is considered the most appropriate for the study. Various statistical tools have been applied to analyse the data. Therefore, this study is descriptive as well as analytical.

#### **Collection of Data**

The researcher utilized primary data for the purpose of analysis. The data were collected from various online shopping websites in Theni District through a well-designed interview schedule. The interview schedule has been designed, keeping in the view of the objectives of the study.

The secondary data relevant to the study have been gathered from public sources encyclopaedia, text books, and magazines, newspapers, and year books, research articles published in journals, magazines and websites of the online shopping.

#### **Construction of Interview Schedule**

The key aspects to be taken up for study were identified, structured and interview schedule has been framed. After finalising the interview schedule, the field work for the present study was carried out by the researcher. The researcher utilised online shopping to obtain necessary data. The interview schedule was used for collection of data. Completed interview schedule was checked immediately on the spot in order to avoid revisits.

#### **Sampling Design**

The sample were selected among the consumer of online shopping in Theni District. For this study, five taluks in study area, namely Theni, Periyakulam, Bodinaickanur, Aundipatti, and Uthamapalayam have been selected for the sample purpose. The online shopping consumers covered all over the district. In consultation with the supervisor, the researcher choose 60 respondents from each taluks, totalling 300 respondents forming part of the sample size.



The sample is chosen from the population by using convenience sampling technique (i.e., Non- Probability sampling technique) because the exact population is unknown in the study area.

### Tools for Analysis

The researcher has used the following statistical tools for the present study.

- Percentage analysis
- Chi-square analysis
- Factor analysis
- Garrett ranking method

### VII. Period of the Study

The researcher himself carried out the field work of the study. It was conducted during March 2017 to April 2017. Interview schedule was used to collect data from the respondents.

### VIII. Results and Discussion

#### (i) Factors Motivating to Use Online Shopping

Consumer preference means impressing consumer to buy online products. Consumer preference is important towards buying products through online.

An attempt has been made to extract specific factor and define variables. Which constitute each factor, based on the strength and direction of factor loading in consumer satisfaction. In total, 15 variables have been included to analyse the consumer satisfaction on online products. Variables have been factorized into 5 factors towards consumer preference given in Table 1

**Table 1: Rotated Factor Matrix for the Variables Involved in Purchase Decision of Online Shopping**

Variables	Components				
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Best prices	<b>.789</b>	.105	.056	.162	.141
Surfing	<b>.708</b>	-.241	-.057	.231	-.064
Online payment	<b>.685</b>	-.052	.440	-.230	.141
Product details	<b>.662</b>	.246	-.146	.441	-.237
Price comparison available	<b>.564</b>	.285	-.415	-.023	.161
Search product information	-.003	<b>.826</b>	.167	-.095	.155
The easiness of comparison shopping online is important to	.430	<b>.760</b>	.085	-.024	.031
To be able to purchase commodities at any time on any day is important	-.176	<b>.751</b>	-.206	.047	.155
Chatting ( Google, Firefox, and Amazon)	-.028	-.024	<b>.782</b>	.181	-.040
Convenience and time saving	.089	.449	<b>.651</b>	.258	-.088
Internet shopping	.030	-.143	.277	<b>.813</b>	.118
Save money	.249	.046	.060	<b>.782</b>	.051
The greater choice of commodities any time on any day is important to me	-0.65	.163	-.002	.291	<b>.743</b>
<b>Product review available</b>	.203	.164	-.119	-.083	<b>.734</b>
<b>More efficient</b>	-.033	-.055	.598	-.047	<b>.611</b>

Extraction Method: principal component analysis

Rotation Method: Varimax with Kaiser Normalization

a. Rotation Converged in 8 interactions; Source: Primary data



**Table 2**  
**Factor 1: Marketing Strategy**

S. No	Variables	Factor loading	Communality (H2)	Cronbach's Alpha
1	Best Prices	0.789	0.682	0.737
2	Surfing	0.708	0.620	
3	Online Payment	0.685	0.739	
4	Product Details	0.662	0.771	
5	Price Comparison available	0.564	0.599	

Source: Computed data

The variable defining factor 1 with their factor loading and communality for consumer preference towards online shopping in Theni District. is given below.

