

# Online Shopping Habits among Employees With Reference To Palakkad District

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**Abstract-** *The study aims at analyzing online shopping habit among employed groups. This study was undertaken to investigate the habits of online purchasing among employees in Palakkad district with reference to socio-demographic factors such as age, income, education and occupation. The result of the study focuses on the relationship between various socio demographic factor and online shopping habits. This paper concludes that there is a significant relationship between various socio-demographic variables and online shopping.*

**Indexed Terms-** *Employees, demographic variables, online shopping, Palakkad district*

## I. INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to buy goods or services directly from a seller over the internet using a web browser. Online shopping has grown popular over the years, mainly because people find it convenient and easy to bargain and shop from the comfort of their home or office. Online shopping is becoming more and more accepted in this era due to much convenience. It is the process of buying goods and services from merchants over the internet. Online shopping is done through an online shop, e-shop, e-store, virtual store, web shop, internet shop or online store.

There are many advantages involved in online shopping, the most obvious of which is convenience. All the products in online stores are described with text, photos and multimedia files. Many online stores will provide links for extra information about their products. Consumers can buy huge variety of items from online stores, and just about anything can be

purchased from companies that provide their products online. E-commerce users benefit from the advantages of online transactions by utilizing Internet shopping websites and searching for the intended merchandise when they recognise their need for a commodity or service. Additionally, some customers are attracted by the available information about products or services they looking for (either via online advertising or other forms of information communication), and they then compare alternatives and choose desired purchase options.

## II. RESEARCH OBJECTIVES

The study aims to understand the relationship between various socio-demographic factors and online shopping.

- H1 There is a significant relationship between employees's online shopping behaviour and age.
- H2 There is a relationship between employees earnings and online shopping
- H3 There is a relationship between education and online shopping.
- H4 There is a relationship between online shopping and occupation of employees.

## III. RESEARCH METHODS

Primary data was collected from questionnaire and interview method. Questionnaire was distributed among 250 respondents.

Tools used in this study is percentage analysis and likert scale.

IV. LIMITATION OF THE STUDY

- 1) Only 250 respondents were taken for this study
- 2) Area of the study was limited to one district.
- 3) There are many factors which will affect the satisfactory level of employees. Only selected factors are taken for this study.

V. REVIEW OF LITERATURE

Jin and Kato (2004) attempted from that eBay market watch 88% of online graded cards are graded 8 or above. According to Beckett price guide, the value of a card grade 8 often doubles the value of card graded 7. This is collective to the experiment outcomes. It was clear that most graded cards traded online are significantly superior in quality than ungraded cards in both retail and online market.

Koo et.al (2008) have conducted an empirical study, they examined the motivational effects of personal values on benefits, attributes, and re-patronage intention in the perspective of shopping online. The study conclude that personal values of social affiliation and selfactualization serves as underlying beliefs in shaping, consumer’s online shopping motives. In addition online store attributes are positively related to pre-patronage intention.

Kim H R (2005) examined an empirical study in UK to develop an index of online customer satisfaction; this study integrates and applies the concept of satisfaction from three field’s i.e. marketing, management information system (MIS) and e-commerce. The main function of this paper is an exploration of the factors affecting satisfaction. The results show that ten factors on index are good exponent of satisfaction repurchase behaviour and repurchase intention.

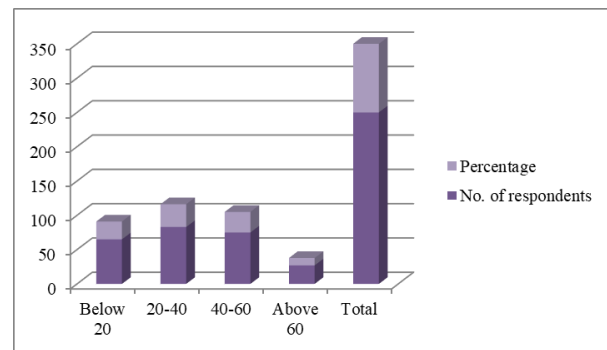
The following tables reveal the various socio demographic features and their relationship with online shopping habits.

VI. AGE AND ONLINE SHOPPING HABITS

Table: 1 showing age wise classification of the respondents

Age group	No. of respondents	Percentage
Below 20	65	26
20-40	83	33.2
40-60	75	30
Above 60	27	10.8
Total	250	100

Table :1 reveals that 83(33.2%) of the respondents are the age group of 20 - 40 and 75 (30%) of the respondents are the age group of 40 – 60. The majority 33.2% of the respondents are online purchaser.

