

**A STUDY ON ONLINE SHOPPING: ATTRACTIVE, DISCOURAGING AND EXPECTATION  
FACTORS WITH SPECIAL REFERENCE TO TAMIL NADU**

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**INTRODUCTION**

Online shopping is a growing area of technology. Establishing a store on the internet, allows for retailers to expand their market and reach out to consumers who may not otherwise visit the physical store. The convenience of online shopping is the main attraction for the consumers. Unique online payment systems offer easy and safe purchasing from other individuals. Electronic consumer's exhibit different buying behaviors such as; cart abandonment. The benefits of shopping online also come with potential risks and dangers that consumers must be aware of. In the future, we can expect online stores to improve their technology tremendously, allowing for an easier and more realistic shopping experience.

**REVIEW OF LITERATURE**

R. Chavanand Ms. Asmatara Khan (2015) made a survey on factors affecting on-line-shoppers behavior for electronic goods purchasing in Mumbai and finally concluded that-retailers should make their website safer and assure customers for delivery of their products has positive effect on attitude towards online shopping on online shopping behavior of consumers indicate that considering attitude variable make a substantial contribution in online shopping. Also, subjective norms have positive effect on shopping behavior. This means the more people suggest e-buying to each other. The more this buying method will be popular among people. This makes necessary the use of word of mouth marketing for retailers. Domain specific innovativeness has positive effect on online shopping behavior. This means that marketing specialists should target this society in their marketing strategy formulation for better effectiveness of their marketing program.

Ashish Bhatt concluded his article "consumer attitude towards online shopping in selected regions of Gujarat" in the following manner online shopping is gaining popularity among people specially the younger generation but in today's scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. The result of our study shows that mode of payment is dependent upon income below Rs.1, 00,000 prefer cash on delivery and above Rs.3, 00,000 prefers internet banking payments. People from different age groups are doing online shopping regularly. The attitude of consumers is changing with the time. From the conclusion that we got through literature re-view was in a country like India. Online experience are still looked up as complex and uncomfortable. People are tradition bound and have doubt in mind set as far as issue of online shopping very comfortable because of many variables like cash on delivery, customization or personalization of the websites, home delivery etc.

Thompson S.H Teo (2002) in his article attitudes towards online shopping and the internet. He interpreted that the internet is only one of the possible channels for retailing and

that not all consumers are likely to embrace online shopping. The managerial problem is to integrate the internet into overall channel management so that those consumers who like the internet can use it, while those who don't like the internet can resort to other channels or just use the internet to gather information rather than for online shopping.

Hogskolan pa. Gotland (2011) in his study. He concluded that online shopping is becoming more popular day by day with the increase in the usage of the World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping. Making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

### RESEARCH OBJECTIVES

- a) To study the socio economic level of consumers.
- b) To study the factors influencing consumers to purchase product through online.
- c) To study the consumer expectation towards online shopping.
- d) To analyze the difficulties faced by consumers while purchasing the product through online.

### RESEARCH METHODOLOGY

The researcher has used various methods to analysis and interprets the data.

### SOURCES OF DATA

- a) Primary data: the primary data was collected from 300 respondents.
- b) Secondary data: secondary data were collected from various websites-journals and books.

### SAMPLING METHOD

Data were collected form 300 respondents by scheduled interview method with structure questionnaire quota sampling method is used to collect the data.

### TOOLS USED FOR ANALYSIS

The Simple percentage method and chi-square test were used to analyze the data.

### ANALYSIS AND INTERPRETATION

**Table 1: socio -economic status of online consumers**

S.no	Variables	No of respondents (300)	Percentage	
1	Gender	Male	160	53.33%
		Female	140	46.66%
2	Educational level	Illiterate	90	30%
		School	60	20%
		Graduate	45	15%
		professional	105	35%
3	Occupation	Agriculture	85	28.33%
		Business	75	25%
		Employee	70	23.33%
		Professional	70	23.33%
		up to 1,00,000	70	23.33%
4	Annual income	100001 to 20000	70	23.33%
		200001 to 500000	75	25%
		Above 500000	85	28.33%

The above table clearly show the socio economic level of respondents out of 300 respondents

- (a) Majority of the respondents (53.33%) are male,
- (b) Majority of the respondents (35%) are professional,
- (c) Majority of the respondents (28.33%) are agriculture,
- (d) With respect to annual income majority of the respondents (28.33%) earning for the year is up to 5, 00,000.

**Table 2: Relationship between annual income and price of the product**

Factors	Calculated value	Table value	Degree of Freedom	Level of significance
Annual Income & price of the product	10.08	21.00	12	5

The above table shows that, calculated value of  $X^2$  10.08 is less than the table value of 21.00. So null hypothesis ( $H_0$ ) was accepted, there is no significant relationship between price of produce and the annual income of respondents.

**Chi - square test****i) Relationship between annual income and price of the product**

$H_0$ : There is no significant relationship between annual incomes of the respondents with the price of the product.

$H_1$ : There is significant relationship between annual incomes of the respondents with the price of the product.

**ii). Relationship between annual income and credit purchase**

$H_0$ : There is no significant relationship between annual incomes of the respondents with credit purchase.

$H_1$ : There is a significant relationship between annual incomes of the respondents with credit purchase.

**Table 3: Relationship between annual income and credit purchase**

Factors	Calculated value	Table value	Degree of freedom	Level of significance
Annual income & Credit purchase of product	22.87	21.00	12	5%

The above table shows that, calculate value of  $X^2$  is 22.87 more than the table value of 21.00. So null hypothesis ( $H_0$ ) is rejected there is a significant relationship between credit purchase of product and the annual income of respondents.

**FINDINGS**

The major findings of this research is that majority of the respondents are male and they are graduates, they prefer online purchase for low price due to various offers and discounts of online marketing companies, there two major factors influencing online purchase are that, they can make an order through on line at any time by using internet. They also felt that more varieties of products with cheaper price is available on internet.

Compared with retail purchase, lack of credit facility is the main difficulty realized by respondents, they also ranked that lack of information about the product and poor service after sales are the other two major difficulties realized by them through online purchase.

### **CONCLUSION**

Online purchase grows day by day. Majority of consumers gradually moved from retail purchase to online purchase, E-marketing companies should take precautionary step to minimize the major difficulties by mean of stable price, proper channels of distribution, appointment of service agents for service after sale and customer care services to clear the doubts of online consumer will lead to growth of online marketing and also expand their business as well.

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