

A Study On End User Trends In Online Shopping With Special Reference To Chennai

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Abstract: One of the most significant changes in online shopping behavior is the rise of mobile shopping. Online shopping has grown significantly in recent years, particularly during the COVID-19 pandemic. Studies have examined the behavior of consumers in various dimensions to understand their perceptions of online shopping behavior. The study found that perceived benefits, ease of use, enjoyment, and social influence have a positive impact on consumers' intention to buy online. However, gender and payment mode did not have a significant moderating role in the study. The research method followed is descriptive research. The data was collected through a questionnaire and the sample size was 213. The convenience sampling method is adopted in the study to collect data. The samples were collected from the general public. The major finding from this research is that factors such as perceived benefits, ease of use, enjoyment, and social influence positively impact consumers' intention to buy online, while gender and payment mode did not have a significant role. These insights can help businesses and e-traders to improve their practices and guide future research.

Keywords: E-cart, Mobile shopping, Customized, Promotion, Comparison

1. Introduction

Perhaps the main change in web based shopping conduct is the ascent of portable shopping. An ever increasing number of buyers are utilizing their cell phones and tablets to shop web based, making it fundamental for retailers to improve their sites for cell phones. Buyers are progressively searching for customized encounters while shopping on the web. They maintain that retailers should comprehend their requirements and inclinations and propose custom-made suggestions and promotions. Social media has turned into an indispensable piece of internet shopping conduct. Buyers are affected by the items and brands they see via virtual entertainment, and they utilize social stages to investigate items and read reviews. Consumers are turning out to be more mindful of the ecological effect of their buys and are searching for practical choices while shopping on the web. Retailers who can offer eco-accommodating items and bundling are probably going to draw in more customers. Consumers are progressively searching for comfort while shopping on the web. They need to have the option to make buys rapidly and effectively, and they expect quick and dependable conveyance options. The utilization of expanded reality in web based shopping is turning out to be more common. Buyers can utilize their cell phones to perceive how items would search in their homes or take a stab at virtual dress, making it more straightforward to make buying decisions. Online client surveys have turned into an essential way to calculate the web based shopping process. Buyers depend on surveys to come to informed conclusions about items and trust the assessments of different customers.

State run administrations have laid out regulations and guidelines to safeguard customers while shopping on the web. These regulations guarantee that web-based retailers give exact data about items and administrations, safeguard purchaser protection, and deal fair and straightforward pricing. Governments have additionally done whatever it may take to address network safety concerns connected with internet shopping. They have carried out regulations and guidelines to safeguard purchasers' private and monetary data and to guarantee that web-based retailers go to suitable lengths to get their sites and portable apps. Governments are putting resources into computerized foundations to help internet shopping. For instance, they are subsidizing the improvement of fast web organizations, portable applications, and web based business stages to make it more straightforward for buyers to shop online. Some state run administrations have offered monetary motivators to urge purchasers to shop on the web. For instance, they might offer duty motivations to retailers who proposition free delivery or who sell eco-accommodating products. Governments are likewise centered around teaching purchasers about safe internet shopping rehearses. They give data about how to safeguard their own and monetary data, keep away from tricks, and report deceitful activities. To work with cross-line exchanges, a few legislatures have laid out concurrences

with different nations to smooth out customs systems and decrease exchange hindrances. This assists with expanding customer trust in purchasing items from different nations.

Innovation is one of the essential variables influencing customer conduct patterns in web based shopping. The progression in versatile innovation, man-made reasoning, expanded reality, and computer generated reality has made it simpler for purchasers to shop on the web, analyze costs, and access item information. Convenience is another critical element that influences buyer conduct patterns in web based shopping. Web based shopping offers buyers the capacity to shop from anyplace and whenever, and retailers are offering quicker and more helpful conveyance choices, for example, immediate and following day delivery. Price is another significant element influencing customer conduct patterns in internet shopping. Customers are searching for good arrangements and cutthroat valuing while shopping on the web, and they frequently look at costs across changed sites prior to making a purchase. Consumers are progressively searching for customized encounters while shopping on the web. They anticipate that retailers should comprehend their requirements and inclinations and propose customized proposals and promotions. Social impact is another variable influencing buyer conduct patterns in web based shopping. Customers are impacted by the items and brands they see via virtual entertainment, and they utilize social stages to explore items and read reviews. Trust is a significant variable influencing buyer conduct patterns in web based shopping. Purchasers need to believe that the web-based retailer is authentic and will safeguard their own and monetary information. Sustainability is turning into an undeniably significant variable influencing customer conduct patterns in web based shopping. Purchasers are searching for eco-accommodating items and bundling while shopping on the web, and they are bound to help retailers who exhibit a guarantee to supportability.

