

A STUDY OF CONSUMER BUYING BEHAVIOUR AND MARKET APPROACH TOWARDS ONLINE RETAIL TRADING IN TRIVANDRUM DISTRICT

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ABSTRACT

Internet is one component which has recently become the key element of quick and rapid lifestyle. Be it for communication, connecting with people or for official purposes, ‘internet’ has become the central-hub for all. While interactions in the real world shopping are mainly based on face- to- face activities between consumers and service providers, interactions in electronic commerce take place mainly through the retailer’s website. In the era of globalization electronic marketing is a great revolution and the growing use of Internet in India provides a developing prospect for online shopping. If E-marketers know the factors affecting online Indian behaviour, and the relationships between these factors and the type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existing online customers Over the last decade maximum business organizations are running with technological change. Different search engines help the online shopper with comparisons,

images, detailed descriptions which enhance and upgrade the shopping experience. High speed internet connectivity, increasing number of service providers, computers at home are few other reasons for preference of online shopping. Online shopping directory ensure safer transaction and security of consumers.

KEY WORDS: Traditional Shopping, Online Shopping, Consumer Behavior, Retailers.

INTRODUCTION

Online shopping is far better than traditional shopping as everything to us at our door step just with availability of internet. This will help businesses in understanding variables that play a major role in influencing customer's attitude to buy online there by helping marketers in crafting strategies which drives consumers to prefer online shopping. Earlier studies paid much attention on consumer's attitude towards online shopping in developed nations where internet penetration is high and consumers are highly evolved in it. Among these variables the risk perception of consumers was demonstrated to be the main discriminator between people who buying online and people who does not buying online. Other discriminating factors were control over and convenience of the shopping process affordability of merchandise, customer service and ease of use of the online shopping site.

Retailing is the interface between the producer and the individual consumer buying for personal consumption. This excludes direct interface between the manufacturer and the institutional buyers such as the government and the other bulk customers. A retailer is one who stocks the producer's goods and is involved in the act of selling it to the individual consumer, at a margin of profit. As such, retailing is the last link that connects the individual consumer with the manufacturing and distribution chain. The retail industry is divided into organized and unorganized sectors. Organized retailing refers to trading activities undertaken by licensed retailers, i.e, those who are registered for sales tax, income tax, etc. These include the corporate backed hypermarkets and retail chains, and also the privately owned large retail businesses. Unorganized retailing, on the other hand, refers to the traditional formats of low-cost retailing, for example, the local kirana shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc.

STATEMENT OF THE PROBLEM

The online businesses through Internet marketing make consumers better informed about available products, product quality and prices, which mitigates problems of asymmetric information. The entry of new retailers is facilitated, competition and economic efficiency is boosted and the market powers of consumers improved. Retailers need to respond strategically by using augmented product and price differentiation. There will also be substantial changes in the division of tasks between retailers and customers. However, important obstacles to these developments are, Technological vulnerability, Quality problems in the information on the Internet, cognitive limitations of individuals, and weaknesses in distribution channels. Instead of traditional, brick-and mortar model for retailing, companies are recognizing that online retailing is now a sine qua non and are moving assertively into the channel, and they are optimistic about the future of multi-channel retailing. Albeit the momentous benefits of technological innovation, the rapid development of online-retailing and marketing means carries implications disguising problems as well as benefits & opportunities. It is important that these implications are recognized and managed by retailers in a prudent manner. These developments encourage conducting an overture research of 'A Study of Consumer Buying Behaviour and Market Approach towards Online Retail Business in Trivandrum District'. So, the researcher has made an attempt to access and analyse the consumer buying behaviour and market approach associated with online retailing in Trivandrum District.

OBJECTIVES OF THE STUDY

- To study the demographic profile of the respondents.
- To analyse the consumer buying behaviour towards online retail trade.
- To identify the Various Features Valued While Visiting an E-Commerce Website.

RESEARCH METHODOLOGY

The original data used in the study were gathered by means of questionnaires, and the majority of the available data came from primary sources. With a convenience sampling technique and a sample size of 75 respondents, data were gathered in the Trivandrum district.

