



## **ONLINE SHOPPING PURCHASE PATTERNS WITH SPECIAL REFERENCE TO SELECTED INDIVIDUALS IN SOUTH CHENNAI**

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### **Abstract**

Although many Indians enjoy seeing, touching, and exploring retail stores when they go shopping, the Internet has changed many facets of life. Due to its convenience, this has undoubtedly emerged as the most popular source of purchase for certain services, such as making trip arrangements and purchasing tickets. This essay aims to highlight several facets of the online buying trend that has gained popularity over the past 15 years. It identifies the elements that influence consumers' decisions to make purchases online as well as the factors that discourage them

from doing so. Additionally, the study focuses on how demographic parameters and informational sources affect the choice of websites while making an online purchase

**Keywords:** Online shopping, Technology, Negative factors

### **Introduction**

With a remarkable 52% rise over 2015, the Indian e-commerce market is regarded as one of the fastest-growing industries. Because people can now purchase goods and services without physically visiting retail stores, non-store shopping is expanding quickly as a result of technological advancements in the information and communication sectors (Sharma and Sheth 2004; Thompson 1997). With three new users every second, India has the second-largest internet user base in the world. India's e-commerce industry is regarded as one of The advent of electronic marketing has been made easier by the rise in non-store buying and new technological trends, which also hold promise for future innovations in



consumer service and impact (Balasubramanian et al., 2002; Reynolds, 2000; Sivanad et al., 2004). Mr. D.S. Rawat, Secretary General of ASSOCHAM, estimates that India's e-commerce business would reach a staggering \$28 billion in 2016, up from just \$3.8 billion in 2009. There are numerous explanations for the astounding rise, but the most significant one is the rise in smartphone usage. Through their smartphones, the client is connected around-the-clock. Tablets and other mobile devices are causing e-commerce to be gradually evaluated into mobile commerce. Convenience is another problem that contributes to impulsive purchasing. Almost all goods and services may be bought easily, promptly, and without having to leave the comforts of one's home (Davison et al., 1982; Eroglu et al., 2003; Rosenberg and Hirschman, 1980).

In one of its studies, a US bank examined how internet usage rose from 32% in 2015 to 59% in 2020.

This nearly doubles the number of people using the internet. India's e-

commerce business is expected to grow from \$102 billion in 2015 to \$119 billion by 2020, according to a Morgan Stanley Research analysis. Additionally, the study credits the rise of the e-commerce business to per capita income, which is projected to quadruple by 2015.

### Review of Literature

Lim *et al.* (2016) observed that the prevalence of online shopping has raised the interest of the retailers to focus on this area. 662 University Malaysia Perlis students were taken into consideration for this study. The study discovered the association, mediated by purchase intention, between online shopping activity, perceived usefulness, and subjective norm. The study found that while subjective norm insignificantly influences shopping behavior negatively, subjective norm and perceived usefulness significantly influence online purchasing intention. Additionally, the study found that perceived utility has a negligible impact on online purchasing behavior. The results also showed that online purchasing behavior is



significantly favorably influenced by buying intention.

According to research by Vijay and Balaji (2009), more and more customers are choosing online shopping over crowded storefronts worldwide. However, despite the ease, not many Indians are interested in online buying. To find out why some people choose to use the internet while others do not, 150 internet users were surveyed. According to the study, customers avoid online purchasing due to security and privacy concerns, while others choose it for convenience and time savings. An estimate of the M-shopper profile and, second, a few M-commerce prediction variables were reported by Bigne-Alcaniz et al. (2008). Men (53.7%) and women (46.3%), between the ages of 14 and 24 (61.9%), middle class (47.9%), and primarily from provincial towns (64.1%) were the demographics of M-shoppers in Spain.

Based on the diffusion of innovations (DOI) theory, Zendehdel and Paim (2013) investigated the factors that

affect e-shopping uptake and usage, particularly in Malaysia. A survey with 375 participants was conducted, and various aspects were empirically verified against the findings. It was found that students assessed online shopping according to their opinions on whether making a purchase online will benefit them further and fit in with their existing way of life. Additionally, it was shown that consumers shop online in order to save time and effort. The findings indicate that complexity has no discernible impact on predicting attitudes regarding internet buying. Additionally, the study discovered that respondents had no interest in using online purchasing if information security was not ensured.

Based on the technological acceptance model (TAM) and the theory of reasoned action (TRA), Shih (2004) created an expanded model to forecast consumer acceptance of electronic commerce (e-shopping). Multiple regression analysis was performed on 212 respondents. It was discovered that user approval and individual views regarding online



buying are highly and favorably connected. The empirical findings verified that individual attitudes toward e-commerce are highly influenced by perceived usefulness (PU) and ease of use of trading online (PEOUT). They also confirmed that PEOUT has a considerable impact on PU. PU did not, however, appear to have a substantial impact on user acceptance.

