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**Customer Satisfaction towards Online Shopping with
Special reference to Kanchipuram District**

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Abstract

The online market is dominated by way of potential clients each on the domestic and foreign level. It is usual and there is a risk for the customers to lose their interest and their energy being affected due to Consumers 'delight and outlook closer to Online Shopping and the consequential publicity. Further, there is study enables to research the diverse demographic elements which have an impact on the choice making method of different of clients 'expectation and desire toward Online Shopping. The take a look at covers the customers' delight and attitude towards Online Shopping. Our awareness of the problem regions is Consumers' outlook towards online buying to decide the attractive factors that have an effect on customers to purchasing and people factors with assist marketer to formulate their strategies towards online marketing respectively.

Keywords: Online Shopping, Customer Satisfaction, and online buying behavior

I.INTRODUCTION

In the case of a business buying from a few different commercial enterprises, the process is referred to as organization-to-business in online shopping for. The largest of these online retailing groups are Amazon.Com, Alibaba and eBay are all resources of on-line shopping. Actually, current marketing enhances all of the activities involved in figuring out the wishes of present and ability clients for items and services, in shopping the products from manufacturing middle and distribution through the transfer of possession. Offering and transport of the needs of the customers is stated to be Marketing which needs to be regarded into, presenting merchandise after they need, at what vicinity they need, at

what price they could come up with the money for and thereby ensuing inside the introduction of a happy purchasers' forum that is a collection of happy customers. There is a fluctuation in pricing. Moreover, shopping may be accomplished anywhere, anytime in step with their possibilities. There is a fast development. Online shopping is hastily changing the approach and way people do business all over the world. In the business-to-client phase, Priyanka Sharma 2017 income via the net has been increasing dramatically over the last few years. User and Customers, no longer simplest those from well-advanced nations but additionally those from growing nations have become used to the new buying channel. The internet sources and the internet have given upward thrust to the fantastic capability for agencies thru connecting globally. Cash on transport is discovered most famous fee method for online buying among clients. The final results and impact of our look at indicate that the mode of payment is depended upon the profits of the respondents.

Historical background of this study

The demographic profile and historical profiles are much important to be looked in to. Historical profile of online buying exposes much stuff to research for the usage of on this observe. British entrepreneur Michael Aldrich created online purchasing in 1979 which must be seriously referred. We examine that the laptop machine he had, were given connected a modified home Tele Vision to an actual-time transaction processing laptop via a home telephone line. It is an extensively identified act that there are one of a kind outcomes skilled in the marketplace this is a big reality identified that, clients are touchy to numerous outcomes within the marketplace in addition to pricing. Therefore, it is our responsibility to design your advertising approach to cope with a maximum of the factors influencing a patron's buying selections as possible at the way to take some time turn out to be extra fruitful. It is this type of included approach will increase your ability to satisfy your clients and may beautify sales final results and standard performance. There are different attitudes of enterprise people and the modern-day businessmen motive at 'customers in place of client pleasure. In fact, current advertising and marketing complement all of the activities concerned in figuring out the dreams of gift and capability consumers for gadgets and services, in purchasing the products from production middle and distribution thru transfer of possession. It is crucial we offer what humans are in want of. A suitable advertising is, in quick, providing what the consumers' want, when they need, on the place they need, on the rate they may have sufficient money and thereby ensuing internal the appearance of satisfied customers.

Background of the Study

There are different kinds of traits in buying and selling. There are one-of-a-kind dynamisms working in buying and selling. There are so many classes of customers too. It is located that online patron to buying sample is used as the primary device to activate price range for the up gradation, empowerment and financial growth of the country. We examine that in an effort to have non-stop and constant growth of economy in any united states of America, well-functioning of protection market is needed; the safety market presents a bridge between crucial savers and last purchaser, the risk to position the shopping for made of the cautious on the disposal of the unique, hence hopeful to elevate the overall degree of income and boom. It is proper that the development and increase of securities marketplace adjustments the quantum and composition of buying with the aid of the families. The presence and availability of yield-bearing securities induce human beings to devour much less an extra in excessive elastic, divisible, liquid securities. It is usually thrilling to know that strong home online buying market display bureaucracy the idea for the nicely regarding patron institution to elevate shopping for development and development in the web-sourced enterprise promotions main to a hit marketplace.

