

**A Study on Consumer Behaviour in Online Shopping – An Economic Analysis
with special reference to Chennai City**

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ABSTRACT

The present study has been initiated with the objective of economics analysis on online shopping and its impact of socio-economics factors on buying behaviour. The main objectives of the study the consumer behaviour and awareness and satisfaction. This research also helps to assess the ability of online shopping sites in order to attract and retain the customer, to analyse the buying behaviour and to explore the reasons why potential customers do not prefer online shopping. The research methodology was exploratory and descriptive. In the study the sample was based on purposive, judgement and convenience sampling. The research is in favour that there is a socio-cultural environment in the purchase decision-making process. Hence the present study directs the companies they should focus on these aspects in order to attract the customers towards electronic-shopping.

Keywords: Customer behaviour, Online, Socio-Cultural.

1. INTRODUCTION

A customer is one who purchases products for usage rather than for resale or commercial purposes. The customer is a person who pays a certain quantity of cash for the products and services needed to be consumed. Consumers therefore play a crucial role in a nation's economic system. The customer is also one of the component of the supply chain. Marketers have recently began to participate in personalized marketing, permit advertising and mass customization instead of marketers producing wide demographic profiles and demographic profiles of market segments. Buying pattern has been changed generations after generations; first of all it started as a barter system, people exchanged goods with goods. Then during 600 BC coins came into existence and they started to trade with it. Later on during the 700 BC currency came into existence and slowly trading with currency was easier. And during the 21st century online banking came into progress which made transactions and trading much easier. This online banking was made convenient to common people and retailers too. They sell their products through online websites and reach the consumers easily. Most people all over the world prefer online shopping and online transactions. And anyone can contact with any one for trading. The consumers also get many choices to select whatever they want. Buying patterns show how consumers buy services or goods but are heavily capable of changing. Marketers often attempt to comprehend the pattern of purchasing and its

relationship with the consumer's geographic, demographic and psychological features. Marketers perform extensive surveys to know the purchasing trends.

2. REVIEW OF LITERATURE

Rupali Rajesh (2018) this study has given special consciousness on key aspect of online buying like suitable and time saving, Clear Return policy, Variety of product and types to be had on online sites, Trusted shopping, Product evaluations, 24*7 Shopping, Cash on transport and Credit card offerings availability of favourite brands, readability approximately terms and situations, chance at credit score card transactions, beyond buy enjoy and so forth., as well as customer satisfaction factors like return coverage, product quality, experience, touch and feel factor etc. These effects will enable, Electronic marketers to designs higher appropriate strategies, aiming to buy practice and success.

Gunjita Kumar (2017) - It stated that earlier than demonetization, items had been bought online shopping to customer choice and hazard bearing capacity, however after demonetization it has become nearly obligatory to look for optimum bills via Electronic pockets for all sorts of goods and offerings bought. Prior to demonetization humans consume to shop for online either uncommon items or goods which aren't effortlessly to be had in the nearby marketplace, but after demonetization, they had been shopping goods of their everyday wishes. Formerly humans also favoured to buy objects online for which satisfaction gained turned into confident, but currently, they can use to one-of-a-kind websites imparting the facilities like an attempt to purchase they have been prepared to take up the hazard additionally.

Ahmed audu maiyaki (2016) observed the principle thing of influencing consumer online buy in conduct. The price and the product art collection in online shopping immediately affect purchasers' buying cause and conduct. The explosive in online buying available at a lower price, and the import range is more than traditional shopping, the purchasers will select to capture online.

3. AIM OF THE STUDY

There is a fundamental influence of online shopping on consumer buying pattern from traditional ways to modern ways, as seen in the late 1970s. This change has shown the method of innovative range of post-customer behaviour to provide the needs and satisfaction of individual consumers. The various online shopping consumer behaviours contribute to regular changes in various risk factors. Traditional buying capabilities of the surroundings are a vital component influencing the patron's perception. These capabilities also have an impact on the client's buying experience. They look for the sample of clients modifications in online buying, and have their impact on client pleasure and perception; it is far quite critical to examine the net purchasing sample of the patron. This is the main reason behind choosing the research's topic 'economic analysis in buying pattern of the consumer'

4. STATEMENT OF THE PROBLEM

To discuss the purchasing pattern of online shopping consumers in various avenues that is available in Chennai. In this sense, no attempt is made to extract the critical underlying factors of consumers' buying pattern, their relative significance and their relationship with socio-economic variables.