It is observed from the above table that the variables of Marketing Strategy benefits such as Best prices, Surfing, Online payment, Product details and Price comparison available constituted factor 1 with higher factor loading. The higher amount of communality for the five variables indicate that higher amount of variance is explained by the extracted factors. The included five variables explain this factor to the extent of 73.7 percent.

The variable defining factor 2 with their factor loading and communality for the online shopping towards consumer preference in Theni District. is given below.

**Table 3**  
**Factor : Convenience Of Online Shopping**

S. No	Variables	Factor loading	Communality (H2)	Cronbach's Alpha
1	Search product information	0.826	0.743	0.720
2	The easiness of comparison shopping online is important to	0.760	0.772	
3	To be able to purchase commodities at any time on any day is important	0.751	0.664	

Source: Computed data

Among the variables of consumer preference, the variables such as search product information, the easiness of comparison in shopping online is important to and To be able to purchase commodities any time on any day is important constituted factor 2 with higher factor loading.

The higher factor loading of the variables indicate that factor 2 underlies that variable. The higher value of communality for three attributes indicate that the variables with in the factor 2 have very high association among them. These included three variables explain this factor to the extent of 72.0.

The variable defining factor 3 with their factor loading and communality for the consumer preference in overall online shopping in Theni District. is given below.

**Table 4**  
**Factor 3: Shopping Website**

S. No	Variables	Factor loading	Communality (H2)	Cronbach's Alpha
1	Chatting ( Google, Firefox, and Amazon)	0.782	0.647	0.671
2	Convenience and time saving	0.651	0.708	

Source: Computed data



Among the variables of consumer preference, the variables such as chatting (Google, Firefox, and Amazon)convenience and time saving, consumer preference constituted factor 3 with higher factor loading.

The higher factor loading of the variables indicate that factor 3 underlies the above two variables. The high communality value of the variable indicates that variable two with in the factor 3 have very high association among them. The two variables in this factor explain it to the extent of 67.1 percent.

The variable defining factor 4 with their factor loading and communality for the online products towards consumer preference in Theni District. is given below.

**Table 5**  
**Factor 4; Time and Money Saving**

S. No	Variables	Factor loading	Communality (H2)	Cronbach's Alpha
1	Internet shopping	0.813	0.774	0.681
2	Save money	0.782	0.682	

Source: Computed data

The variable of consumer preference, the variables such as internet shopping and save money comparison available constituted factor 4 with higher factor loading. It is important because, consumer preference leads to internet shopping. The higher communality value is 0.774. The included two variables explain the factor to the extent of 68.1 percent.

The variable defining factor 5 with their factor loading and communality for the online products towards consumer preference in Theni District. is given below.

**Table 6**  
**Factor 5: Products Awareness**

S. No	Variables	Factor loading	Communality (H2)	Cronbach's Alpha
1	The greater choice of commodities any time on any day is important to me	0.743	0.667	0.711
2	Product review available	0.628	0.628	
3	More efficient	0.737	0.737	

Source: Computed data

The variable The greater choice of commodities any time on any day is important, product reviews available and More efficient constituted factor 5 with higher factor loading of 0.743. It is an important consumer preference as it leads to high improvement. The higher communality value is 0.737. The three variables included in this factor explain it to the extent of 71.1 percent.

The above table exhibits the rotated factor loading for fifteen variable of consumer preference. It is clear from the table that are the said variable has been extracted into five factor. The marketing strategy variables clearly indicates the consumer towards awareness on buying product through online.

**Table 7**  
**Factors Motivating in Purchase Through Online Shopping**

S. No	Factors	Eign value	Percentage of variance	Cum. percentage of variance
1	Marketing Strategy	3.361	22.409	22.41
2	Convenience of Online Shopping	2.235	14.901	37.31
3	Shopping Website	2.134	14.224	51.54
4	Time and Money Saving	1.401	9.339	60.87
5	Product Awareness	1.302	8.678	69.55



Kaiser-Meyer-Olkin measure of sampling Adequacy : 0.751  
 Bartlett's Test of sphericity Chi-Square : 1686.612  
 Degrees of freedom : 105  
 Significance : 0.000.

