

A Study on Consumer Awareness and Outlook of Shopping Products in Kanchipuram

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ABSTRACT

The modern consumer behavior is very popular in On-line shopping in the field of E-Business and is absolutely successful to be the future of shopping in the world. Now a day's most of the enterprises are running their on-line shopping to sell their goods and services. Its growth in the Indian Market to improve the online shopping, which is a large and strategic consumer market, is still not in line with the global market. The prospective growth of online shopping has activated the idea of conducting a study on on-line shopping in India. The main aim of this study is to know the consumer perception and attitude behavior of online towards shopping consumer. This study is based on primary data which is collected through questionnaire among 100 online shopping consumers in Kanchipuram and data were analyzed with multi variety statistical tools like percentage, chi-square and ANOVA analyses were used to identify the factors responsible for online consumer. The results of study disclose that on-line shopping in India is significantly affected by various Demographic factors like age, gender, marital status, family size and income.

Keywords: On-line shopping, Demographic factor, global market

1. INTRODUCTION

Now a day's most of the enterprises are running their on-line shopping to sell their goods and services. Its growth in the Indian Market to improve the online shopping, which is a large and strategic consumer market, is still not in line with the global market. The prospective growth of online shopping has activated the idea of conducting a study on on-line shopping in India. The main aim of this study is to know the consumer perception and attitude behavior of online towards shopping consumer. This study is based on primary data which is collected through questionnaire among 100 online shopping consumers in Kanchipuram and data were analyzed with multi variety statistical tools like percentage, chi-square and ANOVA analyses were used to identify the factors responsible for online consumer.

2. OBJECTIVES OF THE STUDY

The objectives of study are as follows given bellow

- To identify the various categories of Demographic actors and variables on online shopping behavior of consumers in Kanchipuram
- The impact of consumer perception and attitude of shopping products in Kanchipuram

SAMPLE SIZE OF THE STUDY

The researcher was taken by 100 respondents through questionnaire methods. The Questionnaire was pilot-tested on sample respondents of 25 to ensure the validity of the survey instrument. The sample for questionnaire was collected from Kanchipuram.

FRAMEWORK ANALYSIS

This research is based on primary data which were collected from the consumer online shopping behavior through questionnaire. Secondary data is also utilized, which were collected from published source like books, journals, magazines, annual report. The data collected from both the sources is scrutinized, edited and tabulated. The data were analyzed using statistical package for social sciences (SPSS). The following statistical tools are used in the study.

SAMPLING TECHNIQUE

The researcher was used Judgmental sampling method. The first obtained information was selected on the basis of judgmental sampling. The Judgmental sampling was based on the following parameters: The sample comprised of people who have done online shopping. The sample comprised of people whose minimum qualification was at least Graduation.

3. HYPOTHESIS OF THE STUDY

H1.1: The demographic factor of consumer significantly impacts online shopping parameters of consumer.

H1.2: To Capability to use internet of consumer significantly impacts online shopping parameters of consumer.

RESULTS AND DISCUSSION

Online shopping was measured as responses of consumers towards purchase of different types of products on the Internet in the past. These six product categories were identified from the exploratory study which comprises of Airline/train reservations, Banking & other financial services, Books, Magazines, membership of library, news dailies, Software, Hardware, DVD/CD, Dresses, Apparels, Footwear, Jewelers, Electronics, Mobile phones, Respondents were asked to recall purchases they have made for various categories of the products category in last six months. They were also asked to recall the amount spent on online purchases, frequency of purchase on the Internet and number of items purchased in online shopping. The various categories shopped online are shown in the following table.

LIST OF CATEGORIES SHOPPED ONLINE

	FREQUENCY	PERCENT	CUMULATIVE
Airline train reservations	29	14.5	14.5
Banking & other financial services	43	21.5	36.0
Books, Magazines, membership of library	59	29.5	65.5
Software, Hardware, DVD/CD	27	13.5	79.0
Electronics, Mobile phones	42	21.0	100.0
Total	200	100.0	

Source: Primary data

TABLE NO 1

The results clearly show people tend to shop online for essential services like reservations and banking. However, people are not shopping online for lifestyle goods like dresses, apparels, footwear and jewelers etc.

