CHANGE IN PURCHASING PATTERN OF CONSUMER IN RELATION TO ONLINE SHOPPING

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ABSTRACT

The global opinions and behaviours of individuals have been significantly impacted by the World Wide Web. This gift has led to the growth of internet purchasing, which has a significant impact on everyday people's life. Chennai has also started to provide online shopping, but locals aren't yet used to doing so frequently. The purpose of this study is to better understand human behaviour. According to the report, consumers use internet shopping to save time and have access to a broader variety of products and services. When it comes to like and hating characteristics, men and women behave similarly; they prefer home delivery and detest not being able to touch and feel the thing. They shop online and obtain information from websites, particularly social networking sites. Most clients worry about the dependability of the payment method, and their pleasure with online buying is generally mixed.

Key words: Consumer behaviour, Internet Purchase, Online shopping, Chennai.

1. INTRODUCTION

In today's world, online shopping is a convenient alternative to a hectic lifestyle. Customers' shopping habits have changed dramatically over the last decade. Despite the fact that customers continue to purchase from physical stores, users or buyers find online shopping to be very convenient. Modern people are so busy that they can't or won't spend much time shopping, so online shopping saves them time.

Trade and commerce have become so diverse in the twenty-first century that multichannel has emerged, and online shopping has grown significantly across the world.
Unlike a physical store, online retailers identify all of their products using text, images, and multimedia files. Many online retailers can provide links to a wealth of additional product details On the other hand, some online shoppers are adventurous explorers, fun seekers, and shoppers who enjoy shopping, while others are technology muddlers who despise waiting for their orders to arrive. Because of this, online customer behavior—user activities during product search, purchase, and use—has gained popularity as a research topic among academics who want to comprehend the distinctive features of online buying.

A company's main aim is to provide products and services that better meet the needs of its customers. A company that provides excellent customer service is more competitive than its rivals because happy customers are more likely to make repeat purchases.

A company's main aim is to provide products and services that better meet the needs of its customers. A company that satisfies the needs of its customers. Furthermore, as Internet penetration spreads far and wide across rural areas, online shopping in Chennai has been rapidly developing and has the potential to expand exponentially in the future. However, while Chennai residents are known for being conservative when it comes to shopping, the city's reliance on online shopping will grow as a result of modernization and a faster-paced lifestyle.

2. REVIEW OF LITERATURE

Demangeot and Broderick (2010) discovered that in this situation, perceived ease of use has little impact on the behavioural pattern, which is instead driven by security and privacy concerns. Even if a customer spends hours on the Internet, no partnership is formed between the customer and the online shop when there is a perceived online danger.
Different factors, such as the advent of the Internet, influence daily taste, desire, and choices. However, this advancement necessitates a deeper understanding of customer behaviour. Consumer behaviour analysis has established a general model of purchasing behaviour that describes the mechanisms that consumers go through when making a purchase decision (Vrender, 2016). The importance of such designs cannot be overstated.

Chang, Cheung, and Lai (2005) looked at a variety of factors that influence online shopping conduct. They grouped the characteristics into three broad categories in their research. The first is the web sale channel's perceived characteristics, which include risk, online shopping experiences, advantage, service quality, and trust. The second group includes risk reduction measures, website features, and product features.

Lee and Lin (2005)discovered that while shopping enjoyment can increase the purpose of new customers, it has no bearing on whether or not they will return. In reality, a web store that uses value-added search engine mechanisms and provides customers with a challenging experience can increase customers' shopping satisfaction. Furthermore, if consumers return to the web store more often, their shopping pleasure will be determined.

3. OBJECTIVES
1. To determine the types of goods that customers buy online.
2. To investigate the effect of demographic factors on consumer online shopping behaviour.
3. To investigate the factors that influence customer adoption or non-adoption of online shopping.

4. METHODOLOGY

The Researcher conducted a descriptive analysis via a survey, forming a self-constructed questionnaire with the research objective in mind, to better understand the consumer behaviour

of newly launched online shopping in Chennai. To get a fast answer from the respondents, a Likert five-point scale ranging from strongly agree to strongly disagree was used.

In this analysis, a convenient non-probability sampling approach was used to collect data from respondents in Chennai, where around half of all e-commerce customers live. A convenient sampling method is simple to use and cost-effective, and it is more commonly used in IS research with a higher response rate. For a personal interview, the researcher sought 200 respondents from various age groups, including students, employees, business owners, and homemakers with varying levels of online shopping experience. 179 people responded to the survey, resulting in a 90% response rate. However, 160 useful and correct responses were used for further study after sorting. Microsoft Excel was used to evaluate the data that had accumulated.