Consumer demographics (gender, age, income, and online experience), the types of risk that Internet users (browsers and shoppers) perceive, and specific online patronage behaviors (total amount spent, frequency of searching with intent to buy, and frequency of purchasing online) were all examined by Forsythe and Shi (2003).

### Objectives of the Study

To identify the products or services the most preferred in online purchase

To identify the factors influencing negatively on online shopping.

To study the demographic factors

influencing the purchase of products during online shopping.

To study the informational factors influencing the preferences of websites while online shopping.

### Methodology:

Interview schedules were used to get the data. 120 respondents (customer from South Chennai) received these interview schedules; 102 of them were returned, although not all of them were in a usable format. Therefore, only the opinions of 102 respondents were taken into account for analysis. The period of Data Collection is January 2025-February 2025. Though not for the routine, due care was given to examine how the questions are supplied with serious information. Both primary and secondary data were used in this empirical investigation. The sample design and data analysis are part of the approach and are explained below.

### Sample Design:

Based on actual data, the current study



is a sample study. The survey approach is used to conduct the investigation. People who used the internet and had a basic understanding of online purchasing provided the study's data. Only 102 of the 120 primary data points that were gathered were taken into consideration for analysis because they were comprehensive and fully useful.

### Analysis of Data

Tools such as percentages, averages, Chi-square test are used for analysis of the data.

### Product Category

The items included to determine the most often bought products online include clothing, accessories, footwear, sports and fitness gear, home appliances, electrical and electronic goods, and cosmetics and health care items.

It is clear from Table 1 that the majority of respondents, or 56.9%, prefer to purchase online for clothing, accessories, and footwear. Nonetheless, it is also clear that electrical and electronic products are the second most popular product category (23.5%). Additionally,

9.8% of respondents said they prefer to shop online for all product categories.

**Table1: Product Category**

	Frequency	%
Clothes, Footwear and Accessories	58	56.9
Sports and Fitness Equipment	2	2.0
Home Appliance	4	3.9
Electrical and Electronic Goods	24	23.5
Health Care and Beauty Products	4	3.9
All the Above	10	9.8
Total	102	100.0

### Negative Factor:

Customers' distrust issues frequently outweigh their desire to shop at eCommerce sites, and they may be one of the main causes of any customer's decision to avoid online purchasing altogether. The information below illustrates this so that internet shoppers may have some answers.

More than half (54.9%) of online shoppers are extremely concerned about phony and subpar products, according to the data analysis of Table 2. Additionally, it is clear that delivery costs (22.5 percent) are discouraging online shoppers. Remarkably, just 8.8% of respondents are truly concerned about the misuse of personal data, which is a positive indication that consumers' attitudes are shifting.



**Table 2: Negative Factors**

	Frequency	%
Mistake of Personal Information	9	8.8
Fake Products & Poor Quality	56	54.9
Delay in Delivery & Poor After Sales Service	14	13.7
Shipping Charges	23	22.5
Total	102	100.0

### Gender and Online Purchase Preference

For this reason, an effort was conducted to determine how gender affected internet purchases. Clothing and shoes and accessories, household appliances, electrical and electronic products, sports and fitness gear, and cosmetics and medical supplies were selected

**Table 3: Gender and online Buying Decision**

Gender	Clothes, Footwear and Sports and Fitness	Home Appliance	Electrical and Electronic	Health Care and Beauty	All the Above	Total	
Male	22	2	2	17	0	6	49
Female	36	0	2	7	4	4	53
	58	2	4	24	4	10	102

According to Table 3, there is not much of a difference between male (49) and female (53) preferences.

Nonetheless, chi-square is employed to determine whether gender and online purchasing decisions are significantly correlated or insignificant. Table 4 displays the same information. If the chi-square test's "p" value is more than or equal to .05 at a 95 percent confidence level, it indicates that the two variables are associated; if it is less than .05, it indicates that the two variables are not significantly related. There is no significant correlation between gender and online purchasing decisions, according to table 3.2's "p" value .017 is less than .05, indicating that gender has no bearing on online purchasing.

**Table 4: Chi-square Gender and Online Buying Decision**

Chi-Square Tests		
	Value	df (2-sided)
Pearson Chi-Square	13.810 <sup>a</sup>	5
Likelihood Ratio	16.273	5
Linear-by-Linear Association	3.010	1
N of Valid Cases	102	

- a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .96.

