

A STUDY ON THE IMPACT OF ONLINE SELLING ON THE BUYING BEHAVIOUR OF PROFESSIONALS IN TIRUNELVELI DISTRICT

S. SHELTON

Ph. D Scholar in Commerce (Part Time)
Manonmaniam Sundaranar University,
Tirunelveli
e-mail: sheltonbommi@gmail.com
Mobile: 8870604406

Dr. M. FATIMA RATHY

Assistant Professor in Commerce,
T.D.M.N.S. College,
T.Kallikulam
e-mail: rathyjohnson@yahoo.com
Mobile: 9442023030

ABSTRACT

The main aim of the study is to examine the buying behaviour of professionals towards online selling in Tirunelveli district and know the perception towards the factors considered most to prefer online selling. The type of study adopted is empirical in nature. The respondents mainly consists of professionals of Tirunelveli district. The sample size that is taken here for the study is 200. Primary data was collected by administering a structured questionnaire by applying convenience sampling method based on judgement. Secondary data collection was collected through the use of published journal, articles by authors who highlighted their views about this topic and reports published in the newspapers. It is identified that area of residence is a significant variable influence on perception towards the factors considered most to prefer online selling namely convenience. Online shopping becomes increasingly popular for a variety of reasons. The study brought to the professionals in Tirunelveli district. The professionals are active, intensive and are expert users of the internet, they have a strong positive perception towards online shopping. Online shopping is becoming increasingly popular for a variety of reason. The findings of this research have confined that the perceived marketing mix and perceived reputation could impact on the professionals attitude towards adopting online shopping.

KEY WORDS: Online Selling, Attitude, Perception and Buying Behaviour

INTRODUCTION

The Internet is changing the way consumers shop and buy goods and services and has rapidly leveled into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products

and services to stay ahead in highly competitive markets. Companies also use the Internet to convey communicates and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store.

STATEMENT OF THE PROBLEM

In the development of science and technology today's innovation becomes obsolete tomorrow. The tastes and preferences of the consumers are also changing at a rapid rate. The marketers are finding it difficult to cope up with the changing need of the customers. These changes in the expectations of the customers are due to many reasons, but one of the main reasons is changing buying behaviour. Buying behaviour changes are more seen among the professionals than the younger children and old age people. The buying behaviour of professionals not only influences their individual buying behavior, but also it influences the buying behavior of the family. As a marketer one needs to understand the changing needs of the customers and produce the goods and services accordingly.

NEED OF THE STUDY

Buying behaviour of an individual influences many factors, and these factors invariably affects the marketer to match the needs of the customers in general and professionals in particular. So it is realized that there is a need to study the buying behavior of professionals towards online selling with reference to Tirunelveli district.

OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To study the perception towards the factors considered most to prefer online selling
- To study the buying behaviour of professionals towards online shopping.

METHODOLOGY

The type of study adopted is empirical in nature. The respondents mainly consists of professionals of Tirunelveli district. The sample size that is taken here for the study is 200. Primary data was collected by administering a structured questionnaire by applying convenience sampling method based on judgement. Secondary data collection was collected through the use of published journal, articles by authors who highlighted their views about this topic and reports published in the newspapers.

LIMITATIONS OF THE STUDY

- The study is limited to Tirunelveli district only and so the result may vary in other regions.
- The data collected from the respondents are subject to change.
- The information will be collected valid until there is no technical change or any innovation
- The result is assuming that respondents have given accurate information.

DATA ANALYSIS AND INTERPRETATION

Table 1
Sources of Awareness about Online Selling

S. No	Particulars	No. of Respondents	Percentage
1.	Friends & Relatives	65	32.5
2.	TV advertisement	65	32.5
3.	Apps	23	11.5
4.	Newspapers	14	7.0
5.	Magazines	19	9.5
6.	Websites	13	6.5
7.	Others	1	0.5
	Total	200	100

Source: Primary Data

Table 1 shows that 65 (32.5%) respondents are aware about online selling through friends & relatives and TV advertisement, 23 (11.5%) respondents are aware about online selling through Apps, 19 (9.5%) respondents are aware about online selling through Magazines, 14 (7.0%) respondents are aware about online selling through News papers, 13 (6.5%) respondents are aware about online selling through Websites, 1 (0.5%) respondents are aware about online selling through other sources.