Portable shopping keeps on being a prevailing pattern in web based shopping conduct, with additional purchasers utilizing their cell phones and tablets to shop on the web. Retailers are putting resources into portable applications and streamlining their sites for cell phones to give a consistent shopping experience to consumers. Social trade is a developing pattern in web based shopping conduct. Buyers are progressively utilizing online entertainment stages, for example, Instagram and Facebook to find new items and make buys. Retailers are utilizing these stages to arrive at new clients and drive sales. Sustainability keeps on being a significant pattern in web based shopping conduct. Purchasers are searching for eco-accommodating items and bundling while shopping on the web, and retailers are offering more supportable choices to fulfill this need. Personalization is turning out to be progressively significant in web based shopping conduct. Retailers are utilizing information and computerized reasoning to present customized proposals and advancements to clients, upgrading the shopping experience and building client loyalty. The utilization of expanded reality in web based shopping is turning out to be more pervasive. Shoppers can utilize their cell phones to perceive how items would thoroughly search in their homes or take a stab at virtual dress, pursuing it more straightforward to go with buying decisions. Voice business is an arising pattern in web based shopping conduct. Customers are progressively utilizing voice collaborators, for example, Amazon Alexa and Google Home to make buys, and retailers are improving their sites for voice search to make it simpler for purchasers to shop utilizing voice commands. The Purchase Currently, Pay Later pattern is acquiring fame in web based shopping conduct. Customers are searching for adaptable installment choices that permit them to spread the expense of their buys over the long run, and retailers are offering portion plans and other funding choices to satisfy this need.

China has one of the most evolved web based business markets on the planet, with online deals representing a critical part of all our retail deals. Customers in China will generally utilize cell phones broadly for web based shopping and are especially responsive to social trade, with stages, for example, WeChat and Taobao coordinating virtual entertainment and web based business functionalities. The US has a developed web based business market, with online deals representing a developing piece of complete retail deals. Shoppers in the US will generally value delicate and esteem comfort, with free transportation and quick conveyance choices being key drivers of online sales. India has a quickly developing web based business market, with online deals expected to keep on developing at a fast speed before long. Purchasers in India will quite often value delicate and esteem limits and advancements, with online commercial centers, for example, Flipkart and Amazon India being well known objections for web based shopping. Japan has a developed web based business market, however buyers will quite often be more reluctant to shop online contrasted with different nations.

2. Objectives

- To know the main factor that have contributed to online shopping behavior change
- To find social media platforms and other digital marketing channels influence online shopping behaviors
- To examine if advance technology such as augmented reality and virtual reality transformed the online shopping experience
- To agreeability towards consumer behavior trends in online shopping
- To know if personalized product recommendations have an impact on purchasing behavior for online shoppers

3. Review Of Literature

Vijay Bahadur Pal,Purnima Kumari did research on Consumer Buying Behaviour towards Online Shopping: An Empirical Study on Patna City, Bihar, India.The methodology carried out was convenience sampling technique with 50 samples using Google Form. Both primary and secondary data have been used in this study.The findings of the study reveal that respondent shop mostly online shopping as compared to offline, number of purchases made is once in a month and almost all respondent relies on online shopping to purchase mostly electronic gadget followed by clothes and they feel convenient and secure while buying online product.