Nowadays, online shopping decisions depend on various attributes. There are so many factors that influence their shopping decisions. The online consumers' buying pattern has to progress forward from their iconic role; there is every possibility that decisions regarding online consumers' buying with their surplus money may be different, depending on the parameters of the online consumers' buying pattern and degree of risk-taking capabilities.

5. SCOPE OF THE STUDY

Traditionally, marketing theory is based on consumer's decision through a lens of risk and return, and the decision should be a reasonable and one. Various consumers are aware of such psychological behaviour while making online shopping decision. This irrational behaviour helps us to know of the online shopping literacy level which creates uncertainty in the game of buying pattern. As a result, the traditional online shopping market theory which is related to the efficiency of the online buying demonstrated is incorrect. In this context, it is very significant for the consumers to be aware of the various psychological phenomena and they should identify the ways to overcome the obstacles while making, buying and selling a product. Therefore, online shopping portals have a strong desire towards doing what others do. Identification of all such behaviour helps the consumer in making a proper buying decision. Apart from psychological factors, demographic factors also influence the online shopping process. This study is on online shopping and consumer buying pattern in Chennai City.

6. OBJECTIVES OF THE STUDY

- To read the economic analysis on purchasing pattern of online consumer in Chennai City.
- To analyse the buying pattern of the respondents concerning different consumer avenues and its impact on satisfaction.

7. HYPOTHESIS OF THE STUDY

- There is no substantial variance among consumer avenues and online consumer characteristics.
- There is no connection among demographic issue and online consumer characteristics.

SAMPLING PLAN

The population of the locations selected for the research is very large, and all the respondents could not be interviewed due to practical difficulties. Chosen only samples have been taken up for the study. Many online consumers were unwilling to disclose their financial details, especially the amount of money spent on different online shopping to buy various products. Hence the data were collected from the respondents who were willing to disclose the information. To have illustrations from different socio-economic groups, cluster sampling was done to select the respondents.

STATISTICAL TOOLS FOR ANALYSIS

This investigation is centred on primary records which were composed from the respondents through the survey. Secondary data are also utilized, which were obtained from published sources like books, journals, websites, magazines, and annual reports. The data composed from together the sources are examined, corrected and tabulated.

8. LIMITATIONS OF THE STUDY

The study was conducted in Chennai City of Tamil Nadu by selecting 200 sample respondents. Due to time and monetary constraints the researcher was unable to collect more than 150 respondents. Since the study belongs to social science area, the finding and suggestions presented in the study may or may not be applicable to other districts in Tamil Nadu.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

The demographic profile of the respondents helps to economic analysis on purchasing pattern of online consumer and to improve their marketing strategies by understanding issues such as the psychology of how consumers think about product. Percentage analysis was used to understand the segment of respondents in this study as well for analysing the effectiveness of purchasing pattern of online consumer and problems faced by the consumer and to know the different techniques used in behaviour of online consumer.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

	PROFILE	FREQUENCY	PERCENTAGE
Gender	Male	99	66.0
	Female	51	34.0
Occupation	Student	61	40.7
	Professional	29	19.3
	Business	19	12.7
	Employed	41	27.3
Age	Below 30 years	112	74.7
	Above 30 years	38	25.3
Education	Graduation	40	26.7
	Post-Graduation	85	56.7
	Diploma	7	4.7
	Others	18	12.0
Family	Nuclear family	113	75.3
	Joint family	37	24.7
Total		150	100.0

