



The Impact of Consumer Buying Decision towards Online Shopping in Ramanathapuram District

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ABSTRACT. The researcher's motto of this paper is to know the purchasing decision towards online buyers. What are the factors influencing the people to buy online? The researcher selects Ramanathapuram District online buyers. In this area many of the people are educated and branded showrooms are very less compared to that of other Districts in Tamilnadu. The need of the study is to analyze the online buyers purchasing decisions and also influencing factors create a good impact on buying decision towards digital marketing. Online purchase is based on the online marketers. In this electronic vending there are no intermediaries between online marketer and a consumer. So, price is very less rather than offline shopping. Many of the branded showrooms are introduced their products first in online websites than the showrooms. Hence, latest products also available first and foremost only in online shops compared than the traditional stores. People like to buy twenty four service. Because people used their free time and buy the product easily without go for any destination and also didn't spend any travelling expenses. Consumers use digital marketing easily. Because maximum persons have android mobiles. And also easily use internet and buy their needs simply through shopping web channels. This study related to the primary data. Descriptive sampling design also used. Expected variables should be related with observed frequencies and test should be proved. Suitable analysis selected and tested for this study. Chi-square test is applied for this study to get result, according to the findings and suggestions, conclusions also made.

Keywords : Purchasing decision, Online market, Chi-square test, Influencing factors

1 INTRODUCTION

First online website is introduced by Tim Berners Lee. After that only many of the online websites introduced day by day. In an olden days, online shopping websites are used by the buyers are very less. Online business also very dull and online sellers are also not engaged in online sales [1]. Hence, people don't have enough of knowledge about the internet. People use only keypad type of mobile and don't have

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computers. Most of the people are uneducated. Android mobiles are also available in that period, but that mobiles are very costly [2]. So, people don't have enough money to purchase that type of mobiles. Now-a-days android mobiles are very less price, many people buy these mobiles and easily operate that mobiles using though internet [3].

1.1 ONLINE PURCHASE DECISION

Online marketers or retailers are showing their products or services through online shopping websites [4]. Online shops introduced their things through online advertisements, sending messages, sending e-mails etc. Influencing factors such as best quality, minimum price, latest products, offered things, discount coupons are available through online purchase [1]. It is not possible in offline purchase. These factors are influenced by consumers to buy products directly through online. Influencing factors create an important impact an online buying. Electronic purchase is available for 24 hours in every day [2]. An Offline store is not possible in every time. Buyers without going for anywhere buying their needs in their working place or sleeping or sitting place itself fulfill their needs [7]. Offline buyers spent more amount than the original requirement of the purchasing products such as travelling expenses, food or snacks expenses etc. secret things also purchased easily through electronic purchase [5].

1.2 PROBLEM OF THE RESEARCH

Offline market has various type of business and also have difficult challenges for the marketers to make risk and reduce the risk and to play a successful business to online market consumers [4]. Offline consumers are like to buy directly; this is a major challenge for the online markets to attract this type of buyers. It will be difficult for them to have business with offline buyers [1]. Electronic shops must know buying practices, choice of products, variety of brand, awareness about requirements of traditional consumers and also fulfill their needs. Online marketers also create brand awareness among the potential consumers [2]. Now-a-days, companies adopting online marketing facility to satisfy the needs and wants of consumers, but still some companies and consumers are meeting risk at time of online shopping of products as various issues as quality, errors occurring in a digital transaction, unclear terms and conditions etc., electronic shops create an awareness through online advertisements or customer care services to give information about how to buy things through online websites easily [3].

1.3 AIMS OF THE STUDY

1. To investigate the impact of purchasing decision towards online shoppers.
2. To analyze the collected data and find the result.

2 Review of Literature

Rose Sebastian Eilli(2007), conducted a investigation on quality of online shopping. This study focused on the experience about the product or service quality. Quality of the things will be decided the buyers to buy online websites. Most of the people like to buy online regards better quality products available than the traditional purchase. This research study resulted that maximum people trust with online shopping experience and also compare the buyers who buy and search the quality products. Vijaya (2020) conducted a study on consumer purchasing towards digital marketing. This study is focused on how to attract the buyers and sell the products. Most of the factors are create converted into attracters to buy more things. Purchase decision factors as price, quality, bargain etc., and these factors are motivated to the people to buy items through online websites. The study found that best quality products are available mostly online websites rather than offline stores. Uma Maheshwari (2006) investigated a study on consumer behaviour towards online purchase most of the consumers agreed to buy latest products. These types of items available only in digital buying, it is not available in nearby stores. Latest products encourage the behaviour of consumers to buy online. She concluded that each online websites are admire the consumer behaviour to buy online markets rather than offline.

Table 1. 1.6 MINIMISE THE RISK IN ELECTRONIC PURCHASE

Particulars	No .of Respondents	Percentage
Strong password	40	40%
Aware of Fake Website	15	15%
Save the evidence, then log out in the online websites	30	30%
Credit Card instead of Debit cad	15	15%
Total	100	100%

Source : Original data



Fig. 1. Risk minimization in online purchase

The researcher analyzed the information that 40% of online shoppers are using safe password and 15% of the people were beware of fake websites and where as 30% of them are saving evidence and 15% of the buyers are using Credit Cards rather than debit cards.

