



ANALYSING CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING AMONG YOUNGER GENERATION IN TRICHY

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ABSTRACT :

The main intention is to study the relationship between online shopping with age, product preference, purchase frequency, payment security with gender, and source of online shopping with age. The advent of technology has significantly transformed younger customer shopping behaviours. Due to increasingly busy lifestyles, younger customers prefer the convenience of purchasing goods and services online from the comfort of their homes, benefiting from a wide range of offerings. Despite these advantages, online shopping also presents several challenges and problem for younger customers. This study aims to identify and analyse the specific issues faced by younger customers in the online shopping experience. Primary data was collected from 97 respondents and analysed using statistical tools to achieve the study's objectives. The above analysis has been done through the Chi-square independence test. The chi-square independent test is a method for assessing if two categorical variables are associated in a data set. The collected data was studied thoroughly to have a complete understanding of it. Study hypothesis were formulated and Pearson's chi square test was used to either accept or reject null hypothesis and to accept alternate hypothesis.

Keywords: Academic Performance, People Connection, E-Shopping, Business Proposals, Social Influence, Mental Dullness.

1 INTRODUCTION :

Now a day's business organization has switched over from the traditional methods of selling goods and services to electronic mode of selling goods. Today many companies have started using the online shopping with the objective of cutting marketing costs, thereby reducing the price of their product and service in order to stay ahead in highly competitive markets. Online shopping is one of the electronic commerce which has enabled consumers to buy goods or services directly from a seller through the internet. It offers so many services to the customers like variety of foreign brands, quality products, guarantee and warrantee facilities, special discount and offers, etc. The most significant advantage of using online shopping is that it can be done any time 24*7, and its easy access to the global market. Online shopping is a process by which consumers directly buy from a seller in real-time without an intermediary service over the online shopping. It is completed through the electronic and interactive sale or purchase transaction in real-time like in Amazon.com for new books. But sometimes, there may be an intermediary in a selling or buying transaction such as those occurring on eBay.com. An online shop, e-store, internet shop, web store, online store, or virtual store makes a conscious play on the concrete comparison of purchasing commodities or services from a brick and mortar retailer or in a mall.

2. PROBLEM STATEMENT :

The upgradation of technological development has changing the life style of people. Changing family structure and life style has redefined the shopping pattern of younger customers. Today they prefer online mode of purchase. Though it has reached vast majority of people, even now, some of the customers prefer traditional shopping because of lack of security, Lack of feel and touch, Wrong products deliver and so on. This study tries to identify the customer views and problems faced by them while using online shopping in Trichy city.

3 LITERATURE REVIEW :

1. Peterson et al. (1997): Examined that the basic disparities between web shopping behaviour and traditional store settings and concluded that online shopping behaviours is impacted by hypertext Computer mediated environment.

2. Verma & Khanna (2020): Examined that consumer purchasing behaviour in relation to internet shopping in the last decade and established that Digital channels have drastically altered the business models and consumer shopping habits.

3. Machado, (2006): Found that Perceived benefits and risks, in addition to exogenous factors, play a central role in explaining online consumer behaviour and established that utilitarian and hedonic characteristics, as well as consumer traits and situational factors, mediate the relationship between perceived advantages/disadvantages and online shopping behaviour.

4. Kim & Park (2005): Explored the fact that the effect of trust and perceived risk on online shopping behaviour and it was established that trust substantially lowers the perceived risk and is positively related to online buying intentions.

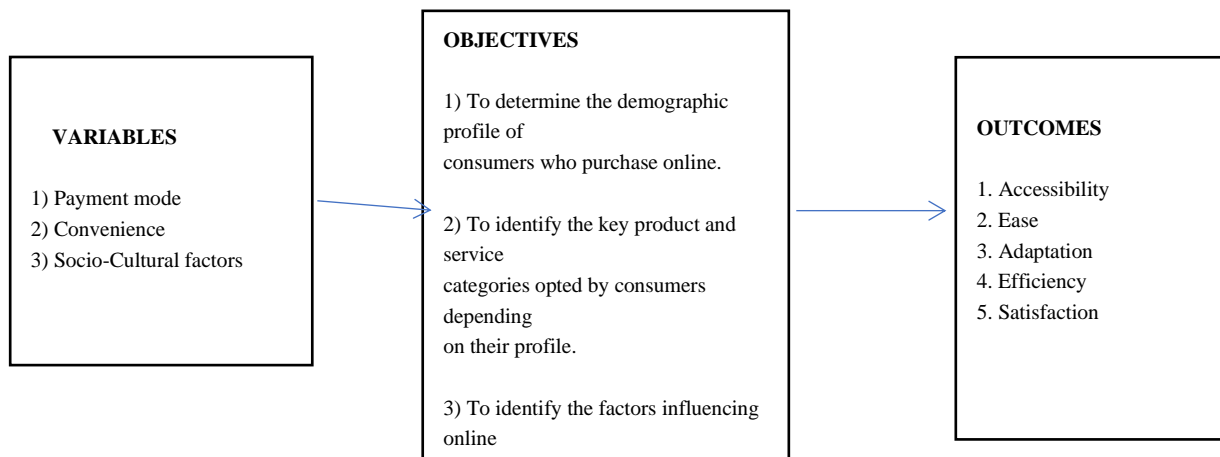
5. Geffen et al. (2003) : Established that familiarity with the internet firm and trust are two leading factors in consumers' decision and had established Trust acts as the mediator between familiarity and buying intentions.

6. Cheung et al. (2003): Had concluded that perceived security, privacy, and the quality of information provided by the website are the primary determinants for trust and found that enhancing website security and providing accurate information can significantly boost consumer trust.