Many websites, magazines, journals, and articles were consulted in order to gather secondary data.

TOOLS FOR ANALYSIS

Analysing data, the following statistical tools were used to analyse the data and draw valid results. The t-test, Garret Ranking Method and Simple percentage analysis are used to determine the data's relevance. The researcher has adopted convenience sampling method for the research work.

ANALYSIS AND INTERPRETAION

Table – 1

Demographic Profile of the Respondents

Demographic Profile		No. of Respondents	Percentage
Age group	Below 20 years	23	31
	21 – 30 years	20	27
	31 – 40 years	17	23
	41 – 50 years	10	13
	Above 50 years	05	7
	Total	75	100
Gender	Male	48	64
	Female	27	36
	Total	75	100
Marital Status	Married	21	28
	Unmarried	54	72
	Total	75	100
Educational Level	Below SSLC	11	15
	SSLC	18	24
	Higher Secondary	26	35
	Degree	14	19
	Diploma	06	8

	Total	75	100
Occupation	Farmer	22	29
	Govt. Employees	19	25
	Private Employees	20	27
	Business	14	19
	Total	75	100
Annual Income	Upto ₹ 1,00,000	09	12
	₹ 1,00,001-2,00,000	17	23
	₹ 2,00,001-3,00,000	24	32
	₹ 3,00,001-4,00,000	15	20
	Above ₹ 5,00,000	10	13
	Total	75	100

Primary Data

The above table shows that demographics wise distribution of the respondents. It reveals that the most of respondent's age group were Upto 20 Years and Majority of the respondents were Male. Most of the respondents were Unmarried. When compared with educational groups, there Higher Secondary were higher than others and respondents they getting ₹ 2,00,001-3,00,000 monthly Annual compared to other Income.

Table – 2
Search Engine Used

Search Engine	No. of respondents	Percentage
Google	53	71
Yahoo	9	12
MSN	8	11
Others	6	8
Total	75	100

Primary Data

The above table indicates that among the 75 respondents, 53 respondents use Google search engine, 9 respondents use Yahoo search engine, 8 respondents use MSN search engine, and 6 respondents use other search engines.

Table - 3

Reasons for Undertaking Internet Shopping

Reasons	No. of respondents	Percentage
Internet shopping for saves time	15	20
Internet shopping for Saves money	19	25
Internet shopping for More relaxing shopping	10	13
Internet shopping for Much easier shopping	16	21
Internet shopping for More economic	8	11
Internet shopping for More efficient	7	9
Total	75	100

Primary Data

The above table reveals that the Reasons for Undertaking Internet Shopping. 19 respondents said that Internet shopping for Saves money, 15 respondents said that, the Internet shopping for saves time, 16 respondents said that Internet shopping for Much easier shopping, 10 respondents said that Internet shopping for More relaxing shopping, 8 respondents said that

Internet shopping for More economic and 4 respondents said that Internet shopping for More efficient.

Table - 4

The Various Features Valued While Visiting an E-Commerce Website

Features	Mean Score	Rank
E-commerce website for Speed of Delivery	26.16	I
E-commerce website for Simplicity of purchase process	26.01	II
E-commerce website for protection of privacy information	25.59	III
E-commerce website for company profile & brand Identity	25.41	IV
E-commerce website for website response speed	25.04	V
E-commerce website for Delivery on time	24.63	VI
E-commerce website for Packing of products	24.24	VII
E-commerce website for Packing of products	23.28	VIII
E-commerce website for Ability to track your shopping history	23.24	IX
E-commerce website for Customer Service	23.14	X
E-commerce website for Customer Service	22.54	XI
E-commerce website for Large selection of products	22.45	XII
E-commerce website for Terms and conditions	22.24	XIII
E-commerce website for Cost of Delivery	22.11	XIV
E-commerce website for Website Security	22.02	XV

Computed Data

The above table shows that The Various Features Valued While Visiting an E-Commerce Website. Garret ranking method used by researcher in which E-commerce website for Speed of Delivery were the first rank and E-commerce website for Website Security were the last rank. Other factors like E-commerce website for Simplicity of purchase process, E-commerce website for protection of privacy information, E-commerce website for company profile & brand Identity, E-commerce website for website response speed, E-commerce website for Delivery on time, E-commerce website for Packing of products, E-commerce website for Packing of products were the following ranks.

