

Online Shopping: A Modern Approach of Buying: A Study with special Reference to Thoothukudi Area

D. Amutha¹, Muthu Maha Laxmi²

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Abstract

Online shopping has gained popularity as more people have grown to depend on the internet. This paper examines how consumers' internet purchasing experiences have affected the city of Thoothukudi. In the city of Thoothukudi, this study was conducted. To support the investigation, both primary and secondary data are utilised. In order to analyse the primary and secondary data, various techniques were used, including standard deviation, correlation, chi-square analysis, averages, and percentages. Using a large sample of 60 samples, the study illustrates the correlations between the type of internet connection and demographic characteristics. The sample population's demographics and level of familiarity with various internet connection types are strongly correlated. In light of this, there is a distinct relationship between consumer demographics and knowledge of internet connection type. Since the projected value of chi-square is higher than the table value of these variables, the relationship between the frequency of online product purchases and socioeconomic indicators such as age, education, and family size is critical at the 5% level. Some respondents are still reluctant to make purchases online because they believe that online transactions are neither safe nor reliable. The convenience of online shopping was disputed by some respondents. Despite the fact that some survey participants believe internet shopping offers better deals and lower prices, they are cautious to make purchases out of worry that they would receive defective goods and find it challenging to replace them.

Keywords: Information and communication technology; Internet user; Online shopping; Accessibility; Login information.

Author's Affiliation: ¹Head & Associate Professor, ²Assistant Professor, Department of Economics, St. Mary's College (Autonomous), Thoothukudi, Tirunelveli 627012, Tamil Nadu, India.

Corresponding Author: D. Amutha, Head & Associate Professor, Department of Economics, St. Mary's College (Autonomous), Thoothukudi, Tirunelveli 627012, Tamil Nadu, India.

E-mail: amuthajoe@gmail.com

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INTRODUCTION

India has a rapidly growing Internet user base, and it is encouraging to note that the number of women users is also growing (Jain, 2014). Due to the internet's quick development and widespread accessibility, online shopping has become more and more popular. People who are concerned about their health frequently choose to purchase organic food goods online (M. Mohanraj, J. Sureshkumar, &

A.T. Jaganathan, 2019).

Online shopping is popular because it is convenient, accessible at any time, offers a wide selection of goods, as well as several discounts and deals. Education, the number of times they purchase online, and preferred payment methods all play a big part in how well someone understands and uses the online shopping experience (M.Vidya & P. Selvamani, 2019).

They appreciate how convenient it is to be able to shop whenever they want. Online shopping is becoming common in India now that there are more computers and internet connectivity (Dr S Shanti, S Anuska, Dansi, & Senthil kumari, 2017). Due to the growing usage of online shopping, marketing has experienced a paradigm change (Sharma, 2016).

The three stages of the online purchasing process that buyers anticipate are pre-purchase, during-purchase, and post-purchase (Kotnia, 2019). With 17.6 million users in 2012, India's online population is currently growing at a rate of 31 percent each year (Com Score, 2013). Following the United States and China, India now has the third-largest Internet user population in 2013. (The Hindu, August 24, 2013). In this essay, the repercussions of internet shoppers' experiences in Thoothukudi City are investigated.

Statement of the Problem

The manner that our world is changing is largely due to information and communication technology (ICT). Utilizing ICT, employers may equip their workers for the information age and the emerging global economy (D. Amutha, 2019). Over the past ten years, the Internet has experienced the fastest growth among all media (D. Amutha, 2016). The internet now provides a platform for international business transactions in addition to networking and communication (Amutha D, 2014).

This essay tries to create an online shopping system for consumers in order to make it simple for us to buy for our favourite items from the vast array of online stores that are accessible over the internet. We may purchase online from the comfort of our own homes with the aid of this. There is no compelling incentive to visit the crowded shops or malls during holiday seasons. To purchase online, all you need is a computer or laptop and a reliable method of receiving payments.