Georgie N.A., 2021, in his article entitled “The influence of selected factors on online shopping behavior: a study with respect to Kottayam district”, investigated the extent to which customer preferences have a role in determining a business's fortunes. Online shopping, which uses the internet as a sales channel, has a similar dilemma due to the diversity of opinions held by online shoppers.

Adamczyk G., 2021, in their article entitled “Compulsive and compensative buying among online shoppers: An empirical study”, Online shopping addiction and its compensating counterpart are explored in the present research. Empirical data collected from a sample of consumers aged 15 and above, stratified by their usage or non-use of the e-commerce sector, provided for an estimate of this form of purchasing. Second, the findings provide light on the ways in which characteristics including online shopping frequency, online shopping expenditures relative to offline shopping, attitudes about online shopping, and socioeconomic status all play a role in this kind of purchasing.

Aldousari, A. A., 2016, In the paper entitled “Determinants of consumers' attitudes toward online shopping”, This study looked at the effects of the Technology Acceptance Model and the Theory of Reasoned Actions on customers' attitudes about internet shopping. Previous studies have focused mostly on the online shopping habits of wealthy countries, while ignoring those of developing countries.

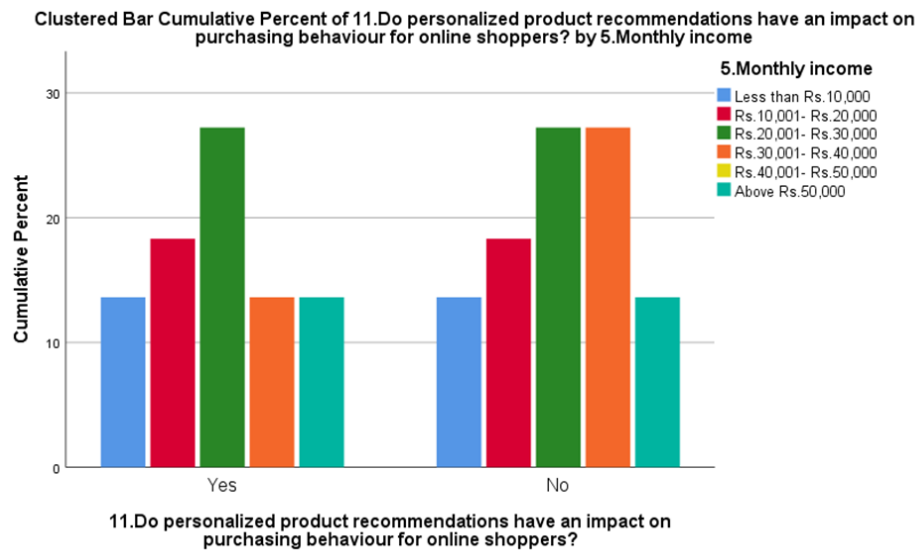
Shanthi, R., & Desti, K., 2015, in their paper entitled “Consumers' perception on online shopping”, One hundred students from Madras University and Madras Christian College were surveyed using a Structure questionnaire to learn about their thoughts on internet shopping and the kinds of products they like to purchase from these websites. This is what the research found. E-commerce businesses may better serve their clientele by using customized advertising strategies that bring in new consumers and encourage immediate purchases.

4. Methodology

The research method followed is descriptive research.The data was collected through a questionnaire and the sample size was 213.Convenience sampling method is adopted in the study to collect data. The samples were collected from the general with specific reference to Chennai region ,family and friends of the author. The independent variables are gender, age, educational qualification, marital status, monthly income, occupation of the respondents and marital status of the respondents. The dependent variables are main factor that have contributed to online shopping behavior change, social media platforms and other digital marketing channels influence online shopping behaviors, if advance technology such as augmented reality and virtual reality transformed the online shopping experience,agreeability towards consumer behavior trends in online shopping,if personalized product recommendations have an impact on purchasing behavior for online shoppers.The research used graphs and chi square to analyze the data collected.