It is observed from table that five factors were extracted out of fifteen variables. These factors account for 69.55 percentage variance in the data. Eigen value for the First factor is 22.409 per cent of variance which indicates that the factor contains very high information than other factors. The Marketing strategies are clearly indicate the consumer towards awareness on buying product through online.

The Second factor accounts for 14.901 percent of variance. The information from search product information, the easiness of comparison in shopping online is important and to be able to purchase commodities any time on any day is important induce the customers to buy product through online. The Eigen value of this factor is 2.235

The Third factor accounts for 14.224 percent variables. Its Eigen value is 2.134. Importance of Chatting (Google, Fire fox Amazon) is highlighted.

The Fourth factor accounts for 9.339 percentage variance and its Eigen value is 1.401.The Internet shopping is highlighted. The Fifth factor accounts for 8.678 percentage variance and its Eigen value is 1.302.It observed the greater choice of commodities any time on any day, most important factor to buy product through online.

**(ii). Satisfaction of the Customers towards Online Shopping**

**Level of Consumer Buying Behaviour and Market Approach Towards Online Retail Trading**

The consumer buying behaviour and market approach towards online trading of the customer has been classified into three categories such as low, medium and high levels. For the respondents, the total score value of each respondents has been calculated, the arithmetic mean (X) and the standard deviation (0) were calculated from 300 respondents.

Numbers of sample respondents were classified accordingly at different levels of satisfaction furnished in Table 8.

**Table 8: Classification of Respondents**

S. No	Level of satisfaction	Number of respondents	Percentage
1	High level	90	30
2	Medium level	156	52
3	Low level	54	18
<b>Total</b>		<b>300</b>	<b>100</b>

Source: Primary data

Table 8 shows the level of consumer satisfaction of consumer buying behaviour and market approach towards online retail trading, and the number of respondents out of the total respondents 156 respondent have medium level of satisfaction in online trading, and their strength comes to 52per cent to the total, 90 respondents have high level of satisfaction and their strength comes to 30 per cent to the total, and the remaining 54 respondents have low level of satisfaction and their strength comes to 18per cent to the total.

**Factors influencing Level of Satisfaction**

In this study presents the various demographic factors of the sample respondents like age, gender, religion, occupation, education, income, family size and nature of residence. The researcher has examined the relationship between the factors and consumer satisfaction for this purpose. Chi square test has been applied.

**Age and the Level of Consumer Satisfaction**

The chi-square test is used to know whether the age of respondents has any influence on consumer satisfaction of consumer buying behaviour and market approach towards online retail trading.



**Table 9: Age Wise Classification And The Consumer Satisfaction Towards Online Purchase**

S. No	Age / years	Level of Attitude			Total
		High	Medium	Low	
1	Up to 20	18 (6)	26 (8.67)	10 (3.33)	54 (18)
2	30-40	24 (8)	74 (24.67)	16 (5.33)	114 (38)
3	40-50	36 (12)	40 (13.33)	18 (6)	94 (31.33)
4	Above50	12 (4)	16 (5.33)	10 (3.33)	38 (12.67)
<b>Total</b>		<b>90</b> (30)	<b>156</b> (52)	<b>54</b> (18)	<b>300</b> (100)

Source: Primary data

Figures in parentheses denote percentage

X2 value : 14.102

Table value : 12.6

Df : 6

From table 4.2 it is observed that out of 300 respondents ,54(18 percent),114(38 percent),94(31.33 percent) and 38(12.67 percent) belong to the age category of up to 20,30-40,40-50 and above 50 respectively, among the sample respondents the age category of 30-40 dominated the sample.

In order to examine the null hypothesis that there is no association between the age of the respondents and consumer satisfaction towards online purchase, chi-square test has been applied.