All consumers will require an email address and password to access this online purchasing system and proceed to the checkout. The login information for an online purchasing system is highly secure, and no one will be able to break it quickly. The

consumers can order a variety of items, including mobiles, books, clothing, jewellery, baby care, gifts, tools, etc., via the online shopping system after successfully logging in.

Objectives of the Study

The objectives of the present study are:

1. In order to research the socioeconomic circumstances of the sample respondents in the Thoothukudi region.
2. To learn about respondents' living and working circumstances.
3. To learn how long the sample respondents in the Thoothukudi area have been purchasing online.
4. To investigate the factors that led the sample respondents to favour internet purchasing.
5. To evaluate consumers' preferences for online buying.
6. To ascertain the favourite website and the frequency of goods purchases.
7. To research the issues with internet buying and provide appropriate solutions based on the study's findings.

METHODOLOGY

This study was carried out in the city of Thoothukudi. Both primary and secondary data are used to support the investigation. The primary data were gathered from 60 respondents using interview schedules in the Thoothukudi region of Tamil Nadu. The researcher thus selects three areas in Thoothukudi city namely, Santhai Road, Millerpuram, and Manal Street for the current study, which would have a total of 60 sample respondents. Following the pre-test and pilot study, the final interview schedule structure was developed. Twenty respondents are chosen at random from each area for this survey.

The sample for this study consists of 60 respondents in total. The Central Statistical Organization, the Reserve Bank of India, journals, papers, periodicals, theses, and websites were used to gather secondary data. From January 2023 to March 2023, a field survey was carried out. The data collection spans a period of three months. Standard deviation, correlation, chi-square analysis, averages, and percentages were utilised to analyse both the primary and secondary data.

Review of Literature

According to the ComScore Report (2013), India now has roughly 73.9 million users online, making it the third largest Internet population worldwide. According to the study's findings, online retail in India is growing rapidly and has enormous potential for expansion. Approximately 60% of web users visit websites for online shopping.

According to McKinsey (2012), Internet usage in India contributed 1.6 percent of the country's \$30 billion GDP and generated a \$9 billion consumer surplus. 15 million new online shoppers came from India.

In 2008, Wang, Liu, and Jun Cheng looked into the driving and impeding forces behind Chinese consumers' use of the internet to shop. An array of variables for both traditional and online shopping are compared in the exploratory investigation. As the primary influencing variables for online purchasing in China, the author included transaction risk, privacy concern, consumer cognition, and Internet experience.

LIMITATIONS OF THE STUDY

1. The following list contains the research's drawbacks and restrictions.
2. The respondents struggled to provide accurate information on their household income, costs, savings, and even the time and money spent online purchasing.
3. By asking the same questions repeatedly and comparing the responses with data from other knowledgeable research participants, efforts were taken to arrive at accurate results.
4. Only 60 participants from the Thoothukudi region were included in the study's sample. As a result, the results of the current study cannot be applied to the entire area.
5. The study's sample size is minimal due to time and financial restrictions. More thorough research would be conducted.

Table 1: Age wise classification of the respondents

Sl. No	Age	Respondents	Percentage
1	Below 20 years	4	6.67
2	21 - 30 years	8	13.33
3	31 - 40 years	17	28.33
4	41- 50 years	19	31.67
5	Above 50 years	12	20.00
	Total	60	100

Source: Primary data

Table 1 above shows that, of the 60 respondents, 31.67 percent of the respondents are under the age of 41 to 50. In the age range of 31 to 40 years, 28.33 percent of respondents fall. Twenty percent of the responders are younger than 50 years old. 13.33

percent of respondents are between the ages of 21 and 30; 6.67 percent are between the ages of 20 and 20 somethings. The standard deviation and mean age of the respondents came out to be 5.55 years and 40.00 years, respectively.

