

IMPACT OF CHANGING CONSUMER BUYING BEHAVIOUR ON ONLINE SHOPPING

R. Shunmugavalli * and S. Bulomine Regi

Department of Commerce, St. Mary's College (Autonomous), Thoothukudi

Affiliated to Manonmaniam Sundaranar University, Thirunelveli, Tamil Nadu, India

ABSTRACT

This study examines the changing consumer behaviour in online shopping, exploring the factors that influence purchasing decisions, and identifying emerging trends and patterns. A questionnaire-based survey of 150 respondents in Thoothukudi city revealed significant relationships between age and opinion, decision-making process, customer satisfaction, behaviour, and problems faced by online shopping. The findings suggest that online retailers must adapt to changing consumer expectations, prioritize personalization, convenience, and trust, and address challenges such as information overload and lack of tactile experience. The study provides valuable insights for businesses, marketers, and policymakers to develop effective strategies, enhance customer experiences, and drive growth in the e-commerce market.

Key Words

Consumer behaviour, Online shopping, purchasing decisions, Emerging trends, personalization, E-commerce market.

INTRODUCTION

Online shopping has revolutionized the way consumers buy goods and services, offering convenience, a wide range of products, competitive pricing, and access to global markets. The rise of e-commerce has significantly impacted consumer behavior, with increasing demand for personalized experiences, growing importance of trust and security, and shifting expectations and preferences. Understanding these changes is crucial for businesses to remain competitive, and research focuses on factors influencing online purchasing decisions, emerging trends, and the impact of technology, lifestyle, and market dynamics on consumer behavior. By grasping these dynamics, businesses can develop effective strategies to enhance customer experiences, improve conversion rates, and drive growth in the e-commerce market.

RESEARCH GAP

The impact of changing consumer behaviour on online shopping is a rapidly evolving field, yet there exist significant research gaps that warrant further investigation. One notable gap is the limited geographical scope of existing studies, which tend to focus on developed

markets, leaving a dearth of knowledge on consumer behaviour in emerging economies. Additionally, there is a scarcity of longitudinal studies, which would provide valuable insights into how consumer behaviour changes over time. Furthermore, the influence of demographic factors, such as age, income, and education, on online shopping behaviour is not yet fully understood. Finally, the environmental and social implications of online shopping, such as carbon footprint, waste management, and labour practices, are critical areas that demand further research attention. Addressing these research gaps will provide a more nuanced understanding of the complex relationships between consumer behaviour, online shopping, and the broader social and environmental context.

STATEMENT OF THE PROBLEM

The rapid growth of e-commerce has significantly altered consumer buying behaviour. This shift is influenced by various factors such as technological advancements, convenience, personalization, and global accessibility. However, this transformation also presents challenges, including trust issues, information overload, lack of tactile experience, and the digital divide. The problem lies in understanding and addressing the factors driving this behavioural shift, as well as mitigating the challenges to ensure a seamless, trustworthy, and inclusive online shopping experience for consumers."

OBJECTIVES

The following are the objective focussed in the study:

- To study consumer behaviour towards online shopping.
- To analyse the factors which affect decision making process while purchasing the online shopping product.
- To assess the level of satisfaction among customers towards online or offline shopping.
- To identify the customers preference towards different e-shopping platforms
- To find out the problems faced by the customers purchasing online.

SCOPE OF THE STUDY

This study examines the impact of changing consumer behavior on online shopping, focusing on global trends, demographics, and technological advancements, to provide insights for businesses and policymakers navigating the evolving e-commerce landscape.

RESEARCH METHODOLOGY

This section attempts to describe the methodology of the present study. It includes period of the study sampling techniques, collection of the data and analysis of the data. The questionnaire collected was a great source of information. By adopting Simple Random sampling methods, a sample of 150 respondents were selected from Thoothukudi city and the questionnaire was distributed to collect the primary data.

