ONLINE BUYING BEHAVIOUR OF MILLENNIAL CONSUMERS

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Abstract

Today, both urban and rural areas enjoy internet facilities in this genre of technological up gradation the consumer buying behavior has changed to a great extent. Companies are also well aware of these facts and that's why they are also giving greater importance to online consumer behavior. The main objectives of the study is analyze the factors influencing online buying behavior of the customers and to understand the attitude and perception of the respondents towards online shopping. Convenience sampling was also used to determine the sample size for the respondents. Pollachi Taluk is the study area. A total of 180 respondents are taken as sample for this study. The study makes use of statistical techniques such as simple percentage analysis, Chi- square test and weighted average rank method in analyzing the data for finding the result. The study recommended that the delivery period in online shopping to supply the goods is one month. It should be changed. The sellers must ensure the speedy delivery of the goods ordered through online shopping. It is found that flipkart has more consumers satisfaction when compared with other online shopping sites like snapdeal and shopclues. As the level of preference for online shopping is high with female and in urban area, efforts are needed toward attracting others. The Risk perception is more with male and in urban areas. Since, online marketing is in instant stage, focused efforts are needed to balance the psychological expectation, awareness as well a marketing strategies.

Keywords: Online shopping, Millennials Consumer buying behavior, Internet usage

Introduction

In this genre of fast moving lifestyle, customers are busier than what they were few years back. It is precisely for this reason customers are also purchasing the products or services online. With technological up-gradation, online purchase has gained popularity. Online purchasing behavior varies to a great extent in comparison with the traditional buying, as an analysis of the online purchasing shows. Millennials born between 1976 and 2000 are both the 20th century's last generation and its first truly digital one. This old century/new technology dichotomy gives pause to marketers attempting to understand and connect with this key demographic.To find out, Accenture conducted proprietary global market research on the shopping behaviors of 6,000 consumers, of which 1,707 were Millennials, across eight countries. They also looked at the capabilities of 60 retailers worldwide to determine whether they were providing the customer experience this

generation demands. The facility of online purchasing has allowed customers to identify the different types of products available in the global market, the new inventions that have taken place and evaluate the product according to their prices just by a click of the mouse, without wasting precious time in waking to the retail store.

Significance of the Study

The results of the study will be immense use to the consumers who are doing online shopping. It creates awareness among the consumers about time saving, money saving, delivery charges, offers, variety of products, product verification before payment etc. It helps to identify the problems involved in online shopping and gives remedial measures to overcome it. The study also reveals the different websites available for online shopping.

Objectives of the Study

- To study the socio economic profile of the respondents.
- To study the Internet usage and online shopping behavior of the respondents.
- To analyze the factors influencing online buying behavior of the customers.
- To ascertain the most preferred online shopping websites among the users.

Methodology

Sampling Procedure

Pollachi Taluk is the study area. A total of 180 respondents are taken as sample for this study. On the random basis, questionnaires were distributed to get the required data for this study. The data was further processed by doing statistical tools namely:

- Simple Percentage
- Chi-square Test
- Weighted Average Rank

Review of Literature

Sudha et al, (2014), A research survey is conducted amongst the millennials to find out the popularity of apparel as a segment of online business and how it could be improved in terms of technology to make it work better. The results showed that customers expect an experience similar to physical 'touch and feel', size standardization and virtual trial/fit room and the display as well as description of garment should be such that the user gets similar experience as that of buying from a physical store.

Kavitha (2015), Concluded that Majority of the respondents aware about the online shopping through advertisements, frequently purchase the products through online sites.

Saravanan and Brindha Devi (2015), In this study reveals that Amazon. in website is the most preferred and electronic goods are frequently purchased.

ManjulaShanbhog, Mayank Singh and Shailendra Mishra (2015), study concluded that customers prefer to use indirect selling of online firms mainly because it offers variety of similar products, provides more discount or offers for a product, displays comparative description for variety of products and product quality reviews are available.

Findings

Socio Economic Profile

Table No: 1 Socio Economic Profile

S.No	Determinants	No of Respondents (N=180)	Percentage (%)
1	**Gender**		
	Male	118	65.6
	Female	62	34.4
2	**Age**		
	Below 18 years	25	13.9
	19-25 years	45	25.0
	26-35 years	77	42.8
	Above 36 years	33	18.3
3	**Maritalstatus**		
	Single	75	41.7
	Married	105	58.3
4	**Educational level**		
	SSLC	27	15.0
	HSC	23	12.8
	Technical School / Some College	23	12.8
	Bachelor's degree	48	26.7
	Master degree and above	59	32.8
5	**Occupation**		
	Student	33	18.3
	Government Employee	47	26.1
	Private Employee	41	22.8
	Professional	13	7.2
	Business	32	17.8
	Agriculture	14	7.8
6	**Monthlyincome**		
	Less than Rs.10,000	37	20.6
	Rs.10,001 to Rs.30,000	80	44.4
	Rs.30,001 to Rs.50,000	21	11.7
	Above Rs.50,000	42	23.3
7	**Numberof earningmembers**		
	1-2 members	94	52.2
	3-4 members	53	29.4
	More than 5 members	33	18.3
8	**Placeofresidence**		
	Rural	53	29.4
	Semi - urban	64	35.6
	Urban	63	35.0