3 Data Analysis

3.1 REASON FOR CHOOSING SHOPPING WEBSITE

Online shopping gives an opportunity to buy any product at any time [7]. Online shoppers provide quality, minimum delivery time, money back guarantee, purchasing all products and different choices of payment methods. Consumers enjoy these facilities and buy the products or services through online. The reason for choosing particular website is given in the following table.

Table 2. Reason for choosing shopping websites

S.No	Reasons	No of respondents	Percentage
1	Quality product	28	28%
2	Minimum delivery time	39	39%
3	Money back guarantee	8	8%
4	Availability of all products	15	15%

5	Different choices of payment methods	10	10%
	Total	100	100%

Source: Original data

The analytical table observed that, 39% of the respondents are choosing the websites for the reason of minimum delivery time. It is followed by quality of the product, availability of all products and payment methods and 8% of the respondents are choosing particular website for the reason of money back guarantee. Therefore, 39% electronic shoppers are choosing for the reason of minimum delivery time in order to get the product within very short period and also to save energy. It is shown in graph.

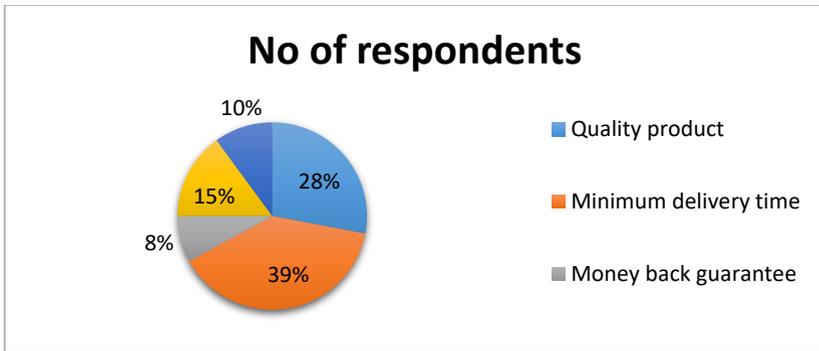


Table 3. Reason for choosing shopping websites

Source: Collected data

3.2 TYPE OF PRODUCT.

All the products can be purchased through online. The types of products purchased by customer are given below.

Table 4. Type of product purchased through online

S.No	Type of products	No of respondents	Percentage
1	Garments	38	38
2	Cosmetic/Jewels	33	33
3	CD.s/Shoes	25	25
4	Groceries	4	4
	Total	100	100

Source: Collected data

Based on the observation of above table, 38% of the respondents are purchasing garments, 33% of the respondents are purchasing cosmetic or jewels, 25% of the

respondents are purchasing CDs or shoes and 4% of the respondents are purchasing groceries. It is evident that, 38% of the respondents are purchasing garments through online.

3.3 CALCULATION OF CHI-SQUARE TEST

HYPOTHESIS

There is no significant distinction between age and spending time on internet per day.

AGE AND TIME SPENT ON INTERNET PER DAY

S.No	Age (in years)	Less than one hour	1 to 2 hours	2 to 3 hours	3 to 4 hours	More than 4 hours	Total
1	Up to 25	13	20	1	1	0	35
2	25 to 35	10	17	4	1	0	32
3	35 to 45	6	9	2	0	0	17
4	45 to 55	4	6	3	1	1	15
5	More than 55	0	0	0	0	1	1
	Total	33	52	10	3	2	100

3.4 TYPE OF PRODUCTS PURCHASED THROUGH ONLINE FREQUENTLY - FRIEDMAN TEST

A typical online store enables the customer to browse the firms' range of products and services, view photos or images of the products, along with information about the product specifications, features and prices. Online stores usually enable shoppers to use search features to find specific models, brands or items. The number of products was purchased by respondents such as garments, cosmetic jewels, shoes, groceries, electronic items etc. Therefore, to rank the type of product purchase through online, Friedman test is applied. The Friedman test is a non-parametric alternative to the one-way ANOVA with repeated measures. It is used to find out the differences between groups when the dependent variable being measured is ordinal. The Friedman test compares the mean ranks between the related groups and indicates how the groups differ. The Table 4.8 deals with type of product purchase through online frequently using Friedman test.

