

# A STUDY ON ONLINE SHOPPING BEHAVIOURS IN TIRUCHIRAPPALLI CITY MUNICIPAL CORPORATION

<sup>1</sup>P. Muthuvel, <sup>2</sup>Dr. V. Bastin Jerome

## ***Abstract***

*The present study is entitled as “A Study on Online Shopping Behaviours in Tiruchirappalli City Municipal Corporation”. This paper focuses on the tremendous opportunities for growth in online mode of shopping, as the users of internet are going to triple in the years to come. The responsibility of turning these users into potential shoppers squarely lies on the shoulders of the captains of these online stores. This calls for understanding and comprehending the tastes and preferences of shoppers and framing the policies, strategies and guidelines to tap these users into everlasting online shoppers. Moreover, the internet is going to rule the world in the foreseeable future. Taking these in totality, the researcher is interested to know the perceived risk of online shopping and buying behaviour of online shoppers and to identify the effect of online shopping experience, service delivery and impact on online shoppers buying behaviour. The outcomes of the present research help the online shoppers for the adoption of better shopping experience 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 Online Shopping 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:** Online Shopping Behaviours, Tiruchirappalli City Municipal Corporation

## **I. INTRODUCTION**

The advancements of internet and information technology have been emerging over the years. Online shopping is nowadays a trend which became a part of lifestyle with every individual to buy products online since the product can be bought at a convenient time based on the availability of the product in Indian online shopping websites. Online shopping has also become significant among youngsters and working professional store since they are unable to spend time in traditional stores. The advantage of having internet everywhere has an effect on the

---

<sup>1</sup> PG and Research Department of Commerce, St. Joseph's College, Trichy – 2.

<sup>2</sup> PG and Research Department of Commerce, St. Joseph's College, Trichy – 2.

growth of online sales in a partial manner and accessible to get detailed information regarding the products and its specification. There is a rapid transformation taking place in selling products or services through web portals (David, 2003). The consolidation phase sets in among online stores through amalgamations and joint ventures. This speaks volume of transactions that are clinched every second per day. Further, this vouches for more and more people using online stores for their shopping. Even though the online shopping transactions are countless, India is still lagging behind U.S. and China with respect to internet users in online shopping.

## II. REVIEW OF RELATED STUDIES

**Kanade and Vivek (2019)** made a critical study on online and offline consumer behaviour. The study aims to find the buying behaviour of consumers on online and offline in various contexts and the factors resisting the customers in taking a decision. The study was taken on 200 respondents and was found that there are major conceptualization differences between online and offline behaviour. The findings of the study provide a cohesive view with salient guidelines in the area of consumer behaviour research. The study concludes that the security was a major hindrance factor in decision making process followed by overloaded information, lack of transparency and complexity and lack of originality.

**Pulkit and Tejas (2019)** conducted a study on online buying behaviour in fashion and apparel industry. The findings of the study revealed that there was no significant difference in perception towards uncertain about receiving the same products as the ordered online among gender, age, occupation and monthly income. There was no significant difference in perception towards different factors influence us to purchase apparel among gender, age, occupation and monthly income. There was no significant difference in perception towards different brand while shopping online for apparels as compared to offline shopping among gender, age, occupation and monthly income. There was no significant difference in perception towards effect of advertising while shopping online for apparels as compare to offline shopping among gender, age, occupation and monthly income and there was no significant difference in perception towards effect of sales promotion while shopping online for apparels as compare to offline shopping among gender, age, occupation and monthly income.

### SIGNIFICANCE OF THE STUDY

Online shopping is still in development stage in India and very limited studies has been undertaken to discover the online buying behaviour of internet shoppers in India. Secondly, corporation based studies are very limited. Moreover, it is observed that Tiruchiraapalli based studies are negligible in count. Where ever the studies are conducted they are more focused on consumer expenditure rather than consumer dynamics. Further, the studies conducted are either based on rural or urban customers in Tiruchirappalli City Municipal Corporation only. Thus creating a need for the comprehensively address the concerns of these area. Government of India is also working towards making India a cashless country and people are encouraged to go in for cashless transactions. In this present scenario **A Study on Online Shopping Behaviours 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 find out the level of online shopping behaviour among Tiruchirappalli city municipal corporation people.
2. To find out whether there is any significant difference between gender and satisfaction on online buying behavior of consumers.
3. To find out whether there is any significant difference between marital status and satisfaction on online buying behavior of consumers.

## **HYPOTHESES**

**H<sub>0</sub>1:** There is a significant difference between gender and satisfaction on online buying behavior of consumers.

**H<sub>0</sub>2:** There is no significant difference between marital status and satisfaction on online buying behavior of consumers.

## **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.

## **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 “A Study on Online Shopping Behaviours 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 corporation area zones of Abhishekapuram, Ariyamangalam, Golden Rock and Srirangam. The investigator has used simple random sampling technique for selecting the sample from the population. The sample consists of 384 people from Tiruchirappalli city corporation area.

### **TOOL USED**

For the present study the investigator developed the tool namely Online Shopping Behaviour Scale, it has five components namely, product information, perceived risk, service quality, shopping experience and service delivery.

### **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 Online Shopping Behaviour 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 0.806 which is substantial. So the tool is considered as high reliable. Since the ' $\gamma$ ' 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.