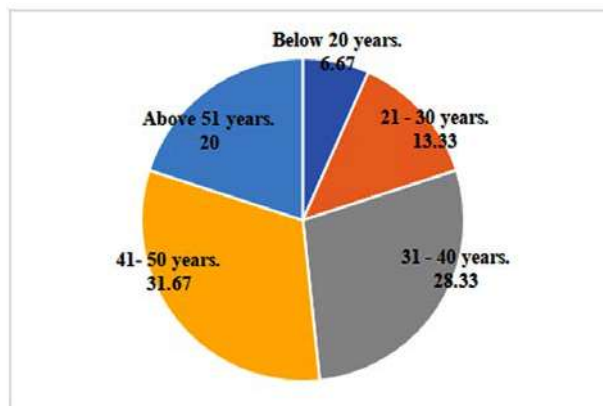
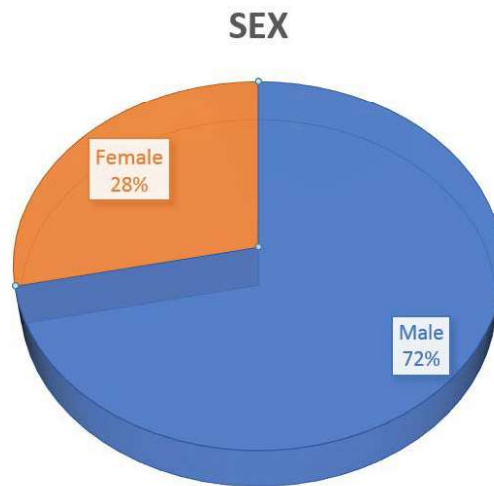


Table 2: Gender wise Classification of the Respondents

Sl. No	Sex	Respondents	Percentage
1	Male	43	71.67
2	Female	17	28.33
	Total	60	100

Source: Primary data

According to table 2, which is shown above, out of 60 respondents, 71.67 percent are men and 28.33 percent are women.

**Table 3:** Education Qualification of the Respondents

Sl. No	Education qualification	No. of Respondents	Percentage
1	Illiterate	3	5.00
2	Primary	7	11.67
3	High school	11	18.33
4	Higher secondary	16	26.67
5	Degree and above	23	38.33
	Total	60	100

Source: Primary data

According to table 3 above, 38.33% of respondents out of 60 have a degree, 26.67% have a higher secondary education, 18.33% have a high school diploma, 11.67% have a primary education, and the remaining 5.00% have no education.

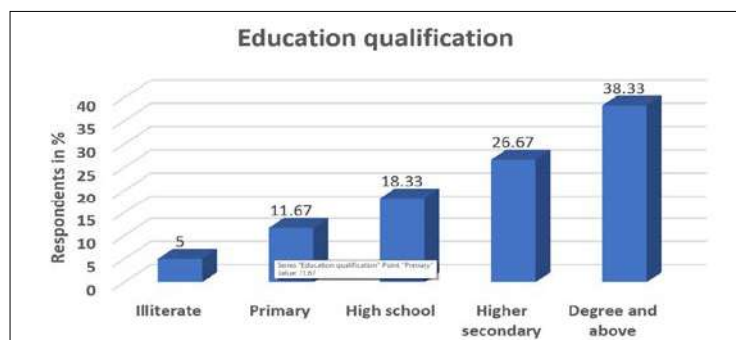


Table 4: Size of Family of the Respondents.

Sl. No	Size of Family	No. of respondents	Percentage
1	Below three members	32	53.33
2	3 to 5 members	21	35.00
3	Five members and above	7	11.67
	Total	60	100.0

Source: Primary data

Members of the family are displayed in Table 4. 53.33 percent of the 60 respondents had family members under the age of three, 35.00 percent have

family members between the ages of three and five, and the remaining 11.67 percent have family members over the age of five.