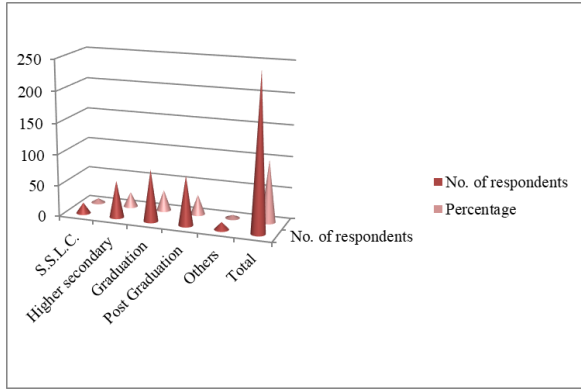


VII. EDUCATIONAL QUALIFICATION AND ONLINE SHOPPING HABITS

Table: 2 showing educational qualification wise classification of respondents

Qualificati on	No. of respondents	Percentage
S.S.L.C.	17	6.8
Higher secondary	59	23.6
Graduatio n	83	33.2
Post- Graduatio n	79	31.6
Others	12	4.8
Total	250	100

Table: 2 reveals that 83(33.2%) of the respondents of graduates and 79 (31.6%) of post graduates have online shopping habits.



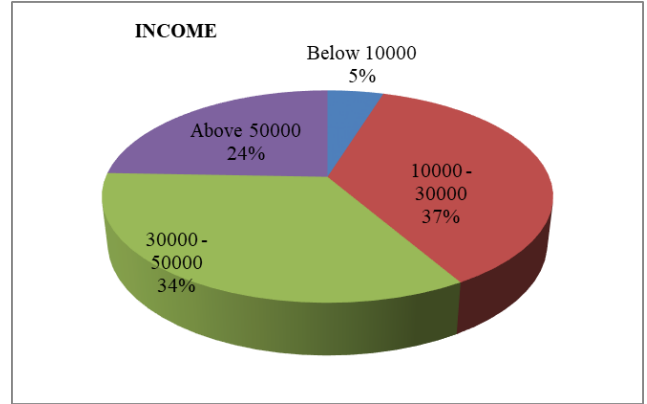
VIII. INCOME LEVEL AND ONLINE SHOPPING HABITS

Table: 3 showing income wise distribution of the respondents

Earning	No. of respondents	Percentage
Below 10000	12	4.8
10000 - 30000	92	36.8
30000 - 50000	85	34
Above 50000	61	24.4
Total	250	100

Table: 3 reveals that 92(36.8%) of the respondents have annual income ofRs. 10000 – 30000 and85 (34%) of the respondents have annual income ofRs. 30000 – 50000.

It is concluded that 36.8% of the respondents have the online shopping habits.



IX. OCCUPATION AND ONLINE SHOPPING HABITS

Table: 4 showing occupation wise classification of the respondents

Occupation	No. of respondents	Percentage
Govt. employees	37	14.8
Private employees	87	34.8
Professionals	64	25.6
Self Employed	52	20.8
Others	10	4
Total	250	100

Table: 4 reveals that 87(34.8%) of the respondents are private employees and 64 (25.6%) of the respondents are professionals.

It is concluded that 34.8% of the respondents, private employees have the online shopping habits.

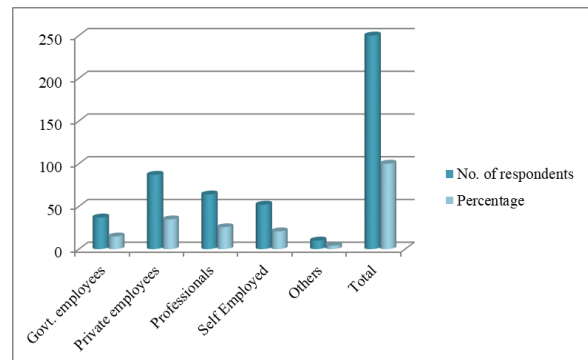


Table: 5 showing Satisfactory Level of employee category with online shopping.

Employee group	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Govt. employees	12	14	6	1	4
Private employees	67	16	4	-	-
Professionals	43	15	2	4	-
Self Employed	30	17	4	1	-
Others	4	3	1	2	-

Table: 5 reveals that out of 37 Government employees 12 of the respondents are highly satisfied with online shopping and 14 are satisfied with online shopping.

Out of 87 Private employees 67 of the employees are highly satisfied with online shopping and 16 employees are satisfied with online shopping.

Out of 64 Professionals 43 of the employees are highly satisfied with online shopping and 15 employees are satisfied with online shopping.

Out of 52 self-employed groups 30 of the employees are highly satisfied with online shopping and 15 employees are satisfied with online shopping.

Out of 10 other employee groups 4 of the employees are highly satisfied with online shopping and 3 employees are satisfied with online shopping.

#### X. CONCLUSION

The study reveals that there is a significant relationship between age, education, earning occupation and online shopping. Online shopping is done mostly by the Private employees when compared to other occupational groups. Online shopping is mostly preferred by youngsters.

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