THE IMPACT ON CONSUMER BEHAVIOUR TOWARDS E-COMMERCEON ONLINE SHOPPING IN CURRENT SCENARIO

Dr.D.Shanthi Revathi

Associate Professor, BBA Department, School of Arts & Science, Vinayaka Missions Research Foundation(DU), Chennai

Ms.Balakumari

II M.Com St.Joseph's College(Arts & Science), Kovur, Chennai

ABSTRACT

Nearly every firm is impacted by the tremendous effects of electronic commerceon purchasing, shopping, corporate cooperation, customer services, and the delivery of numerousservices. Especiallyonlinepurchasing, as the practice becomes more popular. Companies have many or never-beforeseen opportunity to grow profitably,gainmarket share, and expand globally thankstoelectronic commerce. The principal uses electronic commerce,problems withand lessons learned from its implementation, from its implementation, types of services offered,and challenges surrounding.. People accepting new programs and discounts offered. Their purchasing preferences have also shifted. Even yet, there is a need to increase both product quality and delivery speed.

KEYWORDS: Consumer, E-commerce, online shopping, digital marketing

INTRODUCTION

Electronic commerce (online shopping) has such a significant influence on customer service, Corporatecooperation, procurement, purchasing, and the delivery of a variety of services that it affectspracticallyevery firm. All company functional areas, including advertising and bill-paying, are alteringresult of online buying. Due to new online businesses, as anovel business structures, and the variety of EC-related goods and services, the nature of competition is also

altering. Companies have never-before-seen opportunity to grow profitably, gain market share, and expand globally thankstoelectronic commerce. The principal uses of electronic commerce,problems withand lessons learned from its implementation, from its implementation, types of services offered,and challenges surrounding.

The benefits of online shopping include its around-the-clock availability, the speed of access, awiderselectionofgoodsandservices,accessibilityandinternationalreach.It'sperceiveddownsides include sometimes limited customer service, not being able to see or touch a product prior to purchase, and the necessitates wait time for product shipping.To ensure the security,privacy and effectiveness of online shopping, business should authenticate business transactions, control access to resources such as web pages for registered or selected users, encrypt communications and implement security technologies such as the secure sockets layer. This papers aims to consolidate the major themes that hence arisen from the new area of electronic commerce and to provide an understanding of its application and importance to management.

OBJECTIVES OFTHE STUDY

1. To study is purely based on the perception of the customers regarding the Online Shopping, the level of satisfaction of respondents who are using online shopping.
2. To identify the various barriers for online shopping.
3. To identifying online shopping beneficial to customers and factors involved.

The study includes the respondents who have purchased at least one time by Electronic Commerce. The study attempts to analyze the effect of demographic, socioeconomic and physiological factor on the buying behavior of the customers.

The research aims on the find out the customer's preference towards the Online Shopping. This study shall attempt to explore the relationship between various variable that affect the buying behavior of the customers towards the online Shopping.

ONLINE-SHOPPING-LAW:

It's crucial to grasp the fundamentals of online purchasing legislation in addition to having a sound business plan. Online vendors must examine a variety of legal and financial issues, notably those relating to privacy, security, copyrights, and taxation. This is especially true for vendors that sell worldwide or over state lines. Online advertising rules are also in place to safeguard customer privacy and guarantee honest marketing strategies. Online advertising is a key component of your strategy as a company that offers online purchasing. As you venture into online marketing, it's crucial to be aware of the new online advertising rules that the federal and state governments have implemented over the past decade. Digital works are protected on the Internet in addition to safeguarding users against data breaches and deceptive online advertising..The new norms empower the central government to act against unfair trade practices in e-commerce, direct selling.

ONLINE-SHOPPING-STRATEGY:

You may evaluate the advantages, disadvantages, opportunities, and dangers of the present environment for your firm using a SWOT analysis. How does the market appear? Where does your company perform best and worst? Examine your entire company, not just some parts of it. Consider external chances since they are frequently the best places to put your time and money. You may also use PEST (Political, Economic, Social and Technological), MOST (Missions, Objectives, Strategies and Tactics), and Porter's Five Forces studies to assist you decide how to expand your business into a new market area.