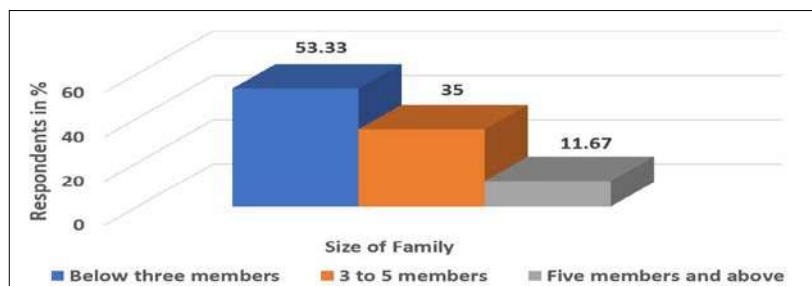


Table 5: Occupation Background

Sl. No	Occupation background	No. of respondents	Percentage
1	Agriculturalist	12	20.00
2	Government employee	5	8.33
3	Private employee	9	15.00
4	Self-employed	8	13.33
5	Fish	7	11.67
6	Dairy and animal husbandry	5	8.33
7	Petty shop business	10	16.67
8	Salt labourers	4	6.67
	Total	60	100

Source: Primary data

The respondents' prior employment history is shown in table 5 above. Out of 60 respondents, 20.00% work in agriculture, 8.33% work for the government, 15.00% work for private employers,

13.33% work for themselves, 11.67% fish, 8.33% work in dairy and animal husbandry, 16.67% work in petty shops, and the remaining 6.67% work as salt labourers.

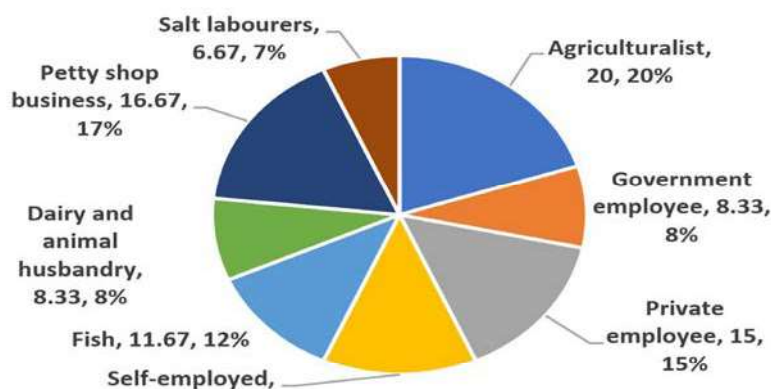


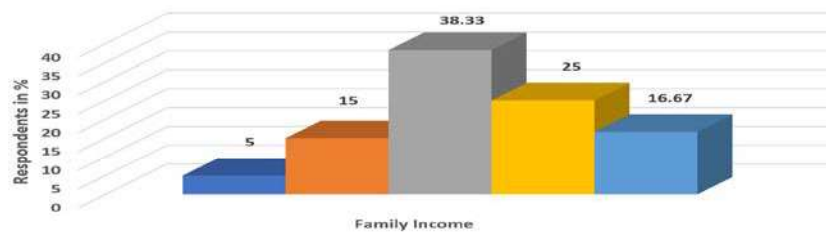
Table 6: Family Income Per Month

Sl. No	Family Income	No. of Respondents	Percentage
1	Less than Rs. 15,000	3	5.00
2	Rs. 15001 - Rs. 25,000	9	15.00
3	Rs. 25,001 - Rs. 35,000	23	38.33
4	Rs. 36001 - Rs. 45,000	15	25.00
5	Above Rs. 45,000	10	16.67
	Total	60	100.0

Source: Primary data

The respondents' household income is displayed in table 6 above. Out of 60 respondents, 5.00% earn less than Rs. 15,000, 15.01% earn between Rs. 15,001 and 25,000, 38.33% between Rs. 25,001 and Rs.

35,000, 25.00% between Rs. 35,001 and Rs. 45,000, and the rest 16.67% over Rs. 45,000. The average family income per month for the households comes to Rs. 33333.83.