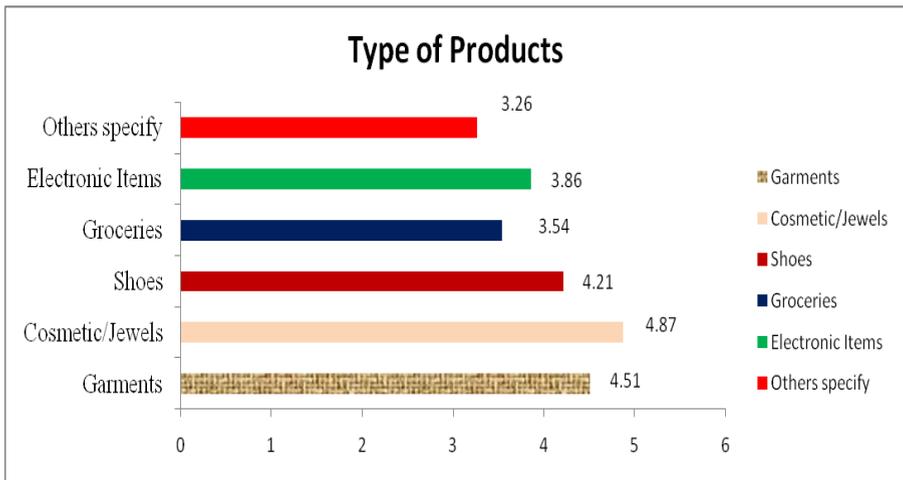
H₀: There is no significant difference among mean ranks towards type of products towards purchase through online frequently.

Table 5. Type of products purchase through online-Friedman Test

Type of Products	Mean Rank	Chi-Square	S ign
Garments	4.51	258.14	.000*
Cosmetic/Jewels	4.87		
Shoes	4.21		
Groceries	3.54		
Electronic Items	3.86		
Others specify	3.26		

Source: Computed Data

Figure Type of products purchase through online



Source: Collected data

It is inferred from the above Table that, ‘Cosmetic/Jewels’ secure the first rank with the mean value of 4.87 which tends to be the products purchase through online. ‘Garments’ secure the second rank with the mean value of 4.51. shoes standards is at the third rank with the mean value of 4.21. Electronic items at the fourth rank with the mean value of 3.86, ‘Groceries’ items secure the fifth rank with the mean value of 3.54 and other items secures sixth rank with the mean value of 3.26. Therefore, it is concluded that there is a significant difference among the mean ranks for the type of products purchase through online

Reliability Test

Measure of Sampling Adequacy		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.837
Bartlett's Test of Sphericity	Approx. Chi-Square	326.989
	df	9
	Sig.	.000

Source: SPSS Output, 2023

Table 5 shows how the addition of Measure of Sampling Adequacy caused Measure of Sampling Adequacy to appear (Kaiser-Meyer-Olkin). As the estimated value of the Kaiser-Meyer-Olkin test's measure of sampling adequacy (.837) falls between the range of 0.7 and 1, it is evident that the test's result indicates sampling adequacy. Moreover, Chi-Square (Approx.) was 326.989 and the significance value was .000, less than .05, indicating an acceptable level of significance according to the accept level

Table 6. PRINCIPAL COMPONENT ANALYSIS

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.256	62.811	62.811	1.256	62.811	62.811
2	.744	37.189	100.000			

Extraction Method: Principal Component Analysis.

Source: SPSS Output, 2023

Table 6 shows that the explained Total Variance with the Eigen-values (Initial) for all components taken together was greater than 1, with a variance of 62.811 % and a cumulative percentage of 62.811. According to Principal Component Analysis, the sums of Squared Extraction Loadings Cumulative% revealed that all components' cumulative influence on the dependent variable was 62.811%.

Correlation

correlation between dependent and independent variables

		Consumer Buying Decision	Online Shopping
Consumer Buying Decision	Pearson Correlation	1	.751**
	Sig. (2-tailed)		.000
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

The above table's result indicates that all constructs have correlation analyses for Consumer Buying Decision. The results indicate that there are strong positive connections between Consumer Buying Decision skills and Online Shopping ($r=0.751$, $p<0.01$), as well as between MSEs' entrepreneurial skill and Online Shopping ($r=0.751$, $p<0.01$).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665 ^a	.442	.440	.41550

Source: SPSS Output, (2023)

According to the Coefficient of Determination (.665) and R square, the variance in the Consumer Buying Decision for Online Shopping accounted for 66.5 percent of the variation in Online Shopping. As a result, other variables not taken into account by the model only accounted for 33.5% of the variation in Online Shopping. It was assumed that at least one of the variables was a useful predictor of Online Shopping.

4 FINDINGS

Online purchasing decisions create a great impact on the following fields.

- Online shoppers provide employment opportunities.
- Online purchase consumes the money, time and energy of virtual buyers.
- Electronic purchase increases the internet knowledge about the customers.
- Virtual buying might be occur in any time of 4 hours of every day.

5 CONCLUSION

Many of the people are changing their purchasing decisions day by day and go to use online shopping websites to buy every type of products as food, garments, cosmetics, mobile, electronic products etc. In covid situation many people use online websites to buy every items in order to protect themselves from covid. In this current situation internet users increased and also virtual buyers also increased day by day. In Ramanathpam District, many people are using online retailer's websites and fulfill their requirements easily. In this research, most of the people highly buy garments through electronically compared that of other items. Influencing factors of virtual buying create

great impact consumers to buy more items through online. The researcher concluded that online purchase is big growth in future.

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