Review of Literature

Rupali Rajesh (2018) According to online buying in electronic enterprise worries are important to position transferring from transactional advertising to one-to-one association advertising, for users or the patron achievement. It is given special consciousness on key aspect of online buying like suitable and time saving, Clear Return policy, Variety of product and types to be had on online sites, Trusted shopping, Product evaluations, 24*7 Shopping, Cash on transport and Credit card offerings availability of favourite brands, readability approximately terms and situations, chance at credit score card transactions, beyond buy enjoy and so forth., as well as customer satisfaction factors like return coverage, product quality, experience, touch and feel factor etc. These effects will enable, electronic marketers to designs higher appropriate strategies, aiming to buy practice.

Gunjita Kumar (2017) It became stated that earlier than demonetization items had been bought online shopping to customer choice and hazard bearing capacity, however after demonetization it has become nearly obligatory to look for optimum bills via Electronic pockets for all sorts of goods and offerings bought. Prior to demonetization humans consume to shop for online either uncommon items or goods which aren't effortlessly to be had in the nearby marketplace, but after demonetization, they had been shopping goods of their everyday wishes.

Formerly humans also favored to buy objects online for which satisfaction gained turned into confident, but currently, they can use to one-of-a-kind websites imparting the facilities like an attempt to purchase they have been prepared to take up the hazard additionally.

Ahmed audu maiyaki (2016) Observed that aimed toward investigating the principle thing of influencing consumer online buy in conduct. The price and the product art collection in online shopping immediately affect purchasers' buying cause and conduct. The explosive in online buying available at a lower price, and the import range is more than traditional shopping, the purchasers will select to capture online.

Pritam P.Kothari (2016) felt that turned into made an outcome by using researchers to study the existing reputation of online buying. Those who spoke back were accrued well-based telegraph shape. They assist with information analysis and abstractionism finding had been drawn through researchers. Since there was a revolution in telecommunication quarter no of users on the internet. Increased in India recent time and customers had been the usage of internet for online purchasing however nonetheless everyday purchase maximum of patron's first preference has been manual shopping. In order to increase the number of customers for online shopping, there has been want of sizable exposure and acknowledgment through online shopping companies to attract all elegance of clients. Most of the customers had been providing majority opinion that advertising prices by using companies had been very excessive, it is cautioned to organizations to either reduce transport prices or shipping of product have to receive freely. Corporate may use one of the acknowledgment activities. Once studies discovered that important starting gate at the back of improvement of online buying became of customer cognizance.

Saban Kumar K.C and Arun Kumar Timalsina (2016) Studied that that examine from customers' attitude turned into finding that majority respondents online purchasing. Outcomes on online purchasing have been smooth to reserve, artwork collection at one save and time-saving. Use of Mobile become regarded to be fine and on hand choice than websites and make contact with calls. Similarly of the respondents had been favorable approximately online purchasing of market keeper natural item whereas relaxation became terrible. Outcome additionally defined that respondent had been aware of present online portals. The velocity and urgency in transport timing had been given extra significance than fee system and pricing at the same time as buying greens and fruit gadgets online.

Therefore, the general public of the clients had been located to be aware and high-quality approximately online grocery purchasing, the researchers concluded that if the issues diagnosed via this research were addressed there was resting potential for agreeableness future of online grocery.

Hua Zhong and Ping Qing (2016) confirmed that Chinese rural customer online buying in high priced and the factors explaining their purchasing common. There is one to 1 survey to Chinese rural customers was conducted among July and September in five areas along with north, northeast, south, west after which crucial location across provinces. In all the survey includes elements. Firstly, it was investigated respondent socioeconomic characteristics and their day-by-day online sports. Secondly, it turned into tested their perceptions and attitudes about online shopping. Statistical summaries display that clothing becomes rural customers' maximum offered item. The effort to saving time, the ease of having access to and browsing, and the kind of black marketplace to be had were the top three reasons to shop online. Often used charge technique was the 1/3-celebration online price platform.

Gopal and Deepika (2016)- In their research and analysis on a previous couple of years had seen an unprecedented increase in the number of online business gamers. An ever-rowing opposition had referred to as for the adoption of new advertising strategies, new media and out of box questioning to steer the purchaser to go to the web page and make purchases. In India, retailing has the potential to develop extra than hundredfold to attain a value. The use of a's developing internet habituated consumer base, with a burgeoning magnificence of cell net customers will power the web shopping story. Electronic retailing is well worth millions of greenbacks utmost importance for the groups to recognize the diploma of impact their new marketing campaign could on ability customers. It could help them in channelizing extra money and effort towards the method which has the most impact on consumer psyche.

Devi and Saini (2015) Focused on online buying suggesting blessings and downside of online shopping like better charges, comfort, range, fewer traps, discreet shopping, ease of evaluation purchasing, discover particular answer these are advantages of online purchasing whereas advised dangers were lost the tactile revel in, shipping adds to the cost, returns may be costly, managing unknown vendors.

