

**Online Buying Behaviour of Netizens: A Study With Reference
To Namakkal District, Tamil Nadu**

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ABSTRACT:

Netizens mean citizens of the online network, or network citizens who are using the online communication with others, to find information, or to express their information through online. When Netizens identify the need of a value, their first step towards shopping is information search. *In this paper, an attempt has been made to identify the factors that determines the netizens level of satisfaction towards online buying behavior in Namakkal District, Tamil Nadu..A sample of 100 respondent's were purposively selected from Namakkal District. The findings of the study were analyzed using simple percentage, chi-square test and friedman ranking test. Findings reveal that most of the netizens prefer promotional/ offers towards online buying behavior. The study concludes that buying through online can be of great benefit to the netizens in terms of less price, quality product, convenience, saving time and money.*

Keywords: *Netizens, quality, buying, online, behavior, convenience, time, money, etc.*

INTRODUCTION

Online shopping has become an important tool, which usage has increased in day to day life of the netizens. Humans' everyday life has influenced by information and communication technologies in their daily lives. The use more mobile phone, computer and buy more through Online. In older days, number of web sites and information on web sites are limited. Due to the advancement of technology web usage are increased and newonline buying technologies lead to end user can update and increase web usage. In todays busy world online shopping has spread quickly and has become very important tool all over the world .

Netizens word was invented by Michael Hauben in 1995 by combining two words "Network" and "citizens". Netizens mean citizens of the online network, or network citizens who are using the online communication with others, to find information, or to express their information through online. When Netizens identify the need of a value, their first step towards shopping is information search. They buy the product that satisfies their needs, demands very easily. Even though Netizens collect sufficient information about a product or services through online, websites, advertising, reviews and internet but also they ask other people's for experience to purchase the product. Netizens are more interested in doing research and they gather detailed information from the staff ,other people and attributes like opinion of his/her mates, the reputation of a company, environment of the store, price of a product/service,etc.,

Netizens starts their research with their basic need and then continues to evaluate alternatives. When a netizens is shopping a dress, he/she would be thinking whether this dress suit for a family gathering, suit for more formal occasion and maintenance. Netizens will go for a lot of comparison of the offering before the final purchase. Once a netizens is sure that he/she has gathered enough information and examined all possible alternatives, he/she would arrive at a decision. But this shopping behaviour of a netizens does not end with shopping and the value of the product places a important role in post buying behaviour. Netizens enjoy the happiness of sharing experience with his/her friends, relatives, initial advisors, friends and other people in her circle. Netizens are impressed with loyalty of the brand. If a brand attracts the Netizensloyalty then they repurchase the products/ services offered by the brand.

Factors Influencing Netizens towards online Buying
Motivations to buy online
Web design 24 hours access
Brand browser segment
Price visibility
Convenience
Internet speed
Cash on delivery
Free home delivery

Quick search
Better service
Easy payment
New design
Trendy shopping
Saves travel time
Availability
Trustworthy
Website security
Detail information
Searching the products easy
Take less time

REVIEW OF LITERATURE

S. Shalini and D. Kamalaveni (2013) stated that latest generation of commerce is one that can be done over the Internet. The research also explains online provides a virtual platform where sellers and buyers can come in contact for sale and purchase of goods and services. For this research the data was collected with the help of a well structured questionnaire from 226 respondents. The research also reveals that online shoppers are young, highly educated, active, intensive, and expert users of the online; they have a strong positive perception towards online buying and generally spend a very low amount on online buying. The research concludes that significant differences in buying

behavior could be ascribed to gender, occupation, and the Internet expertise of the online buyers.

Dr. Mohammad Naved Khan and Dr. Anuja Pandey (2015), revealed that Internet has attained status of as a dynamic commercial platform, more than a rich source of communication. This study combines the terms “online” and “buying” or “ shopping” results into more than 15000 results on any academic review sources. A review of literature area of “online buying” were collected and a rich literature framework in the form of different models is inexistent. The main objective of the study is to present a comprehensive framework of the relevant literature available in the field of online buying behavior. It also determines the traditional consumer behavior stages such as need identification, information search, evaluation of alternatives, buying and post purchase evaluation. Additionally, for online buying behavior. It also examined the online buying stages as attitude formation, intention, adoption and continuation with online buying. The study concludes that important factors that influence online buying are attitude, motivation, trust, risk, demographics, website etc.

Amit Saha (2015) examined impact of the increasing trend of online buying over the various fixed shop retailers. This project revealed the various aspects about how retail businesses are being affected and also the various recovery mechanisms they are coming up with to counter those e-stores in their race of survival. This project concludes the effect upon the profitability of the various concerns due to increasing trend for online buying.

Objectives of the study:

- To identify the factors that determines the netizens level of satisfaction towards online buying behavior.
- To evaluate the preference of netizens towards online buying behavior in Namakkal District, Tamil Nadu.

