A STUDY ON THE EFFECTS OF MOVING ON ONLINE SHOPPING BEHAVIOR OF CHENNAI CUSTOMERS

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Abstract: **Companies are confronting an extreme rivalry in this powerful field of business. They are always searching for new avenues so that they can increase contact with customers and for the same they are letting no stone unturned. In such manner, the latest pattern is online shopping. The increasing pattern of computers instruction is straightforwardly corresponding to increases in online shopping. The increasing use of web by the more youthful age in Chennai provides a developing prospect for online retailers. On the off chance that online retailers realize the effects of moving Chennai customer's purchasing behavior, the association between these factors and kind of online buyers, at that point they can additionally develop their marketing strategies to change over potential customers into dynamic ones. This study tries to observe the features identified with the shopping behavior of online shoppers. Customer's shopping behavior in respect of online shopping was premeditated using varied socio-economic variables. The information was collected through questionnaire. The results of study uncover that online shopping in Chennai is considerably influenced by various socio demographic factors like age, gender, educational status and monthly income. In additional, it also assists retailers to know the drivers of customer's attitude and objective to shop on the web and customer's perceptions with respect to ease of use and usefulness. Conclusions got from the analysis can be used as useful guide for market introduction. The results of the study suggest that assessment of customer's shopping behavior can add to a better understanding of customer shopping behavior in respect of online shopping.**

Keywords: **Online Shopping, Shopping behavior, customer perception, customer attitude, Technology, and Internet.**

1. INTRODUCTION

Online shopping is a type of electronic business which allows customers to specifically purchase products or services from seller over the web using internet browser. Online shopping provides all kind of goods to be accessible in the virtual world. It is just similar to a shop in the area, selling all sorts of goods however with some unmistakable differences. Here one can access these shops whenever without stepping out of their home/office. It very well may be accessed whenever you are progressing, unwinding in your home or having a period out at your office. Here every one of the products is displayed with the cost and point by point notice of the features. Potential customers can view them; examine what other similar online shopping outlets are putting forth and can receive the best arrangement in return.

These days, the idea twofold pay couples are turning into even more noticeable in India. With the long working hours and expanded separations to travel, they are not having enough time to commit it to shopping as individuals don't crave going out for purchasing everyday things following an exceptionally frenzied day at office. They need to save it for different works like mingling, diversion and so on. Presently the organizations are thinking of the ways so this segment of society can be tapped to the most extreme and best way to draw in them is only a tick away and that too whenever 24X7. In addition, this is situated in the virtual world and can be gotten to any time when you are viewing your top choices TV appears or having a recess at office. This is the online shopping idea.

OBJECTIVE OF THE STUDY:

The primary objective of the study is to analyze the features related to the shopping behavior of online shoppers and to give useful information to marketing experts to develop a better marketing strategy to boost online shopping in retail market.

2. RESEARCH METHODOLOGY

The research is based upon primary and secondary data both are collected from Chennai. The primary data was gathered through a questionnaire designed exclusively for the study. The questionnaire was designed to gather information about socio demographic profile of the Chennai customers such as age, gender, literacy level and monthly salary. In addition to this various questions related to the learning and experience about online shopping, reason for choosing online shopping, sort of products purchased online, the effects of moving customer's behavior while online shopping and so forth. Secondary data was taken from books, research papers, Journals, magazines and websites.

Sample Size:

Samples were gathered from customers and buyers of online shopping of Chennai area. A target of 250 respondents was set, however many of them gave deficient questionnaire and having no experience of using web and online shopping therefore just 200 questionnaires were entertained for final analysis and data interpretation.

Tools for used:

For the evaluation and examination of primary data of this, accompanying table shows the demographic profile of the respondents and the research that was generated through a questionnaire, the Statistical Package for Social Sciences (SPSS) systematic computer software was used and it gave accurate results regarding the data. The collected data has been subject matter to analyses by unit's appropriate tool for Frequency analysis and factor analysis tools are used to understand the behaviour of the respondents for online shopping.

