



## RESEARCH ARTICLE

### A STUDY ON ONLINE PURCHASING BEHAVIOUR WITH SPECIAL REFERENCE TO VIRUDHUNAGAR TOWN

**\*Mr. Seenivasagaperumal, S. and Dr. Subburaman, R.**

Department of Lifelong Learning & Extension, Gandhigram Rural Institute,  
Deemed University, Gandhigram – 624 302, Dindigul (Dist), Tamil Nadu (State)

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#### ABSTRACT

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. The English entrepreneur Michael Aldrich invented online shopping in 1979. The study focuses on online shoppers' preferences and problems on various online shopping marketers. Questionnaire was used to collect the primary data. The study area is restricted only in virudhunagar town with sample size of 250 respondents.

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#### INTRODUCTION

Anything that customer's purchases affects environment by means of delivery, whether they have the product shipped at home or drive to a brick and mortar store. In earlier days people used to go to different shops before purchasing as they didn't have a great deal of easy access to information on products. Due to the growth of World Wide Web it has now become easy to access the products available worldwide without wasting time, money and other resources apart from helping environment. Centre for Energy and Climate Solutions suggests that we can protect land and save energy by shopping online.

##### **Online Shopping**

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce describes purchasing from an online retailer's mobile optimized online site or app. English entrepreneur Michael Aldrich invented online shopping in 1979. His system connected a modified domestic TV to a real-time transaction processing computer via a domestic telephone line. In March 1980 he went on to launch Redifon's Office Revolution, which allowed consumers, customers, agents, distributors, suppliers and service companies to be connected on-line to the corporate systems and allow business transactions to be completed electronically in real-time.

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**\*Corresponding author: Mr. Seenivasagaperumal, S.,**  
Department of Lifelong Learning & Extension, Gandhigram Rural  
Institute, Deemed University, Gandhigram – 624 302, Dindigul  
(Dist), Tamil Nadu (State).

Online shopping portals are witnessing a whopping 200% growth in the sale of electronic items every year. This is driven by the demands like mobile phones, iPods and MP3 players not only from metros but also from small cities. Apparels and accessories (30%) emerged as the second biggest product category after consumer electronics (34%) and are expected to become bigger than consumer electronics this year. Other popular searched categories include books (15%), beauty & personal care (10%), home & furnishings (6%), baby products (2%) and healthcare (3%).

##### **Review of literature**

The strategies that marketers are using have not adequately addressed the changing demands of the consumer to ensure customer satisfaction (Day & Landon, 1977). The marketing function limits the scope of marketing strategies in operating successfully online. New electronic communication marketing variables have exploded the alternatives available to customers globally. These changes have redefined many of the old views of marketing, trade and power. Furthermore, many researchers recognize and accept that customer satisfaction is a logical measurement of success in market exchanges (Dubrovski, 2001). Sanjeev Kumar and Savita Maan (2014) study revealed that online shopping brings optimum convenience to the consumers. The study findings revealed that privacy and security risk, convenience, immediate possession, information seeking, social interaction are the major threat for online shopping and which are affected the consumer attitude towards online shopping. Yasim (2010) reported that that website design, reliability, product variety and delivery performances are the four key factors influencing consumers' satisfaction of online shopping.

Shelija J Kuruvilla et al (2009) study found that gender differences in mall shopping. Their study corroborated that in India there are significant differences in shopping behaviour that can be ascribed to gender, there are stereotyping of shopping as a feminine activity. Srinivas (2002), in their paper stated that majority of the internet users were having positive attitude towards online buying of products/services. There exists a need for developing awareness about consumers' rights and cyber laws.

They also emphasized on better distribution system for online products. Crawford, (1997) in his paper said that traditional consumer behaviour shopping has its own model, which the buying process starts from the problem recognition, information search, evaluation of alternatives, then purchase, and at last post purchase behaviour.