Sanjay Kumar (2015) Evaluated that online buying plays extra function sorts of consumers who've no time and want to keep away from the crowd. However, there had been some points that have an effect on the client's conduct approximately online buying however universal within the subsequent 5 to 10 years the online save deliver a large competition to the outlets.

At remaining, it becomes clear that during destiny there was the large scope for online shopping. The customers were greater attracted in the direction of online purchasing.

G.R.Shalini and K.S.Hemamalini (2015) Detailed that asserts approximately in KANCHIPURAM town most of the people select turn cart for online shopping. Online buying has already ended up a trend in this era. The internet site characteristics and attitude, agree with and intention towards online purchasing and the various thing such as quite critical to online customers approximately the product, payment security, cash-again assure, beyond experience using this product-logo, and shopping for a famous brand had been circle of relatives and friends, feedback on the Internet, website loyalty, an opportunity of speaking with a shop clerk by means of telephone or mail ought to be evolved by the web websites. Of that website loyalty, the possibility of speaking with a shop clerk with the aid of cellophane or mail pick out the secured mode of the fee, beyond online purchasing revel in, the 5 most likely strategies for customers use online purchasing websites on the Internet.

Need for the Study

We feel it's miles very clean from the assessment of literature made in the succeeding paragraphs that no longer many studies were undertaken completely to study the behaviour, preferences, and belief of online purchasing purchaser, a very vital place in the components of regulations and techniques which might be very critical for the orderly boom and improvement of online purchasing and the identical has to be disseminated positively in the minds of the client important in any nation. By and big the research reviewed have especially blanketed the components at the macro level, occupation smart smash-up of paid-up value of purchaser of individuals, shopping for styles of a patron, geographical distribution of a product in KANCHIPURAM District. There is research covering the problem of online shopping patron shopping for a sample at a micro degree. When mentioned the context of decline within the participation in particular, online customer inside the number one online market operations, withdrawal of client from the online buying marketplace into more secure purchaser avenues like cash on delivery bank withdrawal, online charge, debit cards and credit score card charge, they become all of the extra important to take a look at a financial evaluation in shopping for pattern of patron with special reference to KANCHIPURAM District. It is understood to realize that this could help the policymakers in evolving appropriate techniques to get online patron in big numbers in order that the mobilization and powerful operation of the web shopping markets may also enhance

Importance of the study

There is a trait to know the importance of this study. The researcher has employed that to make a clear assessment of the same. It is determined that there are lots of attitude modifications in our interpersonal relationships and it is an awful lot greater that there may be an essential trade within the web-based shopping on client shopping for the pattern from the traditional approaches to fashionable approaches, as visible in the overdue 1979's. There are ideal differences and adjustments we stumble upon and this modification has shown the manner for a new variety of post-consumer behavior to provide the desires and pleasure of individual patron's attitude. We similarly examine that the exclusive internet based totally shopping and customer shopping for also make a contribution to a few ordinary modifications to attract the individual purchaser to keep in various hazard, which is quite regular prevalence. Online versus Disconnected Shopping In customary purchasing, highlights of the surroundings are a key component affecting the shopper's conviction. We appropriate here by discovering that these capacities also influence regardless of whether the buyer is finding the buying appreciate satisfying or not, as expressed by Sherman et al. (1997). Nature in web-based purchasing comprises of a far smaller scope of surveys and beyond any doubt, mechanical capacities are expected to work in this sort of putting. Every one of the faculties can't be utilized to see internet buying audits which are fresh out of the plastic new form of the day. It is learned that the buying models of consumer many of the internet's primarily based purchasing, and its influences on a pride of consumer conduct and client perception an exception to this for the balanced development of the kingdom; it's miles notably critical to investigate the web buying of the purchaser. There are numerous elements are concerned to this and that is the primary cause at the back of the researcher for selecting the studies subject matter as a monetary analysis in buying the sample of the customer in online purchasing: An assessment and intensive examination of the consumer in KANCHIPURAM District.

