# ATTITUDE TOWARDS BUYING ONLINE IN THOOTHUKUDI DISTRICT OF TAMILNADU

**X. JUDE CHRISTO CEDRIC**

Ph.D Research Scholar, V.O. Chidambaram College, Thoothukudi– 628 008

Affiliated to Manonmaniam Sundaranar University, Abishekapatti, Tirunelveli – 627012, Tamil Nadu, India.

**Abstract**

As the internet has become necessary for more people, online shopping has become more popular. Many people prefer online shopping because it is simple and available at any time, and it provides a diverse range of products and a variety of discounts and bargains. The modern age is all about finding out what people think regarding online commerce. The study examines how various elements influence respondents' online shopping habits, which could be one of the most significant findings in e-commerce and marketing. The t-value calculated for a preference for online purchasing is 0.554 with a p-value of 0.401 in our study. This shows that the preference for online shopping is not statistically significant at the 0.05 level, which means that the preference of male and female respondents is the same. For example, at a 0.01 significance level, the correlation between internet use and satisfaction in online purchasing is 0.401, 0.697, 0.455, 0.631/0.631, and 0.492 for price, availability, quality, and service. As a result, enthusiastic individuals about online shopping also report feeling satisfied. Online purchasing attitudes relate to socio-economic characteristics such as age, sex, marital status, and family income per month at a P-value of 5% or lower in the study. A negative result was obtained by ruling out the null hypothesis for these variables. The nature of the family, the size of the family, and the respondents' educational attainment have no significant impact on their attitudes on internet purchasing. The null hypothesis has been accepted for these variables. Our research, therefore, primarily examined internet shoppers' perceptions. Online retailers in Thoothukudi District will benefit from our findings because they will be able to identify variables that encourage customers to shop online, which will help them develop more effective methods for serving them.

**Keywords:** online shopping, e-commerce, electronic networks, consumer behaviour, payment security.

## INTRODUCTION

Customers prefer to shop online, according to the results of the survey. When it comes to e-shopping, demand changes constantly. Online business operators face a major issue in managing their inventories. Electronic networks like the internet to purchase, sell, transfer, or exchange goods, services, and information is known as electronic commerce or e-commerce (Turban et al., 2015).

Online retailers may take advantage of the lower pricing and vast choice of products they can provide to potential customers (Maleki & Pasha, 2012). Buying online is more convenient and timesaving than shopping in a brick-and-mortar store (Chang, 2003). Buyers who purchase things online do not have the opportunity to personally try or operate the product to learn how it functions (Gupta, Bansal & Bansal, 2013).

Both internal and external influences influence the primary objective of e-commerce, and online buying behaviour plays a vital part in accomplishing that goal. Research on consumer behaviour, particularly in the marketing industry, has become a major topic of numerous studies (Veronika, 2013). Customers' mental state is their "online buying attitude" (Li and Zhang, 2002). This article examines consumer perceptions of online buying, determines whether respondents have an optimistic or pessimistic view of the medium, and examines how consumers approach online purchasing.

## OBJECTIVES OF THE STUDY

The study has the following objectives

1. To study the socio-economic outline of the online shopping respondents.
2. To find out the motivation to buy in online shopping
3. To know the preference of choosing online shopping
4. To understand the attitude towards online shopping and
5. To analyse the internet usage and satisfaction of online buying.

## METHODOLOGY

The study was confined to the Thoothukudi district of Tamil Nadu. The primary data have been collected from 140 sample respondents through a simple random sampling method. The personal interview method was conducted with a pre-tested schedule. The primary data was collected about the year 2019-20. Secondary data was collected from research reports, journals, libraries, magazines, books, newspapers, the internet, and various institutions. The data to be collected from primary and secondary sources is to be analysed with the help of some statistical tools like average, percentages, standard deviation, t test, correlation, chi-square test etc.

**LITERATURE REVIEW**

It is important to consider age, gender, income, and other demographics. In France, Diallo, Chandon, Cliquet, and Philippe (2013) investigated the behaviour of store brand respondents. Gong, Stump, and Maddox investigated what influences Chinese and Malaysian online shoppers (2013).