Table 2
Frequency of Making Online Purchase

S. No	Particulars	No. of Respondents	Percentage
1.	During offer period	75	37.5
2.	During festival seasons	64	32.0
3.	On all occasions	10	5.0
4.	Rarely	22	11.0
5.	Frequently	29	14.5
	Total	200	100.0

Source: Primary Data

Table 2 shows that 75 (37.5%) respondents are making online purchase during offer period, 64 (32.0%) respondents are making online purchase during festival seasons, 29 (14.5%) respondents are making online purchase frequently, 22 (11.0%) respondents are

making online purchase rarely and 10 (5.0%) respondents are making online purchase on all occasions.

Table 3
Frequently Purchased Products

Frequently Purchased Products	Mean score	Rank
Life style	55.7	I
Electronics	55.4	II
Home Appliances	54.7	III
TVs & Appliance	52.6	IV
Books & others	49.2	V

Source: Primary Data

Table 3 clearly shows that the “Life style” ranked first with the highest Garret means score of 55.7, followed by “Electronics with means score of 55.4, “Home Appliance” ranked third with the Garret mean score of 54.7, “TVs & Appliance” with means score of 52.6, “Books & others” last ranked with the Garret mean score of 49.2.

Table 4
Reason for buying through online

Sl. No	Reason	Total Score	Average Score	Rank
1.	Convenience (Ease of purchase, home delivery, 24 hours service)	10000	50.00	III
2.	Cheap price	10958	54.79	II
3.	Saves time	11154	55.77	I
4.	Superior selection/availability of varieties	8758	43.79	IV
5.	Product comparison	8730	43.65	V

Source: Primary data

It is clear from the Table 4 that majority of the consumer had given the first rank to saves time. The table exhibits that the sample professionals had given second rank to cheap price. The table further shows that the sample professionals had given the third rank to convenience (Ease of purchase, home delivery, 24 hours service). It is further clear from the table that the sample professionals had given the last rank to product comparison.

Table 5 shows the significant difference between area of residence of professionals and perception towards the factors considered most to prefer online selling.

Table 5
Significant difference between Area of residence of professionals and Perception towards the factors considered most to prefer online selling

Factors	Measures	Sum of Squares	df	Mean Square	F	Sig.
Price Consciousness	Between Groups	1.214	2	.607	0.174	.840
	Within Groups	2010.543	577	3.484		
	Total	2011.757	579			
Quality Consciousness	Between Groups	.444	2	.222	0.280	.756
	Within Groups	457.528	577	.793		
	Total	457.972	579			
Convenience	Between Groups	2.375	2	1.187	3.191	0.015
	Within Groups	430.584	577	.746		
	Total	432.959	579			
Payment Options	Between Groups	.286	2	.143	0.161	.851
	Within Groups	513.824	577	.891		
	Total	514.110	579			
Security	Between Groups	.934	2	.467	0.439	.645
	Within Groups	614.031	577	1.064		
	Total	614.966	579			

Source: Computed Data

Table 5 reveals the results of ANOVA based on perception towards the factors considered most to prefer online selling namely convenience among different area of residence of consumers'. The calculated 'F' values of perception towards the factors considered most to prefer online selling namely convenience is 3.191 which is significant at the 'p' value of 0.015. Since the respective 'p' value of perception towards the factors considered most to prefer online selling namely convenience is less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that there is a significant difference in perception towards the factors considered most to prefer online selling namely convenience among different area of residence of consumers'. It gives the conclusion that area of residence is a significant variable influence on perception towards the factors considered most to prefer online selling namely convenience.

Table 5 further reveals that the calculated 'F' values of perception towards the factors considered most to prefer online selling namely price consciousness, quality consciousness, payment options and security are 0.174, 0.280, 0.161 and 0.439 which are not significant at the 'p' value of 0.840, 0.756, 0.851 and 0.645 respectively. Since the respective 'p' value of perception towards the factors considered most to prefer online

selling namely price consciousness, quality consciousness, payment options and security are higher than 0.05, the null hypothesis is accepted. Therefore it may be concluded that there is no significant difference in perception towards the factors considered most to prefer online selling namely price consciousness, quality consciousness, payment options and security among different area of residence of consumers'. It gives the conclusion that area of residence of consumers' is not a significant variable influence on perception towards the factors considered most to prefer online selling namely price consciousness, quality consciousness, payment options and security.

