

# CUSTOMERS PREFERENCE TOWARDS ONLINE SHOPPING APPLICATIONS WITH SPECIAL REFERENCE TO ERODE DISTRICT

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## **Abstract:**

*The behavior of online shopping consumers is also called electronic shopping consumer buying behavior. Research or case studies on online consumer buying behavior are important because it helps to understand consumer needs and helps to understand and analyze when consumers buy products online? Who buys products online? And how do consumers buy products online? The purpose of this research is to examine and analyze consumers' buying behavior patterns on online shopping, and to try to find out the various attitudes of users of the Erode online shopping app to online shopping. The data was collected through a predetermined 80 interviewees with questions. The results of the study concluded that the future of e-tailers in India is especially in cities that look very bright. The online store is providing our customers with the best prices, superior products and a completely worry-free shopping experience. The success of any e-tailer company in India depends on its popularity, brand image, unique and fair policies and relationships with customers.*

**Keywords:** Consumer buying behaviour; Online Shopping, E-tailing; E-commerce.

## **1. INTRODUCTION**

Online shopping is a process in which consumers purchase goods or services directly from sellers in real time via the Internet without intermediary services. It is a form of e-commerce. In the modern business world, especially at present, online shopping or e-tailing is a new trend (transformative change) in Indian shopping. It is used to refer to computer-based shopping or e-shopping, such as Internet banking or e-shopping. -banking. In the past few years, online shopping or online retail has increased the proportion of online buyers in India. The new concept of online shopping is a good example of the Indian business revolution.

Online shopping consumer behaviour is also called electronic shopping consumer buying behaviour. The behavior of online shopping consumers is also called electronic shopping consumer buying behavior. The study or case study of online consumer buying behavior is very important because it helps to understand the needs of consumers and helps to understand and analyze when consumers buy products online? Who buys products online? And how do consumers buy products online? I believe that the overall concept of online shopping has changed in terms of consumers' buying or purchasing behavior. The success of e-retailers depends on their quality, brand image, uniqueness, and popularity. The purpose of this research is to determine the respondents' views about online shopping. The study also analyzed consumers' perceptions of online shopping. The nature of the research is both analytical and descriptive in this research. The main data and auxiliary data have been used.

## **GLOBAL INTERNET SHOPPING SCENARIO**

The rapid popularity of online shopping is a truly global phenomenon. There are online shoppers all over the world, but the world's most active online shoppers are from South Korea-99% of South Korean Internet users shop online. Nine consumers in Germany, the UK and Japan followed closely behind. American consumers are slightly more stubborn, ranking eighth. On the other hand, the user with the slowest adoption rate in the world comes from Egypt, where 67% of the online population in Egypt has never made a purchase via the Internet, followed by Pakistan (60%) and the Philippines (55%).

## 2. REVIEW OF LITERATURE

An analysis conducted by Haugtvedt et.al, in 2005 showed that in the continuous shopping phase, especially between the search and comparison phases, the online method reference for each product decreased. If an online company wants to calculate sales, it needs to be offline. Changes in online buying preferences indicate that this is more important for some products than for others. If consumers' experience of online shopping leads to increased trust in online transactions and development of aversion to online transactions, offline companies need to be aware of the perceived advantages of online shopping for products such as books, CDs, and electronic products. Shopping is traditionally done in physical stores. This indicates that offline companies in these product categories need to establish an online presence.

Wang & Yang proposed in 2010 that electronic devices account for a high proportion of personal shopping. Compared with other commodities, the online shopping of electronic commodities adds great convenience to people's lives. Buying electronic products online can give customers the opportunity to find a wide variety of products online. Customers can view multiple products and find special prices and discounts through the best deals online. In the next few years, the development of online retailers will continue to improve and is expected to have a bright future. However, the tangible and intangible problems of online shopping for electronic products still exist, and online store retailers lack customer knowledge to some extent. Therefore, our purpose is to explore customer behavior when buying electronic products by investigating factors that may affect online shoppers' attitudes, intentions, and actual buying behavior. In this study, we provided some suggestions for online retailers to improve their sales and attract more customers.