Results and Discussions

Null hypothesis (H0): There is no significant relationship between the age and opinion, decision making process, customer satisfaction, behaviour problems faced by online shopping

Alternative hypothesis (H1): There is no significant relationship between the age and opinion, decision making process, customer satisfaction, behaviour problems faced by online shopping

Variable	Age	Mean	Std. Deviation	F	P
opinion	Upto 25	18.7667	2.94412	3.569	.008
	26-35	17.8929	2.73982		
	36-45	18.8929	3.17792		
	46-55	17.1111	2.81935		
	Above 55	16.7568	2.53208		
	Total	17.8333	2.92964		
Decision	Upto 25	23.2000	3.26317	5.867	.000
	26-35	21.6667	3.38549		
	36-45	22.4286	4.09542		
	46-55	19.7407	3.15732		
	Above 55	20.1622	2.76399		
	Total	21.3960	3.53901		
Customer Satisfaction	Upto 25	16.4000	1.90462	.796	.529
	26-35	16.3571	2.23133		
	36-45	17.1429	2.63473		
	46-55	17.0769	2.05763		
	Above 55	16.9167	2.29751		
	Total	16.7770	2.23400		

Behaviour	Upto 25	23.0000	3.60077	4.993	.001
	26-35	21.5357	3.82470		
	36-45	22.0714	3.42029		
	46-55	20.7778	3.53372		
	Above 55	19.5405	2.55598		
	Total	21.3000	3.54596		
Problems	Upto 25	22.9333	3.16155	3.942	.005
	26-35	21.7857	3.89070		
	36-45	21.7857	3.72536		
	46-55	21.0741	3.51837		
	Above 55	19.8108	2.44765		
	Total	21.4000	3.46216		

Source: Compute Data

The above table that there is a significant value of opinion of online shopping (.008), decision making process on online shopping(.000), online buying behaviour on shopping(.001) and problems faced by online shopping(.005) are less than 0.005. Hence null hypothesis rejected and conclude that opinion of online shopping. In contrast the above table customer satisfaction of the online shopping (.529) are greater than).005. The null hypothesis accepted and conclude that there is a no significant between the opinion of online behaviour.

The ANOVA test results indicate that there are significant differences among age groups in terms of opinions, decision-making, shopping behaviour, and problems faced in online shopping. . However, for customer satisfaction, the p-value (0.529) is greater than 0.05, meaning that there is no significant difference across age groups, leading to the acceptance of the null hypothesis (H_0) and rejection of the alternative hypothesis (H_1)

SUGGESTIONS

- Online retailers should consider offering products that cater to the specific needs and preferences of each age group.
- Online retailers should focus on universal factors that influence customer satisfaction, such as website usability, product quality, and timely delivery.
- Online retailers should conduct regular analysis of customer data to identify areas for improvement and optimize their marketing strategies.

CONCLUSION

Consumer behavior towards online shopping has undergone a transformative shift, driven by factors such as convenience, diverse product options, and technological advancements. Despite challenges like data privacy concerns and lack of physical examination, online shopping continues to evolve, with businesses prioritizing trust-building measures, sustainability, and innovative strategies. By understanding demographics, shopping behaviour, and preferences, online retailers can tailor their strategies to meet evolving customer needs, improving satisfaction, loyalty, and driving business success.

