AN ANALYSIS OF BUYING BEHAVIORAL PATTERN OF CONSUMERS AND THEIR ATTITUDE TOWARDS ONLINE SHOPPING (WITH SPECIAL REFERENCE TO NAMAKKAL DISTRICT, TAMILNADU, INDIA)

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Abstract:

Online shopping means the process of copping products and services through the internet. Online shopping is also nominated as electronic shopping or internet shopping or digital purchase. The product or service is bought by pertaining the website of the retailers searching the products among the number of retailers and making a purchase. The main aim of the study is To identify the factors that influence the buying behavioral pattern of consumers in Namakkal District. The study is descriptive in nature. A sample of 100 respondents were collected using convenient sampling method and the secondary data have been collected from related websites, journals, magazines and textbooks. The study is based on questionnaire method and analyzed using simple percentage analysis, ranking method and scaling technique. The study concludes that the growth of new websites, purchase of all the products under a single roof and new consumption pattern have made online marketers to concentrate important to feed to the requirements of online buyers without any concession

Key Words: Attitude, Factors, Online, Customer, Shopping, Internet, Products, Services, Etc.,

Introduction:

Online shopping means the process of copping products and services through the internet. Online shopping is also nominated as electronic shopping or internet shopping or digital purchase. The product or service is bought by pertaining the website of the retailers searching the products among the number of retailers and making a purchase. In digital marketing, the marketer is empowered to reach further people, to reach further, to epitomize and be more believable. The installations of internet access through computers, laptops, smart phones, tablets and adding number of hunt machines, payment services have proved important accessible for the individualities to shift from the offline shopping to online shopping. Besides colorful advantages like time saving, convenience, any time purchases, price comparisons and other benefits, online shopping has seized the attention and attracted a wide range of followership.

Online Transaction Model
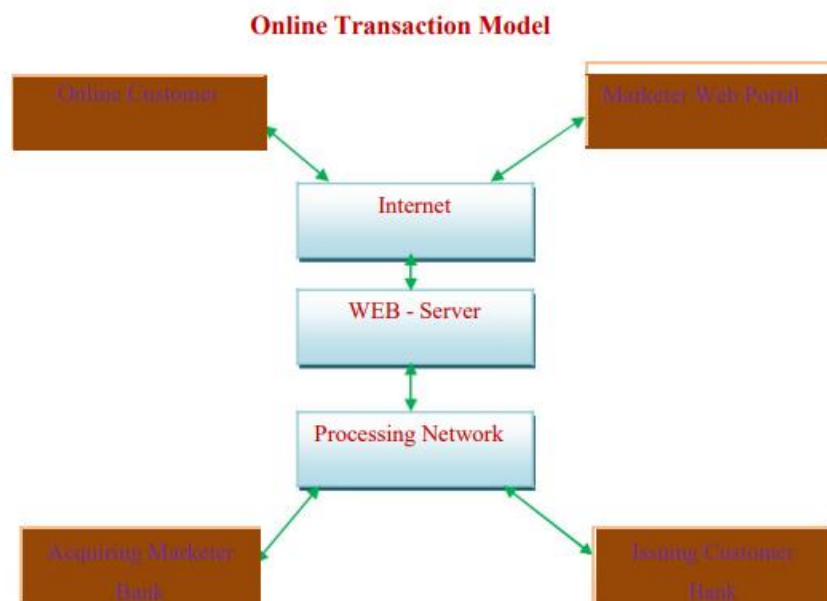
The process of online shopping is veritably much simple and provides the buyers ample occasion to make the purchase. It has reminded the traditional purchase by sitting with the technology just by the operation

International Journal of Scientific Research and Modern Education (IJSRME)
Impact Factor: 7.137, ISSN (Online): 2455 – 5630
(www.rdmodernresearch.com) Volume 7, Issue 1, 2022

of internet. The following are the introductory way involved to make an online purchase from any website. On previous knowledge with the website the buyer can buy directly or can mileage the help of the hunt machines for this purpose. The druggies can search the product in product orders and elect their needed product. The coming step is to register with dispatch id or mobile number with a word. They can elect the particulars which are to be bought and drop them to the shopping wain and carry on with shopping. Type the payload terms and enter the address to deliver the consignment. The mode of payment and billing address for copping the product should be named and the payment is to be made attesting the order. In this step revision and cancellation of the orders is also possible. Before the product reaches the hands of the consumers the status of product in conveyance is communicated at each stage. Eventually, the product gets delivered and in case of any disagreement the relief can be made with reason within the quested time mentioned in the website.