Perception towards the after sales problems faced in online selling among different size of the family of professionals

An attempt has been made to find out the significant difference in perception towards the after sales problems faced in online selling among different size of the family of professionals, 'ANOVA' test is used with the null hypothesis as, "There is no significant difference in perception towards the after sales problems faced in online selling among different size of the family of professionals in Tirunelveli district". The result of 'ANOVA' test is presented in Table 6.

Table 6
Perception towards the after sales problems faced in online selling among different size of the family of professionals

After sales problems	Size of the family (Mean Score)			F Statistics
	Up to 3 members	3-5 members	Above 5 members	
Online stores can keep customers' money and do not send the agreed product	4.1241	4.0233	4.0896	0.639
It is difficult to change a defective product with a new one	4.2000	4.1528	4.1642	0.144
It is difficult to get after sales services	4.2276	3.9568	4.0224	3.264*
It is difficult to get answers to queries from the online stores after purchases	4.3724	4.2093	4.1119	4.548*
Product's guarantee is not assured	4.3517	3.9767	4.0970	7.851*
The delivery of the purchased product is time – consuming	4.2690	4.0897	4.0522	3.644*
Lack of customer relationship management in online selling	4.3862	4.1561	4.1493	5.513*

Source: Primary data

*-Significant at five per cent level

Table 6 indicates that lack of customer relationship management in online selling and it is difficult to get answers to queries from the online stores after purchases are the important perception towards the after sales problems faced in online selling among the professionals who belong to the family size of up to 3 members as their mean scores are 4.3862 and 4.3724 respectively. Table further indicates that it is difficult to get answers to queries from the online stores after purchases and lack of customer relationship management in online selling are the important perception towards the after sales problems faced in online selling among the professionals who belong to the family size of 3-5 members as their mean scores are 4.2093 and 4.1561 respectively. Table further highlights that it is difficult to change a defective product with a new one and lack of customer relationship management in online selling are the important perception towards the after sales problems faced in online selling among the professionals who belong to the family size of above 5 members as their mean scores are 4.1642 and 4.1493 respectively. Regarding the perception towards the after sales problems faced in online selling among different size of the family of professionals, it is difficult to get after sales services, it is difficult to get answers to queries from the online stores after purchases, product's guarantee is not assured, the delivery of the purchased product is time – consuming and lack of customer relationship management in online selling are statistically significant at 5 per cent level.

SUGGESTIONS

- ✓ Online marketers should use innovative and reachable sales promotional strategies to attract more consumers towards online shopping.
- ✓ Online sellers should use techniques such as money back guarantee, better after sales service, replacement of damaged products, 24*7 customer complaint receiving cell etc. to boost confidence in the mind of consumers.

CONCLUSION

Online shopping becomes increasingly popular for a variety of reasons. The study brought to the professionals in Tirunelveli district. The professionals are active, intensive and are expert users of the internet, they have a strong positive perception towards online shopping. Online shopping is becoming increasingly popular for a variety of reason. The

findings of this research have confined that the perceived marketing mix and perceived reputation could impact on the professionals attitude towards adopting online shopping.

REFERENCES

- ✓ *Jaganathan, A. T. Suresh kumar, J. Sakthivel, M. Mohanraj, M. (2016). A Study on Customer Perception towards Online Shopping, Namakkal. International Education and Research Journal, Vol.2, No.7, pp.472-479*
- ✓ *Priyanka Sharma (2017). Consumer Behaviour towards Online Shopping-An Empirical Study with Reference To Bhiwani City, Haryana. 6th International conference on recent trends in engineering, science & management, ISBN: 978-93- 86171-21-4.*
- ✓ *Pawan Kumar, Kanchan (2017). Online Shopping Behaviour among Students with Special Reference to Ludhiana, Punjab, India. Journal of Marketing and Consumer Research, Vol.33, 2017, ISSN 2422-8451.*
- ✓ *Sakthivel & Gomathi (2017). A Study on Consumer Attitude and Satisfaction towards Selected Online Shopping in Leading Companies. International Journal of Scientific Research and Modern Education (IJSRME), Impact Factor: 6.225, Vol.2, Issue.1, pp.5-10.*