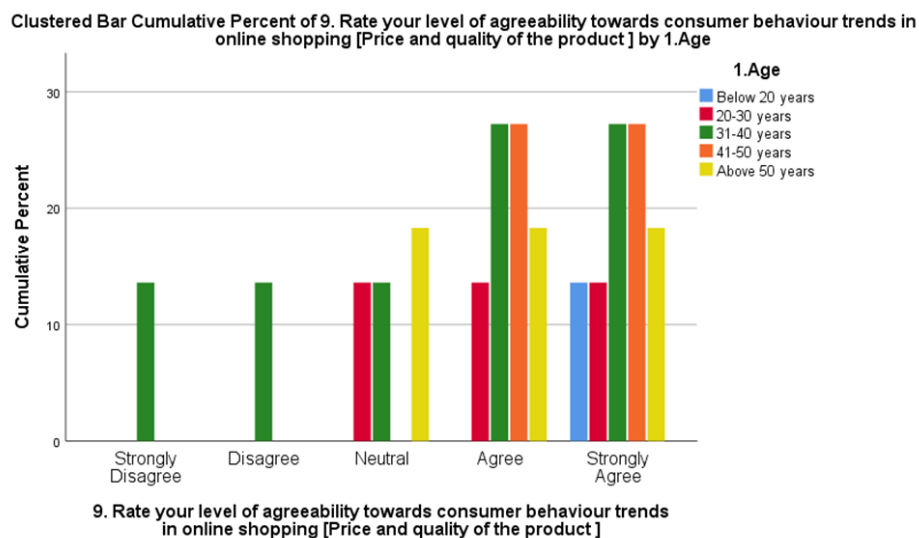
5. Analysis

Figure 1



Legend: Figure 1. Shows the if personalized product recommendations have impact on purchasing behavior for online shoppers with monthly income

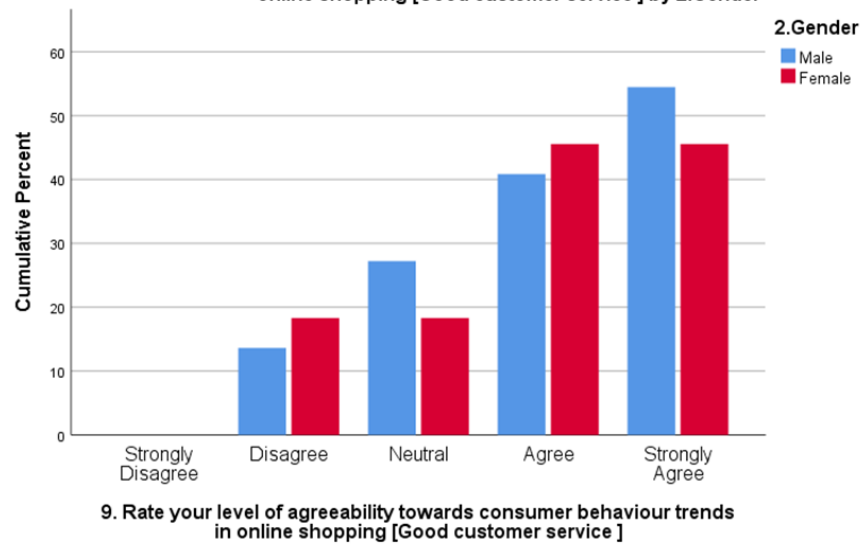
Figure 2



Legend: Figure 2. Shows the level of agreeability towards consumer behavior trends in online shopping as price and quality of the product with age