### Age and Online Buying Decision



For this reason, an effort was conducted to determine how age affected internet purchases. The following categories were selected: clothing, accessories, footwear, sports and exercise gear, home appliances, electrical and electronic devices, and cosmetics and medical supplies.

Table 5 shows that there are significant differences in the online purchasing decisions of the various age groups, with the 15–25 age group being the most frequent shopper compared to the other age groups. Consequently, the chi-square test was employed to determine whether age and online purchasing choice are significantly correlated or not. Table 6 displays the same information.

Although Table 6's data analyses show that there is a difference in online purchasing decisions, Table 4.2 shows that the "p" value is .000, which is less than .05, indicating that age has no bearing on online purchasing decisions.

**Table 5:** Age and Online Buying Decision

Age (Years)	Clothes, Footwear and Accessories	Sports and Fitness Equipment	Home Appliance	Electrical and Electronic Goods	Health Care and Beauty Products	All the Above	Total
15-25	51	0	0	13	4	2	70
26-35	2	2	2	6	0	0	12
36-45	4	0	2	5	0	8	19
46-55	1	0	0	0	0	0	1
56	58	2	4	24	4	10	102

**Table 6:** Age and Online Buying Decision

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	67.412 <sup>a</sup>	15	.000
Likelihood Ratio	57.261	15	.000
Linear-by-Linear Association	18.490	1	.000
N of Valid Cases	102		

a. 19 cells (79.2%) have expected count less than 5. The minimum expected count is .02

**Table 7:** Information and Choice of Websites

Information	Most Visited Online Websites					Total	%
	Amazon	Flipkart	Snapped	eBay	All the Above		
Social Media Sites (Facebook, Twitter or LinkedIn)	33	22	3	2	8	68	66.7
Television Advertisements	12	3	0	0	2	17	16.7
Word of Mouth	6	5	0	0	0	11	10.8
Campaigns, Sales Promotions and Events	4	1	0	0	1	6	5.9
Total	55	31	3	2	11	102	100

### Information and Choice of Websites

The selection of websites is influenced by a variety of information sources. Table 7 examines the impact of several information sources, including social media, television advertisements, word-of-mouth campaigns, sales promotions, and events. The most popular websites

are eBay, Amazon, Flipkart, and Snapdeal.

According to the aforementioned data analysis, social media platforms such as Facebook and Twitter are the most often used informative sources for online website visitors (68 consumers, or 66.7 percent). Chi-square is used to assess if informative sources have an impact on website selection in a scientific manner. The results are shown in Table 8.

**Table 8:** Chi-square Test Information and Choice of Website

Chi-Square Tests		
	Value	df (2-sided)
Pearson Chi-Square	7.566 <sup>a</sup>	12 <b>.818</b>
Likelihood Ratio	10.324	12 .588
Linear-by-Linear Association	1.148	1 .284
N of Valid Cases	102	

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .12.

From the above table it is evident that 'p' value is .818 which is more than .05, Hence, it is found that informational sources influence the choice of website and this is in support with the data analyzed in Table 7 where it is evident that 66.7 percent of

the choice of websites are influenced by informational sources (Social Media Sites like Facebook, Twitter or LinkedIn).

### Factors influencing Online purchase

Customers of all ages have been accustomed to purchasing on the move, but in the last ten or so years, a new trend has emerged, and there should be compelling reasons for these retail shoppers to switch to online shopping. Given human reason, there should be a compelling argument for a customer to switch from in-person to online purchase. The reasons for the shift or preference for online over offline are shown in Table 9.

**Table 9:** Factors Influencing Online Buying Decision

Factors Influencing	Frequency	%
Great Discounts	48	47.1
Convenience (Time and Energy)	19	18.6
Wide Product Assortment	9	8.8
Easy Product Comparison	14	13.7
Online Shopping Experience Fun	12	11.8
Total	102	100.0

From the above table it is analyzed that great discounts (47.1 percent) are the major reason for online shopping. It was also found that convenience (18.6





percent) is one next big thing which is saving their time and energy while shopping online.

### Conclusion

This study examines the impact of a few demographic factors (age and gender) and informative sources on the selection of websites and the decision to make an online purchase. Although the most popular items to buy online are clothing, accessories, and shoes, it was discovered that low-quality and counterfeit goods were the main deterrents to online purchasing. Through offline sales, it is quite easy to verify the product's quality or uniqueness. Furthermore, while the research shows that informative sources like social networking websites influence the choice of websites, the report suggests that age and gender have little bearing on the decision to make an online purchase. Without a doubt, this new sales channel will continue to entice customers with ever-new and inventive methods. At the moment, the

papers indicate that the primary drivers of online purchases are significant savings and time and energy ease.

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