

Effect of E-Commerce on Consumer Behaviours - An Empirical Study with Special Reference to Chennai

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Abstract

Web based business is influencing customer shopping conduct in various manners. Shopping openings have expanded and clients have increasingly helpful choices. The pattern off online deals has expanded and numerous individuals like to purchase products and administration online because of the absence of time. Along these lines the fundamental point of this investigation is to concentrate on effect of the E-trade on shopper conduct at a private division little bank in Chennai. To accomplish the said destinations of the examination information was gathered from around 100 representatives from the absolute populace of 450 workers utilizing accommodation inspecting method. The examination configuration utilized right now distinct research structure. Essential information was gathered utilizing an organized poll and optional information was gotten from organization site, diaries and books. The Independent variable utilized for the investigation are Age, sex, conjugal status, instructive capability, experience and month to month salary and the reliant Variables are Consumer, purchaser and vender, Work Environment, benefit and misfortunes, client dedication, on the web and item brand. Rate investigations were utilized to break the crude information. From the examination it is discovered that larger part of the respondents are over the age gathering of 20 years, lion's share are male and are UG. Every one of these situations has an alternate serious feel, and a necessary diverse technique and various resources. This is as valid in the physical world, where organizations comprehend it truly well, all things considered in website world, where organizations are battle to gainful techniques.

Key Notes :Consumer, purchaser and vender, Work Environment, benefit and misfortunes, client steadfastness, on the web, item brand and Capital.

1.1 Introduction

Web based business is influencing shopper shopping conduct in various manners. Shopping opportunity has expanded and clients have progressively advantageous alternatives. The pattern off online deals has expanded and numerous individuals want to purchase merchandise and administration online because of the absence of time. As indicated by Mittal, 2013, clients respect online buy because of its various advantages. Organizations are making more deals and benefit since individuals like to put request on the web. The outcome the

investigation shows that purchaser's apparent hazard and shopper trust strongly affect their buying choice.

1.2 Objectives of the Study

- To study the effect of the e-commerce on consumer behavior and choice buy are impacted in Chennai.
- To Study of the E-Commerce give accommodation to both purchasing and dealer.
- To recognized the inclination of purchasers for the internet shopping in Chennai.

1.3 Scope of the Study

Purchaser conduct ought to be the main determinant of corporate online business procedure. While innovation will improve, shopper dependability additionally improves. Rivalry in shrewd spot markets depends on cost, since there is little devotion to impact purchasers' choice. The web will be utilized for production network the board and strategic to guarantee the least cost structure and most reduced cost.

1.4 Review of Literature

As indicated by Shun Cai, Yunjie Xu (2006) States that Consumer esteem is one of the most remarkable powers in the present commercial center and developing as the key basic for the 1990s. Right now, proposed a three segment client esteem model of online business. Patrick, McCole (2002) states that Trust is essential to all advertising exchange, yet there is a scarcity of research of the marvel in an online situation. This paper gives an extensive survey off the trust writing and advances the discovering s of center gathering research that has helpful ramifications concerning factors causing trust and how trust is best showed in sites selling travel-related products.

1.5 Research Design

Research Methodology includes choosing the exploration plan for the examination. The examination configuration gives an orderly system to leading exploration examinations. Enlightening exploration configuration is utilized in the investigation that review is directed for an unmistakable reason. Essential data is gathered by the utilization of organized survey. The inspecting methodology received in the investigation of accommodation testing.

1.6 Limitations of the Study

- The primary impediment of the internet business is security. In the vast majority of the cases, People are reluctant to give their own and money related subtleties despite cutting edge information encryption security framework set up
- The proceeded with extension of E-trade could likewise prompt download pressure on expansion through expanded rivalry, cost sparing changes in selling valuing conduct.

1.7 Analysis of Data

The underneath table obviously delineates the segment factors engaged with the investigation

Table Showing Distribution of Demographic Variables

Age	No of Respondents	Percentage
Below 20years	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%
Others	0	0%
Total	100	100%
Total Experience		
Less than 5years	45	45%
5-10yrs	30	30%
10-15yrs	15	15%
Above 15years	10	10%
Total	100	100%

Table showing distribution of Dependent variables

Relationship between buyers and sellers	No of respondents	Percentage
Strong Agree	40	40%
Agree	30	25%
Neutral	20	20%
Disagree	2	2%
Strong Disagree	3	3%
Total	100	100%
Is there seller giving giving loyalty to buyer	No of respondents	Percentage

Yes	89	89%
No	11	11%
Total	100	100%

1.8 Findings and Suggestions of the Study

- The study found that lion's share of the respondents (30%) are around the age gathering of beneath 20 years.
- Majority of the respondents is male (66%).
- Further it is discovered that dominant part of the respondents are hitched (63%).
- It is seen that lion's share of the respondents are ug (54%).
- It is seen that lion's share of the respondents are under 5yrs (45%) of experience
- The respondents said that there was fair connection among purchasers and venders.
- Majority of the respondents are of the view that Seller was offered steadfastness to purchasers.
- Web based advances updated innovative conceptualization that would improve the reaction from innovation insightful customers. With the goal that organizations need to put resources into such new advances.
- The merchants and administration gives ought to maintain a strategic distance from concealed charges. This will assist with dodging increment in cost of item
- Websites plan and quality makes a positive effect on web based shopping fulfillment.

1.9 Conclusion

Every one of these situations has an alternate serious feel, and a necessary distinctive procedure and various resources. This is as valid in the physical world, where organizations comprehend it truly well, for what it's worth in website world, where organizations are battle to profitable strategies. Web based business is trade of data utilizing system based advancements. In the present significant expense circumstance, web based business can be utilized as a serious system. It successfully includes the whole online procedure of creating, showcasing, selling, conveying, adjusting and paying for items and administration.

Reference

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2. Patrick McCole (2002), "The job of trust of electronic business administrations". *Global diary of contemporary of emergency clinic the board*, 2002