Figure 3

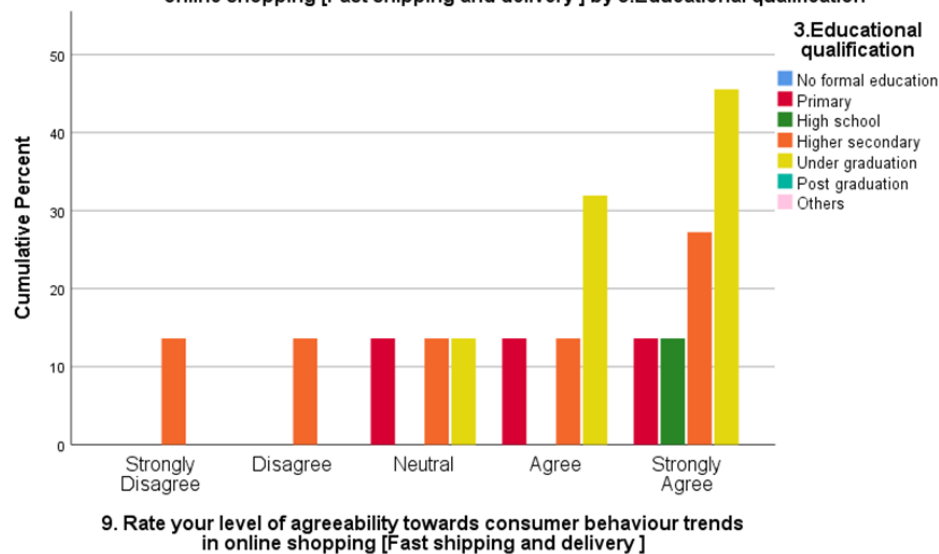
Clustered Bar Cumulative Percent of 9. Rate your level of agreeability towards consumer behaviour trends in online shopping [Good customer service] by 2.Gender



Legend: Figure 3. Shows the level of agreeability towards consumer behavior trends in online shopping as good customer service with gender

Figure 4

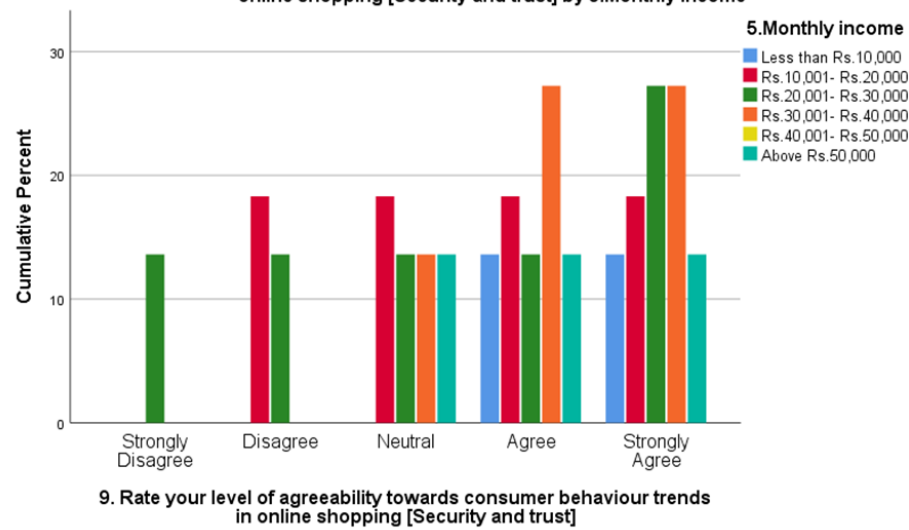
Clustered Bar Cumulative Percent of 9. Rate your level of agreeability towards consumer behaviour trends in online shopping [Fast shipping and delivery] by 3.Educational qualification



Legend: Figure 4 . Shows the level of agreeability towards consumer behavior trends in online shopping as fast shipping and delivery with educational qualification