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Thus, it could be inferred that most of the respondents are male. **Majority of the** respondents belong to the age group between 26-35 years. Majority of the respondents are married. Majority of the respondents are post graduates. Majority of the respondents are Government employees. Majority of the respondents monthly income is' 10001- 30000. The majority 94 (52.2%) of the respondents said that 1-2 earned members in their family. The majority 64 (35.6%) of the respondents are residing in rural area.

Internet Usage Behavior

The internet revolution has brought about a paradigm shift in the way things are done. The Internet and worldwide web (www) have dramatically changed the way consumers seek and use information. The Internet, which was earlier conceptualized as a tool for enhancing information, has become an important place of business these days. For businesses, the key to survival in the future depends on how well they can integrate this medium in their business model today. In order to sell anything over the internet, they have to take into account that who are the customers, what their spending habits are like and the products and services they prefer.

Table No: 2 Internet Usage Behavior

S.No	Determinants	No of Respondents (N=180)	Percentage (%)
1	Own Computer		
	Yes	102	56.7
	No	78	43.3
2	Internet connectionathome		
	Yes	21	11.7
	No	159	88.3
3	Kind of internet connection		
	LL with modem	11	6.1
	Data Cable / Card	15	8.3
	Mobile Connection	154	85.6
4	Duration of using the internet		
	Less than 1 year	79	43.9
	2-4 years	67	37.2
	5-7 years	19	10.6
	Above 8 years	15	8.3
5	Rangeofinternet usage		
	Less than one hour		
	1-2 hours	60	33.3
	3-4 hours	87	48.3
	More than 5 hours	8	4.4
		25	13.9
6	Gradeforinternet		
	Skilled		
	Knowledgeable	71	39.4
	Less Knowledgeable	64	35.6
	Learn Internet search / Browsing techniques	23	12.8
		22	12.2

7	**Mostlyuseinternet** Home Work Place Cyber / Internet cafe On mobile phone Computer labs	44 32 31 60 13	24.4 17.8 17.2 33.3 7.2

The majority 159 (88.3%) of the respondents not have a internet connection at home. The majority 154 (85.6%) of the respondents are presently using mobile internet connection. Hence, it could be seen from the table that majority of the respondents used internet for less than 1 year. Thus majority 87 (48.3%) of the respondents are using internet for 1-2 hours. It is identified that majority of the respondents are skilled in using internet. Thus majority 60 (33.3%) of the respondents are mostly using internet on mobile phone.

Preferred Online Shopping Websites – Rank Analysis

Online shopping offers fast, easy, money saving and interesting shopping experience, it has many advantages like 24 hours shopping, Shopping with coupon to get discount, shopping from Home, rich product availability and specifications etc.The most preferred portal have used for online buying products selected for ranking are Flip kart, Ebay.com. Amazon.com, Infibeam.com, Homeshop.18.com, Fabfurnish.com, Yeppi.com, Snapdeal.com, Myntra.com, Jabong.com, Shopcilues.com, Craftvilla.com and Pepperfry.com.

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Among the thirteen preferences for online websites, Flipkart secured first rank with the weighted average of 300.86. The second rank is occupied by Snapdeal with the weighted average score of 272.57. The third rank is occupied by Amazon with the weighted average score of 222.29. The fourth rank is occupied by Jabong.com with the weighted average of 169.86. The fifth rank is Pepperfry.com with the weighted average score of 168.86. The sixth rank is occupied by Infibeam.com with the weighted average score of 166.86. The seventh rank is occupied by Homeshop.18.com with the weighted average score of 161. The eighth rank is occupied by Fabfurnish.com with the weighted average score of 159. The ninth rank is occupied by Shopcilues.com with the weighted average score of 154.43 and the tenth rank is occupied by Yeppi.com shopping with the weighted average score of 153.43. The 11th rank is occupied by Ebay.com, the 12th rank is occupied by Myntra.com with the weighted average score of 136.57, the 13th rank is occupied by Craftvilla.com with the weighted average score of 132.71.

Purchases Through Online Shopping – Rank Analysis

There are varieties of products offered in online. Online shopping saves not only our precious time but it also helps to save money. Online shopping is very comfortable because it reduce the efforts in travelling, walking, parking and waiting. We can purchase a product by just clicking of a product displayed in websites. The act of purchasing products or services over the Internet. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item.

