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NALLAMUTHU GOUNDER MAHALINGAM COLLEGE

An Autonomous Institution, Affiliated to Bharathiar University, An ISO 9001:2015 Certified Institution,

Pollachi-642001



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PROCEEDING

One day International Conference

EMERGING TRENDS IN SCIENCE AND TECHNOLOGY (ETIST-2021)

27th October 2021

Jointly Organized by

Department of Biological Science, Physical Science and Computational Science

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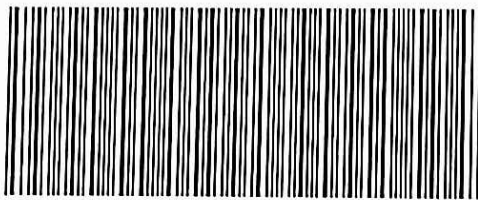
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ABOUT THE INSTITUTION

A nation's growth is in proportion to education and intelligence spread among the masses. Having this idealistic vision, two great philanthropists late. S.P. Nallamuthu Gounder and Late. Arutchelver Padmabhushan Dr.N.Mahalingam formed an organization called Pollachi Kalvi Kazhagam, which started NGM College in 1957, to impart holistic education with an objective to cater to the higher educational needs of those who wish to aspire for excellence in knowledge and values. The College has achieved greater academic distinctions with the introduction of autonomous system from the academic year 1987-88. The college has been Re-Accredited by NAAC and it is ISO 9001 : 2015 Certified Institution. The total student strength is around 6000. Having celebrated its Diamond Jubilee in 2017, the college has blossomed into a premier Post-Graduate and Research Institution, offering 26 UG, 12 PG, 13 M.Phil and 10 Ph.D Programmes, apart from Diploma and Certificate Courses. The college has been ranked within Top 100 (72nd Rank) in India by NIRF 2021.

ABOUT CONFERENCE

The International conference on "Emerging Trends in Science and Technology (ETIST-2021)" is being jointly organized by Departments of Biological Science, Physical Science and Computational Science - Nallamuthu Gounder Mahalingam College, Pollachi along with ISTE, CSI, IETE, IEE & RIYASA LABS on 27th OCT 2021. The Conference will provide common platform for faculties, research scholars, industrialists to exchange and discuss the innovative ideas and will promote to work in interdisciplinary mode.

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Department of Biological Science, Physical Science and Computational Science
Nallamuthu Gounder Mahalingam College, Affiliated to Bharathiar University, Tamilnadu, India.

Impact of the E-Commerce on Consumer Behaviour in Chennai City

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ABSTRACT: E-commerce is affecting consumer shopping behaviour in different ways. Shopping opportunities have increased and customers have more convenient options. The trend off online sales has increased and many people prefer to buy goods and service online due to the lack of time. Therefore the main aim of this study is to study on impact of the E-commerce on consumer behaviour at a private sector small bank in Chennai. To achieve the said objectives of the study data was collected from around 100 employees from the total population of 450 employees using convenience sampling technique. The research design used in this study is descriptive research design. Primary data was collected using a structured questionnaire and secondary data was obtained from company website, journals and books. The Independent variable used for the study are Age, gender, marital status, educational qualification, experience and monthly income and the dependent Variables are Consumer, buyer and seller, Work Environment, profit and losses, customer loyalty, online and product brand. Percentage analyses were used to break the raw data. From the study it is found that majority of the respondents are above the age group of 20 years, majority are male and are UG. Each of these environments has a different competitive feel, and a required different strategy and different assets. This is as true in the physical world, where companies understand it pretty well, as it is in dot-com world, where companies are struggle to profitable strategies.

Keywords: Consumer, buyer and seller, Work Environment, profit and losses, customer loyalty, online, product brand and Capital.

INTRODUCTION

E-commerce is affecting consumer shopping behaviour in different ways. Shopping opportunities have increased and customers have more convenient options. The trend off online sales has increased and many people prefer to

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buy goods and service online due to the lack of time. According to Mittal, 2013, customers admire online purchase due to its numerous benefits. Businesses are making more sales and profit because people like to place order online. The result the study shows that consumer's perceived risk and consumer trust have a strong impact on their purchasing decision.