**Objectives of the study**

The main objective of the study is to discover the order of preference given by the online buyers for different online

**Table 1. Showing Personal Profile of the Respondent**

Personal profile	Frequency	Percent (%)
Gender		
Male	114	57
Female	86	43
Age		
Below 25years	56	28
25-35years	84	42
26-45years	46	23
Above 45 years	14	7
Marital Status		
Married	84	42
Unmarried	116	58
Educational Qualification		
School level	20	10
Under graduate	76	38
Post graduate	92	46
Others	12	6
Occupational Status		
Student	40	20
Business	56	28
Professional	42	21
Employee	38	19
Others	24	12
Monthly Income		
Rs. Up to Rs. 10, 000	23	11.5
Rs. 10, 000 to Rs. 20, 000	61	30.5
Rs. 20, 000 to Rs. 30, 000	37	18.5
Rs. 30, 000 to Rs. 40, 000	13	6.5
Above Rs. 40, 000	66	33
Family Type		
Nuclear	147	73.5
Joint	53	26.5
Number of Family Members		
Below 3 Members	40	20
3-4 Members	100	50
4-5 Members	52	26
Above 5 Members	8	4
Total	200	100

Source: Primary Data

**Table 2. Weighted Average ranking for order of preference for the online websites**

	1	2	3	4	5	6	7	8	9	10	Total	Total Score	WAS	Rank
Amazon. In	38	80	44	14	6	4	3	1	2	8	200	1632	8.16	1
%	19	40	22	7	3	2	1.5	0.5	1	4	100			
Flipkart.com	66	28	23	16	14	18	6	1	8	20	200	1447	7.24	3
%	33	14	11.5	8	7	9	3	0.5	4	10	100			
Snapdeal.com	44	42	42	18	10	4	12	10	8	10	200	1465	7.33	2
%	22	21	22	9	5	2	6	5	4	5	100			
Paytm.com	22	20	10	16	28	26	28	14	24	12	200	1104	5.52	4
%	11	10	5	8	14	13	14	7	12	6	100			
EBay. In	14	12	26	28	22	26	20	24	16	14	200	1098	5.49	5
%	7	6	13	14	11	13	10	12	13	7	100			
Jabong.com	6	10	20	34	22	18	16	28	26	20	200	990	4.95	6
%	3	5	10	17	11	9	8	14	13	10	100			
Myntra.com	4	2	12	28	28	24	20	24	28	30	200	877	4.39	8
%	2	1	6	14	14	12	10	12	14	15	100			
Shopclues.com	6	2	6	14	24	24	30	38	26	28	200	802	4.01	10
%	3	1	3	7	12	12	15	19	13	14	100			
Pepperfry.com	6	2	8	12	22	28	30	40	26	28	200	813	4.07	9
%	3	1	4	6	11	14	15	20	13	14	100			
Goodlife.com	8	2	8	24	24	28	32	22	28	24	200	887	4.44	7
%	4	1	4	12	12	14	16	11	14	12	200			