Table No: 4 Purchases through Online Shopping

Rank	Weight	Cosmetics/ jewelry		CDs/Book		Apparels/ shoes		Household / Furniture		Toys		Electronic gadgets		Computer Products		Groceries / kitchen equipment	
		No of respondents	score	No of respondents	score	No of respondents	score	No of respondents	score	No of respondents	Score	No of respondents	score	No of respondents	score	No of respondents	score
	8	43	344	9	72	41	328	37	296	10	80	30	240	10	80	0	0
	7	9	63	22	154	20	140	17	119	25	175	32	224	46	322	9	63
	6	36	216	17	102	10	60	19	114	14	84	17	102	35	210	36	216
	5	54	270	10	50	35	175	34	170	5	25	20	100	9	45	13	65
	4	10	40	22	88	14	56	16	64	10	40	40	160	31	124	38	152
	3	5	15	0	0	13	39	18	54	59	177	14	42	26	78	45	135
	2	14	28	32	64	25	50	25	50	35	70	27	54	13	26	9	18
	1	9	9	68	68	22	22	14	14	22	22	0	0	10	10	30	30
Total		985		598		870		881		673		922		895		679	
Average		218.89		132.89		193.33		195.78		149.56		204.89		198.89		150.89	
RANK		I		VIII		V		IV		VII		II		III		VI	

Among 8 products mostly purchase online shopping, Cosmetics/ jewelry secured first rank with the weighted average of 218.89.The second rank is occupied by Electronic gadgetswith the weighted average score of 204.89. The third rank is occupied by Computer Products with the weighted average score of 198.89. The fourth rank is occupied by Household / Furniture with the weighted average of 204.8333. The fifth rank is Apparels/ shoeswith the weighted average score of 193.33. The sixth rank is occupied by Groceries / kitchen equipment with the weighted average score of 150.89. The seventh rank is occupied by Toys purpose with the weighted average score of 149.56 and the eighth rank is occupied by CDs/Book with the weighted average score of 132.89.

Mode of Pay for Online Shopping – Rank Analysis

Shopping online has become very popular amongst the people across the globe. The most crucial part in buying stuff online is making the payment. Cash payment for different goods purchased online is the most common mode of payment. It is preferred by both buyers as well as sellers. It is an easy and quick method of payment. Cheque payments i considered ideal for expensive items, such as a car. Verification is always must in this case A high value item is not sold until the buyer confirms that your account contain sufficier funds to make the payment. Making a payment through credit card is safe as it is done in single swipe. Most of the reputed online stores accept credit cards. It is a very favorab method of payment amongst the customers too. The biggest benefit of buying and payir online is that one can do it from any corner of the world. As far as the online shoppi store accepts payment through PayPal, credit card, or cash.

Table No: 5 Mode of Pay for Online Shopping

Rank	Weight	Credit card		Debit card		Cash on delivery		Net banking		E-Gift Vouche
		No of respondents	Score	No of respondents	score	No of respondents	score	No of respondents	score	No of respondents
I	5	19	95	22	110	66	330	27	135	46
II	4	36	144	24	96	22	88	44	176	54
III	3	52	156	33	99	32	96	35	105	24
IV	2	39	78	48	96	23	46	47	94	23
V	1	34	34	53	53	37	37	27	27	33
Total		507		454		597		537		597
Average		169		151.33		199.21		179		199
RANK		IV		V		I		III		II

Among 5 different way to pay purchase for online, Cash on delivery secured first rank with the weighted average of 199.21.The second rank is occupied by E-Gift Voucher with the weighted average score of 199. The third rank is occupied by Net banking with the weighted average score of 179. The fourth rank is occupied by Debit card with the weighted average of 169. The fifth rank is Apparels/ shoes with the weighted average score of 151.33.

Suggestions

- Websites are to be made user friendly. Online retailers can use word- of- mouth marketing for getting their websites known to consumers.
- Increasing sophistication of the technology of the 21st century, practically everything is virtually possible, and shopping from the comfort of one's home has become a part of most people's daily lives. Unfortunately some people not having enough knowledge about shopping through online. So awareness should be created to the customers about shopping through online through regional languages if possible.
- There are only limited web sites are available for doing online shopping. Hence the government must take initiatives and promotes the business people to do their business in online shopping.

Conclusion

This study has been carried out track out online buying behavior Millennial consumers. It is found that flipkart has more consumers satisfaction when compared with other online shopping sites like snapdeal and shopclues. As the level of preference for online shopping is high with female and urban area efforts are needed toward attracting offers. The Risk perception is made with male and in urban areas. Since, online marketing is in instant stage, focused efforts are needed to balance the psychological expectation, awareness as well a marketing strategies.

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