

A Study on Consumer Buying Behavior Towards Online Shopping App in Kovilpatti Town

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Abstract: *In India, electronic commerce is becoming more popular. Consumers of online retailers are divided into many sectors, and their purchasing habits while purchasing products online range from one consumer to the next. As a result, the purpose of this research is to evaluate customer purchasing behaviour when it comes to internet shopping using application. The study's goals are to investigate consumer purchasing behaviour while purchasing items and services online, to investigate consumer perceptions of online shopping, and to determine the degree of satisfaction with online shopping in application. This research was done among India. The sample was chosen using the convenience sampling approach. The primary data was gathered using a questionnaire from 200 respondents. Percentage techniques, chi-square methods, and weighted average methods were used to analyse the acquired data. The study's most important result is that the vast majority of respondents prefer to pay by cash on delivery. Finally, this study found that if online marketers focus more on creating awareness, branding, and providing the services that consumers expect to receive according to their convenience, consumers' buying behaviour will likely change in the future, allowing online marketers to market their products and services more profitably..*

Keywords: customer satisfaction, online products, purchasingbehavior, consumer perception

I. INTRODUCTION

Electronic commerce includes online shopping, which enables customers to purchase products or services directly from a vendor through the internet. In 1979, Michael Aldrich pioneered the notion of internet buying. With rising internet literacy, India's prospects for online marketing are brightening. With the rise of internet shopping, general merchants have begun to make their items accessible on online shopping sites in order to expand their market share. In today's age of information and technology, the Internet has proven to be the most effective information medium for exchanging ideas and learning about the world quickly. Merchants have attempted to market their goods to consumers who spend time online since the dawn of the World Wide Web. Shoppers may purchase from the comfort of their own homes while sitting in front of the internet. Consumers may purchase a wide range of commodities from online sites, and firms who sell their products online can sell almost anything. Consumers may purchase hundreds of things from an online shop, including books, apparel, home appliances, toys, hardware, software, and health insurance. While this article discusses online shopping, it is generally known that this is the medium through which products or help materials are bought through the internet utilising internet-connected devices.

II. OBJECTIVES

- To investigate customer's purchasing habits when it comes to internet shopping
- To determine how people feel about internet buying
- Determine the amount of client satisfaction with online purchasing

III. LITERATURE REVIEWS

Dr. E. Murali Dharshan and Japa Asritha Reddy (2019)

Their primary goal was to research consumer attitudes regarding online shopping and to determine the major characteristics that influence online shoppers while evaluating and making purchases. The study's key conclusions are that trust, price, and convenience are the three most important elements influencing customer behaviour. Their research found that if online shopping is correctly employed, with guaranteed transaction safety and security, it will survive in a highly competitive and dynamic environment in the future, and online shopping is destined to develop in a significant manner.

In Raipur, Sri ShtiDixena and SumanSahu (2018)

Investigated consumer satisfaction with online buying from Flip kart. Their major goal was to determine the amount of online consumer satisfaction based on product and site features. The key conclusions of this survey were that the majority of respondents are happy with the availability of high-quality items that are delivered on time. Satisfied with Flip Kart's purchase return policy and payment security, the research found that online buying from Flip Kart is the best option. The research looked at the many areas of client satisfaction with flip kart's online purchasing.

Poonam Deshprabhu, Sadekar, and Naila Pereira (2018).

Their major goal was to figure out what elements impact people's preferences for internet purchasing. Securely worth the money, comparison, money saver, and individualised attention were shown to be the most important characteristics in inducing consumer satisfaction towards online purchasing in this research.

Dr. Shefali Tiwari and Dr. Shraddha Sharma (2017).

The primary goal of their research was to determine customer attitudes regarding internet buying. In addition, it is necessary to comprehend the impacts of the various components.

Professors Pritam P. Kothari and Shivganga S. Maindargi (2016)

The Indian consumer's attitude toward internet purchasing and its influence. Their primary goal was to investigate the elements that influence consumers' attitudes regarding internet buying. The main conclusion of their research was that the majority of consumers have utilised internet shopping and are eager to continue, while just a small percentage have done so before and are not willing to continue. At the conclusion of the research, it was discovered that a consumer's employment is unrelated to their online buying habits.

IV. DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation in terms of mean return, standard deviation, variance, correlation coefficient, and beta and alpha of the chosen vehicle businesses are covered in this portion of the study report. depicts the factors that impact internet purchasing. The majority of respondents prefer to purchase online to save time, 78 percent like a greater selection, 66 percent prefer availability, and 74 percent prefer diversity. depicts the respondents' preference for Amazon. The majority of respondents, 45 percent, prefer variety of items when purchasing things online, 25 percent prefer after-sales services, and 30 percent favour product dependability. According to 70% of respondents prefer electronic, 68 percent prefer apparel, 56 percent prefer home utilities, and 47 percent prefer to purchase groceries when purchasing items. According to the majority of the 35 percent respondents choose the quality element, 40% prefer the pricing factor, and 10% prefer the brand factor when purchasing a product.