MARKETING STRATEGIES FOR MARKETING OF ONLINE SHOPPING:

Companies have been forced to develop adaptable tactics by forces of global competition. The many actions that a company engages in during the marketing process impact the likelihood of a product's success or failure. Credit for laying the groundwork for marketing theory is given to market research. According to the author, there are 4Ps that apply: place, price, promotion, and product. Although the marketing mix theory has not been contested, a support tool that may identify the problems with the theory's assumptions may exist. Marketing communications are a powerful instrument for achieving the targeted prospects and marketing objectives. Personal marketing, ads, direct marketing, sales promotions, and public relations all employ marketing communications.

RESEARCHDESIGN:

The descriptive study design would be appropriate since an attempt will be made to evaluate the influence of socioeconomic, demographic, and psychological characteristics on consumer purchasing behavior toward e-commerce. Descriptive research also describes the characteristics of the relevant client. The study's universe would include respondents who have made at least one online transaction. Previous is intended in light of the fact that not only is this data available, but current data is also available, and current data is more relevant than old data due to big developments in this field. Kanchipuram city and its surrounding areas are included in the sample area. The sample size was 100 people. The respondent will be drawn from the population using the convenience sampling technique. The study was mostly based on the primary data. The source of secondary data is interacting with respondents by filling the structure questionnaire. Tables and Charts have been used for data Analysis & Interpretation purpose.

DATA ANALYSIS

Types of buying items

New   old

both27%

3%

70%

Whether online shopping
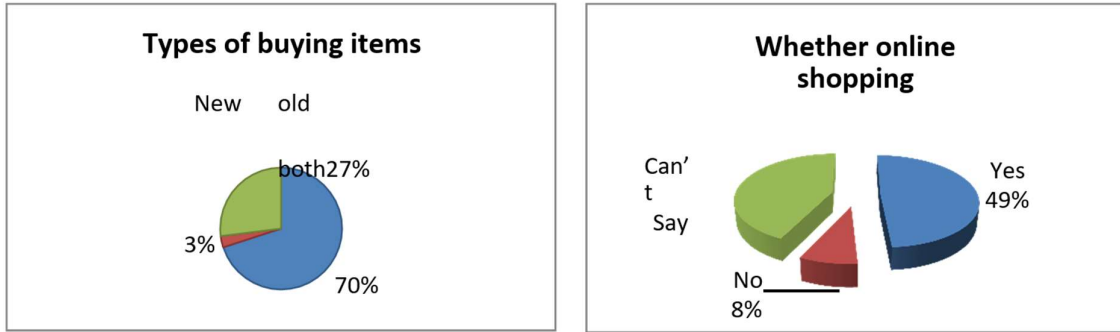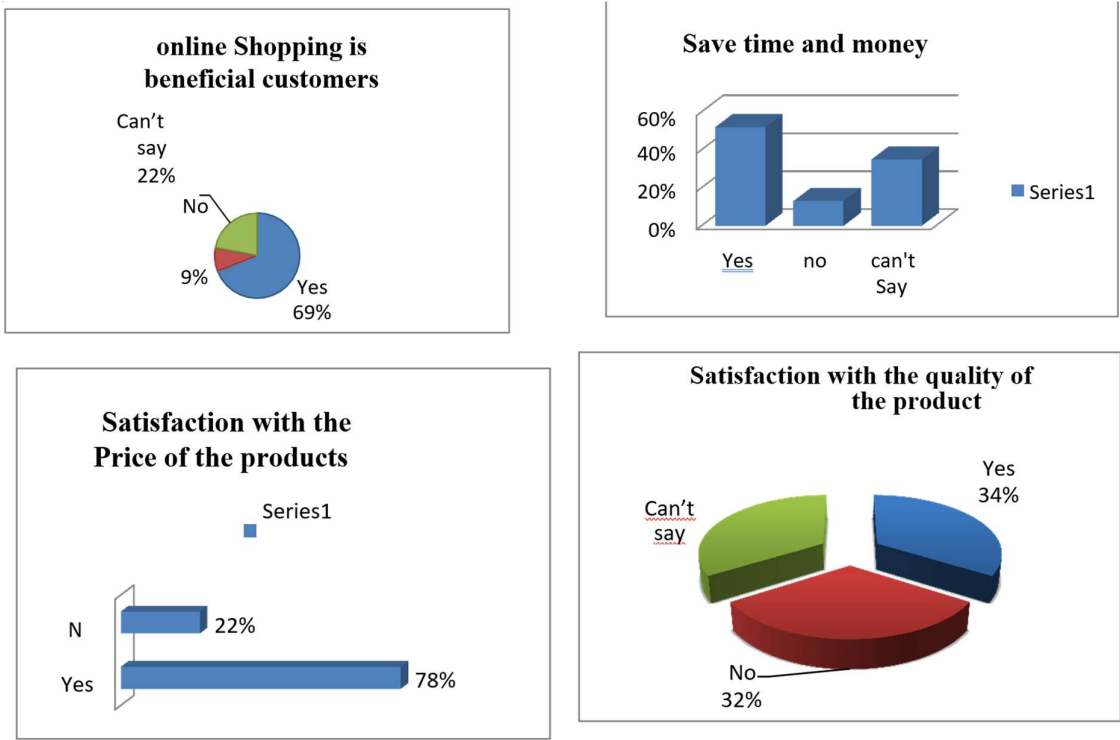
Can't Say