3. DATA ANALYSIS AND INTERPRETATION

The following table shows the demographic profile of the respondents.

FREQUENCY ANALYSIS FOR SOCIO-DEMOGRAPHIC PROFILE OF THE CUSTOMERS:

Frequency analysis is very fundamental one and it is always based on the simple percentage analysis. The following table shows the socio demographic variables of the selected customer's behaviour of the respondents for online shopping with relevant percentages.

Table 1: Frequency analysis for socio-demographic profile of the customer's

Socio-Demographic profile of the customer	Variables	Frequency	Percent
Gender	Male	112	56
	Female	88	44
	Total	**200**	**100**
Age	18 - 30	97	48.5
	31- 40	49	24.5
	41 – 50	31	15.5
	Above 50	23	11.5
	Total	**200**	**100**
Literacy Level	Upto School Final	27	13.5
	Diploma/ Degree	39	18.5
	Post Graduate Degree	118	59
	Professional Degree	16	8
	Total	**200**	**100**

Monthly Income (in family)	Upto Rs. 20,000	25	12.5
	Rs.20,000 – 30,000	64	32
	Rs. 30,000 – 40,000	80	43
	Above Rs. 40,000	31	15.5
	Total	**200**	**100**

Source: Output generated from SPSS 20

The table is the self-explanatory in nature and it shows the facts and figures. However, the following points are noteworthy:

• Among the 200 sample customers, male customers are large in number. They form 56 percent in the total samples. The female customers take 44 percent in online shopping.

• In respect of the age of the Chennai customers, 48.5 percent fall under the age group of 18-30. 31-40 is the age group that has 24.5 percent of online shopping in Chennai customers.

• In the case of literacy level, 59 percent of the respondents are postgraduates. 18.5 percent Diploma / degree holders and 13.5 percent school final have equal number of Chennai online shoppers. 8 percent customers are professionals.

• In the case of monthly income, the majority customers 43 percent earn Rs.30, 000 -Rs. 40,000 Next, 32 percent customers earn Upto Rs. 20,000 - Rs.30, 000. 15.5 percent customers have above Rs.40, 000 as their monthly income. 12.5 percent customers have the monthly earnings of upto Rs.20, 000.

The following tables shows that Customer attitude towards online shopping and results obtained through Data analysis (Tabular and graphical representation)

Table 2: Customer attitude

Customer attitude	Frequency	Percent
Yes	200	100.0
No	0	0
Total	**200**	**0**

Source: Output generated from SPSS 20

Table 3: Experience of online shopping

Experience of online shopping	Frequency	Percent
Below 1 year	51	25.5
1 – 2 years	89	44.5
3 – 4 years	35	17.5
Above 5 years	25	12.5
Total	200	100.0

Source: Output generated from SPSS 20

Table 4: Reasons for choosing online shopping

Reasons for choosing online shopping	Frequency	Percent
various mode of payments	27	13.5
Wide variety of products	45	22.5
Lower prices	22	11.0
Easy buying process	70	35.0
More Discount	36	18.0
Total	**200**	**100.0**

Source: Output generated from SPSS 20

Table 5: Frequency of online purchasing

Frequency of Online purchasing	Frequency	Percent
Very Often	59	29.5
Often	94	47.0
Occasionally	47	23.5
Total	**200**	**100.0**