There was an investigation of the elements that influence Thais' online purchasing habits by Orapin in 2009. Peng, Wang, and Cai (2008) studied students' online buying habits, which was carried out in China.

Several distinct aspects influence the pre-purchase information search, including how online consumers use various information sources. Akalamkam and Mitra (2017) focused on these factors. Rahman et al. (2018) examined online shopping habits in Bangladesh.

Gurleen Kanwal (2012) analyses the various motives for the adoption and non-adoption of online buying in three regions of Punjab. Pratiksinh Vaghela (2014) analyse the online shopping experience and the barriers like the inability to verify products personally and online payment security in customers. Soonyong Bae Taesik Lee (2011) investigated and found that the purchase intention is far stronger for females than males. Kanokwan atchariyachanvanich (2006) analysed and identified many factors, including respondent's loyalty, satisfaction, etc.

**ANALYSIS AND INTERPRETATION**

**TABLE 1**
**SEX-WISE CLASSIFICATION OF THE RESPONDENTS**

| Sl. No. | Sex | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | Male | 108 | 77.14 |
| 2. | Female | 32 | 22.86 |
| | **Total** | 140 | 100.00 |

Source: Primary data.

It could be detected from Table 1 that out of the total respondents, 77.14 per cent are male, whereas the remaining 22.86 per cent are females.

**TABLE 2**
**AGE-WISE CLASSIFICATION OF THE RESPONDENTS**

| Sl. No. | Age | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | Below 30 | 24 | 17.14 |
| 2. | 31 – 40 | 47 | 33.57 |

| | | | |
|---|---|---|---|
| 3. | 41 – 50 | 52 | 37.14 |
| 4. | Above 51 years | 17 | 12.15 |
| | **Total** | 140 | 100.00 |

Source: Primary data.

Table 2 shows that the respondents' most crucial age categories are 41-50 years old and 31-40 years old. They constitute 37.14 and 33.57 per cent of the total, respectively. It is followed by below30 years and above 51 years which constitute 17.14 per cent and 12.15 per cent, respectively. It is concluded that most of the respondents fall under the age group of below 41-50 years in the study area. The mean age of match workers worked out to be 39.93 years.

**TABLE 3**
**MARITAL STATUS OF RESPONDENTS**

| Sl. No. | Marital Status | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | Un married | 17 | 12.14 |
| 2. | Married | 123 | 87.86 |
| | **Total** | 140 | 100.00 |

Source: Primary data.

It could be obvious from Table 3 that most respondents are married. They constitute 87.86 per cent of the total. It was followed by unmarried, which constituted 12.14 per cent.

**TABLE 4**
**LEVEL OF EDUCATION OF THE RESPONDENTS**

| Sl. No. | Level of Education | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | Primary | 16 | 11.43 |
| 2. | Secondary | 35 | 25.00 |
| 3. | Higher Secondary | 41 | 29.28 |
| 4. | Collegiate | 48 | 34.29 |
| | **Total** | 140 | 100.00 |

Source: Primary data.

Table 4 illustrates the level of education among the respondents. The number of respondents with primary, secondary school, higher secondary, and collegiate education constitute 11.43, 25.00 per cent, 29.28 and 34.29 per cent to the total, respectively. It is concluded that most of the respondents have collegiate education in the study area.

**TABLE 5**
**NATURE OF FAMILY OF THE RESPONDENTS**

| Sl. No. | Nature of Family | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | Nuclear Family | 109 | 77.86 |
| 2. | Joint Family | 31 | 22.14 |
| | Total | 140 | 100.00 |

Source: Primary data.

A maximum of 77.86 percent of all respondents belong to the nuclear family system, whereas only 22.14 percent belong to the joint family system (Table 5). In the Thoothukudi district, most respondents have a nuclear family.

**TABLE 6**
**FAMILY SIZE OF THE RESPONDENTS**

| Sl. No. | Family Size | Number of Respondents | Percentage |
|---|---|---|---|
| 1. | Less than 3 | 66 | 47.14 |
| 2. | 4-5 | 34 | 24.29 |
| 3. | 5-6 | 21 | 15.00 |
| 4. | Above 6 | 19 | 13.57 |
| | Total | 140 | 100.00 |

Source: Primary data.

