

RESILIENCE AND SATISFACTION OF ONLINE BUYING BEHAVIOUR IN TIRUCHIRAPPALLI CITY MUNICIPAL CORPORATION

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Abstract

The present study is entitled as “Resilience and Satisfaction of Online Buying Behaviour in Tiruchirappalli city Municipal Corporation”. This paper focuses on the resilience and satisfaction of online buying behaviour. It is the process of overcoming the negative effects of risk exposure, coping successfully with traumatic experiences, and avoiding the negative trajectories associated with risks. The basic element for resilience is that there should be risk and protective factors available which can get an optimistic result or can decrease negative result. The theory of resilience basically focuses on youth’s exposure to risk on the strength instead of weakness and also on understanding healthy growth even with the presence of risk. Resilience is defined as a class of phenomena characterized by patterns of positive adaptation in the context of significant adversity or risk. The outcomes of the present research help the online shoppers for the adoption of better resilience and improve their online buying behaviour. The research was a survey type, which consists of random sampling of 384 people in Tiruchirappalli district. The investigator has constructed and validated the Resilience and Satisfaction of Online Buying Behaviour Scale by self under the guidance of his research guide. Personal data sheet was prepared by the investigator. The interpretation of data was done with statistical methods in percentage analysis, mean, standard deviation and ‘t’-test.

Key Terms: Resilience, Satisfaction of Online Buying Behaviour and Tiruchirappalli City Municipal Corporation.

I. INTRODUCTION

The need to make transactions easier by individuals can be traced back to the days of buying and selling by exchanging commodity to commodity. Since this was a tedious nature of the method, various means for exchange

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were sought for. Money was introduced and this made money-making transactions less problematic and faster. Since then, diverse forms of currency were introduced as means for trade. These ranged from cowries to pennies and then paper money. The most important development in the millennium, which has greatly affected the business processes, especially banking and finance, in the world today is the emergence of the information age. Progress in ICT has made it possible to convert information to digitize and send it faster and cheaper in large and vertical bytes (Chukwubuzo, 2014). One of the rudiments for the advance of the state economy is the promotion of a safe and sound, convenient and reasonably priced platform. In this regard, countries with advanced economy adopted the electronic-based payment system (Yaqoub, 2013).

II. REVIEW OF RELATED STUDIES

Rajasekar and Agarwal (2016) conducted a study on the impact of Indian e-commerce industry on the economy have described the numerous benefits of online shopping in the form of accessing the goods at lower cost, wide range of products and a measure to save the time. However, many companies in India are adopting the e-commerce and m-commerce for the merchandising and for doing transactions of their businesses. In recent years the growth of e-commerce was tremendous due to the increasing use of internet and accessibility of technology. However, the survey of Google India in 2014 shows that 35 million online Indian shoppers was expected to grow to more than 100 million mark by the year 2020. With present economic reforms, India was able to generate 100 billion online retail revenue and of which \$35 billion was from apparel sales and the rest from other sectors. The present study was a review and to know the impact of e-commerce on Indian economy.

Geetha and Rangarajan (2017) conducted a study on consumer buying behavior – An Indian Perspective. The study described about online transformational change in online shopping market of India. The author has analyzed the important factors which influence the customers to make online purchase. The literature of the study has identified six factors that have known to influence the customers for making online purchases i.e. web comparison, advertisement, quality, awareness, experience and information. A conceptual as well analytical approach was to be developed for understanding the buying behaviour of online customers in India.

SIGNIFICANCE OF THE STUDY

The firm has to understand the consumer online buying behaviour and satisfy them by meeting their needs. It is essential to have knowledge about the consumers to frame effective planning and implementation of strategies. The companies also create the marketing mix based on the needs of the consumers. Since the target segments are found in prior, the challenging task of product failure is avoided. Consumer is the boss of every business, hence, the perception may vary from individual to individual and so the measures should be adopted in accordance with the promises committed. There is a huge necessity in the present years to clearly study the consumers' online buying behaviour and satisfaction. A number of choices and modes are available in front of the consumers to make purchases. In this present scenario **Resilience and Satisfaction of Online Buying Behaviour in Tiruchirappalli city Municipal Corporation** is the need of the hour because online shopping has got more attention in the recent past.

OBJECTIVES

1. To assess the resilience and satisfaction of online shopping and buying behaviour of online shoppers.
2. To know the quality of service offered by online stores and impact on buying behaviour of online shoppers.
3. To identify the effect of online shopping experience, service delivery and impact on online shoppers buying behaviour.

DELIMITATION OF THE STUDY

1. This study concentrates to assess the online buying behaviour of people who are all living in Tiruchirappalli city Municipal Corporation only.
2. The sample consists of only 384 consumers from different zones of Tiruchirappalli City Municipal Corporation.

III. METHOD USED

Survey research a research method involving the use of standardized questionnaires or interviews to collect data about people and their preferences, thoughts, and behaviors in a systematic manner. Although census surveys were conducted as early as Ancient Egypt, survey as a formal research method was pioneered in the 1930-40s by sociologist Paul Lazarsfeld to examine the effects of the radio on political opinion formation of the United States. This method has since become a very popular method for quantitative research in the social sciences (Bhattacharjee, 2012). The investigator has adopted survey method in this study to find out the “Resilience and Satisfaction of Online Buying Behaviour in Tiruchirappalli city Municipal Corporation”.

