A Study On Customer's Attitude Towards Online Shopping In Chennai

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ABSTRACT:
The prevalence of busy schedules among consumers has made online purchasing increasingly significant in the twenty-first century. In this instance, internet shopping turned out to be a practical way to shop. The Internet swiftly altered consumer purchasing habits and developed into a worldwide viewpoint. Buying goods and services from an online store is referred to as an online shop. The Internet is developing rapidly and has become a new avenue for the delivery of numerous goods and services. It facilitates the provision of high-quality goods and services that Indians in smaller towns may access on par with those in bigger cities. Internet buying has emerged as the most popular method of shopping these days. This study aims to assess and comprehend consumers' attitudes toward internet buying, particularly in Chennai.In terms of consumer purchasing attitudes, the entire concept of internet shopping has changed. The findings reveal a disparity in image, education, and wealth among internet shoppers in Chennai.Around the world, the World Wide Web has had a huge impact on people's attitudes and behaviours. Online shopping has expanded as a result of this blessing, changing the lives of ordinary people. They obtain online shopping information from websites, notably social media sites, and generally pay cash-on-delivery for garments and accessories. The majority of customers are concerned about the security of the payment method, and their satisfaction with online shopping is mixed.

KEYWORD: *Online shopping, e-marketing, e-store, customer satisfactionOnline shopping, Attitude of customer behaviour, Trends.*

I. INTRODUCTION:

Buying goods or services via the Internet is known as online shopping.Online shopping is a type of e-commerce in which customers use the Internet to directly buy products or services from sellers. It can also be referred to as an "e-shop," "e-store," "web store," "virtual store," "online store," etc. Online shopping makes it easier for customers to decide which products to purchase. Technology has advanced to the point that the Internet is now a new means of distribution for a wide range of goods and services. using the internet to look for things and obtain information about them, as well as to shop online.

The entire idea of Internet shopping has changed in terms of how customers make purchases. Quality, branding image, distinctiveness, and popularity are the foundations of e-tailers' success. Chennai's share of online consumers has increased over the past few years due to purchasing goods online.

Social networking platforms like eBay, Myntra, SnapDeal, Amazon, Flipkart, Big Basket, and others are used for online shopping. These internet retailers have also created their applications (apps) to make it easier for customers to transact. People now have a more global outlook and shop differently thanks to the Internet. In addition to growing their consumer base, many businesses also began adopting online shopping since it was less expensive for them to market, connect, and distribute items and information. This makes it easier for customers to compare product features, costs, warranties, and delivery options online.

Consumers can use a variety of electronic devices, such as smartphones, tablets, laptops, and desktop computers, to purchase online. The three basic needs—food, clothing, and shelter—have been replaced by one more today: the "internet."Developing a more advanced understanding of consumer behavior is a challenge for e-commerce practitioners and researchers. Researchers are continually coming up with new ways to explain the

behavior of e-consumers as e-retailing develops. Much research bases their findings on traditional consumer behavior models before examining the efficacy of e-marketing. This study examines the attitudes of consumers toward online purchasing in Chennai.

Objective:
Primary objective:
- To study Consumer behaviour in online shopping.
- To understand the attitude of Chennai consumers towards online shopping in marketing.
Secondary Objective:
- To evaluate the influencing factors that affect online shopping behaviour.

II. LITERATURE REVIEW:

Malik, Guptha (2013) Look at the relationship between the elements influencing an individual's decision to shop online and their intention to shop online. Online buying behavior, as they have defined it, is the act of making purchases of goods or services via the Internet. This process entails five steps: problem identification, information search, product option appraisal, purchase decision, and post-purchase support.

D. K. Gangeshwer (2013). E-Commerce or Internet Marketing: A Business Review from Indian Context. Global Journal of Utility and Electronic Services, Science and Technology, Vol. 6, No. 6, pp. 187–194.This essay discusses the theoretical underpinnings of search engine marketing or e-commerce.Researchers and academicians would find great value in the current advancement, while practitioners, marketers, and entrepreneurs would find the theory helpful. Dependability on technology, security concerns, privacy difficulties, maintenance expenses brought on by a constantly changing environment, enhanced pricing transparency and rivalry, and globalization-driven worldwide competition are some of the drawbacks of e-marketing.