Source: Primary Data WAS= Weighted Average Score

Table 3. Weighted Average ranking for order of preference for the products

	1	2	3	4	5	6	7	8	9	10	11	Total	Total Score	WAS	Rank
Electronic products	80	34	18	14	12	14	4	6	4	2	12	200	1735	8.68	1
%	40	17	9	12	6	7	2	3	1	1	6	100			
Clothes	20	16	18	18	20	20	22	16	14	8	30	200	1203	6.02	5
%	10	8	9	9	10	10	11	8	7	4	15	100			
Music Software	2	24	10	12	22	16	20	16	20	32	26	200	1011	5.06	11
%	1	12	5	6	11	8	10	8	10	16	13	100			
Books	18	30	12	14	12	8	16	20	24	32	14	200	1159	5.80	7
%	9	15	6	7	6	4	8	10	12	16	7	100			
Cosmetic & jewelry	36	24	16	10	12	12	10	12	30	22	16	200	1267	6.34	2
%	18	12	8	5	6	6	5	6	15	11	8	100			
Gifts	18	22	18	20	14	18	12	20	32	16	12	200	1204	6.02	4
%	9	11	9	10	7	9	6	10	16	8	6	100			
Games	4	8	34	20	18	14	16	26	12	28	20	200	1099	5.50	8
%	2	4	17	10	9	7	8	13	6	14	10	100			
House Wares	6	2	22	20	20	20	34	24	22	18	12	200	1080	5.40	9
%	3	1	11	10	10	10	17	12	11	9	6	100			
Flowers	2	6	14	30	22	26	20	18	14	17	32	200	1034	5.17	10
%	1	3	7	15	11	13	10	9	12	8.5	16	100			
Tickets	6	12	22	22	24	28	26	20	16	8	16	200	1183	5.92	6
%t	3	6	11	11	12	14	13	10	13	4	8	100			
Food Section	8	24	18	22	26	24	22	22	10	16	8	200	1254	6.27	3
%	4	12	9	11	13	12	11	11	5	8	4	100			

Source: Primary Data WAS= Weighted Average Score

websites and assess the most frequently buying product through online shopping.

**Design of the Study**

The study was conducted in the virudhunagar town, a business and educational town of Tamilnadu. The study was confined to the customers of virudhunagar town only.

**Data Collection**

The data for the purpose of study is collected both from primary sources and secondary sources. Survey method is used for collecting primary data. A survey was conducted for the study through self developed questionnaire. 200 Samples were collected from consumers and buyers of online shopping for the present study. The scales used in the questionnaire were largely built upon the scope and structure of previous studies. Constructs were measured based on seven-point Likers scales ranging from strongly disagree to strongly agree. Secondary data was also collected for the purpose of study. The sources of secondary data included books, magazines, journals and websites.

**Analysis and Interpretation**

The above table shoes that 57 % of the Respondents are male, 42% of the Respondents are belongs to 25-35 years of age category. 58% of the Respondents are Unmarried online consumers. 46% of the Respondents are studied Post graduates, 28% of the Respondents are doing business. 30.5% of the Respondents monthly income is Rs10000- Rs 20000. 73.5% of the Respondents are having Nuclear family system and 50% of no of members in their family is 3-4 Members.The above table shows that online buyers preference of different online shopping websites. Amazon in online shopping websites is the most preferred online shopping website in the study area with the mean score of 8.16. Snapdeal.com got second ranking in consumers’ preference, Flipkart.com occupy third rank with the mean score of 7.24, Paytm.com secured fifth rank, Goodlife.com secured fifth rank and Shopclues.com secured tenth rank.

The above table shows that Electronic products are mostly preferred by the online buyers with the total score of 1735 and mean score of 8.60, the second preference goes to Cosmetic and jewelry with the total score of 1267 and mean score of 6.34 followed by Food section, gift products, cloths, and tickets got third, fourth and fifth rank respectively and the last ranks goes to Music Software with the total score of 1011 and mean score of 5.06.

**Conclusion**

Online shopping is the new mantra of selling products effectively and efficiently but the criteria must be met. According to a study, “About 44 percent students use Internet in India and overall 72% of young people access Internet on regular basis. Due to the vast usage of Internet, the buying patterns have been changed. It has changed the way goods are purchased and sold, resulting to the exponential growth in the number of online shoppers. Online shopping is a new technology that has been created along with the development of the Internet. It is a convenient method of shopping and allows for a vast array of products to be at your fingertips. However, fraudulent use of the Internet is often a concern for many shoppers. Cyber thieves steal identities of shoppers and then exploit them causing a theft of their identity. This leads to a variety of problems, causing fraudulent credit card charges, opening new credit accounts, and misuse of current accounts. understanding who are the ones consuming and why they choose to use or keep away from the Internet as a distribution channel, is a critical matter for both e-marketing managers and consumers. Online consumers tend to be better educated. Higher computer literacy makes internet shopping smarter. Their awareness about the internet also makes them better positioned to identify and take decision for products and services.

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