



A STUDY ON ONLINE SHOPPING BEHAVIOR OF CONSUMERS IN FLIPKART KANCHIPURAM DISTRICT

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Abstract

Online shopping is a form of electronic commerce which allows consumers to directly purchase products or services from seller over the internet using web browser. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers. The exploratory factor analysis shows that convenience, website features, security and time saving are the factors affecting online shopping behavior of consumers. The regression analysis indicates that convenience, security, website features and time saving are positively and significantly influencing the purchasing decision of consumers at one per cent level. Online retailers need to ensure that the online shopping process in their websites is designed to be as easy, simple and convenient as possible for online consumers to shop online. In addition, online retailers also need to ensure that they provide an efficient delivery service to their consumers.

Introduction

Online shopping is a form of electronic commerce which allows consumers to directly purchase products or services from seller over the internet using web browser. Online shopping is a fast growing phenomenon. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers (Koo et al 2008). Due to exponentially rising business opportunities, there are a number of services being offered on the internet. Online shopping has emerged as one of the most prominent services available through internet. It has enormous advantages for the consumers as well as business houses. Through online shopping, business houses have been able to reach out to more consumers at less cost. They have been able to reach out to consumers living in remote areas. In-fact these are acting as stepping-stones to concept of global village. More over the inventory management overheads also decrease significantly through online shopping (Richa, 2012). Consumers can shop from any place and need not physically visit the shops / outlets for shopping purposes. Therefore, even if customer is staying in remote area, he / she can easily shop through internet. However, here consumers can visit any number of sites to reach at final choice. Hence, online shopping provides unlimited choices to the consumers in nut shell. The customer can shop any day of the year on any time of the day. This also helps in consumers' time and energy saving. More over due to unlimited choice and less excess time, consumers can easily search for the desired things and can easily compare the products / items.

Review of Literature

Bauer et al., (2006) have compared the services of online retail service vs. traditional retail services. They have identified that the online retail services are broken into two rather distinct phases: the client interaction phase taking place online and the fulfilment phase taking place offline. They also have suggested that web-site quality is a matter of delivering both hedonic and utilitarian elements.

Delone and Reif (2004) have found that at present customers are more likely to continue shopping online when they have a greater experience of online shopping. It is also found that young adults have a more positive attitude towards online buying.

Lavie and Tractinsky (2004) have expressed the expressive aesthetics of web-sites that convey a sense of creativity and uniqueness. This type of aesthetics is likely to serve an important role when shopping for specialty goods. The expressive design is relevant to specialty goods because of their unique characteristics that emphasised the shopping experience.

Sadeh et al.,(2011), studied the relationships among eservice quality, e-customer satisfaction, trust, customer perceived value and e-loyalty using DEMATEL technique. Results indicated e-service quality directly influences satisfaction of e-customers.

Objectives of the Study

1. To study attitude of consumers towards internet shopping in kanchipuram District.
2. To suggest the measures to improve shopping experience through FLIPKART
3. To find out various factors influence people to online purchase in FLIPKART

Hypothesis

1. There no significance difference between in attitude of consumer and internet shopping based on their age.
2. There is no significant difference between factors influencing to purchase in FLIPKART based on their education



Data Processing

The collected data were analyzed using appropriate statistical techniques. The Percentage, ANOVA were computed. In order to study the functional dependencies to indicate the likelihood of casual relationships between the variables.

Methodology

The researcher mainly focused on the factors contributing to the shopping experience of consumers through online in FLIPKART. This research paper is carried out based on the primary source of data collected from the respondents in kanchipuram district around 150 data were collected. The review of literature been obtained for this study have been collected from websites and various journals, further books, periodicals, various government reports, internet, etc. have been used to collect the sources of information to carry out this paper work.

Age Group of Respondents

Age is major demographic characteristic that has attracted considerable research attention. The age of respondents is crucial role play the factors influencing people to purchase in the flipkart. Young age and middle age person shows the attitude of the consumer to online purchase. For the purpose of the study the age has been classified in to four categories like to up to 18 years, 18-30 years, 30-50 years and above 50 years. The following table shows the age group of respondents.

Table -1.1, Age group of Respondents

Age	Frequency	Percentage
Up to 18 years	35	23%
18-30 Years	65	43%
30-50years	40	27%
Above 50 Years	10	7%
Total	150	100%

Source: primary data

It is observed from the above classification that represents the age group between 18-30 years are more involved in the online purchase with 43% than the population above 50 years are of 7%, similarly 27% of respondents belong to 30 -50 years and up to 18 years consists of 23%.

Table 1.2 Use of Internet per day

Use of Internet per day	Frequency	Percentage
Less than 1 hour	35	23.33
1-3 hours	45	30.00
More than 3 hours	70	46.67
Total	150	100

Source : primary data

The total number of hours spent in internet plays a vital role in determining the purchasing behavior of the consumers so from the experience of the respondents majority of them are spending more than 3 hours with the percentage of 46.67% and 1-3 hours consists of 30% and less than 1 hour being 23.33% respectively.