The calculated value (14.102) is more than the table value, (12.6) at 5% level of significance, the null hypothesis is **rejected**. Hence it is concluded that there is a **significant** relationship between the age and level of satisfaction of the consumers towards online purchase.

#### Gender and the Level of Consumer Satisfaction

The chi-square test is used to know whether the gender of respondents has any influence on consumer satisfaction of consumer buying behaviour and market approach towards online retail trading.

**Table 10: Gender Wise Classification and the Consumer Satisfaction towards Online Purchase**

S. No	Gender	Level of Attitude			Total
		High	Medium	Low	
1	Male	30 (10)	42 (14)	36 (12)	108 (36)
2	Female	60 (20)	114 (38)	18 (6)	192 (64)
<b>TOTAL</b>		<b>90</b> (30)	<b>156</b> (52)	<b>54</b> (18)	<b>300</b> (100)

Source: Primary data

Figures in parentheses denote percentage

X2 value : 27.898

Table value : 5.99

Df : 2

From table 10 it is observed that out of 300 respondents, 108(36percent) and 192(64 percent), belong to the gender category of male and female respectively , among the sample respondents the gender of female dominated the sample.

In order to examine the null hypothesis that there is no association between the gender of the respondents and consumer satisfaction towards online purchase, chi-square test has been applied.



The calculated value (27.898) is more than the table value (5.99) at 5% level of significance, the null hypothesis is **rejected**. Hence it is concluded that there is **significant** relationship between the gender and the level of satisfaction of the consumers towards online purchase.

### Religion and the Level of Consumer Satisfaction

The chi-square test is used to know whether the religion of respondents has any influence on the consumer satisfaction of consumer buying behaviour and market approach towards online retail trading.

**Table 11: Religion Wise Classification and the Consumer Satisfaction towards Online Purchase**

S. No	Religion	Level of Attitude			Total
		High	Medium	Low	
1	Hindu	71 (23.67)	102 (34)	35 (11.67)	208 (69.34)
2	Muslim	10 (3.33)	24 (8)	9 (3)	43 (14.33)
3	Christian	9 (3)	30 (10)	10 (3.33)	49 (16.33)
<b>Total</b>		<b>90</b> (30)	<b>156</b> (52)	<b>54</b> (18)	<b>300</b> (100)

Source: Primary data

Figures in parentheses denote percentage

X2 value : 5.842

Table value : 9.49

Df : 4

From table 11 it is observed that out of 300 respondents ,208(69.34 percent),43(14.33 percent) and 49(16.33 percent) belong to the religion category of Hindu , Muslim, Christian respectively, among the sample respondents the religion category of Hindu dominated the sample.

In order to examine the null hypothesis that there is no association between the religion of the respondents and consumer satisfaction towards online purchase, chi-square test has been applied.

The calculated value (5.842) is lesser than the table value, (9.49) at 5% level of significance the null hypothesis is **accepted**. Hence it is concluded that there is **no significant** relationship between the religion and the level of satisfaction of the consumers towards online purchase.

### Occupation and the Level of Consumer Satisfaction

The chi-square test is used to know whether the religion of respondents has any influence on consumer satisfaction of consumer buying behaviour and market approach towards online retail trading.

**Table 12: Level of Consumer Satisfaction towards Online Purchase of Occupation Wise Classification**

S. No	Occupation	Level of Attitude			Total
		High	Medium	Low	
1	Government employee	25 (8.33)	60 (20)	22 (7.33)	107 (35.66)
2	Student	35 (11.67)	42 (14)	10 (3.33)	87 (29)
3	Home maker	12 (4)	12 (4)	10 (3.34)	34 (11.34)
4	Business	18 (6)	42 (14)	12 (4)	72 (24)
<b>Total</b>		<b>90</b> (30)	<b>156</b> (52)	<b>54</b> (18)	<b>300</b> (100)

Source: Primary data





**Figures in parentheses denote percentage**

**X2 value : 13.443**  
**Table value : 12.6**  
**Df : 6**

From table 12 it is observed that out of 300 respondents,107(35.66 percent),87(29 percent),34(11.34 percent) and 72(24. percent) belong to the occupation group of government employee, student, home maker and business respectively, among the sample respondents the occupation group of government employee dominated the sample.