POPULATION AND SAMPLE

A population can be defined as all people or items (unit of analysis) with the characteristics that one wishes to study. Simple random sampling involves randomly selecting respondents from a sampling. Sampling is the statistical process of selecting a subset (called a “sample”) of a population of interest for purposes of making observations and statistical inferences about that population. Simple random sampling involves randomly selecting respondents from a sampling frame, but with large sampling frames, usually a table of random numbers or a computerized random number generator is used (Bhattacharjee, 2012). The population of the present study consists of Tiruchirappalli city Municipal Corporation. The investigator has used simple random sampling technique for selecting the sample from the population. The sample consists of 384 people from Tiruchirappalli city Municipal Corporation.

TOOL USED

For the present study the investigator developed Resilience and Satisfaction of Online Shopping questionnaire. It has two dimensions namely, resilience and satisfaction.

Establishing the Validity

Validity refers to the degree to which evidence and theory support the interpretation of test scores entailed by proposed uses of test (Best and Khan, 1999). The validity of the tool has been found in different methods. For the present study, the investigator established the face validity for the tool.

Establishing Reliability

To establish the reliability of Resilience and Satisfaction of Online Shopping questionnaire by test-retest method, it was administered to 50 people in Tiruchirappalli and it was re-administered to the same set of students after an interval of 15 days. The two sets of scores were correlated using Pearson product moment correlation and the value was found to be 0.81 which is substantial. So the tool is considered as highly reliable. Since the 'γ' value for each variable is more than 0.80 the tool was highly reliable.

STATISTICS TECHNIQUES USED

Percentage analysis, mean, standard deviation and 't' test were used in this study.

ANALYSIS OF DATA

Table 1.1

Reasonable prize with regards to buying behaviour of online shoppers

	Category	Frequency	Percentage
Reasonable Prize	Strongly Agree	121	31.5
	Agree	105	27.3
	Neutral	38	9.9
	Dis Agree	40	10.4
	Strongly Disagree	80	20.8
	Total		384

Table 1.2

Convenience and easy buying with regards to buying behaviour of online shoppers

Convenience and Easy	Category	Frequency	Percentage
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Buying	Highly Satisfied	154	40.1
	Satisfied	118	30.7
	Natural	40	10.4
	Not Satisfied	48	12.5
	Highly Not Satisfied	24	6.3
	Total	384	100.0

Table 1.3

Discount with regards to buying behaviour of online shoppers

	Category	Frequency	Percentage
Discount	Strongly Agree	121	31.5
	Agree	95	24.7
	Neutral	48	12.5
	Dis Agree	48	12.5
	Strongly Disagree	72	18.8
	Total	384	100.0

Table 1.4

Time saving with regards to buying behaviour of online shoppers

	Category	Frequency	Percentage
Time Saving	Highly Satisfied	143	37.2
	Satisfied	103	26.8

Natural	34	8.9
Not Satisfied	48	12.5
Highly Not Satisfied	56	14.6
Total	384	100.0

IV. RESULTS AND DISCUSSION

❖ The table 1 reveals that 121 (31.5%) are saying strongly agree, 105 (27.3%) are saying it is agree, 38 (9.9%) are saying that it is neutral, 40 (10.4%) are saying that it is disagree, 80 (20.8%) are saying that they strongly disagree. Thus the majority 206 (53.7%) of the consumers are strongly agreed and agreed that this factors for reasonable prize intended to online shopping.

❖ The table 2 reveals that 154 (40.1%) are saying strongly agree, 118 (30.7%) are saying it is agree, 40 (10.4%) are saying that it is neutral, 48 (12.5%) are saying that it is disagree, 24 (6.3%) are saying that they strongly disagree. Thus the majority 272 (70.8%) of the consumers are strongly agreed and agreed that this factors convenience and easy buying intended to online shopping.

❖ The table 3 reveals that 121 (31.5%) are saying strongly agree, 95 (24.7%) are saying it is agree, 48 (12.5%) are saying that it is neutral, 48 (12.5%) are saying that it is disagree, 72 (18.8%) are saying that they strongly disagree. Thus the majority 216 (56.2%) of the consumers are strongly agreed and agreed that this factors for discount intended to online shopping.

❖ The table 4 reveals that 143 (37.2%) are saying strongly agree, 103 (26.8%) are saying it is agree, 34 (8.9%) are saying that it is neutral, 40 (10.4%) are saying that it is disagree, 64 (16.7%) are saying that they strongly disagree. Thus the majority 246 (64.0%) of the consumers are strongly agreed and agreed that this factors for time saving intended to online shopping.

V. RECOMMENDATIONS

❖ One of the greatest cause for not doing online shopping because there is a fewer chance of making reasonable negotiations and bargaining. It is found that Tiruchirappalli customers are price sensitive. Hence the price sensitive customers do not take too much interest in online shopping. So the online shoppers could give considerable discounts for the consumers.

❖ Most of the public feels that things available on online shopping are expensive due to the shipping charges while in the offline shopping there are no such charges. So the online shoppers must give the facility of free delivery so as to create excitement among non-users.

❖ Before purchasing any product from online, E-shoppers should check the product reviews available on site. Customer reviews act as best source for potential consumers to acquire knowledge about performance and quality of products. Consumer reviews are also a way to overcome fear of intangibility associated with the system and to some extent a solution to the problem of purchase of quality product from online.

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