

A Study On Consumer Preference Regarding Online Shopping In Thoothukudi District Of Tamilnadu State

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Abstract

Nowadays, thousands and millions persons are shopping on the web. The primary purpose of this study is to analyse the online shopping behaviour of consumers in Thoothukudi district.

The main objectives of the study areas below.

1. To study the socio-economic status of the consumers.
2. To know the frequency of online purchase and monthly spending
3. To understand the the effect of socio economic characteristics on awareness about online shopping
4. To find satisfaction of daily internet access and perceived online buying
5. To examine the consumers experience benefit from online shopping

The data collected from 140 respondents by applying a convenience sampling technique. The primary data relates to July 2019. Secondary data gathered from various books, journals, newspapers, bulletins, magazines and websites. Percentage, standard deviation, correlation co-efficient, t test, chi-square test, and probability analysis used.

The study reveals that the association between awareness about online shopping and socio-economic variables namely sex, marital status and occupation is significant at 5 per cent level as the P value is less than 0.05. Hence, the null hypothesis has been rejected for these variables. The rest of the socio economic variables namely, age, type of family and educational qualification, are not significantly associated at 5 per cent level with awareness about online shopping . Hence, the null hypothesis has been accepted for these variables.

In order to find out the significant difference in satisfaction of daily internet access and perceived online buying based on sex, the 't' value was calculated and the calculated 't' value was found to be 0.4019 which is lower than the table value 1.97 which is significant at 0.05 level. Therefore the null hypothesis is accepted and concluded that there is no significant difference in satisfaction of daily internet access and perceived online buying between sex statuses of respondents.

Keywords: e-shoppers, quality of service, commercial activity, technological infrastructure, correlation co-efficient.

INTRODUCTION

Currently people have many selections with reference to buying places, but the most current one is buying through internet i.e. online shopping mode. In online shopping, electronically the sale or purchase of transaction takes place (<http://www.computerweekly.com>, 1995). On online stores with the help of “search” features e-shoppers can easily search out specific models, brands or items (www.amazon.com).

The Internet has become a centre of advertising, shopping and commercial activity (Rowley, 1998). People’s daily life is influenced by the internet more so as compared to the past (Hsieh et al., 2013). Consumers are encouraged by purchase needs or experiential needs or a combination of both when they shop (Westbrook & Black, 1985).

Generally, an optimistic attitude towards shopping online for apparels shown by females (Hirst & Omar, 2007). Quality of service delivered by the online retailers leads to satisfaction, and influences intention to shop online (Park, Chung-Hoon, and Young-Gul Kim, 2003). Females do most of the shopping in the out-dated world, but it is the converse in online shopping (OFT, 2007).

The main reason for online grocery shopping is convenience and the time saved (Morganosky & Cude, 2000). To change one’s attitude needs radical adjustments to be made to others (Grant & Graeme, 2005). Developments in technological infrastructure will make consumers more comfortable shopping on-line, and vendors will exploit the advantage of the internet’s strengths more successfully to market and sell goods and services (Brown, Durrett & Wetherbe, 2004). Lack of trust is one of the most frequently cited reasons for consumers not purchasing from Internet shops (Mathew K.O. Lee and Efraim Turban, 2001).

Although females are aware of some of the disheartening features of online shopping for attires, these features do not prevent them from buying online. The Internet user base is proliferating in India, and it is stimulating to see that women user base is also multiplying (Jain, 2014). This study is about the behaviour of consumers in online shopping in Thoothukudi district.

OBJECTIVES

The main objectives of the study areas below.

1. To study the socio-economic status of the consumers.
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METHODOLOGY

The study is both evocative and analytical based on primary and secondary sources. The data collected from 140 respondents by applying a convenience sampling technique. The consumers are buying online. Online consumers of different age groups in Thoothukudi district taken as a sample. It is purely a descriptive study. The primary data relates to July 2019. Secondary data gathered from various books, journals, newspapers, bulletins, magazines and websites. Percentage, standard deviation, Garret ranking method, correlation co-efficient, t test, chi-square test, and probability analysis used.

LITERATURE REVIEW

Ramus and Nielsen (2005) originate that consumers prefer online shopping as it permits them to shop without leaving home and in a less worrying way than going to the grocery store during rush hours.

Aggarwal and Varma (2014) in a study on Mumbai’s western environs, homemakers, found that online shopping for them is both practical and hedonic practice and is a leisure activity engaged in reducing their boredom.

According to Stone (1954), customers are classified as the economic, personalising, ethical and apathetic shoppers.

Hansen (2005) exhibited that non-online grocery customers regard online grocery shopping as less companionable with their everyday lives as compared with adopters of online grocery spending.

Mishra (2007) examined the demographic faces of online consumers and their attitude towards online shopping behaviour for clothing.