In order to examine the null hypothesis that there is no association between the occupation of the respondents and consumer satisfaction towards online purchase, chi-square test has been applied.

The calculated value (13.443) is more than the table value, (12.6) at 5% level of significance the null hypothesis is **rejected**. Hence, it is concluded that there is **significant** relationship between the occupation and the level of satisfaction of the consumers towards online purchase.

**Education and the Level of Consumer Satisfaction**

The chi-square test is used to know whether the education of respondents has any influence on consumer satisfaction of consumer buying behaviour and market approach towards online retail trading.

**Table 13: Education Wise Classification and the Level of Consumer Satisfaction towards Online Purchase**

S. No	Education	Level of Attitude			Total
		High	Medium	Low	
1	Up to 10 <sup>th</sup> standard	12 (4)	10 (3.33)	9 (3)	31 (10.33)
2	Hsc	22 (7.33)	60 (20)	12 (4)	94 (31.33)
3	Degree	38 (12.67)	50 (16.67)	23 (7.67)	111 (37.01)
4	Professional	18 (6)	36 (12)	10 (3.33)	64 (21.33)
<b>Total</b>		<b>90</b> (30)	<b>156</b> (52)	<b>54</b> (18)	<b>300</b> (100)

Source: Primary data

**Figures in parentheses denote percentage**

**X2 value : 13.177**  
**Table value : 12.6**  
**Df : 6**

From table 13 it is observed that out of 300 respondents ,31(10.33 percent),94(31.33 percent),111(37.01 percent) and 64(21.33. percent) belong to the educational qualification category of up to 10std ,Hsc, degree and professional respectively, among the sample respondents the educational category of degree dominated the sample.

In order to examine the null hypothesis that there is no association between the education of the respondents and consumer satisfaction towards online purchase, chi-square test has been applied.

The calculated value (13.177) is more than the table value, (12.6) at 5% level of significance the null hypothesis is **rejected**. Hence, it is concluded that there is **significant** relationship between the gender and the level of satisfaction of the consumers towards online purchase.

**Income and the Level of Consumer Satisfaction**

The chi-square test is used to know whether the income of respondents has any influence on consumer satisfaction of consumer buying behaviour and market approach towards online retail trading.



**Table 14: Level of Consumer Satisfaction towards Online Purchase of Income Wise Classification**

S. No	Income level	Level of Attitude			Total
		High	Medium	Low	
1	Up to 5000	24 (8)	19 (6.33)	10 (3.34)	53 (17.67)
2	5000-10000	32 (10.67)	65 (21.66)	20 (6.67)	117 (39)
3	10000-15000	12 (4)	24 (8)	14 (4.67)	50 (16.67)
4	Above 20000	22 (7.33)	48 (16)	10 (3.33)	80 (26.66)
<b>TOTAL</b>		<b>90</b> (30)	<b>156</b> (52)	<b>54</b> (18)	<b>300</b> (100)

Source: Primary data

Figures in parentheses denote percentage

X2 value : 13.446

Table value : 12.6

Df : 6

From table 14 it is observed that out of 300 respondents,53(17.67 percent),117(39 percent),50(16.67percent) and 80(26.66 percent) belong to the income level of up to 5000, 5000-10000, 10000-15000 and above 15000 respectively, among the sample respondents the income level category of 5000-10000 dominated the sample.

In order to examine the null hypothesis that there is no association between the Income of the respondents and consumer satisfaction towards online purchase, chi-square test has been applied.

The calculated value, (13.446) is more than the table value (12.6) at 5% level of significance the null hypothesis is **rejected**. Hence it is concluded that there is **significant** relationship between the gender and the level of satisfaction of the consumers towards online purchase.