Figure 5

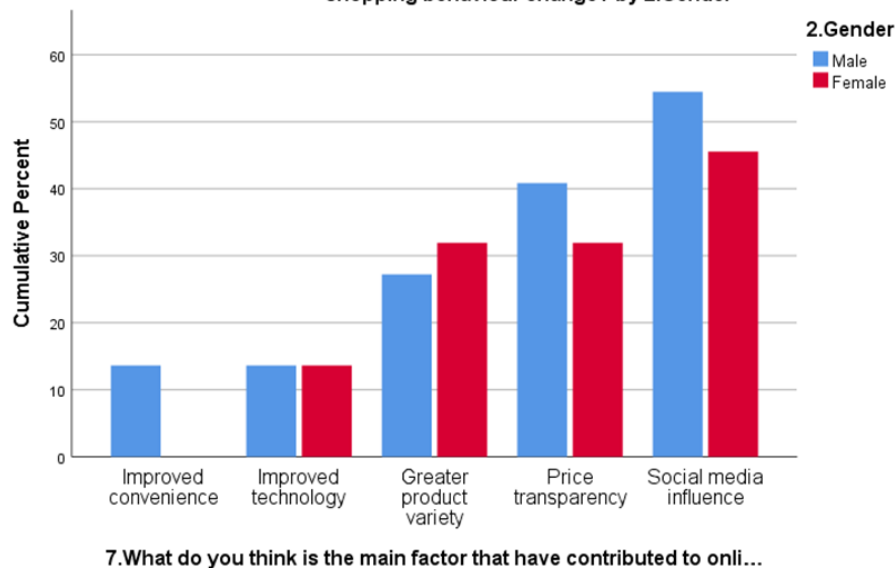
Clustered Bar Cumulative Percent of 9. Rate your level of agreeability towards consumer behaviour trends in online shopping [Security and trust] by 5.Monthly income



Legend: Figure 5 . Shows the level of agreeability towards consumer behavior trends in online shopping as security and trust with monthly income

Figure 6

Clustered Bar Cumulative Percent of 7.What do you think is the main factor that have contributed to online shopping behaviour change? by 2.Gender



Legend: Figure 6. Shows the main factor that have contributed to online shopping behavior change with gender

5.1 ANOVA Analysis 1

Null Hypothesis: There is no significant difference between personalized product impact on purchasing behavior and age

Alternative Hypothesis: There is a significant difference between personalized product impact on purchasing behavior and age

ANOVA

11.Do personalized product recommendations have an impact on purchasing behaviour for

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.552	4	2.638	37.840	.000
Within Groups	14.500	208	.070		
Total	25.052	212			

Interpretation : The calculated p value is 0.000. Since p value > 0.050 null hypothesis is accepted . So there is a significant difference in personalized product impact on purchasing behavior and age

5.2 CHI-SQUARE Analysis 1

Null Hypothesis: There is no association between security and trust in consumer behavior trends with educational qualification

Alternative Hypothesis: There is association between security and trust in consumer behavior trends with educational qualification

9. Rate your level of agreeability towards consumer behaviour trends in online shopping [Security and trust] * 3.Educational qualification Crosstabulation

Count

		3.Educational qualification				
		Primary	High school	Higher secondary	Under graduation	Total
9. Rate your level of agreeability towards consumer behaviour trends in online shopping [Security and trust]	Strongly Disagree	29	0	0	0	29
	Disagree	0	0	0	39	39
	Neutral	0	29	29	0	58
	Agree	0	0	29	29	58
	Strongly Agree	0	0	0	29	29
Total		29	29	58	97	213

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	394.160 ^a	12	.000
Likelihood Ratio	373.989	12	.000
Linear-by-Linear Association	71.345	1	.000
N of Valid Cases	213		

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is 3.95.

Interpretation : The calculated p value is 0.00. Since p value <0.050 null hypothesis is rejected at 5% Level of significance. So there is association between security and trust in consumer behavior trends with educational qualification

5.3 CHI-SQUARE Analysis 2

Null Hypothesis: There is no association between influence of social media and other digital marketing channels with monthly income

Alternative Hypothesis: There is association between influence of social media and other digital marketing channels with monthly income

8.State your agreeability on "Social media platforms and other digital marketing channels influence online shopping behaviours" * 5.Monthly income Crosstabulation

Count

		5.Monthly income					Total
		Less than Rs. 10,000	Rs.10,001- Rs.20,000	Rs.20,001- Rs.30,000	Rs.30,001- Rs.40,000	Above Rs. 50,000	
8.State your agreeability on "Social media platforms and other digital marketing channels influence online shopping behaviours"	Disagree	0	0	29	0	0	29
	Neutral	0	0	0	29	29	58
	Agree	29	0	0	0	0	29
	Strongly agree	0	39	29	29	0	97
Total		29	39	58	58	29	213

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	415.570 ^a	12	.000
Likelihood Ratio	373.989	12	.000
Linear-by-Linear Association	25.180	1	.000
N of Valid Cases	213		

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is 3.95.