Yes 49%

No 8%
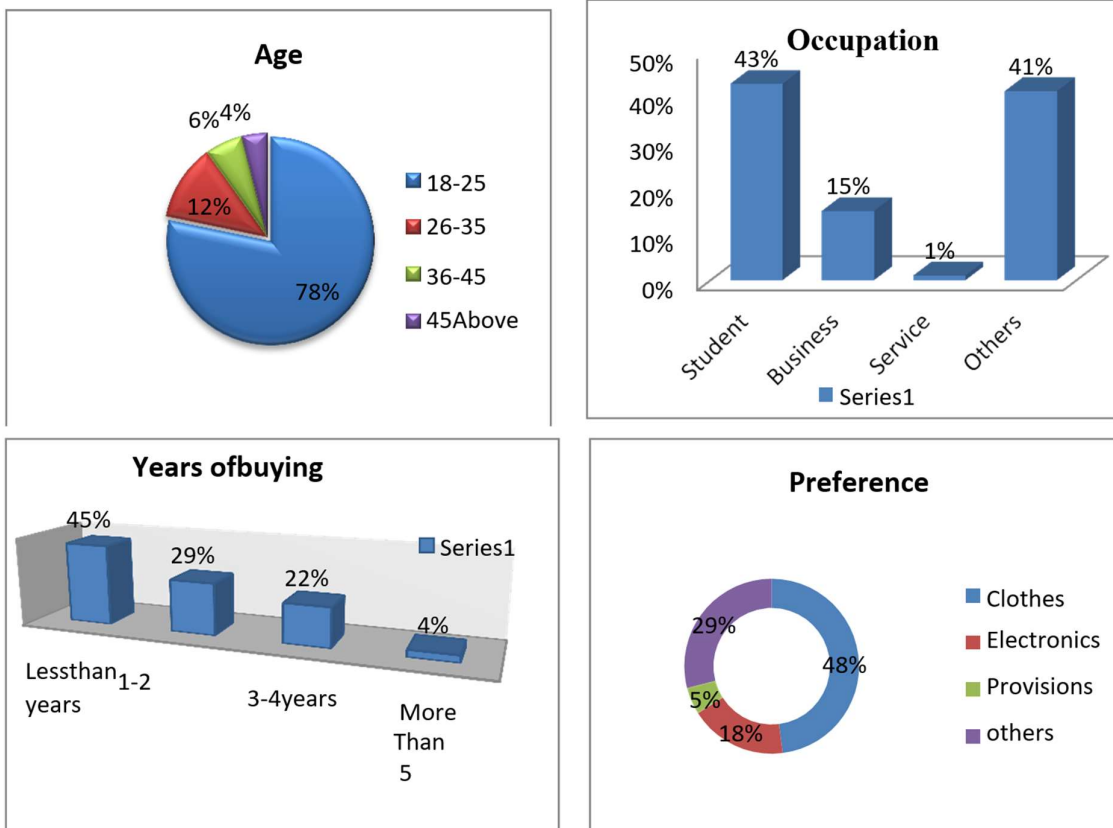
Figure 1: Age of respondents, professions, years of purchasing experience, and shopping preferences. Tables, charts, and pie charts were used to examine the data. According to the poll, among the 100 respondents. 80% of those polled are female. 20% of those polled are female. According to the poll results, among the 100 respondents. The majority of responders are between the ages of 18 and 24 and 26 and 35. The preference for both old and new things has grown. And there was a quandary for those who were devoted to internet buying. 43% of the 100 responders are students, 41% are others. Due to the pandemic crisis, 45% of individuals began to utilize internet shopping in less than a year. It was found that 48% respondents normally purchase theclothes, other products and less electronics &provisions.