#### Size of Family and the Level of Consumer Satisfaction

The chi-square test is used to know whether the size of family of respondents has any influence on the consumer satisfaction of consumer buying behaviour and market approach towards online retail trading.

**Table 15: Family Size and Consumer Satisfaction Towards Online Purchase**

S. No	Size of family	Level of Attitude			Total
		High	Medium	Low	
1	Up to 2	10 (3.33)	15 (5)	12 (4)	37 (12.33)
2	2-4	66 (22)	116 (38.67)	24 (8)	206 (68.67)
3	4-6	14 (4.67)	25 (8.33)	18 (6)	57 (19)
<b>Total</b>		<b>90</b> (30)	<b>156</b> (52)	<b>54</b> (18)	<b>300</b> (100)

Source: Primary data

Figures in parentheses denote percentage

X2 value : 18.088

Table value : 9.49

Df : 4

From table 15 it is observed that out of 300 respondents, 37(12.33 percent),206(68.67 percent) and 57(19 percent) belong to the size of the family category of up to 2, 2-4, and 4-6 respectively, among the sample respondents the size of the family category of 2-4 dominated the sample.



In order to examine the null hypothesis that there is no association between the size of family of the respondents and consumer satisfaction towards online purchase, chi-square test has been applied.

The calculated value (18.088) is more than the table value (9.49) at 5% level of significance the null hypothesis is **rejected**. Hence it is concluded that there is **significant** relationship between gender and the level of satisfaction of the consumers towards online purchase.

### Nature of Residence and the Level of Consumer Satisfaction

The chi-square test is used to know whether the nature of residence of respondents has any influence on consumer satisfaction on consumer buying behaviour and market approach towards online retail trading.

**Table 16: Nature of Residence and Level of Satisfaction**

S. No	Nature of residence	Level of Attitude			Type
		High	Medium	Low	
1	Rural	66 (22)	100 (33.33)	44 (14.67)	210 (70)
2	Urban	24 (8)	56 (18.67)	10 (3.33)	90 (30)
<b>Total</b>		<b>90</b> (30)	<b>156</b> (52)	<b>54</b> (18)	<b>300</b> (100)

Source: Primary data

Figures in parentheses denote percentage

**X<sup>2</sup> value** : 6.450  
**Table value** : 5.99  
**Df** : 2

From table 16 it is observed that out of 300 respondents ,210(70 percent),and 90(30 percent) belong to the nature of resident category of rural and urban respectively, among the sample respondents the nature of resident category of rural residents dominated the sample.

In order to examine the null hypothesis that there is no association between the nature of residence of the respondents and consumer satisfaction towards online purchase, chi-square test has been applied.

The calculated value (6.450) is more than the table value, (5.99) at 5% level of significance, and the null hypothesis is **rejected**. Hence it is concluded that there is **significant** relationship between gender and the level of satisfaction of the consumers towards online purchase.

### (iii). Problems of the Online Shoppers

The respondents to buying behaviour and market approach towards online retail trading is studied. Online product has been analysed through garret ranking technique. In this analysis, the respondents were asked to rank the factors which making opinion about the problem of a particular product.

**Table 17: Problems of Online Shopping**

S. No	Factor	Garrett Mean Score	Rank
1	Safety payment	58.44	I
2	Low trust level of online store /brand	55	II
3	Value added tax/customs duty	52	III
4	High shipping cost	49	IV
5	Refund policy	46.46	V
6	Warranty and claims	44	VI
7	Delivery too slow	42	VII

Source: Primary Data

It is inferred from the table 17 that the greater proportion of the respondents induced the problem faced by online shopping user. Hence, safety payment factor is in the 1<sup>st</sup> rank position 2<sup>nd</sup> rank is allotted to Low trust level of online store / brand, 3<sup>rd</sup> rank is allotted to Value added tax/customs duty of the online shopping, next 4<sup>th</sup> rank is allotted to the High shipping cost of



the online shopping ,next 5<sup>th</sup> rank is allotted to the Refund policy of the online shopping , next 6<sup>th</sup> rank is allotted to Warranty and claims of the online shopping , and 7<sup>th</sup> rank is allotted to Delivery too slow of the online shopping.