Analysis

SEX-WISE ANALYSIS OF THE RESPONDENTS

SL.No	Sex	No. of Respondents	Percentage
1	Male	95	67.86
2	Female	45	32.14

	Total	140	100
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Source: survey data

From the table, it has inferred that out of 140 respondents in the Thoothukudi district, the bulk of 95 (67.86 percent) are male and rest 45 (32.14 percent) is female respectively.

AGE-WISE CLASSIFICATION OF RESPONDENTS

Sl. No.	Age (years)	No. of Respondents	Percentage
1.	Below 20	12	8.57
2.	20-40	82	58.57
3.	40-60	38	27.14
4.	Above 60	8	5.72
	Total	140	100.0

Source: Primary Data.

The above table gives the profile of online consumers according to their age. It reveals that 8.57 per cent of the online consumers falls in the age group of below 20. Those who constitute 58.57 per cent belong to the age group of 20- 40. 27.14 per cent of the respondents is in the age group of 40-60 years. The age group (above 60) forms part of 5.72 per cent of the respondents. Therefore it is concluded that respondents belonging to 20-40 years group constitute a majority of the online consumers.

CLASSIFICATION BASED ON MARITAL STATUS

Sl. No.	Marital status	No. of Respondents	Percentage
1.	Married	114	81.43
2.	Unmarried	26	18.57
	Total	140	100.0

Source: Primary Data

It found from the table that the unmarried consumers are 18.57 per cent, and the rest of the 81.43 consumers are married. In the present study, the maximum of the respondents married.

CLASSIFICATION OF THE RESPONDENTS BASED ON LITERACY LEVEL

Sl. No.	Literacy Level	No. of Respondents	Percentage
1.	Illiterates	11	7.86
2.	School-level	19	13.57
3.	Graduates	52	37.14
4.	Professionals	34	24.29

5.	Technical	24	17.14
	Total	140	100.0

Source: Primary Data.

The beyond table shows that out of 140 respondents, the highest numbers of respondents that are 52 (37.14%) are graduates, followed by 34 (24.29%) respondents who have completed a professional course. 24(17.14%) who completed a technical course. There were 19 (13.57%) respondents were at the school level, and the remaining 11 (7.86%) were illiterate.

OCCUPATION-WISE CLASSIFICATION OF THE RESPONDENTS

Sl. No.	Occupation	No. of Respondents	Percentage
1.	Business	26	18.57
2.	Professional	17	12.14
3.	Salaried employee	39	27.86
4.	Farmer	8	5.71
5.	Labour	7	5.00
6.	Student	18	12.86
7.	Retired from service	12	8.57
8.	Housewife/Unemployed	13	9.29
	Total	140	100.0

Source: Primary Data.

It inferred from the above table that 27.86 per cent of the respondents are from salaried class, whereas business class respondents constitute 18.57 per cent followed by 12.86 per cent of the respondents who were from the student community. Professionals, housewives/unemployed, retired persons, farmers and labour are mere 12.14 per cent, 9.29 per cent, 8.57 per cent, 5.71 per cent and 5.00 per cent respectively.

DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING TO THE TYPE OF FAMILY

Sl.no	Type of family	No. of Respondents	Percentage
1	Joint family	122	87.14
2	Nuclear family	18	12.86
	Total	140	100

Source: survey data

The table reveals that out of 140 sample respondents, 122 (87.14%) have a joint family system and 18 (12.86%) have a nuclear family system, It reveals that the majority of respondents belonged to a nuclear family.

Frequency of Online Purchase

Sl. No.	Frequency of Online Purchase	No. of Respondents	Percentage
1.	Once a week	16	11.43
2.	Once in a fortnight	21	15.00
3.	Once in a month	49	35.00
4.	Once in 3 months	27	19.29
5.	Once in 6 months	14	10.00
6.	Once in a year	13	9.28
	Total	140	100.0

Source: Primary Data.

The modal value of regularity of purchase is once in a month. Forty-nine (35%) respondents purchased once in a month, followed by 27 (19.29%) once in three months, 21(15%) once in a fortnight 16(11.43%) once in a week for their business purpose 14 (10%)once in six months specially in their birth and wedding days and 13 (9.28%) once in a year mainly in a famous festival.

Monthly Spending

Sl. No.	Monthly Spending	No. of Respondents	Percentage
1.	Below Rs.1000/-	32	22.86
2.	Rs.1,000/- to Rs.2,000/-	41	29.28
3.	Rs.2,000/- to Rs.3,000/-	23	16.43
4.	Rs.3,000/- to Rs.4,000/-	19	13.57
5.	Rs.4,000/- to Rs.5,000/-	14	10.00
6.	More than Rs.5,000/-	11	7.86
	Total	140	100.0

Source: Primary Data.