online Shopping is beneficial customers

Can't say 22%

No

9%

Yes 69%

Save time and money

60%
40%
20%
0%

Yes   no   can't Say

■ Series1

Satisfaction with the Price of the products

■ Series1

N   22%

Yes   78%

Satisfaction with the quality of the product
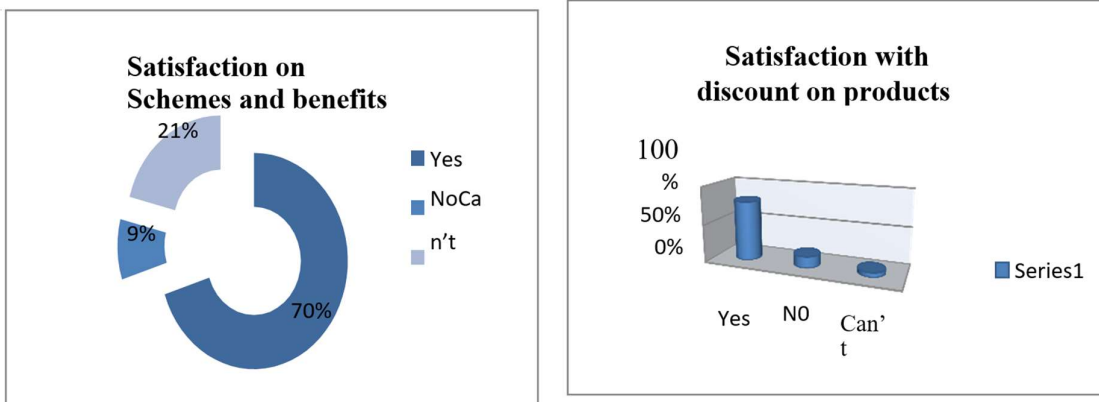
Yes 34%

Can't say

No 32%

Figure 2: It was shown that 69% of respondents believe internet purchasing is useful. Furthermore, 52% of respondents say that online shopping saves them time and money. 78% of the 100 respondents are happy with the pricing of the items. At the same time, the quality of the items during the sale period is really low.

	Concerns about internet buying	delivery in towns and neighborhoods	weak internet access and services	Safety and privacy
Series1	31%	42%	4%	23%

Figure 3: Charts represents the major obstacles is delivery at towns and neighborhoods of 42% and31% of concerns. The overall experience in online shopping is good and only few respondents feel bad.

CONCLUSION:

It is foundthatonlinemarketingwasbecomemorefamiliaramongthepeopleafterthepandemic situation. At present people feel that online shopping is safer and enjoys the new schemes and

discounts. hey feel price is reasonable for some products but not for all. There is a need for improvement in quality of products. They believe the product will be tampered with and the quality will suffer as a result. India is a developing country where the majority of the population lives in rural regions without access to the internet. This results in a significant chunk of the target market being lost. During big sales, E- commerce portals takes too long, to deliver the product. On the whole, the people prefer the online shopping more than going outside for purchasing. Majority of the people have good experience through online shopping. Even-though there is a need for improvement in quality of product and quick delivery.

RECOMMENDATIONS OF FUTURE STUDY:

•   By developing features or change elements based on that point.
•   By analyzing the changes had any positive impact.
•   By making your website mobile-friendly.
•   By providing customer reviews.

REFERENCES:

[1]Oliver,RichardL.,"WhereCustomerLoyalty?"JournalofMarketing,(1999)vol63(4),pp.33-44.
[2PhilipK..,"Marketing Management,12thed.(1990)Pp.,58-78
[3]Reicheld, Fredrick F. and w. Earljrjr, Sasser (1990),"ZeroDefections: Quality Comesto Services,"Harvard Business Review(September–October), pp.105-11.
[4]Predictions   about   the   Growing   Power   of   Online   Customer   Reviews (August28,2014).Retrieved fromhttps://www.entrepreneur.com/article/236891
[5] AydaDarban and Wei Li (2012). The impact of online social networks onconsumers' purchasing   decision: The   study   of   food   retailers. Retrievedfromhttps://www.researchgate.net/publication/277852010_The_impact_of_online_social_networks_on_consumersapos_purchasing_decision_The_study_of_food_retailers