HYPOTHESES TESTING**ONLINE SHOPPING ACROSS DIFFERENT AGE GROUPS**

	FREQUENCY	PERCENT	CUMULATIVE
25-35 Yrs	43	21.5	21.5
35- 45 Yrs	50	25.0	46.5
45- 55 Yrs	70	35.0	81.5
55-above	37	18.5	100.0
Total	200	100.0	

Sources: Primary data

TABLE NO 2

The results show that age as one of the variables of demographics factor doesn't impact online shopping much in Kanchipuram.

ASSOCIATION BETWEEN DEMOGRAPHIC FACTOR AND ONLINE SHOPPING

VARIABLES'	MEAN VALUES				MEAN VALUE	ANOVA F VALUE
	25-35 Yrs	35 – 45 Yrs	45 – 55 Yrs	Above 55		
Satisfaction with online	2.22	2.15	3.25	2.13	3.65	.765
Purchase on internet shopping	1.34	1.75	2.53	3.27	4.12	.043
Frequency time	2.51	1.93	1.61	2.13	3.21	.126
Number of items	2.15	2.66	2.93	4.65	2.14	.342
Over all spent	3.05	2.53	2.89	4.87	3.29	.984

Source: Primary data

TABLE NO 3

PRIMARY DATA

The results show that age as one of the variables of demographics factor doesn't impact online shopping much in India. Impact of demographic factors of consumers on online shopping behavior

ONLINE SHOPPING ACROSS GENDER

VARIABLES'	MEAN VALUES		MEAN VALUE	ANOVA F VALUE
	MALE	FEMALE		
Satisfaction with online	3.26	3.41	3.65	.004
Purchase on internet shopping	3.65	2.75	2.86	.043
Frequency time	2.51	1.93	4.34	.003
Number of items	3.15	3.66	2.23	.042
Over all spent	4.05	2.53	3.72	.084

Source: Primary data

TABLE NO 4

Results show that females (2.51) buy more frequently than males (1.93). This means that females are shopping 3-4times in a month as compared to males who are shopping 1-2 times per month on internet. The result may be recognized to the reason that females are more precipitate buyers than males and are more likely to be involved towards the promotional schemes offered by the online retailers and therefore buy more regularly through on-line shopping than do males. Rising operational woman perception has also given boost to it. Females also believe in status quo and emulate others in shopping.

DEMOGRAPHIC FACTOR OF ONLINE SHOPPING

	MEAN	N	STD. DEVIATION	STD. ERROR MEAN
Age	2.22	200	.844	.060
Income	1.34	200	.475	.034
Income	2.51	200	1.027	.073
Education	2.15	200	.878	.062
Education	1.75	200	.721	.051
Professional	3.05	200	1.333	.094
Professional	1.98	200	.779	.055
Satisfaction	1.93	200	.969	.069
Age	2.66	200	.876	.062
Frequency of online shopping	3.26	200	1.432	.101
Gender	2.53	200	1.027	.073
Future purchase on internet shopping	1.61	200	.489	.035
Income	2.93	200	1.318	.093
Number of items purchased on Internet shopping	2.89	200	1.424	.101
Education	1.50	200	.501	.035
Overall spend on Internet shopping	2.00	200	.830	.059

Source: Primary data

TABLE NO 5

The results show that ability to use internet as one of the variables of demographic factor doesn't impact online shopping. The overall results are recognized to the fact that all the respondents in the sample were online shoppers and therefore might be relaxed with the Internet.

4. CONCLUSION

The ANOVA results for consumers' comeback across different demographics factors shows that gender impacts occurrence of on-line shopping positively and Family Size impacts overall spend on on-line shopping. The overall results prove that the respondents have perceived online shopping in a positive manner. This clearly justifies the project growth of online shopping in the country. However, the frequency of online shopping is relatively less in the country. Online shopping organizations can use the relevant variables and factors, identified from the study, to formulate their strategies and plans in the country. The organization can prioritize the consumer understood and explicit requirements in online shopping environment. The results can also be used by various organizations to identify their target customer segments.

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