Sample Design:

Sample Size: For this analysis, an acceptable sample size of 800 respondents was determined. In proportion to their population, they are made up of four divisions of Chennai.

Sample Area: Chennai was chosen as the study's sample location. To achieve the necessary sample size, respondents were randomly selected from all four divisions (categories) in an equal proportion of their population.

Sampling Technique: The sample was chosen using a proportionate stratified sampling technique. There were four stratas in Chennai. Following the strata collection, the sample size was calculated using the proportion sampling distribution. Following that, customers were approached for the purpose of filling out a questionnaire. The completed questionnaires were examined, and the information gathered was categorised and tabulated.

5.ANALYSIS
FINDINGS AND IMPLICATIONS
Table:1 Association between Socio-Economic variables and perception of online customers

Sl. No	Variables	df	Chi-Square Value	Sig
1	Age	8	84.41	.000
2	Gender	2	0.03	0.985
3	Marital Status	6	33.777	.000
4	Family Type	2	48.584	.000
5	Family Size	6	72.077	.000
6	Educational Qualification	8	62.614	.000
7	Occupation	10	127.8	.000
8	Income	8	38.899	.000

Table 1 shows that the p value is less than 0.05, and the chi-square test reveals a significant relationship between demographic variables and types of respondents (adopters and

non-adopters) As a result, the adoption or non-adoption of online shopping by consumers is influenced by demographic factors.

Table:2 Chi Square value of Factors

S. No	Factors	Chi Square	Df	P value
1	Geographic region and Types of Respondents	164.36	3	.000
2	Area and Type of Respondents	85.52	7	.000
3	Occupation and Type of Respondents	227.53	8	.000
4	Gender and Type of Respondents	18.36	3	.000
5	Age and Type of Respondents	244.039	8	.000
6	Marital Status and Type of Respondents	.77	3	.000
7	Family Type and Type of Respondents	16.22	3	.000
8	Monthly Income and Type of Respondents	169.57	9	.000
9	Education and Type of Respondents	225.91	6	.000

The table shows that the considered variables of age, marital status, family type, family size, qualification, occupation, and income are significantly associated with respondents' perceptions of online shopping, while gender is not significantly associated with respondents' perceptions of online shopping. Except for the variable gender, all other socio-economic variables, such as age, marital status, family type, family size, educational qualification, occupation, and income, are significantly correlated with online consumers' perceptions of online shopping, according to the study's first hypothesis. Descriptive study of the types of goods that people want to buy online

Table:3 Association between usage pattern of internet and perception of Online consumers towards online shopping

Sl. No	Variables	df	Chi–Square Value	Sig
1	Frequency ofOnline Purchase	8	36.121	.000
2	Internet Accessibility	6	43.685	.000
3	Time Spend on Online	8	45.231	.000
4	Reference Group	8	102	.000
5	Source of Information	8	62.522	.000
6	Mode of Payment	10	77.183	.000
7	Product Preference	12	96.932	.000
8	Preference of Shopping Websites	24	19.857	0.705

The internet use trend variables, such as frequency of online purchasing, internet accessibility, and time spent online, as well as reference category, source of information, mode of payment, and product choice, are all significantly correlated with the respondents' perceptions of online shopping, as shown in the table. The variable choice of shopping websites, on the other hand, is not important.As a result of the study's second objectives, all other variables, such as frequency of online purchasing, internet accessibility, and time spent on the internet, as well as reference category, source of knowledge, mode of payment, and product preference, are significantly correlated with online consumers' perceptions of online shopping.

6. CONCLUSION

The growth of ICT infrastructure, online payment systems, and the Internet penetration rate in Chennai are all driving online shopping. Earlier research has shown that, unlike brick-and-mortar shopping, online shopping is affected by factors such as internet access, website aesthetics (Constantinides, 2004), security, consumer experience, age and learning curve, among others. Studying these special attributes of online purchasing and customer behaviour of online shoppers can help digital entrepreneurs and governments better build their market strategies. This survey looks on the internet shopping habits of Chennai residents.

Chennai online shoppers, like those in other parts of the world, are young (mostly under 40 years old). They shop online because it saves time, provides home delivery, makes shopping easier, and provides a wider range of items for clothing, shoes, and tickets than brick and mortar stores. They mostly judge the quality of products in stores based on price and their own experience.The majority of shoppers obtain information mainly from Facebook ads, which are followed up on by friends and family through "word of mouth" contact. For online shoppers, however, the lack of anonymity and the inability to touch and feel are the most disliking factors. Our research's results have both theoretical and practical implications.

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