

A MICRO LEVEL STUDY ON THE INFLUENCE OF ONLINE SHOPPING ON CONSUMER BEHAVIOUR IN KERALA

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Abstract

Online shopping now has become a popular way for consumers. Online shopping is that shopping where in goods and services are brought through the medium of internet. This new innovative pattern of shopping not only brings a great number and wide range of consumers but also offers a huge market and numerous business opportunities for the economies. In the past twenty years, we have witnessed the rapid development of the Internet and the growth of the Internet users in the world. Modern consumers are more aware of these kind of shopping because it is more convenient to them. But different consumers have different views regarding this. The consumer behavior of Indian consumer is changing dramatically day by day. Online shopping revolutionized and influenced our society. This use of technology has opened new ways and opportunities which enable for a more convenient lifestyle today. Anytime availability, variety, choice, convenience, quick and better services, schemes, offers and discounts, value for money are some of the significant reasons in online shopping that influenced Indian consumers to prefer online shopping.

Keywords: *Online shopping, Consumers, nature of consumers, attitude, brand, quality*

Introduction

In the business of e-commerce activity, consumers use internet facility for several reasons like searching for product speciality, prices of products and product reviews, placing the order, making payments etc. Over the past few years, the Internet has developed into a wide global market for the exchange of goods and services. In many developed countries, the Internet has been adopted as an important medium, offering a wide collection of products with 24 hour availability and wide area treatment. E-commerce has become a matchless marketing guide in business dealings. Online stores and services are important source channels in business to consumer connections. Once a product has been found on the website of the seller, most online retailers use shopping cart which allow the consumer to collect multiple items and to adjust quantities. It is just like filling a physical shopping basket in a conservative shop.

Some stores permit consumers to sign up for a permanent online account. The consumer often receives an e-mail verification once the transaction is complete.

Online shoppers usually use a credit card or a PayPal account to make payments. However, some systems enable users to create accounts such as billing to mobile phones, cash on delivery, debit card, gift cards etc. Once a payment has been received, the goods or services can be delivered through shipping, in store pick up etc. The Internet, or e-commerce, has practiced rapid growth from early years. The volume of online business-to consumer transactions is increasing at a very high rate. The major online Shopping Sites in India are E-bay, Flipcart, Snapdeal, Myntra, Jabong, Tradus, Shopclues, Homeshop 18 etc

Research Problem

Shopping in Online has emerged as one of the fastest growing market and now-a-days a most common trend which people is using to buy any assets. With the growth of Internet over the last 5 years, most of the Businesses have now shifted to online. Kerala holds the ninth position in terms of e-commerce transactions in the country. Nearly fifty per cent of the consumers from the state buy technology-based products through e-commerce. Kochi, Thiruvananthapuram, Thrissur, Kozhikode and Paravoor are the e-commerce hubs of the state, as revealed by a recent census conducted by ebay.in, an online shopping website. In this context the researchers have made an attempt to examine the influence of online shopping on consumer behavior with special reference to Ayyankunnu Grama panchayat of Kannur district in Kerala.

Objectives of the Study

1. To understand the attitude of the people towards online shopping.
2. To identify the influence of online shopping on consumer behavior.
3. To identify the nature of the commodities purchased through online shopping

Materials and Methods

The study was intended to examine the influence of online shopping on consumer behaviour. Online shopping is a form of electronic commerce which allows consumers to directly buy goods and services from a seller over the internet using a web browser. The researcher took Ayyankunnu Grama Panchayat of Kannur district for the study. The work is based on the primary and secondary data. The researcher selected 60 samples from the Panchayat by employing the purposive random sampling. The data was collected with the help of a well structured questionnaire. The secondary data is obtained from the various web sites.

Result and Discussions

Online shopping is a direct marketing innovation, which is still in its infancy. As such it involves changes in current patterns of production or consumption. In this volatile world of e commerce it is particularly important to understand the consumer and the values that lead to their satisfaction. There have been intensive studies of online shopping attitudes and behavior in recent year. To get a clear idea about the online shopping pattern of the sample respondents, a primary survey including 60 sample households from Ayyankunnu Grama Panchayat of Kannur district was carried out. This paper discusses the trends of online shopping and consumption pattern of the respondents of the concerned area.

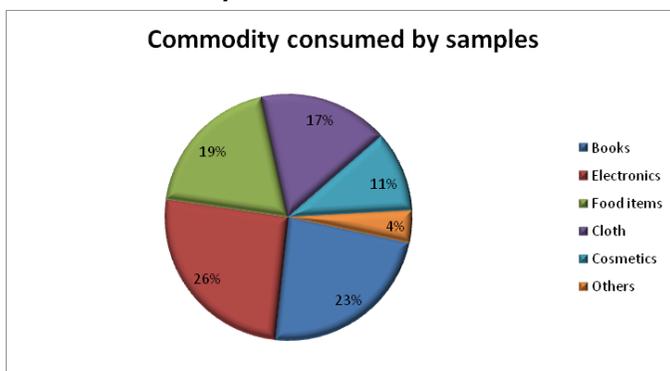
Table 1.1 Distribution of the respondents on the basis of participation in online shopping

Category	Number of the respondents	percentage of the respondents
Online shoppers	47	78.4%
Do not follow online shopping	13	21.6%

Source: primary data

The table 1.1 examines that the distribution of respondents on the basis of people who have online shopping and do not shopping. Among the 60 respondents 47 respondents are online shoppers and 13 respondents do not have online shopping.