Online shopping related statements	Mean Score	Rank
Shopping on Internet its Saves Time	2.87	8
Shop at any Time	3.29	2
Online Shopping is Risky	2.81	9
Selection of Goods Available	2.75	10
Products Shown on very Accurate	2.93	5
Long Time required for product Delivery	2.91	6
Information about product Sufficient	3.13	3
Prefer Cash on Delivery	3.31	1
Product return to seller with easy Procedures	2.88	

Necessity of Online Payment facilities	2.92	4
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According to the above table, consumers' opinions on online shopping-related statements such as 'Prefer cash on delivery' is ranked first, 'Shop at any time' is ranked second, 'Information about products is sufficient' is ranked third, 'Necessity of online payment facilities' is ranked fourth, 'Products Shown on Very Accurate' is ranked fifth, 'Long Time Required for Product Delivery' is ranked sixth, 'Product Return to Seller As a result, customers' opinions on online shopping-related phrases such as "prefer cash on delivery" are ranked top.

Online shopping features	Mean Score	Rank
Discounts and Offers	4.05	1
Searching Products in the Websites	3.79	2
Availability of Product Information	3.79	2
Description of Terms and Condition	3.37	7
Safety and Security	3.39	6
Visual Appearance of websites	3.56	4
Mode of Payments	3.40	5
Packaging	3.24	8
Product Delivery System	3.11	9
After sales services	2.97	10

Consumer satisfaction with online shopping features such as 'Discounts and offers' is ranked first, 'Searching products in websites' is ranked second, 'Availability of product information' is also ranked second, 'Visual appearance in websites' is ranked fourth, 'Mode of payments' is ranked fifth, 'Safety and Security' is ranked sixth, 'Description of terms and conditions' is ranked seventh, and 'Packaging' is ranked eighth. Thus, when it comes to customer satisfaction with online purchasing features, 'discount and offer' takes the top spot.

V. RESEARCH METHODOLOGY

Research design

Descriptive research

Research equipment

Questionnaire

Sampling method

Non-probability technique

Sample design

Data has been presented with the help of bar graphs, pie-chart etc

Sources of data

Both the primary sources and secondary sources of data have been used to conduct the study

Plan of analysis

Digrammatic representation through graphs and charts

Suitable inferences will be made after applying necessary satisfied tools.

Findings& suggestions will be given to make the study more useful

Methods for data collection

Primary data

Secondary data

Primary data

Primary sources of data collected by Questionnaire

Secondary data

Secondary sources of data was collected from

Books

Journal

MagazinesWebsite

VI. FINDINGS

From the graph above, it can be seen that 100% of the respondents prefer to purchase online.

The graph above depicts the factors that impact internet purchasing. The majority of respondents prefer to purchase online to save time, 78 percent like a greater selection, 66 percent prefer availability, and 74 percent prefer diversity.

The graph above depicts the respondents' preference for Amazon. The majority of respondents, 45 percent, prefer variety of items when purchasing things online, 25 percent prefer after-sales services, and 30 percent favour product dependability.

VII. SUGGESTIONS

MAINTAIN A COMPETITIVE PRICE ADVANTAGE

Inventory, logistics, customer service, and pricing all play a role in winning Buy Box.

USE DISCOUNTS TO ATTRACT CUSTOMERS

Discounts are a powerful tool for attracting customers. Promotions and discounts can propel you to the top of the category while also increasing your chances of being featured in Amazon's 'Hot Deals' and 'New & Noteworthy' sections, which can drive significant traffic to your page, increase the visibility of related products, and encourage customers to buy more

MAKE YOUR BRAND REMARKABLE AND FAVORABLE

All the major companies have a great deal of success in making consumers understand who they are and what they do.

MAINTAIN A HIGH SELLER RATING

There are several little criteria that Amazon considers when evaluating your overall seller rating, and how much attention you give to the minutiae typically impacts the kind of customer experience purchasers receive.

LIMITATIONS OF THE STUDY

- The research's results are solely relevant to customers in the
- Study regions and cannot be extrapolated to other countries.

VIII. CONCLUSION

With the increased use of the internet, online shopping has become increasingly popular in recent years. Understanding the needs and desires of internet shoppers has become a difficult undertaking for marketers. Understanding the purchasing behaviour of consumers toward online shopping, improving the elements that encourage consumers to shop online, and focusing on aspects that inspire consumers to shop online can help marketers achieve a competitive edge over their competitors. As a result, internet marketers must concentrate on raising knowledge of their business and product availability across all sectors and segments of customers, as well as providing unique discounts and offers to all segments of consumers based on their age groups in these regions. So that their items can appeal to people of all ages. Because most customers anticipate to acquire items through pay on delivery in regions, marketers may need to establish more permanent cash on delivery locations. As a result, this study concluded that if online marketers focus more on raising awareness, branding, and providing the services that consumers expect to receive according to their convenience, consumers' buying behaviour will likely change in the future, allowing online marketers to market their products and services more profitably in these areas.