NEED FOR THE STUDY

- It should be increased web population has made a purchase online.
- It always reaches wider audience.
- To Purchase decision are influenced by E-commerce.
- E-Commerce should always provide convenience to both buying and seller.
- It becomes easy for Store promotion with help of E-Commerce.

SCOPE OF THE STUDY

Consumer behaviour should be the principal determinant of corporate e-commerce strategy. While technology will improve, consumer loyalty also improves. Competition in opportunistic spot markets is based on price, since there is little loyalty to influence consumers' decision. The internet will be used for supply chain management and logistic to ensure the lowest cost structure and lowest price.

REVIEW OF LITERATURE

According to Shun Cai, Yunjie Xu (2006) States that Consumer value is one of the most powerful forces in today's marketplace and emerging as the strategic imperative for the 19990s. In this study, we proposed a three component customer value model of e-commerce.

Patrick, McCole (2002) states that Trust is important to all marketing transaction, yet there is a paucity of research of the phenomenon in an online environment. This paper provides a comprehensive review off the trust literature and forwards the finding s of focus group research that has useful implications concerning factors causing trust and how trust is best manifested in websites selling travel-related commodities.

RESEARCH DESIGN

Research Methodology involves selecting the research design for the study. The research design provides a systematic framework for conducting research investigations. Descriptive research design is used in the study that study is conducted for a definite purpose. Primary data is collected by the use of structured questionnaire. The sampling procedure adopted in the study of convenience sampling.

OBJECTIVES OF THE STUDY

- To study on impact of e-commerce of the consumer behaviour, Chennai
- To investigate that what are the factors of online buying and how customers shopping behaviour is satisfied under the e-commerce.
- To identified the preference of consumers for the online shopping.

LIMITATIONS OF THE STUDY

- The main limitation of the e-commerce is security. In most of the cases, People are hesitant to provide their personal and financial details in spite of advanced data encryption security system in place
- The continued expansion of E-commerce could also lead to downward pressure on inflation through increased competition, cost saving changes in selling pricing behaviour.

ANALYSIS OF DATA

The below table clearly depicts the demographic variables involved in the study

Table Showing Distribution of Demographic Variables

Age	No. of Respondents	Percentage
Below 20yrs	20	30%
21-30	30	30%
31-40	28	28%
41-50	22	22%
Total	100	100%
Gender		
Male	66	66%
Female	34	34%
Total	100	100%
Marital Status		
Married	63	63%
Unmarried	37	37%
Total	100	100%
Educational Qualification		
UG	46	46%
PG	54	54%
Total	100	100%

Table showing distribution of Dependent variables**RELATIONSHIP BETWEEN BUYER AND SELLER**

	NO. OF RESPONDENTS	PERCENTAGE
Strong Agree	45	45%
Agree	30	30%
Neutral	20	20%
Disagree	2	2%
Strong Disagree	3	3%
Total	100	100%

IS THERE SELLER GIVING LOYALTY TO BUYER		
	NO. RESPONDENTS	PERCENTAGE
YES	89	89%
NO	11	11%
TOTAL	100	100%

FINDINGS OF THE STUDY

- The study found that majority of the respondents (89%) are around the age group of below 20 years.
- Majority of the respondents are male (66%).
- Further it is found that majority of the respondents are married (63%).
- It is observed that majority of the respondents are ug (54%).
- It is observed that majority of the respondents are less than 5yrs (45%) of experience
- The respondents said that there was decent relationship between buyers and sellers.
- Majority of the respondents are of the view that Seller was given loyalty to buyers.

SUGGESTIONS

- Web based technologies upgraded creative conceptualization that would improve the response from technology savvy consumers. So that firms have to invest in such new technologies.
- The vendors and service provides should avoid hidden charges. This will help to avoid increase in price of product
- Websites design and quality creates a positive impact on online shopping satisfaction. So te vendor companies should concentrate more on the designing part of the websites.

CONCLUSION

Each of these environments has a different competitive feel, and a required different strategy and different assets. This is as true in the physical world, where companies understand it pretty well, as it is in dot-com world, where companies are struggle to profitable strategies. E-commerce is exchange of information using network-based technologies. In the present high cost situation, e-commerce can be used as a competitive strategy. It successfully includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and service.

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