Source: Output generated from SPSS 20

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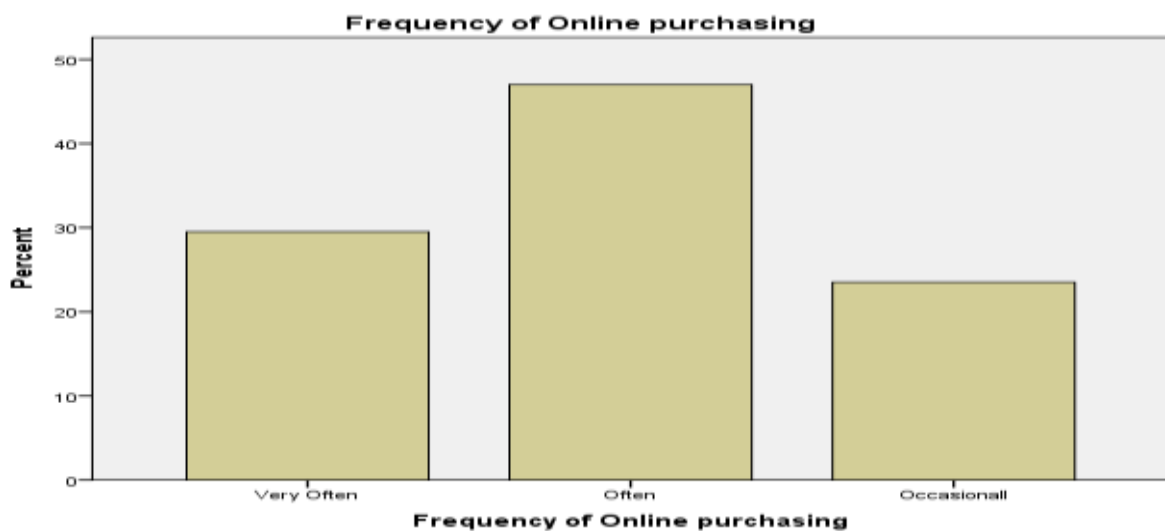
Table 6: Products purchased in online shopping

Products purchased in online shopping	Frequency	Percent
Books	35	17.5
CD/Video	10	5.0
Software	21	10.5
Gifts	18	9.0
Tickets	40	20.0
Travel and hotel booking	30	15.0
Electronic items	26	13.0
Home appliances	15	7.5
Baby Toys	5	2.5
Total	**200**	**100.0**

Source: Output generated from SPSS 20

Table 7: Kind of availability of online information about product & services

Kind of availability of online information about product & services	Frequency	Percent
Excellent	101	50.5
Good	69	34.5
Average	16	8.0
Poor	14	7.0
Total	**200**	**100.0**
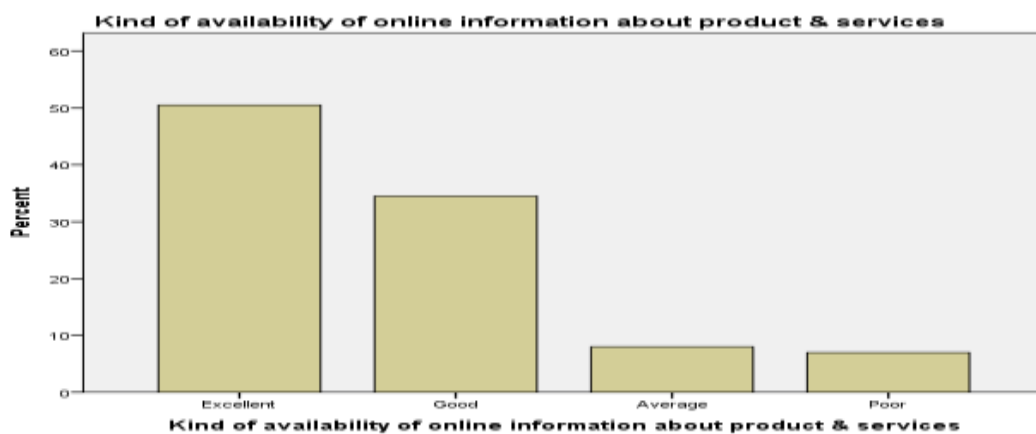
Source: Output generated from SPSS 20

Table 8: Recommendations to non online buyers for online shopping

To non online buyers for online shopping	Frequency	Percent
Recommended	153	76.5
Not Recommended	47	23.5
Total	**200**	**100.0**

Recommendations to non online buyers for online shopping

Source: Output generated from SPSS 20

FACTOR ANALYSIS FOR THE EFFECTS OF MOVING ON ONLINE SHOPPING BEHAVIOUR OF CHENNAI CUSTOMERS:

KMO and Bartlett's Test

The dimensionality of the effects of moving on online shopping behaviour of Chennai customers was examined using factor analysis based on six individual statements and the reliability of the subsequent factor structures was then tested for internal consistency of the grouping of the items. The six the effects of moving on online shopping behaviour of Chennai customer's statements are related to the following:

1. Online shopping saves time

2. Online shopping saves money

3. Online shopping is risky

4. It is easy to choose and make comparison with other products while shopping online

5. Get on-time delivery by shopping online

6. The website design helps in searching the product easily

Table 9: KMO and Bartlett's Test of the effects of moving on online shopping behaviour of Chennai customers

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0. .833
Bartlett's Test of Sphericity	Approx. Chi-Square	980.280
	Degree of freedom	15
	Significant value	.000

Source: Output generated from SPSS 20

High value of KMO (0.833> .05) of indicates that factor analysis is useful for the present data. The significant value for Bartlett's test of Sphericity is 0.000 and is less than 0.05 which indicates that there exists significant relationships among the variables. The resultant value of KMO test and Bartlett's test indicates that the present data is useful for factor analysis.

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Table 10: Correlation matrix the effects of moving on online shopping behaviour of Chennai customers

Correlation	Online shopping saves time	Online shopping saves money	Online shopping is risky	It is easy to choose and make comparison with other products while shopping online	Get on-time delivery by shopping online	The website design helps in searching the product easily
Online shopping saves time	1.000	.921	.925	-.106	.791	.067
Online shopping saves money	.921	1.000	.881	-.067	.782	.070
Online shopping is risky	.925	.881	1.000	-.075	.730	.089
It is easy to choose and make comparison with other products while shopping online	-.106	-.067	-.075	1.000	-.059	.238
Get on-time delivery by shopping online	.791	.782	.730	-.059	1.000	.097
The website design helps in searching the product easily	.067	.070	.089	.238	.097	1.000

Source: Output generated from SPSS 20

Table 11: Total variance explained for the effects of moving on online shopping behaviour of Chennai customers

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.538	58.968	58.968	3.538	58.968	58.968	3.538	58.968	58.968
2	1.240	20.666	79.634	1.240	20.666	79.634	1.240	20.666	79.634
3	.744	12.407	92.040						
4	.305	5.079	97.119						
5	.113	1.876	98.994						
6	.060	1.006	100.000						
Extraction Method: Principal Component Analysis.									

Source: Output generated from SPSS 20

All the statements of the effects of moving on online shopping behaviour of Chennai customers are loaded on the six factors. The total variance accounted for, by all the two factors with Eigen value greater than 1 is 79.634 percent and the remaining variance is explained by other variables. Among the two factors, the first factor accounts for around 58.968 percent of variance which is the prime criteria considered in the effects of moving on online shopping behaviour of Chennai customers.

Table 12: Rotated Component Matrix of the effects of moving on online shopping behaviour of Chennai customers

Rotated Component Matrix[a]	Component	
	1	2
Online shopping saves time	**.971**	-.029
Online shopping saves money	**.956**	-.001
Online shopping is risky	**.945**	.005
Get on-time delivery by shopping online	**.875**	.029
It is easy to choose and make comparison with other products while shopping online	-.105	**.787**
The website design helps in searching the product easily	.108	**.786**
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

Source: Output generated from SPSS 20

The statements are converted into 2 factors using factor analysis.

The following four aspects related to the effects of moving on online shopping behaviour of Chennai customers are converted into a single factor.

1. Online shopping saves time

2. Online shopping saves money

3. Online shopping is risky

4. Get on-time delivery by shopping online

The following two aspects related to the effects of moving on online shopping behaviour of Chennai customers are converted into a single factor.

1. It is easy to choose and make comparison with other products while shopping online

2. The website design helps in searching the product easily

Apart from that, the dimension "the effects of moving on online shopping behaviour of Chennai customers" comprises 6 statements. Out of six statements, two statements contribute more towards the effects of moving on online shopping behaviour of Chennai customers. The statements are (1) Availed community development schemes (2) It is easy to choose and make comparison with other products while shopping online.