It could be illustrated from Table 6 that the important family sizes among the respondents are less than three members and four to five members per family, which constitute 47.14 and 24.29 per cent of the total, respectively. The number of respondents who have a family size of 5 to 6 members and above 6 members in their family constitute 15.00 per cent and 13.57 per cent to the total, respectively. The analysis reveals that the important family size among the respondents is less than 3 members in the study area.

**TABLE 7**
**MONTHLY INCOME OF THE FAMILY**

| S. No | Monthly income | Number of Respondents | Percentage |
|---|---|---|---|
| 1. | Below Rs. 5,000 | 9 | 6.43 |
| 2. | Rs. 5,001 and Rs. 10,000 | 17 | 12.14 |
| 3. | Rs. 10,001 and Rs. 15,000 | 32 | 22.86 |
| 4. | Rs. 15,001 and Rs. 20,000 | 38 | 27.14 |
| 5. | Above Rs.20,000 | 44 | 31.43 |
| | Total | 140 | 100.00 |

Source: Primary data

It is inferred from Table 7 that 9 (6.43%) respondents families earn a monthly income below Rs. 5,000, 17 (12.47 %) respondents' families earn a monthly income between Rs. 5,001 and Rs. 10,000, 32 (22.86%) respondents earn a monthly income between Rs. 10,001 and Rs. 15,000, 38 (27.14%) respondents earn a monthly income between Rs. 15,001 and Rs. Rs. 20,000, and the rest 44 (31.43 %) respondents earn a monthly income above Rs. 20,000 per month. According to the households, the average family's monthly income is Rs 15,750.47.

**TABLE 8**

**FREQUENCY OF BROWSING THE INTERNET PER DAY**

| S. No | Regularity of browsing | Number of Respondents | Percentage |
|---|---|---|---|

| | | | |
|---|---|---|---|
| 1. | Below 1 hour | 24 | 17.14 |
| 2. | 1 to 2 hours | 35 | 25.00 |
| 3. | 2 to 3 hours | 42 | 30.00 |
| 4. | 3 to 4 hours | 31 | 22.14 |
| 5. | Above 4 hours | 8 | 5.72 |
| | Total | 140 | 100.00 |

Source: Primary data.

When it came to how much time people spent on the internet during the day, 30.00 percent of those polled said they spent 2 to 3 hours. Furthermore, 25% of the sample spent less than 1 to 2 hours on the internet, 22.14 percent spent 3 to 4 hours on the internet, 17.14 percent spent less than 1 hour, and 5.72 percent spent more than 4 hours.

**Relationship between Internet usage and satisfaction of online buying**

The relationship between respondent's internet usage and satisfaction of online buying is examined with the help of Pearson's correlation coefficient and the hypothesis that 'the internet usage and satisfaction of online buying has a significant positive relationship with the respondent's internet usage and satisfaction of online buying is evaluated, and the results are obtainable in Table 9.

**TABLE 9**

**CORRELATION BETWEEN INTERNET USAGE AND SATISFACTION OF ONLINE BUYING**

| Satisfaction Factors | Internet usage (Pearson correlation coefficient) |
|---|---|
| Price | 0.401* |
| Quality | 0.697* |
| Availability | 0.455* |
| Package | 0.631* |
| Service | 0.492* |

Note: * At the 0.01 level, the correlation is significant.

Table 9 reveals that the internet usage and satisfaction of online shopping is positively correlated with all the satisfaction factors viz price (0.401), quality (0.697), availability (0.455), package (0.631) and service (0.492) at 0.01 level of significance. Thus, the respondents who have the right enthusiasm towards choosing online shopping get a prominent level of satisfaction and vice versa.

**TABLE 10**

**PREFERENCE OF CHOOSING ONLINE SHOPPING**

| Sl. No. | Preference | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | Very convenience and time consuming | 43 | 30.71 |
| 2. | Low price | 28 | 20.00 |
| 3. | Products verities | 51 | 36.43 |
| 4. | Rare products | 18 | 12.86 |
| | Total | 140 | 100.0 |

Source: Primary data.