HYPOTHESIS:

1. There is no significant association between gender and Satisfaction .
2. There is no significant association between age and Satisfaction .
3. There is no significant association between educational qualification and Satisfaction
4. There is no significant association between monthly income and Satisfaction .
5. There is no significant association between type of family and Satisfaction .

LIMITATIONS:

1. The result of the study is based upon the views expressed by the netizens of Namakkal District, Tamil Nadu.
2. All the limitations of primary data are applicable to this study.
3. The statistical tools used to analyse the data have their own limitations.

RESEARCH METHODOLOGY:

Area of the study: The research study was done in Namakkal District, Tamil Nadu.

Nature and source of data: The study is based on questionnaire method; primary data has been collected from various netizens in Namakkal and the secondary data have been collected from related journals, websites, Magazines and textbooks.

Statistical tools used for the study:

- Simple percentage analysis
- Chi-Square analysis
- Friedman Ranking Test.

Sampling Used: 100 netizens were selected by purposive sampling method.

ANALYSIS AND INTERPRETATION

1.1 Demographic Profile of the Netizens

Table no.1 describes the demographic profile of the netizens for the study. Out of 100 netizens who were taken for the study: it has been identified that majority (63%) of the respondent are male, (57%) whose age group is under 21 to 45 years, most (68%) of the netizens are graduates/ Diploma holders, the family income of (42%) netizens is above Rs.50,000 per month and (64%) of the netizens belong to joint family.

Table No.1 Demographic Profile of the Netizens

Factors	Number Of Netizens	Percentage
	N=100	
Gender		
Male	63	63

Female	37	37
Age (Years)		
Up to 30	14	14
31 to 45	57	57
Above 45	29	29
Educational Qualification		
Up to School Level	68	68
Graduate/ Diploma	21	21
Post Graduate/Professionals	11	11
Family Income (Per month)		
Up to Rs.25,000	24	24
Rs.25,001 to Rs.50,000	34	34
Above Rs.50,000	42	42
Type of Family		
Nuclear Family	36	36
Joint Family	64	64

Table No.2 Relationship Between Netizens Demographic Profile and Level Of Satisfaction Towards Online Buying Behaviour

Variables	Level of Challenge			Total	χ^2 Value	Table Value	Remarks
	Low	Moderate	High				
Gender							

Male	13	22	38	63	8.48	5.991	S
Female	8	13	16	37			
Age (Years)							
Up to 30	4	5	5	14	11.49	9.488	S
31 to 45	17	26	14	57			
Above 45	12	5	12	29			
Educational Qualification							
Up to School Level	26	20	22	68	17.18	9.488	S
Graduate/ Diploma	8	8	5	21			
Post Graduate/Professionals	4	3	4	11			
Family Income (Per month)							
Up to Rs.25,000	11	7	6	24	10.23	9.488	S
Rs.25,001 to Rs.50,000	9	19	6	34			
Above Rs.50,000	14	18	10	42			
Type of Family							
Nuclear Family	7	20	9	36	6.598	5.991	S
Joint Family	18	34	12	64			

*significant at 5% percent level

Table no.2 depicts the relationship between selected demographic variables and level of satisfaction Towards Online Buying Behaviour.It is clear that , the calculated Chi-square value is greater than the table value at five percent level,

there exists any significant association between gender, age, family income, gender, educational qualification, type of family of the netizens and their level of satisfaction Towards Online Buying Behaviour.

Table No.3
Netizens Online Buying Behaviour– Friedman Rank Test

Factors	AVERAGE RANK	RANK
Convenient	3.7	4
Low Price	2.8	5
Promotional / offers	6.8	1
Suitability	5.2	3
Variety of Choice	4.6	2
Quality	1.7	6
24 hours Accessibility	1.2	7

The above table shows about the Friedman Rank Test online buying behaviour of the netizens were at 0.000 the level of significance which shows that there is a relationship between the ranks given. The online buying behaviour of the netizens through Friedman rank test, it is found that majority of the netizens prefer Promotional / offers , Variety of Choice, Suitability, Convenient, Low Price, Quality and 24 hours Accessibility. Thus, it found from the above table that most of the netizens prefer promotional/ offers towards online buying behaviour

Conclusion

According to this study netizens are satisfied with products and services, and if there is risk at minimum level than he will recommend and their buying behavior will good impact in the future, which means he will be loyal. Online buying behaviour is getting popularity in the young generation such as teenage people and professionals. Young people always prefer to buy goods from its original source and they mostly prefer online buying. When a netizens purchase something through online, he or she is affected by assorted factors. The main Influencing factors have been identified as, Promotional / offers , Variety of Choice, Suitability, Convenient, Low Price, Quality and 24 hours Accessibility . The price of the product/ service exists because the prices are often lower through online buying as compared with traditional buying in the market. The study concludes that buying through online can be of great benefit to the netizens in terms of less price, quality product, convenience, saving time and money.

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