

A STUDY ON ONLINE SHOPPING BEHAVIOUR OF ELECTRONIC GADGETS WITH SPECIAL REFERENCE TO RESPONDENTS HAILING IN COIMBATORE CITY

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ABSTRACT:

Today's youth is very fascinated by the new technology and the utility of the electronic devices. The electronic gadgets became the foremost important a part of their life and that they are hooked in to it for so many things. Online shopping may be a new or modern technique of buying goods. The research paper is covering the factors that influence the online consumer behavior and the problems faced by them while purchasing online electronic gadgets. The research paper also throws light on the preferences of the online consumers while purchasing the product.

Keywords: Online shopping, Consumer behaviour, Electronic gadgets, E-commerce.

I.INTRODUCTION:

The Internet has transformed the way consumers transact for his or her daily needs - be it ordering food, booking movie tickets or maybe booking a cab. Online shopping is one category which has witnessed unprecedented growth within the last few years.

As the recent researches have indicated that, the internet shopping particularly in business to consumer (B2C) has risen and online shopping become more popular to many people. The purpose of this research was to study the consumer behavior in online shopping of electronic gadgets especially in Coimbatore, Tamil Nadu.

II.OBJECTIVES OF STUDY:

1. To study the demographic factors of the respondents.
2. To analyze the various factors influencing the online shopping behavior of the consumers towards electronic gadgets.

3. To identify consumers' perception and satisfaction towards the online purchase of electronic gadgets.

III.RESEARCH METHODOLOGY:

Research Methodology is defined as "tools or instruments used to accomplish the goals and attributes of a study".

DATA COLLECTION

- The data collected for this study is primary data and secondary data.
- The actual sample size is 120 were taken conveniently.
- Data analyzing tools are Simple percentages, Chi-square test.

IV.LIMITATIONS OF THE STUDY:

- The sample size was only 120, which is very limited, accuracy of result will not be obtained.
- The sample size was very small which may not represent the entire population of Coimbatore city.
- Area covered for this research is only urban area where people are using internet frequently used. Rural areas are not covered.

V.REVIEW OF LITERATURE:

Pawan Kumar, Kanchan¹(2017)in their study pointed that students are those who mostly go for online shopping. There are several factors like quality of products, delivery time, products checking on the spot, return policy etc. which customer look before online shopping.

Ashwini.N and Manjula.R¹(2016),in their article analyzed the factors influencing the growing trend of online shopping. The results indicate that the changing life style, strong income growth, favorable demography are the drivers for the fast growth of this sector. Impact of factors like availability of favorable brands, social status, buying behaviour, influence of family, and friends, over the organized and unorganized retail are also responsible to attract consumer towards E-retailing.

Abdelwahab, Aldukali et al²(2015),in their research article concluded that the influence of the various factors in online shopping like online security, protection, website credibility and after sale experience creates the intention to purchase online.

FarzadAfrooz and Fereshteh Shiri³(2015),in their study has emphasized that most of the online

shopping decisions are influenced by past online shopping experiences. This study also found that ease of use, website features, quality and risk have great effects on online shopping experience.

VI.ANALYSISANDINTERPRETATION:

H0:There is no significant relationship between the age of the respondents and the frequency of doing online shopping of electronic gadgets.

TABLE 1:Relationship between the age of the respondents and the frequency of doing online shopping of electronic gadgets.

Particulars		Frequency of doing online shopping				Total
		Often	Frequently	Occasional	Rare	
Age	<20 years	11	0	0	0	11
	21-30 years	7	34	35	0	76
	31-40 years	0	0	0	23	23
	41 years and >	0	0	0	10	10
Total		18	34	35	33	120

Particulars	Value	Degree of freedom
Pearson Chi-Square	186.579	9
Likelihood Ratio	183.146	9
N of Valid Cases	120	

INTERPRETATION:

The above chi-square table depicts that the observed value is higher than the chi-square table value at 5% level of significance .therefore, the Null hypothesis is rejected.

There is significant relationship between the age of the respondents and the frequency of doing online shopping of electronic gadgets.

H0:There is no significant relationship between the monthly income of the respondents and the amount spend on online shopping.

TABLE 2:Relationship between the monthly income of the respondents and the amount spend on online shopping.

Particulars		Maximum amount				Total
		Less than Rs.1,000	Rs.1,000-5,000	Rs.5,000-10,000	More than 10,000	
Monthly income	Rs.0-Rs.10,000	31	2	0	0	33
	Rs.10,001-Rs.20,000	0	51	0	0	51
	Rs.20,001-Rs.30,000	0	6	8	0	14
	above Rs.30,000	0	0	7	15	22
Total		31	59	15	15	120

Particulars	Value	Degree of freedom
Pearson Chi-Square	238.140 ^a	9
Likelihood Ratio	230.726	9
Linear-by-Linear Association	106.459	1
N of Valid Cases	120	

INTERPRETATION:

The above chi-square table depicts that the observed value is higher than the chi-square table value at 5% level of significance .therefore, the Null hypothesis is rejected.

There is significant relationship between the monthly income of the respondents and the amount spend on online shopping.

VII.FINDINGS:

I.SIMPLE PERCENTAGE ANALYSIS

1.(28.3%) of respondents have purchased tablet/mobile phone through online.

2.(48.3%) of respondents prefer amazon for purchasing electronic gadgets.

3.(28.3%) of respondents has faced an issue of receiving damaged products.

4.(76.7%) of respondentsopinioned that their problems have been resolved by the dealers.

5.(42.5%) of the respondents opinioned that they will, shop again in the application in which they have faced issues.

6.(54.2%) of respondents opinioned to prefer cash on delivery as payment mode.

7.

7.1. (54.7%) of the respondents feel that flipkart’s delivery is good.

7.2. (63.4%) of the respondents feel that amazon’s packaging is good.

7.3. (39.7%) of the respondents feel that amazon’s pricing is good and affordable.

7.4. (53.4%) of the respondents feels that amazon’s quality over the products is good.

7.5. (51.7%) of the respondents feel that amazon has more variety.

7.6 (50%) of the respondent’s feel than amazon is more convenient.

II.CHI-SQUARE

1.There is significant relationship between the age of the respondents and the frequency of doing online shopping of electronic gadgets.

2.There is significant relationship between the monthly income of the respondents and the amount spend on online shopping.

VIII.SUGGESTIONS:

1.Personal data confidentiality by the web site must be ensured by the buyer from the web site.

2. Consumers’ complaints and grievances regarding delivery, price, quality etc., should be solved immediately.

3. Online retailers got to develop and explore security measures of online transactions to secure consumers' confidence.

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IX. CONCLUSION:

The study shows that majority of the respondents are young, educated, employed, having moderate income. The sellers must ensure, that the purchaser's personal information are safe and secured. in order that the quantity of consumers may increase in a very drastic level. Hence, the web shopping market should endeavor to protect the interest of consumers and make confidence in their mind. Protecting the interest of the consumers would increase online sales and development of online shopping market.

X. REFERENCE:

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