TABLE NO 1

In this study, Out of 150 respondent, 66% were male and 34% were female. 74.7% was under the age group of below 30 years and 25.3% of respondent's falls under the age group of above 30 years. 56.7% have done their Post-Graduation, 26.7% of the respondents have done their graduation, whereas 7% of respondents have done their diploma and the remaining 12% falls under other category. 66.7% of them belong to nuclear family and the other 33.3% as joint family. 40.7% of the respondents are students, 19.3% of the respondents are professionals, whereas 12.7% of the respondents are engaged in business and in service sector and the rest 27.3% of the respondents are employed. 45.3% of the respondents fall under the income group of Rs.1,00,000 to Rs.2,00,000, 21.3% of respondents fall under the income group of Rs.2,00,000 to 3,00,000, 14.7% of respondents fall under the income group of Rs.5,00,000 and above. Whereas, 10.7% of

respondents fall under the income group of Rs.3, 00,000 to 4, 00,000 and 8% of respondents fall under income group of Rs.4, 00,000 to 5, 00,000. Demographic profile are used to frequently to purchasing pattern of online consumer, as well as understand the market segment of consumers helps the marker to know about the target group helps to achieve highest position in the competitive marketing scenario (Kotler,2010). The study also examined the association between demographic factor and perception of the consumers towards online shopping respect to gender and age. It is identified that there is no significant association between gender and age with respect to consumer perception towards online shopping.

PURCHASING PATTERN OF ONLINE CONSUMER TOWARDS ECONOMIC ANALYSIS

PARTIC ULARS	FREQUENCY	PERC ENTAGE
Details showing the experience in online shopping	Yes	135
	No	15
Details about the product that was purchased through online shopping	Mobile and accessories	38
	Clothes	83
	Electronic goods	10
	Medicines	10
	Others	9
Details about the reason for preferring online shopping then retail shopping	Price	99
	Good Quality	6
	Door Delivery	9
	Variety of products	14
	Others	7
Details about the influencer for online shopping to the Respondents	Family Members	97
	Reference Groups	36
	Friends	4
	Social Media	13
Total		150
		100.0

TABLE NO 2

In this study, out of 150 respondents, 90% of Respondents share those consumers towards the experience in online shopping, friends, family, etc., and rest 10% of the respondent does not share the campaign; 55.3% of respondents gives more importance for the success of source of information through purchasing on clothes, followed by purchase on mobile and accessories (25.3%), electronic goods (6.7%), medicines (6.7%) and 6% of respondent come to know by others. 66% of consumers reason for preferring online shopping with their price and they are the most popular variety of products 9.3% of respondent with their door delivery 6% of consumers with their good quality, the influencer for online shopping to the respondents 64.7% of the respondents access family members, whereas 24% of people access reference groups, while 8.7% of respondents visit social media and remaining 2.7% of respondents access only friends. Therefore it is accomplished that go viral means spreading the word of mouth by using internet and it is effective tool in promoting online shopping through social networking site as well it is considered as easy way of reaching the community.

BOX'S TEST OF EQUALITY OF COVARIANCE MATRICES

It is used to compare the variations in the multivariate sample and more specifically it tests if two or more covariance matrices are equal or not (i.e.) homogeneity. The details of the results arrived through the discriminant analysis is given below in table-2

BOX'S M TEST OF EQUALITY OF COVARIANCE MATRICES

GENDER	RANK	LOG DETERMINANT
Male	6	13.005
Female	6	13.436
Pooled within-groups	6	13.172

Source: Primary data

TABLE NO 2

It is seen that the log determinant values were found to same and it is hereby interpreted that the groups considered in this study have not different covariance matrices.

DETAILS ABOUT THE PRODUCT THAT WAS PURCHASED THROUGH ONLINE SHOPPING

The product that was purchased through online shopping is one of the most powerful promotional tactics for companies and businesses. The science behind store consumer retailers is the key factors that drive growth in marketing i.e. enjoyable, trustworthy, informative, convenient, acceptable, entertaining, reliable, appropriate, time consuming, easy to reject and disruptive. The above attributes are gathered with previous studies. Ranking the attributes helps to identify the attribute which influencing more in the mind-set of consumer.

THE PRODUCT PURCHASED THROUGH ONLINE SHOPPING

ATTRIBUTES	WEIGHTED AVERAGE MEAN	RANK
Mobile and accessories	3.73	2
Clothes	3.28	6
Electronic goods	3.75	1
Medicines	3.71	3
Others	3.47	5

TABLE NO 3

The most important positive attribute of an preferred shop to buy branded purchased through online shopping is being electronic goods (3.75), while the second most popular reason for purchasing in mobile and accessories (3.73), it is been followed by Medicines (3.71), others (3.47), Clothes (3.34),) are most important consumer perception which are considered while spreading marketing messages and negative attributes towards online shopping

DISCRIMINANT ANALYSIS VALIDATION OF CLUSTER RESULTS

In this study, the discriminant analysis was carried out for 2 cluster groups according to their perception level and it resulted in 1 discriminant functions and consequently 1 Eigen values.