Pros of Online Shopping:
- Convenient and Time Saving: The process of online shopping is important simple and accessible. Purchases can be made at any time (24/7) and anywhere handed with the help of the internet. It provides easy shopping without numerous crowds and makes copping job easier.
- Comparison of Prices: It's the main motive of every buyer to check out whether the product they buy has the real worth in terms of plutocrat. So, the client feels to compare the price of the product from one website to other. It's made easy with the help of online shopping.
- Product Choice: Kinds of products are available to choose in the websites rather than to go with the same brands. New products with seductive deals and offers have converted the guests to make shopping through online.

Other Advantages in Online Shopping:
- Client reviews on each product gives an idea while copping the product
- Rare products can be linked and bought in online.
- Certain products which cannot be bought intimately can be safeguarded through online shopping.
- Obsessive shopping isn't made as in the traditional shopping system.
- Options to return the product and relief of the product in online purchases.
- It's one system of transferring gifts to the people one wants to.

Cons of Online Shopping:
- Delay in the product ordered may at times prove a critical situation to the consumer.
- Delivery of the product isn't made at the remote places.
- The products can be seen only in the canons which may at times be different when entered.
- Lack of security and trust as in traditional shopping. Lack of particular attention and commerce.
- Further cost on delivery rather than the product itself.
- At certain times of relief the shipping charges are to be met by the consumer out of his fund. Consumer might at times come a shopaholic in frequent purchases through online.
- Instant satisfaction isn't there as one has to stay till the minimal period for viewing the product.

Review of Literature:
Yun Wan etal., (2011) observed the reasons for the consumers to sustain in Online Shopping by taking in to regard the beliefs, operation, e-tail attributes and other salient features. Among the below mentioned variables, beliefs in prognosticating the original relinquishment and invention has been plant to have important understanding of sustained operation gets. Information hunt for online purchase and cross channel purchases is viewed as the salient factors. The pictorial conclusion is to allocate coffers to ameliorate the functional features of the website and enable consumers in their decision timber.

Zuroni Md Jusoh and Goh Hai Ling (2012) anatomized the factors impacting the consumer ‟ s station towards E-Commerce purchases through online shopping. The study reveals that E-Commerce experience, product perception and client service had significant relationship with the consumer ‟ s station towards E-Commerce purchase. The study concludes that consumer threat in online shopping don't have significant relationship over E-Commerce purchases through online shopping.

Ashok Kumar Chandra and Devendra Kumar Sinha (2013) explained the factors affecting the online shopping gets in Bhilai Durg. The findings of the study have stated that demographics, age, education and income have positive influence on the online shopping. Website design features are the most significant factors that affect online shopping. The study concludes that the information attained from experience over a period of time had the implicit to modify the unborn intentions of online buying.

Sita Mishra and Priya Mary Mathew (2013) estimated the perceived threat and attributes in online merchandising. Internet operation, perceived threat and website attributes are the confines taken for the study. The shoppers comment that they've further fear in the products delivered through online shopping. Information quality is the utmost impacting website trait viewed by the shoppers. The buyers prefer recommendations from their relations and other buyers as India has a collaborative culture.

Hooria Adnan (2014) conducted a study to dissect the factors supporting and hindering online shopping gets of the Pakistani consumers. Perceived advantages have been appreciatively identified whereas the perceived threat and cerebral factors show a negative impact towards online buying. Trust and security issues were the previous aspects that determine the online purchases of consumers in Pakistan.

Sanjeev Prashar etal., (2017) conducted a study to find the goods of online shopping values and cues on the purchasing gets of the consumers using the Encouragement Affair Response (S-O-R) model conception. The shopping values have been considered as the internal provocation and the web atmospheric cues are taken as the external provocation, the organism is the web satisfaction and the response is the purchase intention. The analysis reveals that the hedonic shopping value and the web entertainment are the strong factors impacting website satisfaction and the website in formativeness and the utilitarian shopping value have weaker influence over the website satisfaction. The web satisfaction acts as an intermediating part between online shopping values and website atmospheric cues and purchase intentions.