**Table 7:** Correlation between the type of Internet Connection and sample Consumers Demographic Variables

(N=140)

Variables	Type of Internet Connection
Age	0.538**
Sex	0.455**
Education	0.504**
Occupation	0.617**
Family Size	0.682**

** Significant

Table 7 shows the relationships between the kind of internet connection and demographic traits using the general sample of 60 samples. There is a strong correlation between the sample population's demographics and how familiar they are with different types of internet connections. Therefore,

there is a clear correlation between consumer demographics and understanding of internet connection type. Age, sex, education, occupation, and family size all have r-values of 0.538, 0.455, 0.504, and 0.617, respectively (0.682).

Table 8: Type of Internet Connection

Sl. No.	Type of internet connection	Number of Consumers	Percentage
1	Smart Phone	39	65.00
2	Broadband	15	25.00
3	Wi-Fi	6	10.00
	Total	60	100

Source: Primary data.

Table 8 reveals that 39 (65.00%) customers have access to the internet via smartphones, 15 (25.00%) consumers have internet access via broadband,

and 6 (10.00%) consumers have internet access via WiFi. A smartphone is used by more than half of the respondents to access the internet.

Table 9: Years of visiting online shopping

Sl. No.	Years visiting online shopping	Number of Consumers	Percentage
1	Less than one year	3	5.00
2	One year to 2 years	17	28.33
3	Two years to 3 years	13	21.67
4	Three years to 4 years	12	20.00
5.	Four years to 5 years	9	15.00
6.	Five years and above	6	10.00
	Total	60	100

Source: Primary data.

According to the above table, it is estimated that 28.33 percent of consumers view the products they buy online between one and two years, 21.67 percent view shopping websites between two and three years, 20.00 percent visit shopping websites between three and four years, 15.00 percent visit

shopping websites between four and five years, and 10.00 percent visit shopping websites more than five years. Fewer than 5% of internet shoppers frequent websites that have just been around for a year or less.

Table 10: Preferences of Purchasing Through online Shopping

(Total Consumers = 60)

Sl. No.	Products	Number of Consumers	Percentage
1.	Clothes	48	80.00
2.	Airlines /Railway ticket/Hotels booking	34	56.67
3.	Electronic goods	31	51.67
4.	Books	26	43.33
5.	Sports accessories	35	58.33
6.	Cosmetics & Gifts	28	46.67
7.	Medicines	17	28.33

Source: Primary Data.

Note: Multiple Responses.

Table 10 reveals that 80.0% of consumers bought garments through online shopping, followed by 56.67%, 51.67%, and 43.33% of consumers who bought electronic products, books, and airline/

railway/hotel bookings, respectively, through online shopping. Sports equipment, cosmetics and gifts, and medications account for 58.33%, 46.67%, and 28.33% of all online shoppers' purchases, respectively.

Table 11: Reasons to Prefer Online Shopping

(Total Consumers = 60)

Sl. No.	Reasons to Prefer online Shopping	Number of Consumers	Percentage
1.	Time saving	54	90.00
2.	Obtain ability of numerous payment methods	41	68.33
3.	Offers and Discounts	38	63.33
4.	Home Delivery	49	81.67
5.	Convenience in shopping	44	73.33
6.	Secrecy and safe	24	40.00
7.	Low Price	39	65.00

Source: Primary Data.

Note: Multiple Responses.

As can be seen in table 11, online shoppers concur that 90.00% of customers' reasons for doing business online are time savings, and 68.33% of customers' reasons are the availability of a variety of payment options. Offers and discounts, in the

view of 63.33% of customers, and home delivery, according to 81.67% of customers, are the primary factors in their decision to make an online purchase. Seventy three and three thirds of consumers find online purchasing convenient, and forty percent think it's safe and secretive. Low prices account for 65.0% of customers' online shopping motivations.

Table 12: Website Preferred

<i>(Total Consumers = 60)</i>			
Sl. No.	Website Preferred	Number of Consumers	Percentage
1	Amazon.com	49	81.67
2	Flipkart.com	41	68.33
3	Snapdeal.com	26	43.33
4	Jabong.com	24	40.00
5.	Myntra.com	22	36.67
6.	Yatra.com	17	28.33
7.	Goibibo.com	11	18.33

Source: Primary data.