4. FINDINGS, SUGGESTIONS AND CONCLUSION

Findings:

The findings that we gained in this study are as follows:

- Starting from demography, the results of correlation results of age indicated that there is a quite strong correlation between age and attitude towards online shopping of Chennai customers, i.e. aged people are not so keen to shop online. This will help online retailers to make strategies according to different age brackets.

- Correlation is also done on education to see the trend of online shoppers with different education levels, the result showed that which is very high positive correlation between education and attitudes towards online shopping Chennai peoples and would indicate that higher education makes online shopping more attractive.

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- Among the 200 sample Chennai customers, male customers are large in number. They form 56 percent in the total samples. The female customers take 44 percent.

- In respect of the age of the customers, 48.5 percent customers fall under the age group of 18-30. 31-40 is the age group that has 24.5 percent of Chennai customers.

- In the case of literacy level, 59 percent respondents are postgraduates. 18.5 percent Diploma / degree holders and 13.5 percent school final have equal number of Chennai customers. 8 percent customers are professionals.

- In the case of monthly income, the majority of the Chennai customers 43 percent earn Rs.30, 000 -Rs. 40,000 Next, 32 percent customers earn Upto Rs. 20,000 - Rs.30, 000. 15.5 percent customers have above Rs.40, 000 as their monthly income. 12.5 percent customers have the monthly earnings of upto Rs.20, 000.

- Mostly people chosen that online shopping has easy buying procedures (35.5%). The majority of the respondents preferred in online ticket booking (20%). Majority of the respondents' excellent service of online and information about the product availability of online services (50.5%). (47%) people have been frequently using online stores for shopping. (94%) majority of the respondents agreed that online shopping saves time. (82%) respondents agreed that online shopping saves money. Most of the respondents feel that there is no risk in online shopping (77%). (85%) respondents agreed that

while online shopping, it is easy to choose and compare with other products. 59% respondents agreed that they obtain delivery on time in the online shop. 78% respondents agreed that website suggests helps in searching the product without a doubt. Maximum number of respondents suggests non online buyers to become online buyers (76.5%).

Suggestion:

We locate the more awareness towards online shopping through this study that the socio demo-graphical matters like age, education and income were agreed for online shopping yet the rate is higher when the respondents are youthful, when the education is higher the respondents agreed for the same and the higher income group respondents strongly agree for the same. It means an awareness program for online shopping is very much necessary. The retail online shoppers should be planned for awareness towards online shopping through different ways.

With the end goal to a variety of payment options attract more and more customers, online shoppers have to increase the payment options as there are only small section of people in India who have credit cards so this also hampers some who are willing to shop online. More options like Cash-on-delivery, money transfer, checks or demand drafts, end-to-end payment, and EMI should be made available to the customer who can adopt the best suited method.

Awareness regarding safety procedures issues still continues to be a major drawback and trends like AVS (Address Verification System), PIN for credit cards, smart cards, digital signatures, e-cards, and easier infra-and inter-bank transactions online need to be made more prominent. Teaching customers to transact only on secure internet connections is also necessary. Potential customers should be convinced emphasize the advantage of shopping from home without having the pain of going out in the crowded placed. The price offered for online shopping should be made more competitive as compared to the prices of the goods available in the local shops then only the customers will feel motivated to purchase online. Customers should be made aware about the varied sales promotion schemes, which will make this online purchasing more attractive and popular among the buyers.

Conclusion:

The current study is descriptive in nature and it has made an attempt to understand the behavior of Chennai customers towards online shopping. This research shows that online shopping is having brilliant future in Chennai. Perception towards online shopping is showing signs of improvement in Chennai. The generalized results obtained through data analysis have given close indication of increasing significance of online stores in the life of Chennai individual peoples and their online shopping behavior. The e-stores are often visited by the shoppers. The ease and convenience given by these stores to 24X7 has made easy shopping for customers. With the use of web customer can shop anywhere, anything and anytime with easy and safe payment option. Customers can do comparison shopping between products as well as online stores by saving time and money.

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