Keisidou et.al, 2011, study found that online shopping is one of the most popular activities on the Internet, but the reasons for consumers shopping online are still unclear. Although this implies that consumers' acceptance of online shopping will be affected by different products. In the context of different product types, the attitude of consumers when making online purchases is studied. Many factors were selected for analysis, including personal innovation of information technology (PIIT), self-efficacy, perceived security, privacy, product participation and how they affect consumers' attitudes towards online shopping. PIIT, perceived security and product engagement will all affect attitudes towards online shopping.

According to Jun and Jaafar, the business revolution in 2011 was a great example of online shopping. At present, China's e-commerce is in a period of rapid development. In order to expand the online shopping market, a large number of Internet users provide a good foundation. Through research and analysis of different variables, the study found that there is a correlation between perceived availability, perceived security and perceived privacy, perceived after-sales service, perceived marketing mix, perceived reputation, and consumers' attitudes toward online shopping in China. However, only marketing mix and reputation will significantly affect consumers attitudes towards online shopping. After studying the journal, we can understand consumers' online buying behavior.

According to Burkolter & Kluge, 2011, online shopping entering in a consolidation phase, so there is a need for research differentiating online consumer behavior for a range of product categories. Also, individual differences in online shopping need to be considered. Therefore, in this research a survey is conducted for nine different product categories for online information search and online shopping as well as socio-demographic and individual variables (shopping orientation, need for emotion, and fashion leadership) was conducted in Germany. Results showed significant differences in online information search as well as shopping regarding gender, status of employment, and education. Moreover, individual variables were differently related to online shopping behavior.

According to Salehi, 2012, The Internet as a global medium is quickly gaining interest and attractiveness as the most revolutionary marketing tool. The global nature of communication and shopping has as well redefined, seeing that it is the perfect vehicle for online shopping stores. Convincing the consumers to shop online is still a challenging task for web retailers in Malaysia. The growth of Internet technology in Malaysia has enormous potential as it reduces the costs of product and service delivery and extends geographical boundaries in bringing buyers and sellers together. Independent variables namely appearance, quick loading, security, sitemap and validity influence consumers towards online shopping and security is the factor that contributes most towards online shopping.

Gao, 2012, presents that, Online seekers are the main sources of online shopping. Online shoppers always

want to seek information within few clicks and reach to the most relevant information according to their requirements such as competitive brands, best price offers, product specification and consumer word-of-mouth.

According to Kapoor, 2012, online decision making and online shopping phenomena are governed by a number of consumer acceptance and behavior characteristics and grounded in theoretical aspects of consumer decision making. There are number of factors that affect what we buy, when we buy, and why we buy. In reference to buying online, the factors that influence consumers are marketing efforts, socio-cultural influences, psychological factors, personal questions, post decision behavior, and experience.

Javadi et.al, 2012, analyze the factors affecting on online shopping behavior of consumers that might be one of the most important issues of e-commerce and marketing field. The objectives of in this study are covering the shortcomings of previous studies that didn't examine main factors that influence on online shopping behavior. This goal has been followed by using a model examining the impact of perceived risks, infrastructural variables and return policy on attitude toward online shopping behavior and subjective norms, perceived behavioral control, domain specific innovativeness and attitude on online shopping behavior as the hypotheses of study. This study can be considered as an applied research from purpose perspective and descriptive survey with regard to the nature and method (type of correlation). The outcome of this study identified that financial risks and non-delivery risk negatively affected attitude toward online shopping. Results also indicated that domain specific innovativeness and subjective norms positively affect online shopping behavior. Furthermore, attitude toward online shopping positively affected online shopping behavior of consumers.

Chandra and Sinha, 2013, studied that, now days the new and latest type of retail shopping are online shopping. It has now been adopted all over the world including India. In many other countries this shopping method is still not as well known or accepted, and though the knowledge of online shopping in India is now beginning to increase rapidly. To analyze factors affecting on online shopping behavior of consumers that might be one of the most important issues of e-commerce and marketing field, this is the main objective of the study. It is a complicated socio-technical phenomenon and involves too many factors so that there is very limited knowledge about online consumer behavior.