According to the above data, out of 140 respondents, 30.71 percent picked online shopping because of convenience, 20% chose because of low price, 36.43 percent chose because of product variety, and the remaining 12.86 percent chose because of rare products.

**Comparison of male and female respondents' preference of choosing online shopping**

The market opportunities are perceived by comparing the male and female respondents' preferences for online shopping. Moreover, respondents who have a robust negative preference towards a firm's product avoid buying it and urge their relatives and friends to do so. Hence, the study involves both male and female respondents in examining the difference in their preference for online shopping, and the results are shown in Table 11.

**TABLE 11**

**PAIRED SAMPLE T - TEST FOR RESPONDENTS PREFERENCE OF CHOOSING ONLINE SHOPPING**

| Sex | N | Mean | S. D | 't' Value | Sig |
|---|---|---|---|---|---|
| Male | 90 | 18.59 | 12.92 | 0.554 | 0.401 |
| Female | 70 | 11.03 | 6.17 | | |

Source: Computed from Primary Data

In Table 11, the calculated t-value for a preference of choosing online shopping is 0.554 with a p-value of 0.401. This result exhibits that the preference of choosing online shopping is not statistically significant at 0.05 level, and thus, the preference of male and female respondents of choosing online shopping is the same.

**TABLE 12**

**ATTITUDE TOWARDS ONLINE SHOPPING**

| Sl. No. | Attitude towards Online Shopping | No. of Respondents | Percentage |
|---|---|---|---|
| 1. | saves time | 112 | 80.00 |
| 2. | Shop at any time | 129 | 92.14 |
| 3. | Risky | 58 | 41.43 |
| 4. | Lengthy time to delivery | 67 | 47.86 |
| 5. | Selection of goods very comprehensive | 84 | 60.00 |
| 6. | Product precise | 65 | 46.43 |
| 7. | Safe | 49 | 35.00 |
| 8. | Bank account make trouble | 34 | 24.29 |
| 9. | Home distribution accessible | 72 | 51.43 |

Source: Primary data.
Multiple responses

Table 12 shows that out of the total respondents, 80.00% of the respondents feel that shopping on the internet saves time, 92.14% think that they can shop at any time of the day, 41.43%of the respondents think that online shopping is not risky, 47.86% believe that online vendors require a long time to deliver the product, 60.00% of the respondents agree that online shopping ensures the availability of a wide variety of products, 46.43% of the respondents agree that online sites ensure accurate description of products, 35.00% of the respondents think that online shopping is as secure as traditional shopping, 24.29% of the respondents agree that possessing a bank account or credit card creates difficulty, 51.43% of the respondents agree that they would purchase products through online even if there is no provision of home delivery.

**TABLE 13**

**The effect of socio-economic characteristics on the Attitude towards Online Shopping using the chi-square test**

| Socio-Economic variables | Chi-Square values | P Values | Significance |
|---|---|---|---|
| Age | 28.31 | 0.001* | Significant |
| Sex | 32.16 | 0.001* | Significant |
| Nature of family | 40.73 | 0.413 | Not Significant |
| Family Size | 18.48 | 0.365 | Not Significant |
| Marital Status | 23.95 | 0.010* | Significant |

| | | | |
|---|---|---|---|
| Educational Qualification | 29.53 | 0.432 | Not Significant |
| Monthly Income of Family | 12.02 | 0.001* | Significant |

* Significant level of 5 per cent.

The above table demonstrates that respondents' attitude towards online shopping is significantly correlated with socio-economic variables, such as age, sex, marital status, and family income per month, with a 5% or lower P-value. Therefore, the null hypothesis for these variables was rejected. Nature of family, family size, and educational attainment does not significantly impact respondents' attitude towards online shopping. This means that for these variables, the null hypothesis has been accepted.

## CONCLUSION

Therefore, our study has concentrated primarily on analysing online buying perceptions. As a result of our findings, businesses in Thoothukudi District will better understand what motivates customers to shop online, and they will be able to tailor their marketing efforts accordingly.

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