7. Jarvenpaa & Todd (1997): They concluded that the convenience, product selection, and ease of use are major factors driving online shopping behaviour and founded that consumers value the ability to shop at any time and the wide range of products available online.

8 .Li & Zhang (2002): Research the impact of product and website quality on online shopping behaviour and found that high-quality products along with attractive and well-designed websites improve consumer satisfaction and loyalty.

RESEARCH MODEL :



5 METHODOLOGY :

Descriptive research design was adopted for this study. Using a non-probability, convenient sampling technique, 97 College students in and around Trichy city was chosen for the conduct of survey. Self-structured knowledge questionnaires with 5-point Likert scale ranging from 1-strongly agree to 5strongly disagree, as well as dichotomous scales. The questions are about influence of social media. Tools include descriptive statistics, chi-square and correlation were used to analyse.

Demographic analysis: With the experience of the respondents above 18years.

6 RESULTS AND DISCUSSION :

6.1 Chi-Square Analysis - Relationship between age and convenience of online shopping

H0: There is no significant relationship between age and convenience among younger generation

H1: There is significant relationship between age and convenience among younger generation

Table No: 6.1.1

Table Name: Relationship between Age and Convenience of online shopping

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.98a	9	.122
Likelihood Ratio	16.273	5	.006
Linear-by-Linear Association	3.010	1	.083
N of Valid Cases	102		
7 cells (58.3%) have expected count less than 5. The minimum expected count is .96.			

Chi-square value= 13.98

Degree of freedom= 9 Significant level = 5%

Interpretation

Thus the χ^2 value is less than table value we accept the hypothesis. Therefore there is no significant relationship between age and convenience among younger generation.

6.2. Chi-Square Analysis - Gender and Convenience among younger generation.

H₀: There is no significant relationship between Gender and Convenience among younger generation

H₁: There is significant relationship between Gender and Convenience among younger generation

Table No: 6.2.1
Table Name: Gender and Convenience among younger generation
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.07a	3	.3809
Likelihood Ratio	57.261	15	.000
Linear-by-Linear Association	18.490	1	.000
N of Valid Cases	102		

19 cells (79.2%) have expected count less than 5. The minimum expected count is .02.

Chi-square value= 3.07

Degree of freedom= 3

Significant level = 5%

Interpretation

Thus the χ^2 value is less than table value we accept the hypothesis. Therefore there is no relationship between Gender and Convenience among younger generation.

6.3 Correlation Analysis – Relation between Age and Convenience among younger generation

H₀: There is no significant relation between age and convenience among younger generation.

H₁: There is a significant relation between age and convenience among younger generation.

Table No: 6.3.1
Table Name: Age and Convenience among younger generation.

		Age of the students	Convenience by the students
Age of the students	Pearson Correlation	1	.4293*
	Sig. (2-tailed)		.950
	N	4	4
Usage by the students	Pearson Correlation	.4293	1
	Sig. (2-tailed)	.950	
	N	4	4

Interpretation

It is inferred that a significant (2-tailed) value 0.950 is greater than the critical value 0.05. Hence H₁ is rejected and H₀ is accepted which means there is no significant relation between Age and Convenience among younger generation.

6.4 Correlation Analysis – Relation between Age and payments among younger generation.

H₀: There is no significant relation between age and payments among younger generation.

H₁: There is a significant relation between age and payments among younger generation.

Table No: 6.4.1
Table Name: Age and payments among younger generation

		Age of the younger generation	payments among younger generation
Age of the students	Pearson Correlation	1	.018
	Sig. (2-tailed)		.950
	N	4	4
Convenience by the students	Pearson Correlation	.018	1
	Sig. (2-tailed)	.950	
	N	4	4

Interpretation

It is inferred that a significant (2-tailed) value 0.950 is greater than the critical value 0.05. Hence H₁ is rejected and H₀ is accepted which means there is no significant relation between Age and Payments among younger generation.

7. IMPLICATIONS AND RECOMMENDATIONS

- 1) E-commerce Provides convenience. Nowadays, customers can shop at any time and at any place. This flexibility will definitely increase the satisfaction and loyalty of customers. This can be capitalized by Online Retailers with 24/7 customer services and optimizing their mobile shopping experience.
- 2) Offering a multi-mode payment option, for example, digital wallets, credit/debit cards and buy-now-pay-later options can help to cater to a larger audience and thus decrease the cart abandonment rate. With an improvement in diversified payment options, trust is enhanced and chances of repeat purchase get better.
- 3) Familiarity with socio-cultural factors such as local shopping habits and cultural preferences helps tailor marketing strategies and product offerings to the respective segments.
- 4) Majority of the customers are confronted with damaged product delivery problems through online shopping. So, the Online Shopping companies need to put more emphasis on delivery right product to the customers by developing the on-time delivery infrastructure.
- 5) The customers perceive delivery of the product is one week and more than one week. Hence the online company should reduce the period of the product delivery within 2-3 days.
- 6) Customers should be aware of the numerous sales promotion schemes, which make this online buying more attractive and popular among the buyers.
- 7) That online websites guarantee to their customers the correctness and quality of the information.

8 CONCLUSIONS :

Analysing consumer behaviour towards online shopping highlights the critical role of convenience, payment options, and socio-cultural factors. Businesses can enhance customer satisfaction by offering user-friendly platforms, diverse and secure payment methods, and culturally tailored marketing strategies. Building trust through robust security measures and leveraging social influence can further drive engagement and loyalty. From the above study there is no significant relationship between age and convenience, gender and convenience, so all the preferences is approximately similar. By implementing these strategies, companies can create a more personalized and secure shopping experience, ultimately fostering long-term growth and customer retention in the competitive digital marketplace. Understanding these variables is essential for adapting to evolving consumer preferences and staying ahead in the e-commerce industry.

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