Out of the total respondents 41 (29.28%) spent Rs.1, 000/- to Rs.2, 000/-, followed by 32 (22.86%) spent below Rs.1000/- per month, 23 (16.43%) spent Rs.2, 000/- to Rs.3, 000/- 19 (13.57%) spent Rs.3, 000/- to Rs.4, 000 and 14 (10%) spent Rs.4, 000/- to Rs.5, 000. Those who spent more than Rs.5, 000/- per month are 11 (7.86%).

Respondents who indulge in impulse buying activities

Sl. No.	Impulse spending behaviour	No. of Respondents	Percentage
1.	Yes	101	72.14
2.	No	39	27.86
	Total	140	100.0

Source: Primary Data.

From the above study, most of the respondents 101(72.14%) accepted that they did indulge in impulse spending behaviour many times and only 39(27.86%) of respondents said that they never resorted to impulse spending.

Products brought on impulse

Sl. No.	Products brought on impulse	No. of Respondents	Percentage
1.	Garments	36	25.71
2.	Accessories	17	12.14
3.	Beauty products	28	20.00
4.	Gadgets [Laptops, Camera, Mobile phones etc]	59	42.15
	Total	140	100.0

Source: Primary Data.

From the above data, we can see conclude that gadgets top the list of impulse buying products, followed by garments, beauty products and finally accessories by women. The most impulse bought products are mobile phones, electronic accessories, headphones and iPods. In electronic accessories, there are products like batteries, camera optics, headphones or chords.

THE EFFECT OF SOCIO ECONOMIC CHARACTERISTICS ON AWARENESS ABOUT ONLINE SHOPPING USING CHI-SQUARE TEST

Socio- Economic variables	Chi – Square values	P Values	Significance
Age	18.05	0.311	Not Significant
Type of Family	4.33	0.482	Not Significant
Sex	32.9	0.001*	Significant
Marital Status	17.01	0.001*	Significant
Educational Qualification	2.19	0.374	Not Significant
Occupation	27.32	0.001*	Significant

* Significant level 5 per cent.

The above table reveals that the association between awareness about online shopping and socio-economic variables namely sex, marital status and occupation is significant at 5 per cent level as the P value is less than 0.05. Hence, the null hypothesis has been rejected for these variables. The rest of the socio economic variables namely, age, type of family and

educational qualification, are not significantly associated at 5 per cent level with awareness about online shopping . Hence, the null hypothesis has been accepted for these variables.

SIGNIFICANT DIFFERENCE IN SATISFACTION OF DAILY INTERNET ACCESS AND PERCEIVED ONLINE BUYING BASED ON SEX

Marital Status	Percentage	Mean	S.D	‘t’Value	Interpretation
Male	95	16.52	6.44	0.4019	Not Significant
Female	45	4.01	2.75		

Source: Computed from Primary Data

In order to find out the significant difference in satisfaction of daily internet access and perceived online buying based on sex, the ‘t’ value was calculated and the calculated ‘t’ value was found to be 0.4019 which is lower than the table value 1.97 which is significant at 0.05 level. Therefore the null hypothesis is accepted and concluded that there is no significant difference in satisfaction of daily internet access and perceived online buying between sex statuses of respondents.

CORRELATION BETWEEN BENEFICIAL INTERESTS IN ONLINE SHOPPING AND SUB-SYSTEM VARIABLES WITH THEIR DIRECT AND INDIRECT EFFECTS (GOOD PERFORMER)

Sl. No.	Variables		Total effect (r)	Direct effect	Indirect effect	Substantial indirect effects	
1.	X1	Age *	0.4637	0.3164	0.2304	0.0040X3	0.0007X2
2.	X2	Literacy level	0.1053	0.0131	0.1367	0.0071X3	0.0007X1
3.	X3	Experience*	0.4963	0.3629	0.2503	0.0023X2	0.0248X

* Indicates that the correlation co-efficients are statistically significant at 5 per cent level.

The table shows that the experience emerged as the dominant variable by exerting maximum direct and indirect influences on experience benefit from online shopping. It also exerts the substantial indirect effects carried through literacy level and age. It also points out those women of middle age group with more experience show improved beneficial interests in online shopping. Literacy level has positive direct and indirect effects, and it exerts the substantial indirect effects carried through experience and age. It inferred from the table that the educated consumer of young age with adequate experience are likely to make an excellent beneficial interests in online shopping. Hence, the beneficial interests in online shopping

grow out of their involvement in the field. Therefore, it can be concluded that interests in online shopping experience and age are most significantly associated with beneficial interests in online shopping.

CONCLUSION

Shopping is a part of everyone's life. It viewed as a way to release the stress, a way to complete some wish in mind or a way to add some essence to the materialistic life. Nowadays, online shopping is taking over the globe over the past few years, it has become a desire to shop online, even from a mobile phone. Online shopping has shown to be a boon to its users. It saves time, energy, and it is also user-friendly. On the basis of analysis of responses it is crystal clear that in Thoothukudi district online shopping has been cherished by most of the people.

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