Table 1.3 Attitude of the Consumers

Attitude of the consumer	Frequency	Percentage
Competitive Price	40	26.67
Exclusive Offer	55	36.67
Specific Brand	15	10.00
Safe Mode of Transactions	30	20.00
Others	10	6.66
Total	150	100

Source: primary data

The above table shows the attitude of the consumers in the study area as the classification of the attitude consists of Competitive price, exclusive offer, specific brand, safe mode of transactions and others.



Table1.4 Shopping Experience in FLIPKART

Shopping Experience in FLIPKART	Frequency	Percentage
Very Good	70	47%
Good	40	27%
Average	30	20%
Poor	8	5%
Very Poor	2	1%
Total	150	100%

Source: primary data

The above table explains the percentage of the respondents shopping experience in FLIPKART as most of the respondents with 47% have declared very good and 27 % of them have said Good and 20% with average experience and 5% with poor experience and 1% with very poor experience.

Table 1.5 Time duration of Online Shopping

Time duration of shopping online	Frequency	Percentage
Often	40	26.67
Very Often	30	20.00
Seldom	60	40.00
Never	20	13.33
Total	150	100

According to the above table the time duration of shopping online by the respondents are explained 40% of them are seldom buying and 26.67% being often buyers and 20% being frequent buyers and 13.33 have mentioned they never purchase online.

Table1.6 Factors Influencing People to Purchase in FLIPKART

Factors influencing people to purchase in FLIPKART	Frequency	Percentage
Word of mouth	15	10.00
Return on delivery	25	16.66
Usability	15	10.00
Mobility	25	16.67
Social Research & Social Causes	20	13.33
Attractive Deals	50	33.33
Total	150	100

Source: primary data

The above chart explains the factors influencing people to purchase in FLIPKART and attractive deals plays the top position and followed by return on delivery and mobility and social research and social causes and word of mouth and usability.

Table 1.7 Factors influencing people to Purchase in FLIPKART

Case Processing Summary						
	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Factors influencing people to purchase in FLIPKART.	150	99.3%	1	0.7%	151	100.0%

Report		
Factors influencing people to purchase in FLIPKART.		
Mean	N	Std. Deviation
4.07	150	1.775

The above table shows the distribution of Mean with 4.07 and standard deviation with 1.775 for the factors influencing people to purchase in FLIPKART through online in Thiruvallur District.



Table of One way ANOVA

Null Hypothesis H_0 : There no significance difference between in attitude of consumer and internet shopping based on their age.

Alternated Hypothesis H_1 : There is a significance difference between in attitude of consumer and internet shopping based on their age.

Null Hypothesis H_0 : There is no Significance difference between factors influencing to purchase of FLIPKART based on their education.

Alternated Hypothesis H_1 : There is a significance difference between factors influencing to purchase of FLIPKART and based on their education.

Age	Descriptive							
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Competitive price	40	2.18	1.059	.168	1.84	2.51	1	4
Exclusive offer	57	2.05	.895	.119	1.82	2.29	1	4
Specific brand	14	2.14	.770	.206	1.70	2.59	1	3
Safe mode of Transactions	30	2.07	.944	.172	1.71	2.42	1	4
Others	9	2.56	.726	.242	2.00	3.11	1	3
Total	150	2.13	.929	.076	1.98	2.28	1	4

ANOVA					
Age	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.173	4	.543	.623	.647
Within Groups	126.420	145	.872		
Total	128.593	150			

This is the p-value, expressed as a probability. In this case, $p = 0.647$. This is the probability that the null hypothesis is true, given your data. The null hypothesis is that the means are equal. Because p is lower than the usual cutoff of $p < .05$, we would conclude that the means are unequal. Thus null hypothesis is accepted.

ANOVA

This is the p-value, expressed as a probability. In this case, $p = 0.647$. This is the probability that the null hypothesis is true, given your data. The null hypothesis is that the means are equal. Because p is lower than the usual cutoff of $p < .05$, we would conclude that the means are unequal.

The above chart explains the shopping experience of FLIPKART in the study area and the output been explained in percentage obtained through the questionnaire.

The above table shows the respondents shopping experience. The respondents divided in five categories. 47% of the respondents have very good shopping experience. 27% of the respondents have said its good , 20% of the respondents have declared its average. And 5% of the respondents have said its poor. 1% of the respondents have mentioned its very poor.

Conclusion

The consumer's perception on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The perception of the consumer also has similarities and difference based on their personal characteristics.



The study reveals that mostly the students are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the students between the ages of 20-25 are mostly poised to use the online shopping. study reveals that mostly the students are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones, so awareness has been fashioned in the coming era. Finally we are suggested that the online transaction should be flexible for the customers who perceived in shopping.

The important output of this study is the brand name of FLIPKART is well known in the second tier cities of Tamil Nadu and in the research area too. Kanchipuram district is closely connected to the capital of Tamil Nadu and its fast growing. FLIPKART should start focusing on the regional cities with strong server to establish its business on the further note.

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