This fascinating study on social media and sustainable marketing was conducted by Minton, Lee, Orth, Kim, and Kahle (2012). It involved cross-cultural people as subjects to examine the driving forces behind sustainable behavior. The study examined the use of Facebook and Twitter by South Koreans, who represent a collectivist society, and Americans and Germans, who represent an individualistic culture, about the motivations behind sustainable behaviors. Utilizing Kelman's (1958) functional motives as the fundamental theoretical basis, an online survey method was employed to gather data from individuals from diverse cultural backgrounds. The conceptual model for this study attempted to analyze how sustainable behaviors—like recycling, buying organic food, using green transportation, holding antimaterialistic beliefs, and charitable giving—are influenced by functional motives—responsibility, engagement, and internalization.
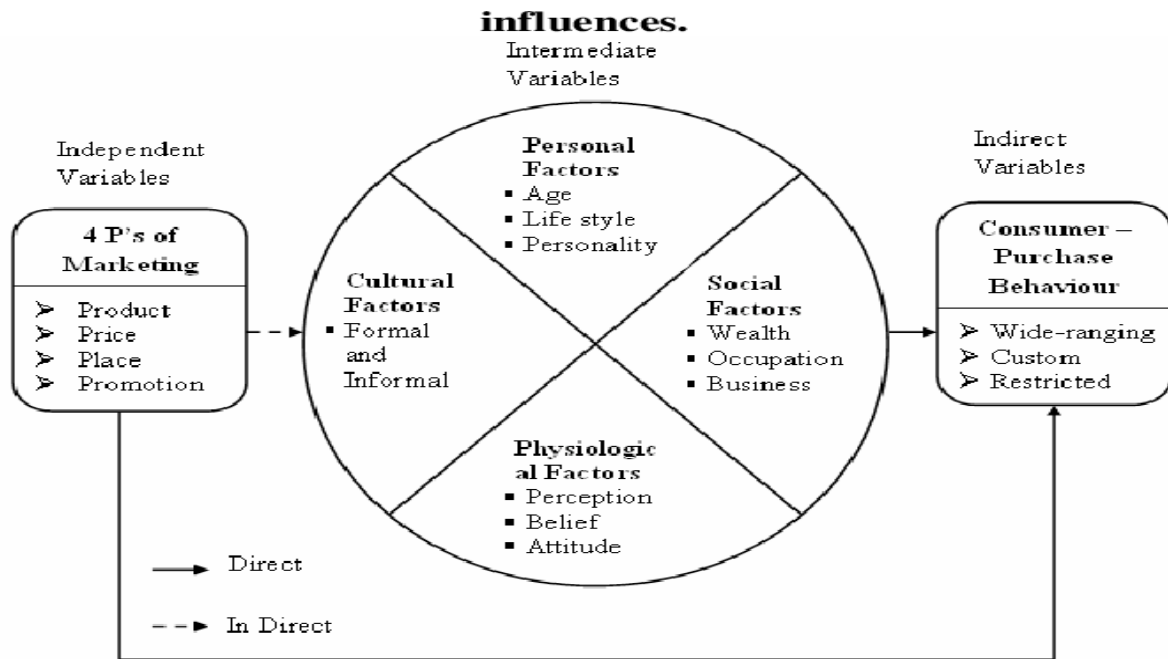
Fygenson and Pavlou (2006) Compare and contrast online shopping with e-commerce, proposing that the former is the process by which customers use the Internet to research products and make purchases. It is possible to argue that certain consumer behavior and their choice or purpose to shop online are related to the scientific approach to online purchasing.

Vaitheesewaran (2013) analyzed the ease of use of internet buying. "With products getting standardized, specifications getting fixed, and the concept of service getting eroded, the post-sale responsibility of the retailer has come down drastically." Customers visit stores to examine products in person, yet they may purchase them online for a lower price. E-commerce companies can provide substantial discounts due to their "no warehouse" concept.

III. RESEARCH METHODOLOGY:

Simply put, research design is the framework for the study that aids in data collecting and analysis; in this case, descriptive research design is used. Secondary data were gathered via books, websites, and journals, while primary data was gathered using a structured questionnaire created based on the study's objectives.

Both primary and secondary data were gathered for the study; the former were gathered using questionnaires, and the latter were gathered through books, journals, magazines, and similar sources.

influences.