Objectives of the Study:
- To identify the factors that influences the buying behavioral pattern of consumers in Namakkal District
- To determine the customer attitude towards online shopping in Namakkal District.

Limitations:
- The result of the study is based upon the views expressed by the people of Namakkal District
- The statistical tools used to analyze the data have their own limitations.
- All the drawbacks of primary data are applicable to this study.

Research Methodology:
Area of study: The research study was done in Namakkal District
Sample size: Nearly 100 respondents were collected for the present study.
Nature and source of data: The study is descriptive in nature. The study is based on questionnaire method; primary data has been collected from various people in Pollachi using convenient sampling and the secondary data have been collected from related websites, journals, magazines and textbooks.
Statistical tools used for study: simple percentage analysis, ranking method and scaling technique.

Analysis and Interpretation:

Table 1: Demographic profile of the respondents

Factors	No of Respondents n=200	Percentage (%)
Gender		
Male	52	52
Female	48	48
Age		
Upto 25 years	10	10
25-50 years	66	66
Above 50 years	24	24
Educational qualification		
Upto SSLC	14	14
UG /diploma	74	74
PG	12	12
Occupation		
Business	22	22
Employee	38	38
Professionals	15	15
Agriculture	10	10
Others (Homemakers, students, Retired persons)	15	15
Monthly Income		
Less than Rs.20,000	36	36
Rs.20,000 to Rs.50,000	34	34
Above Rs.50,000	30	30

Inference:

The table 1 describes the demographic profile of respondents taken for the study. Out of 100 respondents were taken for the study: it has been identified that most (52%) of the respondents are male, (66%) of the respondents age is between 25 years to 50 years, (74%) of the respondents are Under graduates, (38%) of the respondents are employees and (36%) of the respondents monthly income is less than Rs.20,000

Table 2: Customers Attitude towards Online Shopping

Level	No of Respondents n=200	Percentage (%)
Low	52	26
Medium	92	46

High	56	28

Inference:

The above table shows that (52%) of the respondents have low level preference, (46%) have medium level of preference and (28%) have high level of preference Customers Attitude towards Online Shopping.

Ranking Method:

The respondents were asked to rank the Factors Influencing Customers Attitude towards Online Shopping. Perceived ease of use, perceived risk, perceived usefulness, effect of website design, Economic factor, availability of products, and customer satisfaction.

Table 3: Factors Influencing Customers Attitude towards Online Shopping

Factors	Total Score	Rank Assigned(I-X)
Design and style	367	III
Price	535	I
Best offer	492	II
Availability of products	160	V
Convenience	282	IV

Inference:

It is found from the above table Price was the first Factors Influenced Customer Attitude Towards Online Shopping, Best offer was the second factor Influenced Customers, Design and style was the third factor Influenced Customers, Convenience was the fourth factor Influenced Customers and Availability of products was the fifth factor Influenced Customers.

Conclusion:

There's no mistrustfulness that online shopping has surpassed the traditional marketing in both civic and pastoral areas. Consumers who generally prefer touch and sense of the product have witnessed product purchase just entering into the websites. The growth of new websites, purchase of all the products under a single roof and new consumption pattern have made online marketers to concentrate important to feed to the requirements of online buyers without any concession. The installations of internet access through computers, laptops, smart phones, tablets and adding number of hunt machines, payment services have proved important accessible for the individualities to shift from the offline shopping to online shopping. So, the present study is concentrated to know the factors that have created behavioural change. Information on demographic profile of the repliers has been collected with assessing their relationship to the position of satisfaction. These variables help to have a primary knowledge and serve as the base to understand the consumers "e- purchase to a certain extent. In the recent days, certain websites have created their own logistics to reduce detention in product delivery without leaving the consumers. The companies are now moving out to test the product delivery in a day and certain trials have been espoused in top metropolises and grounded on the results it's anticipated to be enforced in other metropolises.

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