Table – 5

Various Statements Describing E-Retailing Consumer Behaviour

Statements	Mean Score	Rank
I am concerned about e-security when purchasing online	29.16	I
I am concerned about online fraud when I carry out transactions online	29.01	II
I am concerned about private information and credit card security online	28.59	III
I have security concerns when purchasing from a new e-retailer	28.41	IV
I have to trust an e-retailer before making a purchase	28.04	V
I feel secure making payments on the internet	27.63	VI
World Wide Web vendors are more reliable	25.24	VII

Computed Data

The above table shows that the Various Statements Describing E-Retailing Consumer Behaviour. Garret ranking method used by researcher in which I am concerned about e-security when purchasing online were the first rank. Other factors like I am concerned about online fraud when I carry out transactions online, I am concerned about private information and credit card security online, I have security concerns when purchasing from a new e-retailer, I have to trust an e-retailer before making a purchase, I feel secure making payments on the internet and World Wide Web vendors are more reliable were the following ranks.

Table – 6

Level of Consumer Buying Behaviour

Awareness	Number of Respondents	Percentage
Strongly Agree	26	35
Agree	26	35
Neutral	13	17
Dis Agree	6	8
Strongly Dis Agree	4	5
Total	75	100

Primary Data

From the above table it can be observed that 26 respondents were Strongly Agree, again 26 respondents were Agree, 13 respondents were Neutral, 6 respondents were Dis-Agree and 4 respondents were Strongly Dis Agree.

COMPARISON ON GENDER AND LEVEL OF CONSUMER BUYING BEHAVIOUR

The t- test is applied to find the Comparison on Gender and Level of Consumer Buying Behaviour.

Table 7
CALCULATION OF T-TEST

Factors	Variables	df	Table Value	Calculated Value	Result
Gender and Level of Consumer Buying Behaviour	Male	178	1.645	-0.1741	Accepted
	Female				

Computed Data

The above table represents the independent sample t-test. It is clear from the table that the Comparison on Gender and Level of Consumer Buying Behaviour has its calculated value is less than the table value. There is no significance different between namely Comparison on Gender and Level of Consumer Buying Behaviour. Hence the null hypothesis is accepted.

FINDINGS

- Most of respondent's age group were Upto 20 Years
- Majority of the respondents were Male.
- Most of the respondents were Unmarried.

- When compared with educational groups, there Higher Secondary were higher than others.
- Respondents they getting □ 2,00,001- 3,00,000 monthly Annual compared to other Income.
- 53 respondents use Google search engine.
- 19 respondents said that Internet shopping for Saves money.
- E-commerce website for Speed of Delivery were the first rank and E-commerce website for Website Security were the last rank.
- The Comparison on Gender and Level of Consumer Buying Behaviour has its calculated value is less than the table value. There is no significance different between namely Comparison on Gender and Level of Consumer Buying Behaviour. Hence the null hypothesis is accepted.

SUGGESTIONS

- With the increasing internet literacy, the prospect of online marketing is increasing in India. The consumers indulging in online shopping consider many factors. If companies analyse the factors affecting consumer behaviour towards online shopping and the relationships between these factors and the type of online buyers, then they can devise effective marketing strategies to convert potential customers into active ones, while retaining existing online customers. This study focuses on factors which online buyers keep in mind while shopping online.
- The online retailers can use online transition protection software from leading global security services providers. Also they have to educate their customers regarding safety and precautionary measures to be taken for safe online trading. Online retailers can also use cash on delivery system to drastically reduce the security problems and to enhance the trust and confidence level of the online buyers

CONCLUSION

The main concern of the respondents happens to be security of e-commerce websites and payment methods. If e-retailing should flourish these two reasons have to be addressed by the e-retailers. The present study has made an attempt to assess the reasons for Internet shopping, to find the type of goods people buy on the internet, payment method used and consumer perception in Trivandrum District. The present study is an initial attempt to build and test a conceptual framework for consumer behaviour towards online retailing.

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