A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING IN MADURAI CITY

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ABSTRACT:

This study delves into the intricate landscape of consumer behavior towards online shopping in Madurai City, aiming to uncover and analyze the underlying factors that influence purchasing decisions in the digital realm. The research, conducted by Sharma et al., employs a comprehensive approach to understand the evolving preferences and patterns shaping consumers' online shopping experiences. Utilizing a mix of surveys, interviews, and observational methods, the study offers valuable insights into the dynamics of consumer behavior, providing a nuanced understanding of the Madurai City market. Furthermore, the research delves into the challenges faced by consumers, such as security concerns and issues related to product returns and refunds. The findings not only contribute to the existing body of knowledge in consumer behavior but also hold practical implications for businesses and policymakers seeking to adapt and cater to the unique preferences of online shoppers in Madurai City. As the digital landscape continues to evolve, understanding the intricacies of consumer behavior becomes imperative for businesses aiming to thrive in the competitive e-commerce market. This study serves as a valuable resource for stakeholders looking to tailor their strategies to meet the evolving demands and expectations of consumers in the online shopping domain in Madurai City.

1.1 INTRODUCTION

In the evolving landscape of consumer behavior, particularly in the dynamic context of Madurai City, this study delves into the intricacies of online shopping preferences and patterns. As digital platforms continue to reshape the retail landscape, understanding how consumers in Madurai engage with and navigate the realm of online shopping becomes paramount. The study aims to explore various facets, including product preferences, satisfaction levels, trust in online platforms, and the impact of promotional activities. Utilizing a comprehensive research approach, encompassing surveys, interviews, and observational methods, this investigation seeks to unravel the unique dynamics that govern consumer choices in the online shopping domain. By shedding light on factors such as security concerns, delivery experiences, and the influence of peer recommendations, the study endeavors to provide valuable insights for businesses and policymakers seeking to tailor their strategies to the specific needs and expectations of online shoppers in Madurai City. Ultimately, this research contributes to the broader understanding of the evolving consumer landscape in the digital age, with Madurai City serving as a microcosm of the complex interplay between consumer preferences and the online shopping environment.

1.2 STATEMENT OF THE PROBLEM

The statement in online shopping commonly revolve around concerns regarding security, fraudulent activities, delivery delays, discrepancies in product quality, and challenges related to returns or customer service. Addressing these challenges effectively is essential to improve the overall online shopping experience. Furthermore, issues such as limited product visibility, unreliable reviews, and the potential presence of counterfeit goods contribute to the complexity of the online shopping landscape.

1.3 OBJECTIVE OF THE STUDY

➢ The study aims to examine consumer behavior concerning online shopping.
➢ Investigate the factors influencing customers' decision-making processes when purchasing products online.
➢ Identify customer preferences for various E-shopping websites and assess the features of websites in general.
➢ Explore the challenges consumers encounter during online shopping

1.4 METHODOLOGY:

1.4.1 RESEARCH DESIGN:

The research project's structure, commonly referred to as the research design, involves organizing conditions for the collection and analysis of data. This arrangement is crafted to align with the research's purpose efficiently, striking a balance between relevance and procedural economy.

1.4.2 SAMPLING SIZE:

For this study, we obtained responses from 60 participants who utilized the Consumer purchasing behavior towards digital marketing in Madurai City. We employed questionnaires and conducted personal interviews as part of the convenience sampling method with individuals who visited as customers.

1.4.3 SAMPLING METHOD

Convenience selection is used for the study under this technique the units are chosen according to convenience of the researcher such as nearness easy availability of data.

1.4.4 TOOLS FOR DATA COLLECTION

Constructing a questionnaire is a skillful task, requiring an artistic approach. Questionnaires serve as essential tools for assessing the status of current practices and obtaining opinions and attitudes through surveys. Researchers utilize questionnaires to gather information, and respondents complete the scheduled forms as part of the data collection process.

1.4.5. TOOLS FOR ANALYSIS

The tools used for study in percentage analysis.