Bashir, 2013, analyze that E-commerce has made life simple and innovative of individuals and groups; consumer Behavior in online shopping is different from the physical market where he has access to see the product. The purpose of the research was to study the consumer behavior in online shopping of electronics especially in Pakistan. The main research question in thesis is how consumers behave while shopping online. Primary data was collected through the questionnaire survey and by emails from personal contacts in two major cities of Pakistan. Price, time saving and convenience were identified as important factors which lead to certain buying behavior in online shopping. The www is rebuild around people where social circles influence and lead to online buying.

Saravanan and Devi, 2015, conducted a study on online buying behaviour with special reference to Coimbatore city. In this study reveals that online shopping is the new mantra of selling products effectively and efficiently but the criteria must be met. According to a study, about 44 percent students use Internet in India and overall 72% of young people access Internet on regular basis. Due to the vast usage of Internet, the buying patterns have been changed. It has changed the way goods are purchased and sold, resulting to the exponential growth in the number of online shoppers. Online shopping is a new technology that has been created along with the development of the Internet. It is a convenient method of shopping and allows for a vast array of products to be at your fingertips. However, fraudulent use of the Internet is often a concern for many shoppers. Cyber thieves steal identities of shoppers and then exploit them causing a theft of their identity. This leads to a variety of problems, causing fraudulent credit card charges, opening new credit accounts, and misuse of current accounts. understanding who are the ones consuming and why they choose to use or keep away from the Internet as a distribution channel, is a critical matter for both e-marketing managers and consumers. Online consumers tend to be better educated. Higher computer literacy makes internet shopping smarter. Their awareness about the internet also makes them better positioned to identify and take decision for products and services.

### 3. STATEMENT OF THE PROBLEM

The current research focuses on customers' preferences for online shopping applications in the market. Today, the number of mobile users has increased dramatically. People are accepting emerging technologies. Therefore, the use of smart phones is rapidly increasing. Therefore, there are more and more Smartphone brands on the market and people like to purchase goods with one click with the help of mobile applications. Therefore, this study aims to understand customers' preferences for online shopping applications.

#### 4. SCOPE OF THE STUDY

This research can give customers a clear understanding of the preferences of online shopping applications. This research is related to today's problems and the needs of the public, because applications occupy an important place in entertainment, social and political life. An attempt is made to find out the website, which is very popular among the existing shopping websites. This research will also help to understand the factors that influence consumers to purchase through mobile apps. The research was conducted in the Erode Distrit.

#### 5. OBJECTIVES

- To identify the socio-economic lifestyle of the users.
- To study the factors influence the users to buy through shopping apps.
- To assess the users satisfaction towards shopping apps.
- To recommend measures that helps in the improvement of the apps according to the satisfactory level of the users.

#### 6. METHODOLOGY

Data has collected from both primary and secondary sources.

##### *Primary Sources*

As the study is related to user attitude, the study is mainly based on primary data. The primary is derived from the views obtained from consumers with the help of the questionnaire.

##### *Secondary Sources*

The research also relies on auxiliary data about the history, recent trends and features of shopping apps in India. Further secondary data were collected from standard textbooks on related topics, journals, papers and theses.

##### *Sampling Design*

Since the population is unknown, judgment sampling can be used. Respondents who are convenient to visit at the right time and place will be selected. Careful measures have been taken to cover all types of consumers with different income levels. In total, the researchers have contacted 80 sample information providers in Erode Town.

##### *Statistical Tools*

The statistical tools used to present analysis and interpret the collected data of the present study are Tables, Percentage Analysis, Scaling Technique and Weighted average Arithmetic Mean.

#### 7. ANALYSIS OF DATA

*Table 1 Gender Wise Classification*

Gender	No. of Respondents	Percentage
Male	46	57.5
Female	34	42.5
<b>Total</b>	<b>80</b>	<b>100.00</b>

Source: Primary Data

It can be inferred from the majority of respondents (57.5%) that they are male.

*Table 2 Age Wise Classification*

Age	No. of Respondents	Percentage
Below 25 years	30	37.5
25 years - 35 years	20	25.0
36 years- 45 years	16	20.0
Above 45 years	14	17.5
<b>Total</b>	<b>80</b>	<b>100.00</b>

Source: Primary Data

It is clear that the majority of the respondents (37.5%) come under the age group of below 25 years.

