

CONSUMER BEHAVIOUR TOWARDS ONLINE PURCHASE IN TIRUCHIRAPPALLI

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Abstract: Consumer behaviour varies according to different consumer with different products' nature, price of the product, substitute for the product, and so on. This study surrounds few details with consumer behaviour towards online purchase in Tiruchirappalli District. The major problems covered under this study are as follows: What factor influence consumer to online purchase? Why consumer moves online purchase? What is the satisfaction on online purchase among consumers? On part of analysing said problems following three objectives: To know the factors influencing consumer to online purchase, to identify the reason for moving consumer to online purchase and to know the satisfaction of consumer on online purchase. It is a pilot study for research. Population of this study is consumers in Tiruchirappalli District who using online purchase. This study is with a sampling technique of Purposive sampling method. In this study it is found that comparatively young generations are using more online purchase to fulfill their needs. This paper also concludes that there is significance relationship between the demographic profile and online purchase.

Keywords: Consumer Behaviour, online purchase, factors influencing online purchase.

INTRODUCTION

Consumer behaviour varies according to different consumer with different products' nature, price of the product, substitute for the product, and so on. Now a day's consumer is changing their demand with different approaches. Indian market is biggest market for sale of any product among consumers. This study surrounds few details with consumer behaviour towards online purchase in Tiruchirappalli District.

REVIEW

Hawkins, Best, Coney and Mokherjee (2007), views in his consumer behaviour studies about the factors influencing consumer in their buying as: demographic influence, social influence, advertising influence,

internal influence (reading, perception attitude, etc.). He concludes that individual judgment is major influencing factor on consumer to buy products.

Foux (2006) stress social media as more trustworthy source of information for purchase of consumable goods.

Kumar and Denish Shah (2004) say that internet is fast emerging domain for sales channel. By internet consumer demand can easily diverted for another product. Now-a-days internet is developing many new mode of product consideration.

Verma et. al. (2003) explains that online marketing is popular due to credit facilities available and convenience.

Chaffey (2003) points out that one must study the difference between digital communication and traditional communication for purchase of goods.

Suresh Reddy (2003) defines in his study that marketing of modern trend is affected by emerging technologies. A new channel of communication and interaction is provided by internet. It creates positive relationship between companies and customer for long term. Repeat purchase is easy without time constraint. Even at midnight customer can purchase goods.

Robin Farewell (1998) in his article describes that Web has huge potential for building consumer relationship, measurability and speed through banner advertisements. Web advertising is daily basis advertisements. Everyday new consumers are reached by Web advertisements.

NEED / IMPORTANCE

It is important to study about consumer before production made. All produced goods are not with exact demand by consumers. To achieve the better demand for the product one must analyse the behaviour of consumer. Without knowing consumer behaviour seller cannot attain proper market for their goods produced or going to product. In this modern mobile world online marketing plays vital role. Among young people the order for different type of goods through online is growing. Our India is young India. Retail marketing is also depending upon the online marketing. So it is significant to study about online purchase matching with consumer behaviours.

STATEMENT OF THE PROBLEMS

1. What factor influence consumer to online purchase?
2. Why consumer moves online purchase?
3. What is the satisfaction on online purchase among consumers?

OBJECTIVE

1. To know the factors influencing consumer to online purchase.
2. To identify the reason for moving consumer to online purchase.

3. To know the satisfaction of consumer on online purchase.

HYPOTHESIS

Under this study three **H₀** were framed such as: There is no significant relationship between usage of mobile and online purchase, there is no significant relationship between price in online marketing and price in direct selling and there is no significant relationship between consumer satisfaction and price in online marketing.

RESEARCH METHODOLOGY

Sample Description

Consumer is the king of all market and without them no product moves success. So it is essential to study about modern consumer. Under this study consumer of Tiruchirappalli is covered. It is a pilot study for research. Population of this study is consumers in Tiruchirappalli District who using online purchase.

QUESTIONNAIRE

During the pilot study a questionnaire was framed with the head of demographic profile, factors influencing online purchase and satisfaction of consumer on online purchase. In demographic profile age factor and occupation plays vital role for online purchase. For online purchase factors influencing consumers are framed with few aspects such as: Mobile with online, E-Advertising, big sale offers, replacement, rare products, low cost and others. To know the satisfaction of consumer through online purchase made it is classified with level of satisfaction of consumers such as: highly satisfied, satisfied, neutral, not satisfied and highly not satisfied. A sample of sixty was taken to analyse the accuracy of questionnaire and to study further.