### IX. Findings

- 36 (12%) and 18 (6%) respondents coming under the age group 40-50 years show high and low level satisfaction respectively and 74(24.67%) respondents coming under 30-40 years age group show medium level satisfaction. 60 (30%) and 114 (38%) respondents are of female category with high and medium level satisfaction respectively and 36 (12%) respondents are of male category with low level satisfaction. A majority out of 71(23.67%), 102 (34%) and 35 (11.67%) respondents are Hindus with high, medium and low level satisfaction respectively. A majority of the (11.65%) respondents belong to student category with high level satisfaction and 60 (20%) and 22 (7.33%) respondents of govt employees with medium and low level satisfaction respectively. 38(12.67%), 50 (16.67%) and 23(7.67%) respondents are with degree level qualification and they show high, medium and low level satisfaction respectively.
- 32(10.67%), 65(21.66%) and 20(6.67%) respondents having for RS 5000-10000 level are with high, medium and low level satisfaction respectively.66(22%), 116(38.67%) and 24(8%) respondents having 2-4 members in their families are with high, medium and low level satisfaction respectively.66(22%), 100(33.3%) and 44(14.67%) respondents are rural residents and they show high, medium and low level satisfaction.

### Chi Square Analysis

**There is significant** relationship among age, gender, occupation, education, income , size of family and nature of residence and their level of satisfaction towards online shopping in retail trading business.

**There is no significant** relationship between religion of respondents and their level of satisfaction towards online shopping in retail trading business.

### Problems Faced by the Online Shoppers

Safety payment factor is the I<sup>st</sup> rank position and VII<sup>th</sup> rank (last rank) is allotted to the delivery too slow factor towards purchase of online shopping.

### Factor Analysis Towards Purchase of Online Shopping

The important factors motivating buying decision behaviour of online shopping are marketing strategy, convenience of online shopping ,shopping website, time and money saving and product awareness during the study period.

An analysis of explanation of higher factor loading revealed that above said variables recorded factor to the extent of 73.7 percent, 72.0 percent, 67.1percent, 68.1 percent and 71.1 percent respectively during the study period.

### X. Suggestions

Following suggestions were drawn after the findings of the present study, the suggestions includes the some feedback for the online shoppers.

- Major products purchased by customers are books, cosmetics, housewares software, gifts, and computer components. Therefore, the online shopping's marketing strategies can concentrate on these lines of products.
- Even though customers are satisfied with the products, they hesitate to use the products in future as they feel that the price is high. The online shopping can reduce the price of the products and prevent customers from going out of the hands to others.
- The online shopping deals with fast moving consumer goods which is always demanded by the customers and so it should watch the demand and supply positions in the market continuously which creates more number of valuable customers.
- There are only limited web sites available for doing online shopping. Hence the government should take initiative and promote the business people to do their business in online shopping.
- Introducing various offers through online shopping like discount sale, gift vouchers, free gifts, etc. is necessary so that more customers will be attracted towards online shopping.
- An awareness program may be conducted by the leading online shopping companies in schools and colleges to enrich their knowledge on online shopping.



## XI. Conclusion

The study reveals that the males are doing less online shopping than females. The female are more into online shopping because they enjoy doing shopping whether it is traditional shopping or e-shopping. The young generation are more often purchasing from online sites because of the revolution in the technology among the youth population and they are able to use this technology for their well-being more than other age group category. Flip kart is the shopping site which is more preferred by the youngster. There is an increasing demand of online shopping because the variety of options for the consumers to choose and that act a reasonable price and sometime even lesser price than the market. Electronic items were less demanded from e-shopping but clothes are much more demanded by the consumers. There are several products which are not delivered by the shopping sites in the preferable area. It is seen that with the advancement of technology the preference of online shopping increases. Earlier people the traditional shopping. Now also people who are not aware of the several shopping sites and not technically advanced are less into internet for shopping.

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