Interpretation : The calculated p value is 0.000. Since p value <0.050 null hypothesis is rejected at 5% Level of significance. So there is association between influence of social media and other digital marketing channels with monthly income

5.4 CHI-SQUARE Analysis 3

Null Hypothesis: There is no association between fast shipping and delivery in consumer behavior trends with educational qualification

Alternative Hypothesis: There is association between fast shipping and delivery in consumer behavior trends with educational qualification

3.Educational qualification * 9. Rate your level of agreeability towards consumer behaviour trends in online shopping [Fast shipping and delivery] Crosstabulation

Count

		9. Rate your level of agreeability towards consumer behaviour trends in online shopping [Fast shipping and delivery]				Total
		Strongly Disagree	Neutral	Agree	Strongly Agree	
3.Educational qualification	Primary	0	29	0	0	29
	High school	0	0	0	29	29
	Higher secondary	29	0	0	29	58
	Under graduation	0	29	39	29	97
Total		29	58	39	87	213

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	245.206 ^a	9	.000
Likelihood Ratio	263.235	9	.000
Linear-by-Linear Association	2.264	1	.132
N of Valid Cases	213		

a. 2 cells (12.5%) have expected count less than 5. The minimum expected count is 3.95.

Interpretation : The calculated p value is 0.132. Since p value >0.050 null hypothesis is accepted at 5% Level of significance. So there is no association between influence of social media and other digital marketing channels with monthly income

6. Results

From figure.1 it is clear that the respondents earning Rs.20,001 to Rs.30,000 have either agreed or disagreed to the statement. **From figure.2** it is clear that the respondents in the age group of 31-40 yrs and 41-50 years have agreed to the price and quality of the product for the level of agreeability towards consumer behavior trends in online shopping. **From figure.3** it is clear that the male and female respondents have agreed to the good customer service for the level of agreeability towards consumer behavior trends in online shopping. **From figure.4** it is clear that the Undergraduate respondents have agreed to the fast shipping and delivery for the level of agreeability towards consumer behavior trends in online shopping. **From figure.5** it is clear that respondents earning Rs.20,001 to Rs.30,000 have agreed to the security and trust for the level of agreeability towards consumer behavior trends in online shopping. **From figure.6** it is clear that male and female respondents have chosen social media influence as the main factor that have contributed to online shopping behavior change.

7. Discussion

From the analysis made above, it is found that social media has a major impact on the online shopping behavior change. COVID 19 lockdown made evident that people from lower middle class approach online shopping since it's easily accessible, fast shipping and delivery, variety of product, lower price and discounts available in the online platform. Instagram influencers play a major role in the eminent change in the consumer behavior trends. It is also found that youngsters are highly exposed to social media platforms and personalized products are being the most common need. There are deliberately various primary options available for the prime customers who subscribe to the online shopping apps. However, gender and payment mode did not have a significant moderating role in the study. Technology advancement being the driven force for the consumer behavior trends change in the modern era.

8. Conclusion

Consumer behavior trends in online shopping have witnessed significant shifts in recent years, driven by technological advancements and changing consumer preferences. These trends have had a profound impact on the e-commerce landscape and businesses' strategies to attract and retain customers. The proliferation of smartphones, improved internet accessibility, and convenience have led to a surge in online shopping. Mobile devices have become the primary means for accessing online stores, with consumers using smartphones and tablets for browsing, researching products, comparing prices, and making purchases. Mobile-optimized websites and user-friendly shopping apps have become crucial for capturing and engaging mobile shoppers.

In conclusion, consumer behavior trends in online shopping reflect a shift towards convenience, personalization, social engagement, and ethical considerations. Businesses must adapt their strategies to align with these trends to stay competitive and meet evolving customer expectations in the dynamic e-commerce landscape.

9. Limitations Of The Study

- There is a time constraint that has impacted the study's findings, which is the first restriction.
- This research was conducted in Chennai, India.
- Only 213 people were surveyed, which is too small to draw any conclusive results.

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