SAMPLE TECHNIQUE

This study is with a sampling technique of Purposive sampling method. All elements who are interested in online purchase were purposively selected for this study. Respondents who respond with "No" were excluded from this sample.

METHOD OF DATA COLLECTION

Both primary and secondary data were used for this study. Primary data are collected from respondents who used/using online purchase. All primary data were out from field study made in the district of Tiruchirappalli. Secondary data were collected from different sources as such: Journals, books, websites, and so on.

STATISTICAL TOOLS

As part of pilot study it is used only simple percentage to know the questionnaire validity and reliability. Based on respondents results were tabulated with simple percentage.

RESULTS AND DISCUSSION

Table: 1 Age wise classification for online purchase

S.No.	Age	No. of Respondents	Simple Percentage
1	Below 20	12	20
2	20-40	31	52
3	40-60	12	20
4	Above 60	5	8
Total		60	

Here major percentage of respondents was out from the age group of 20 years to 40 years. Out of 60 samples it is evident that there is relationship between age and online purchase.

Table: 2 Occupation wise classifications for online purchase

S.No.	Occupation	No. of Respondents	Simple Percentage
1	Government	12	20
2	Private	17	28
3	Business	10	17
4	Educators	21	35
Total		60	

Table 2 reveals the significant relationship between occupation and online purchase made by respondents in Tiruchirappalli District.

Table: 3 Factors influencing Online Purchase

S. No.	Factors influencing online Purchase	No. of Respondents	Simple Percentage
1	Mobile with Online	18	30
2	E-Advertising	8	13
3	Big sale offers	12	20
4	Replacement	10	17
5 To order Rare products		4	7
6	Low cost	5	8
7	Other	3	5
Total		60	

Table 3 gives the significant relationship between the factors influencing online purchase and online purchase. In this table 3 it is evident that major percentage of 30 out of 100 is influenced by mobile with online factor.

Table: 4 Consumer Satisfaction on Online Purchase

S. No.	Consumer Satisfaction	No. of Respondents	Simple Percentage
1	Highly Satisfied	15	25
2	Satisfied	19	32
3	Neutral	10	17
4	Not satisfied	9	15
5	Highly Not Satisfied	7	11
Total		60	

Table 4 explains the relationship between consumer satisfaction and on online purchase. Satisfied consumer on online purchase is major high in this above table which reveals the significant relationship existence on consumer satisfaction.

FINDINGS

- The superior majority (52%) of the respondents are with the age group of 20-40.
- It is found that overwhelming majority (35%) of the respondents are educators who are not working.
- The admirable factors that majorly (30%) influence online purchase are Mobile with online.
- 32% of respondents who used/using the online purchase are satisfied on online purchase.

RECOMMENDATIONS/SUGGESTION

It is recommended that online marketing is important and more required in these modern days. Most of the youth are started to use online purchase and recommended to old age and other age group people also. Online purchase will reduce consumers' time spending on purchase of goods, also reduce the travelling cost and reduce the pressure on buying variety of goods. By online purchase one can easily compare the price of purchasing products and determine their decision on purchase. Different source of online purchase websites are available. However consumer is recommended to use purchase by comparison and benefits avails.

CONCLUSION

The majority (52%) of the respondents are from young generation. They are seeking new models and new approaches in purchase of goods. It is concluded that there is significance relationship between the age group and online purchase of goods. Major concentration is on young generation. The study concludes that educators are concentrating more on online purchase for their needs. Mostly now android mobiles and updated facilities mobile with Internet are encouraging online purchase. Satisfaction on consumer is thirty two percent which major high for purchase. Among the factors influencing online purchase it is concluded that those who are using mobile phone with internet are major source of consumers in "Online Purchase".

LIMITATIONS

1. The study is limited to consumer behaviour

2. The study covers only the area of Tiruchirappalli District.
3. Sample size of the study is limited with 60 as pilot study
4. Only marketing covers under this study.

SCOPE OF FUTURE STUDY

In future researcher can study other district of Tamil Nadu, other factors surrounds with online marketing such as cultural differences, product risk, and so on.

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