DISCRIMINANT ANALYSIS VALIDATION OF CLUSTER RESULTS

DIMENSIONS	N-63	N-87	N-150	WILKS' LAMBDA	F VALUE	P VALUE
Mobile and Accessories	17.11 (1.833)	15.64 (2.199)	16.26 (2.172)	.888	18.657	.000
Clothes	25.22 (2.524)	19.78 (2.838)	22.07 (3.816)	.501	147.164	.000
Electronic Goods	12.37 (1.903)	10.79 (1.862)	11.45 (2.029)	.853	25.558	.000
Medicines	12.48 (3.482)	11.49 (3.827)	11.91 (3.706)	.983	2.592	.110
Others	15.94 (2.055)	11.79 (2.602)	13.53 (3.142)	.574	110.000	.000

TABLE NO 4

From the above table consumers are clustered into 2 groups with 5 attributes according to their purchased through online shopping towards they are internally homogeneous and externally heterogeneous. In order to determine the variables which significantly contribute to the differentiation of groups, F-test for Wilks's Lambda was used for discriminating variables. F-test value shows that mobile and accessories, General perception clothes, electronic goods, medicines and others (significant smaller than 0.05) are significantly discriminate towards consumers towards online shopping through mobile and accessories, General perception, clothes, electronic goods, whereas only irritating was not a significant (significant value is more than 0.05) discriminating attribute to the respondents. The mean scores for attributes that encourage the groups for consumers towards online shopping mobile and accessories = 16.26 (SD= 2.172), I clothes = 22.07 (SD= 3.816 electronic goods = 11.45 (SD = 2.029), medicines = 11.91 (SD= 3.706), others = 13.53 (SD= 3.142)

EIGENVALUES

FUNCTION	EIGENVALUE	% OF VARIANCE	CUMULATIVE %	CANONICAL CORRELATION
1	1.855 ^a	100.0	100.0	.806

a. First 1 canonical discriminant functions were used in the analysis

The highest eigenvalue (1.855) corresponds to the discriminant function, which shows that it has the strongest power of discrimination of the function and the canonical correlation is a correlation between the discriminant scores and the levels of the dependent variable. The present correlation of 0.806 is extremely high.

WILKS' LAMBDA

TEST OF FUNCTION(S)	WILKS' LAMBDA	CHI-SQUARE	DF	SIG.
1	.350	152.099	6	.000

It's clear that calculated lambda value is $.350 < 0.5$ which indicates the stronger power of discriminant function and the calculated chi-square value is 152.09 and it is significant at the level of significance .000 at the degrees of freedom 6. In chi-square analysis if the significant value is less than 0.05 then reject the null hypothesis and accept the alternate hypothesis. In the above obtained result, since the significance value is less than 0.05 the null hypothesis is rejected and alternate hypothesis is accepted and it is concluded that the online shopping perception of respondents on consumers does significantly vary according to their discriminant variables.

9. SUGGESTIONS

The economic analysis on purchasing pattern of online consumer and to improve their marketing strategies. It is stated from the analysis that the majority of the respondents are purchasing online shopping products through cash. From the analysis, it is concluded that the majority of the respondents are purchasing online shopping products during festival / functions. It is found from the analysis that the majority of the respondents are purchasing products in online store. From the analysis, it is obtained that the majority of the respondents prefer branded products to buy. It is examined from the analysis that the majority of the respondents prefer mobile and accessories for buying online store. It is showed that female respondents are having maximum level of perception on online products while they are almost like to buy electronic goods always. So, the online retail store should maintain more attractive economic condition of consumers and also should be offered to the customers.

10. CONCLUSION

The study has been made a thorough analysis of economic analysis in buying pattern of the consumer in online shopping with reference to Chennai City. In this learning, the opinion emerged that though there are many products available in the market, a large number of people prefer to purchase products through online because all kinds of goods are available while searching in online web stores. It has made the people to get whatever they want without struggle and they get it just a tap ahead.

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