1.4.6 STUDY OF THE AREA

The research selected in Madurai city

1.4.7 METHODS OF DATA COLLECTION

The study employed two methods for data collection: primary data and secondary data. Primary data, collected firsthand through observation and measurement during the research process, was obtained using the questionnaire method. The researcher conducted personal interviews with respondents, clearly outlining the study's objectives before administering the questionnaire

1.5 DATA ANALYSIS:

TABLE 1.5.1

RESPONDENTS OF OVERALL ONLINE SHOPPING EXPERIENCE

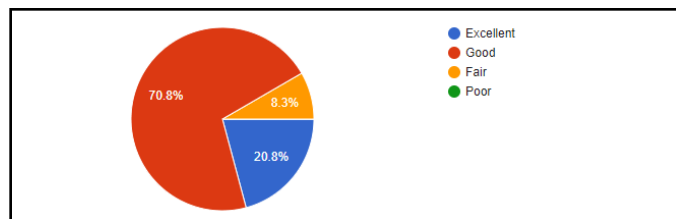| PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Excellent	10	20.8%
Good	36	70.8%
Fair	4	8.3%
Total		100%

Source: Primary Data

INTERPRETATION:

From the above table it is interpreted that 20.8%

respondents like excellent, 70.8% respondents like good, 8.3% respondents like fair.

DIAGRAM 1.5.1

RESPONDENTS OF OVERALL ONLINE SHOPPING EXPERIENCE

TABLE 1. 5.2

CLASS WISE RESPONDENTS SAFE AND SECURE WHILE SHOPPING ONLINE

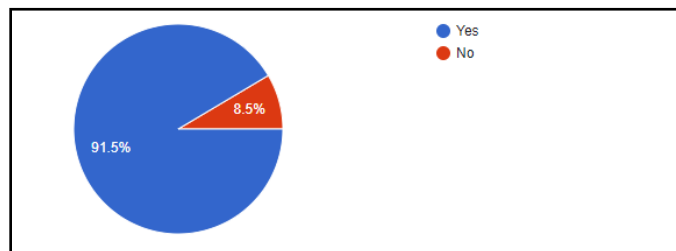| Particulars	No. of respondents	Percentage
Yes	44	91.5%
No	6	8.5%
Total		100%

Source: Primary Data

INTERPRETATION:

From the above table it is interpreted that 91.5% respondents like YES 8.5 % respondents like NO

DIAGRAM-1.5.2

CLASS WISE RESPONDENTS SAFE AND SECURE WHILE SHOPPING ONLINE

TABLE 1.5.3

RESPONDENT OF PAYMENT MODE PREFERENCE

Particulars	No. of respondents	Percentages
Card	3	6.3 %
Cash on delivery	40	83.4%
Internet banking	7	10.4%
TOTAL	50	100%

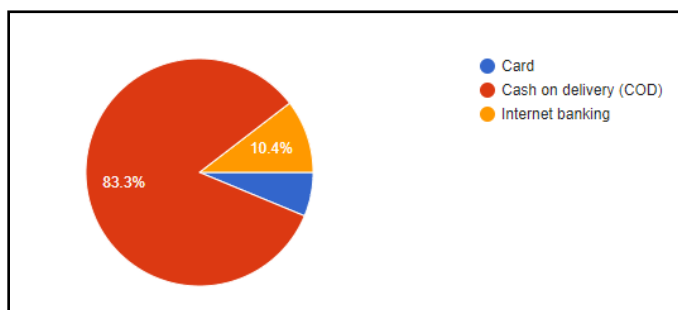**Source: Primary Data**

INTERPRETATION:

From the above table it is interpreted that 6.3% respondents like Card 83.3% respondents like cash on delivery, 10.4% respondents like Internet Banking.

DIAGRAM-1.5.3

RESPONDENT OF PAYMENT MODE PREFERENCE

FINDINGS AND SUGGESTIONS:

FINDINGS

➢ From the above table it is interpreted that 91.5% respondents like YES 8.5 % respondents like NO

➢ From the above table it is interpreted that 6.3% respondents like Card 83.3% respondents like cash on delivery, 10.4% respondents like Internet Banking.

➢ From the above table it is interpreted that 20.8% respondents like excellent, 70.8% respondents like good, 8.3% respondents like fair.

SUGGESTIONS:

➢ Prior to making a purchase, compare prices across various websites to ensure that you are securing the best deal available.

➢ Utilize secure payment methods, such as credit cards or reputable online payment services, to safeguard your financial information.

➢ Evaluate the customer service options and responsiveness of the online store, as reliable customer service becomes crucial in the event of any issues with your order.

CONCLUSION:

This comprehensive study focuses on analyzing consumer satisfaction and behavior, providing valuable insights into consumer perceptions during online shopping. Consumers evaluate various aspects before making purchases, and satisfaction hinges on the company meeting their expectations. While the overall brand value of online shopping is positive, it is currently facing challenges.

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