## **III. ANALYSIS OF DATA**

*Table 1.1*

*Online Shoppers Sample Distribution*

<b>Sl. No.</b>	<b>Division of City Corporation Online Shoppers</b>	<b>Number of Respondents</b>	<b>Percentage</b>
1.	K. Abishekapuram	96	25.00
2.	Ariyamangalam	96	25.00
3.	Golden Rock	96	25.00

4.	Srirangam	96	25.00
	<b>Total</b>	<b>384</b>	<b>100.00</b>

*Table 1.2*  
*Difference between Gender and Satisfaction on Online Buying Behavior of Consumers*

Dimensions	Gender	N	Mean	Std. Deviation	Statistical Inference
Convince	Male	218	1.4128	0.49348	't' = 15.953 0.000 <0.005 Significant
	Female	166	3.0964	1.28972	
Time Saving	Male	218	1.4954	0.57800	't' = 18.227 0.000 <0.005 Significant
	Female	166	3.5964	1.39687	
No Crowds	Male	218	1.2477	0.43267	't' = 15.113 0.000 <0.005 Significant
	Female	166	2.8675	1.32821	
Fewer Expenses	Male	218	1.5780	0.49502	't' = 17.019 0.000 <0.005 Significant
	Female	166	3.2892	1.22133	
Quick Delivery	Male	218	1.4954	0.57800	't' = 17.329 0.000 <0.005 Significant
	Female	166	3.4518	1.36429	
Lower Price	Male	218	1.5367	0.57684	't' = 17.269 0.000 <0.005 Significant
	Female	166	3.4639	1.34679	
Can Send Gifts More Easily	Male	218	1.3303	0.47139	't' = 17.249 0.000 <0.005 Significant
	Female	166	3.0723	1.39073	

**Table 1.3**

***Difference between Marital Status and Satisfaction on Online Buying Behavior of Consumers***

<b>Dimensions</b>	<b>Marital Status</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Statistical Inference</b>
Convince	Married	154	1.0000	0.00000	't' = 27.110 0.000<0.005 Significant
	Unmarried	230	2.9043	1.06532	
Time Saving	Married	154	1.0714	0.25838	't' = 26.556 0.000<0.005 Significant
	Unmarried	230	3.2957	1.22545	
No crowds	Married	154	1.0000	0.00000	't' = 19.472 0.000<0.005 Significant
	Unmarried	230	2.5826	1.23262	
Fewer expenses	Married	154	1.2857	0.45323	't' = 21.437 0.000<0.005 Significant
	Unmarried	230	3.0087	1.08580	
Quick delivery	Married	154	1.0714	0.25838	't' = 26.446 0.000<0.005 Significant
	Unmarried	230	3.1913	1.17392	
Lower price	Married	154	1.1429	0.35107	't' = 24.856 0.000<0.005 Significant
	Unmarried	230	3.1913	1.17392	
Can Send Gifts More Easily	Married	154	1.0000	0.00000	't' = 18.107 0.000<0.005 Significant
	Unmarried	230	2.8087	1.23907	

#### IV. RESULTS AND DISCUSSION

❖ The table 1 reveals that out of 384 sample, 96 respondents are from K. Abishekapuram area consisted of 25%. 96 respondents are from Ariyamangalam area consisted of 25%. 96 respondents are from Golden Rock area consisted of 25% and 96 respondents are from Srirangam area consisted of 25%.

❖ The table 2 reveals that the significance (p value) of 't' test is 0.000 which is less than 0.05, it shows that the variability of the mean satisfaction on online buying behavior between male and female is significantly different. Hence, there is a significance different between gender and satisfaction on online buying behavior of consumers. While comparing their mean scores the female online shoppers are better than male people in their satisfaction on online buying behavior.

❖ The table 3 reveals that the significance (p value) of 't' test is 0.000 which is less than 0.05, it shows that the variability of the mean satisfaction on online buying behavior between married and unmarried is significantly different. Hence, there is a significance different between marital status and satisfaction on online buying behavior of consumers. While comparing their mean scores the unmarried online shoppers are better than married people in their satisfaction on online buying behavior.

#### V. RECOMMENDATIONS

❖ Male online shoppers must use effective execution of website factors such as information strategy, features, communicate, security and safety, as an advertising tool by which trust towards the website could be created among the consumers and consequently enhance buying intention.

❖ The research suggests that the unmarried consumers stretch the most importance to safety and confidentiality to make hope. Perceived privacy of consumers' information could be enhanced by safeguarding that on no point of time the consumer is enquired for extraneous personal information.

❖ The thinking of a Tiruchurappalli customers are still the same of testing the product physically beforehand buying it, which makes a psychological problem for online shopping. So the online shoppers must plan certain approaches so as to decrease the cheats.

#### REFERENCES

1. Best, W. J. & Khan, J. (1999). *Research in education*. New Delhi: Prentice Hall of India Private Limited, 105-108.
2. Bhattacharjee, A. (2012). *Social Science Research: Principles, Methods and Practices*. University of South Florida, Textbooks Collection, USF Tampa Library Open Access Collections. Retrieved from [http://scholarcommons.usf.edu/oa\\_textbooks/3](http://scholarcommons.usf.edu/oa_textbooks/3)
3. David J. Luck & Ronald S. Rubin (2003). *Marketing research*. New Delhi: Prentice- Hall of India Private Ltd.

4. Kanade & Vivek. (2019). A critical study on online and offline consumer behaviour. 10.1729/Journal.19565. Retrieved from <https://www.researchgate.net/publication/331175334>
5. Pulkit & Tejas (2019). Study on online buying behaviour in fashion and apparel industry. *Published Ph.D., dissertation*, Department of Management. Retrieved from <http://hdl.handle.net/10603/286480>