*Table 3 Occupational Status*

Occupational status	No. of Respondents	Percentage
Professional	20	25.0
Entrepreneur	12	15.0
Private employee	10	12.5
Government employee	08	10.0
Students	16	20.0
Others	14	17.5
<b>Total</b>	<b>80</b>	<b>100.0</b>

Source: Primary Data

It shows that majority of the respondents (25%) are professionals.

*Table 4 Influencing Factor*

Influencing Factors	No. of Respondents	Percentage
Advertisement	44	55.0
Friends and relatives	22	27.5
Flux and Banners	6	7.5
Others	8	10.0
<b>Total</b>	<b>80</b>	<b>100.0</b>

Source: Primary Data

It results that majority of the respondents (55%) were influenced by the advertisement.

*Table 5 Preference of Apps*

<b>APPS</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Snapdeal	12	15.0
Amazon	18	22.5
Paytm	10	12.5
Filpkart	20	25.0
Shopclues	14	17.5
Others	8	7.5
<b>Total</b>	<b>80</b>	<b>100.0</b>

Source: Primary Data

It shows that majority of the respondents (25%) uses Flipkart app.

*Table 6 Reasons for Preference*

<b>Reason</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Variety of Brands	30	37.5
Offers and Discounts	20	25.0
24x7 Shopping	11	13.8
Quality	4	5.0
Saves time & Cost	15	18.8
<b>Total</b>	<b>80</b>	<b>100.0</b>

Source: Primary Data

Most of the respondents prefer online shopping for variety of brands.

## **CUSTOMER SATISFACTION ABOUT USAGE OF APPLICATIONS**

*Table 7 Satisfactory Level of Usage of Applications*

<b>Applications</b>	<b>HS</b>	<b>S</b>	<b>N</b>	<b>DS</b>	<b>HDS</b>	<b>Total</b>
Snapdeal	44	33	2	0	1	80
Amazon	29	41	7	2	1	80
Paytm	32	45	2	0	1	80
Flipkart	52	26	1	0	1	80
Shopclues	43	36	0	0	1	80
Others	22	39	14	4	1	80

Source: Primary Data

**Table 8 Ranking the Usage of Applications**

<b>Benefits</b>	<b>Weighted Average Score</b>	<b>Rank</b>
Snap deal	4.50	<b>II</b>
Amazon	4.34	<b>IV</b>
Paytm	4.19	<b>V</b>
Flipkart	4.60	<b>I</b>
Shopclues	4.49	<b>III</b>
Others	3.96	<b>VI</b>

*Source: Computed Data*

From the above analysis, it is clearly indicated that most of the customers are using the Flipkart Shopping Applications.

## 8. FINDINGS

- It is inferred from that most of the respondents (57.5%) are Male.
- It is clear that the majority of the respondents (37.5%) come under the age group below 25 years.
- It shows that majority of the respondents (25%) are professionals.
- It declares that majority of the respondents (55%) were influenced by the advertisement.
- It shows that majority of the respondents (25%) uses Flipkart.
- Most of the respondents prefer online shopping for the wide choices of goods.
- It is clearly indicated that most of the customers are satisfied by the Flipkart Shopping Applications.

## 9. SUGGESTIONS

- The company should conduct more risk reduction activities, because the perceived risk may strongly influence consumers' online purchasing decisions.
- The company should improve consumers' values of products.
- Most people think that products available through online shopping are expensive due to shipping costs, while there is no such cost in traditional shopping.
- The website should be made more attractive and attractive to retain potential shoppers.
- The companies can provide cash on delivery, free shipping, return policy and other facilities for all products.

## 10. CONCLUSION

It can be concluded from the above discussion that the future of Indian e-retailers looks very bright. E-retailers provide us with the best way to save money and time through online purchases within our budget. The Flipkart online store app offers some of the best prices and a completely worry-free shopping experience. The entire concept of online shopping has changed in terms of consumers' buying or purchasing behavior, and the success of e-retailers in India depends on their popularity, brand image and unique policies.

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