Table 1.2 Distribution of the respondents on the basis of commodity consumed



It is clear that most of the respondents are consuming electronic equipment's that is 25.6 %. The 23.4 % of the respondents were consumed books and only 19.2% of peoples are purchase food items. The other categories are cloth 17% and cosmetics are only 10.6% of the respondents are consumed.

Table 1.3 Distribution of the respondents on the basis of problems faced

Nature of the problem	Number of the respondents	Percentage of the respondents
Delay in delivery	19	40.4%
Product damage	11	23.4%
Cheap quality	9	19.2%
Other issues	8	17%
Total	47	100%

Source: primary data

The table examines that the problems faced by online shoppers. Most of the peoples are facing delay in product delivery (40.4%). 23.4% of the respondents are facing product damage. The 19.2% of respondents were faced cheap quality of their product and only 17% of respondents are suffering from other issues.

Table 1.4 Distribution of the respondents on the basis of factors which influence product selection

Nature of the product	Number of the respondents	Percentage of the respondents
Price only	8	17%
Price and quality	25	53.2%
Company and brand	13	27.7%
Others	1	2.1%
Total	47	100%

Source: primary data

The table 4.13 examines factors which influence product selection. 53.2% of the respondents are looking their product price and quality and only 8 respondent's look price only. The 27.7 % of peoples are looking company and brand. Remaining the 1 respondent was looking other nature of products.

Table 1.5 Distribution of the respondents on the basis of main reason behind online shopping

Reasons	Number of the respondents	Percentage of the respondents
Low price	23	49%
Brand	18	38.2%
Quality	6	12.8%
Total	47	100%

Source: primary data

The table shows that the main reason behind online shopping. Most of the respondents are looks low price product. The 49% of peoples look low priced products. And only 6 respondents are looking product quality. The 38.2% of the sample respondents are looking branded products.

From the detailed information about the people's attitude towards online shopping on Ayyankunnu Grama Panchayat of Kannur District, we can reach these major findings: Majority of the respondents purchase according to the need while around twenty percent of the respondents never shop online. Large set of the respondents under the age group of 20-30 shop online while only small percentage of the respondents under the age group of 41-50 shop online. Compared to the male respondents, women respondents are the majority who shop online. 16.6 % of respondents who shop online fall in the earnings group of below 10,000 monthly incomes while only 45% of respondents fall in the income group of more than 25000.

Majority of the respondents have given 1st preferred rank in buying electronic goods through internet shopping. The respondents have given 2nd rank to books and

3rd rank to buying of food items online. Only 4.25 of the respondents are purchasing other items through online. This shows that electronic items, books and food items are most frequently bought products online. This study shows that 27.7% of the respondents are using flipkart for their favourite site and ask me anything is the lowest rating site of online shopping. The overall performance shows that most of the peoples are purchased product from Flipkart, Amazone, Snapdeal. The first place is Flipkart.

From the survey, we get an idea about what are the factors which affect decision making in the final selection of a product. Most of the respondents are before buying product comparing one product to another product and less of the respondents are comparing their products to another. Some of the respondents looks their products review. The study examines most of the respondents were facing high shipping cost as their product.

Conclusion

From the study, it clearly indicate that online shopping has become a normal part of our lives, mainly because it is so convenient. Every day, millions of people go online to do research about goods and make purchase from thousands of different online merchants. The web allows customers to comparison the shop for the best deals and set product that might otherwise be difficult to find. But while online shopping provides with a high level of handiness, online shopping can be easy and enjoyable with some protection. India's online market is at an early stage but, is predictable to see huge growth over the next four to five years. Online shoppers anticipate to see good deals accompanied by free or very low cost shipping. Consumers are looking for fast safety and privacy of information, availability, convenience, customer service, price and wider selection during online shopping.

Suggestions

Companies should improve customer's value perception about the products and reduce consumers perceived risk in the online shopping environment by providing quality products, timely delivery and fulfill their expectations. Also the companies should make their website easy in use and risk reduction activities should be taken care. Perceived privacy of customer information can be enhanced by ensuring that at no point of time the customer is asked for unrelated personal information.

People are averse to online shopping because there is a difficulty in returning the defective products. Hence the companies should make the agreement so that try and buy facility is available at the customer doorstep and one can return if the product is faulty. Another problem is that the price sensitive consumers do not take much interest in online shopping. So the companies should allow sizeable bargain for the customers.

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