REFERENCE

- Chaffey, D. (2022). Digital Marketing: Strategy, Implementation and Practice. Pearson Education.
- Kotler, P., Keller, K. L., & Chernev, A. (2021). Marketing Management. Pearson.
- Smith, A., & Anderson, M. (2022). Online Shopping Trends: Consumer Preferences and Digital Marketing.
- Statista. (2023). Global E-commerce Growth and Consumer Behavior Trends.
- McKinsey & Company. (2023). The Future of Online Shopping: How Consumer Behavior is Changing Post-Pandemic.
- Forbes. (2023). How Consumer Expectations Are Shaping the Future of E-commerce.
- PwC. (2023). Consumer Insights Survey: The Evolution of Online Shopping Behavior.
- Nielsen. (2023). Understanding Online Consumer Trends: The Role of AI and Personalization.
- Kajal Sharma, Chanchal Chawla (2024), Customers buying behaviour on online shopping Volume 4 Issue 1 ISSN 1526-4726 www.indianjournals.com
- Avis D'Cunha (2023) A study on consumer behaviour towards online shopping Volume 10, Issue 1(K) <https://in.docworkspace.com/d/sIFn8sIdoga3ev>
- Vijay Bahadur Pal & Purnima Kumari (2023) Consumer buying behaviour towards online shopping Volume 10, Issue 1 <https://www.researchgate.net/publication/369373044>
- Vishakha Mann (2022), Impact of changing consumer behaviour on online shopping volume 5, Issue 2 https://www.msijr.msi-ggsip.org/papers/vol5issue2/5_2_6
- Bhuvaneswari G. (2022) A study on consumer behaviour towards online shopping <https://in.docworkspace.com/d/sIPH8sIdowJHev>

- Smitha Pillai (2021) Consumer buying behaviour towards online shopping
<https://in.docworkspace.com/d/sIN78sIdow6rev>
- Heleen Baldeo Rai (2021) The net environmental impact of online shopping
<https://www.elsevier.com/open-access/userlicense/1.0/>
- Anupam Sharma, Deepika Jhamb (2020) Changing consumer behaviours towards online shopping an impact of Covid 19 Journal 24(3), search.proquest.com
- Muhammed Munta Qheem (2019) Impact of changing consumer behaviour on online shopping Volume 3 Issue 4 www.ijeria.com
- Kittisak Jermstittiparsert (2019) Factors determining consumer behaviour in online shopping Volume8, Issue 8 <https://in.docworkspace.com/d/sIDD8sIdoqZ3evAY>
- Mridulesh Singh (2018) Consumers buying behaviour towards online shopping Volume 9 Issue 1 <https://ajmjournal.com/AbstractView.aspx?PID=2018-9-1-76>
- Richa Ranjan Singh (2018) Effects of online shopping on consumer buying behaviour
<https://www.researchgate.net/publication/324694092>
- Harmanjot Kaur and Roopjot Kochar (2018), Factors affecting Consumer behaviour towards online shopping, Volume 8, Issue 4 PP 54-58 www.indianjournals.com
- Ramprabha. K (2017) Consumer shopping behaviour and The Role of women in shopping Volume 7 Issue 8 <https://in.docworkspace.com/d/sIMD8sIdoiJvevAY>
- Zivile Bauboniene (2015), Factors influencing consumer online shopping decision , Volume 5 Issue 1 PP 74-81 <https://www.mruni.eu/en/mokslo-darbai/st/apie-leidini/index.php>
- Goswami . S (2014) Impact of E-commerce on consumer buying behaviour
<https://in.docworkspace.com/d/sIDD8sIdokrHevAY>
- Namita Bhandari (2013), Online consumer behaviour Volume 2 , Issue 4 PP 98-107
www.gifre.org
- Tracy Bhamra (2011), Design for sustainable behaviour using products to change consumer behaviour Volume 14, Issue 4 PP 427-445
<https://in.docworkspace.com/d/sIGv8sIdomfPov>
- Eric K. Clemons (2008) Changing consumer behaviour on corporate strategy Volume 25 Issue 2 PP 13-40 <https://in.docworkspace.com/d/sIM38sIdo0ffov>
- Fayu Zheng (2006), Internet shopping and its impact on consumer behaviour,
<https://in.docworkspace.com/d/sINn8sIdoiNDovAY>



- Aron M. Levin (2005), impact on consumer behaviour on online shopping , Volume 6 Issue 4 <https://in.docworkspace.com/d/sIEf8sIdojubov>
- Immaculate A. Aarthi (2004) Impact of consumer buying behaviour towards online shopping <https://in.docworkspace.com/d/sIAf8sIdopN7dvAY?sa=601.1123>
- Christy M.K. Cheung (2003) Consumer buying behaviour https://in.docworkspace.com/d/sILL8sIdo6p_ev