

ANALYSIS OF DIGITAL CONSUMERISM TOWARDS ONLINE SHOPPING WEBSITES

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ABSTRACT

Due to the Digital India policy decisions of the government, the role of technology plays a significant role in the transactions carried out by people every day. Due to the easy availability and reasonable price of the Internet, the access to the social media and online shopping website is on an exponential increase. Understanding the consumer profile and behaviour becomes inevitable by the E commerce companies, in order to develop a better strategy for their sales. This paper discusses about the behaviour of the consumer and provides better insights and input for the online shopping companies.

INTRODUCTION

The channel of distribution has become less and the consumer enjoys the monetary benefit due to the direct transaction from the Manufacturers and Business Owners due to the Internet medium. With the increasing online shopping websites, brick and mortar stores face extreme competition to sustain their business. The internet medium has transformed the business transactions and reduced the time of establishing business to days and weeks. There are a lot of niche players as well as Pan India Players trying to grab a piece of the online business. In order to sustain competition, it is imperative to design offers and campaigns based on the consumer behaviour in the online space.

LITERATURE REVIEW

Dong-mokoo(2010) confirmed that the aesthetics of the online shopping website like the colour, webpage structure and navigation have an impact towards the shopping intentions of the consumer. Burger(1996)explains that the volume and the value of the goods are to increase exponentially in the coming years. Citrin (2000) found that the ease in which the website is accessed becomes an important factor towards the number of hits of the website. Friedman (2000) claims that the major bottleneck of the online shopping website is the Lack of trust by the consumers in their online transactions. Vab den poel(1999) claims that the risk relievers like the moneyback guarantee and lesser price goods are having a positive impact on online consumerism

DATA ANALYSIS AND INTERPRETATION

1.1: Table showing Gender profile of Respondents

Gender	No. of Respondents	Percentage
Male	248	42.03
Female	342	57.97

From the Above table of the Gender profile we could infer 57.97 percent of the respondents are Female and 42.03 percent of the respondents are Male.

Table 1.2: Table showing Frequency of Visiting online shopping website by the Respondents

Frequency of Visiting Online Shopping websites	No. of Respondents	Percentage
less than 2 times	66	11.19
3 to 5 times	133	22.54
6 to 8 times	264	44.75
9 times and above	127	21.53

From the above table 1.2 we can infer that 44.75 percentage of the respondents visit online shopping websites at 6 to 8 times per week and 22 percentage of the respondents visit online shopping websites 3 to 5 times per week.

Table 1.3: Table showing Frequency of Visiting social media site Facebook by the respondents

Frequency of Visiting Facebook	No. of Respondents	Percentage
less than 2 times	47	7.97
3 to 5 times	129	21.86
6 to 8 times	251	42.54
9 times and above	163	27.63

From the above table 1.3, we can infer that 42.54 percentage of the respondents visit facebook 6 to 8 times per day whereas 27.63 percentage of the respondents visit face book more than 9 times per day. Only 7.97 percentage of the respondents visit facebook less than 2 times a day.

Table 1.4: Table showing the preferred mode of payment by the respondents in online shopping websites

Preferred Mode of Payment	No. of Respondents	Percentage
Debit Card	95	16.10
Credit Card	76	12.88
Netbanking	225	38.14
e-wallet	142	24.07
Cash on Delivery	52	8.81

From the Table 1.4 we can infer that the 38.14 percentage of the respondents prefer Netbanking as their mode of payment and 24.07 percentage of the respondents prefer e wallet as their mode of payment.

Table 1.5: Table showing the preferred mode of access of Online shopping website by the respondents

Mode of Access of Online shopping website	No. of Respondents	Percentage
Smartphone	294	49.83
Laptop	159	26.95
PC	83	14.07
Tablet PC	54	9.15

From the table 1.5 we can infer that 49.83 percentage of the respondents prefer Smartphone as their preferred mode of accessing the online shopping website and 26.95 percentage of the respondents prefer Laptop Smartphone as their preferred mode of accessing the online shopping websites.

CHI SQUARE TEST BETWEEN GENDER AND PREFERRED MODE OF PAYMENT

H₀ : There is no association between Gender and Preferred mode of payment

H₁: There is association between Gender and Preferred mode of payment

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.090 ^a	4	.896
Likelihood Ratio	1.091	4	.896
Linear-by-Linear Association	.476	1	.490
N of Valid Cases	590		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 48.66.			

Table 2.1: Table showing Chi-square test between Gender and Preferred mode of payment

From the above table, we can infer that the p value is greater than 0.05. So there is no association between Gender and Preferred mode of payment

CHI SQUARE TEST BETWEEN GENDER AND FREQUENCY OF VISITING FACEBOOK

H₀ : There is no association between Gender and Frequency of Visiting Facebook

H₁: There is association between Gender and Frequency of Visiting Facebook

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.355 ^a	3	.716
Likelihood Ratio	1.355	3	.716
Linear-by-Linear Association	.388	1	.533
N of Valid Cases	590		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 69.31.			

Table 2.2: Table showing Chi-square test between Gender and Frequency of Visiting Facebook

From the above table, we can infer that the p value is greater than 0.05. So there is no association between Gender and Frequency of Visiting Facebook.

Conclusion

We can observe that there is an increase in the frequency of using social media site facebook and the shopping websites are accessed through smartphones. Online Shopping website have to focus on customizing advertisements based on analyzing the user profiles. Substantial portion of the marketing budget has to be allotted for promoting their brand in the social media. Since there is no association between the Gender and facebook visit per day , the shopping website need not segregate content based on the gender.

References

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