Note: Multiple Responses.

According to the analysis in Table 12 above, the majority of consumers use the five websites Amazon.com, Flipkart.com, Snapdeal.com, Jabong.com, and Myntra.com to purchase clothing, electronics, books, sports equipment, CDs and DVDs, online periodicals and journals, cosmetics,

and gifts. Furthermore, the vast majority of consumers buy groceries and veggies on bigbasket.com and grofers.com. The websites makemytrip.com, irtc.co.in, goibibo.com, and yatra.com are regularly used by customers who book flights, trains, and hotels. Additionally, medplussmart.com and 1mg.com are used the most frequently by serious online drug shoppers.

Table 13: Frequency of Purchases of the Product

Sl. No.	Frequency of purchases	Number of Consumers	Percentage
1	Daily	2	3.33
2	Weekly once	4	6.67
3	Monthly once	7	11.67
4	Once in two months	9	15.00
5.	Whenever require	24	40.00
6.	Special Days	14	23.33
	Total	60	100

Source: Primary data.

The above Table 13 shows that a maximum of 24 (40%) of the 60 consumers buy consumer goods, when necessary, followed by 14 (23.33%), 9 (15%),

7 (11.67%), 4 (6.67%) and 2 (3.33%) on special days, once in two months, every month, once weekly, and once a day.

Table 14: Association between socio-economic profile and frequency of purchase of products through online mode

Sl No.	Socio Economic Profile	Calculated Chi-square	Table value of chi-square at 5 per cent level	Inference
1.	Age	24.62	21.026	Significant
2.	Sex	4.55	9.488	Insignificant
3.	Education	30.01	15.507	Significant
4.	Occupation	9.14	31.410	Insignificant
5.	Family Size	12.11	15.507	Significant

Source: Computed from Primary Data

Table 15: Problem Faced on Shopping Online

Sl. No.	Problem faced	Number of Consumers	Percentage
1	Yes	20	33.33
2	No	40	66.67
	Total	60	100

Source: Primary data.

As seen in Table 15, 66.67 per cent of consumers said they faced no severe issues during online shopping. During online shopping, only 33.33 per cent faced some problems.

SUGGESTIONS

The researcher makes the following recommendations based on the outcomes of the study and from personal observation.

Online shoppers do it because they enjoy shopping and because it fits their lifestyle. Therefore, marketers should work to ensure that their websites don't get boring.

People shop online to flaunt their wealth. In order to provide increasing levels of satisfaction, marketers should price their items reasonably.

The technical challenges that consumers confront should be addressed by marketers in order to streamline the purchasing process.

Online retailers can sell specialised and distinctive goods, which attracts clients.

E-retailers are required to plan educational campaigns about the use of online services and their advantages using communication mediums like posters, magazines, radio, television, lectures, seminars, training, and more.

The websites for online purchasing must continue to use a secure payment method.

Customers can also benefit from the assurance of rapid product delivery and high quality goods.

To deliver the goods at the appropriate time and location, online retailers can maintain a better logistics system and supply chain management.

Customers can be given the ability to provide direct feedback and complaints to the web portal.

To allow customers to browse all products with their colours and price ranges at their leisure, even when offline, online shopping websites may offer the opportunity to download e-catalogues.

Customers' reviews of courier services' delivery times and the quality of their customer service will

help e-retailers increase their online client loyalty.

To maintain a database of customers that may be utilised to track customer orders, courier services can develop a marketing intelligence system.

CONCLUSION

In recent years, online buying has become more and more common. The majority of consumers like internet shopping for specific product categories, such as apparel, electronics, and books. Due to their perception that online transactions are neither safe nor trustworthy, some respondents are still hesitant to make purchases over the internet. Some respondents disagreed that online buying is convenient. Although some respondents think online shopping offers better bargains and lower prices, they are hesitant to make purchases out of concern that they may receive faulty goods and find it difficult to exchange them.

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