Intermediate Variables

Independent Variables

4 P's of Marketing
➤ Product
➤ Price
➤ Place
➤ Promotion

Personal Factors
▪ Age
▪ Life style
▪ Personality

Cultural Factors
▪ Formal and Informal

Social Factors
▪ Wealth
▪ Occupation
▪ Business

Physiological Factors
▪ Perception
▪ Belief
▪ Attitude

Indirect Variables

Consumer – Purchase Behaviour
➤ Wide-ranging
➤ Custom
➤ Restricted

→ Direct

--→ In Direct

Sources:https://www.semanticscholar.org/paper/An-impact-of-consumer-buying-behavior-in-decision-Vijayalakshmi-Mahalakshmi/726a9ed41a877c906fdfe4aa7c1634f80f356182

IV. ONLINE SHOPPING IN CHENNAI

The population of people using the internet in and around Chennai city is rapidly growing. The middle class is becoming more and more affluent, and young people have enormous purchasing power. Online buying is influenced by a few factors, including convenience and access to a wider evaluation, growth in internet penetration, and rising fuel prices. Furthermore, because the products are delivered right to their home, the majority of customers believe that online shopping saves them time.

Online Shopping marketing websites are
A few well-known websites for online shopping are listed below.

* www.flipkart.com;
* www.amazon.in
* The Shopclues website
* Snapdeal.com
* eBay.in

V. FINDINGS:

* This is the first item on our list. The total number of entries rises as we add more items to the list. The analysis and interpretation of the primary data served as the foundation for the following findings.
* More and more individuals are shopping online every day. The majority of females are especially interested in online buying, with consumers between the ages of 16 and 24 making up this demographic. Eighty percent of online shoppers are under the age of twenty-eight.
* Online shopping is said to save time by 32% of respondents strongly agree with this statement, followed by 46% who agree, 18% who are unsure, and 7% who disagree.
* While 18% are unsure, 12% of online shoppers firmly feel that having the flexibility to purchase whenever they want is a major perk.
* Just 8% of people say they prefer traditional shopping to online shopping.
* Of customers, 15% think that buying products online is risky, while 25% and 30% are unsure.
* It is anticipated that a capital requirement will be required to finish the thousands of projects that are already a part of existing programs.
* Completing the project on schedule and under budget will be a requirement for actually realizing the estimated rate of return at the project appraisal.
* Railway Project Financing is organized at the Indian Railway level, as opposed to Public Sector Units. Bank finance involves private businesses.

VI. SUGGESTION:

• It's important to think about the few implications these findings have for online shopping.

• For example, retailers need to start taking action to lower risk and foster trust in this kind of retail.

• Retail managers should use advertisements, promotions, online-only discounts, and other strategies to get customers to cross the threshold and start buying because few customers are still comfortable with the brick-and-mortar format because they value the friendliness of salespeople and the social element of shopping, which is an important customary element.

• Customers prefer the brick-and-mortar style because they value the social aspect of purchasing and the friendliness of salespeople, which has been discovered to be a significant usual future in shopping.

• Online agents can help clients through the purchasing process and make it seem easier to create the idea that the salesman is kind; they can also demonstrate how to buy using simple language, examples, or graphics. Because consumers believe there aren't enough secure online transactions, retailers should utilize a solution that increases security and privacy to encourage them to shop online.

• To inform customers about their purchasing habits and give them the idea that they're getting a good deal, a price-bargaining element should also be added.

• One way to achieve this would be to maintain the price of the constant and variable components while giving people the option to select between them.

VII. CONCLUSION:

It is clear from the data that customers are more interested in purchasing online. Modern technology has made it possible for the majority of services to be offered online. Additional benefits of online shopping include its convenience, availability of a wide range of goods and services, quick delivery of goods and services, significant savings on goods purchased online, etc. Customers should exercise extreme caution while making any online purchases and making payments because there are many frauds, dangers, risks, and other issues associated with online shopping, which is becoming more and more popular among consumers using various clicks or touches on electronic devices.

In this sense, the government's role is more crucial since it enacts laws and regulations to promote online shopping among customers and get rid of online fraud and dangers. Overall, the conclusion is that since consumers have good sentiments toward internet purchasing, the government should play a bigger role in defending the interests of consumers. Therefore, the government needs to strongly promote internet shopping.

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