Research gap

It may be very clear that nearly 122 researches has been reviewed and noted in this study. A range of institutions and people associated with this have performed numerous studies on the various factors of the net shopping electronic market within the beyond. It is located that those studies had been widely related to online marketplace with a unique attention on diverse contraptions of the customer shopping for sample in KANCHIPURAM, Nevertheless, not many kinds of research had been focusing attention on the aspects just like the kingdom of client consciousness, customer' perceptions, customer shopping for sample,

purchaser pleasure and consumer pre-and-put up buying conduct and its add-ons of effects. Therefore, a medium attempt is made thereafter to study research applicable to the situation so that it will get deeper insights and expertise of the research place. While making in element assessment the following discussions of the literature diagnosed significant studies hole so as to be explored inside the thesis is observed. In the earlier research, the researcher has now not attempted to image the post-shopping for behavior in terms of purchaser perceptions; the researcher made a try to incorporate the identical with relevant variables. Furthermore, the researcher inclined to have a concept to begin the research and intensive examine in southern a part of India particularly in KANCHIPURAM District. being the foremost hub of capital market operations and maintaining the consistency and continuity of commercial enterprise in comparing and referring other the areas. So, the cutting-edge take a look at is efforts filling the required facts and statistics for further improvement and enhancement.

Statement of the problem

It is determined that in brand new, the style of electronic trade has been prolonged swiftly inside the brand-new years with the improvement of the net and because of the clean accessibility of internet utilization which isn't new. In the way of digital advertising and net communiqué commercial enterprise companies are coordinating tremendous marketing and marketing activities which includes market studies, product development, tell customers approximately product capabilities, promotion, consumer offerings, purchaser remarks and so on. Online shopping for is used as a medium for conversation and digital trade, it is to boom or enhances in cost, notable, and elegance of handing over consumer advantages and higher delight, this is why online purchasing is more consolation and daily growing its reputation. The virtual advertising gamers are namely online advertising and advertising and marketing, on-line advertising interest takes area inside the draw round of purchasing and selling interest, making the method remain whole. The online market is dominated by way of potential clients each on the domestic and foreign level. It is usual and there is a risk for the customers to lose their interest and their energy being affected due to Consumers 'delight and outlook closer to Online Shopping and the consequential publicity. Further, there is study enables to research the diverse demographic elements which have an impact on the choice making method of different of clients 'expectation and desire toward Online Shopping.

The take a look at covers the customers' delight and attitude towards Online Shopping. Our awareness of the problem regions is Consumers' outlook towards online buying to decide the attractive factors that have an effect on customers to purchasing and people factors with assist marketer to formulate their strategies towards online marketing respectively.

Objectives of the study

1. To take a look at the association between patron avenues and customer traits.
2. To evaluate the web shopping' perception and focus level of online purchaser' traits.
3. To identify the factors that influences the choice of purchasing a product and predicted return.

Hypothesis of the Study

HO= There is no dating between patron characteristics and customer avenues.

H1= There is a dating between patron characteristics and consumer avenues

HO= There is no dating between purchaser delight and shopping for sample

H1 = There is a courting between patron pride and shopping for a pattern

Table 1: The Demographic Factors of Respondent

	Demographic Factors	Frequency	Per cent	Cumulative Per cent
Gender	Male	396	66.0	66.0
	Female	204	34.0	100.0
	Total	600	100.0	
Age	Up to 25 years	83	13.8	13.8
	25-35 years	162	27.0	40.8
	35-45 years	173	28.8	69.7
	45-55 years	120	20.0	89.7
	more than 55 years	62	10.3	100.0
	Total	600	100.0	
Marital status	Single	209	34.8	34.8
	Married	391	65.2	100.0
	Total	600	100.0	
Family size	2	59	9.8	9.8
	3	172	28.7	38.5
	4	186	31.0	69.5
	5	111	18.5	88.0
	more than 5	72	12.0	100.0
	Total	600	100.0	
Educational	professional degree	60	10.0	10.0
	Post-graduation	141	23.5	33.5
	under graduation	226	37.7	71.2
	Diploma	116	19.3	90.5
	Schooling	57	9.5	100.0
Total	600	100.0		
Occupation status	Govt. Employees	55	9.2	9.2
	Private employee	230	38.3	47.5
	self-employee	168	28.0	75.5
	Business	93	15.5	91.0
	home maker	54	9.0	100.0
	Total	600	100.0	
Annual income	less than 1 lakh	85	14.2	14.2
	between 1 to 2 lakhs	223	37.2	51.3
	between 2 to 3 lakhs	146	24.3	75.7
	between 3 to 4 lakhs	97	16.2	91.8
	more than 4 lakhs	49	8.2	100.0
Total	600	100.0		

The above table 1 shows that statistics approximately gender smart distribution of the respondents. Among 600 respondents, a majority of 396 (66%) respondents are male as well as 204 (34.0%) respondents are girl. It is discovered from the above desk that typically male have mind-set to buy thru online than lady.

The above table 1 suggests that details about age of the respondents. Mostly 173 (28.8%) respondents are within the age group of 35-45 years, 162

(27.0%) respondents are in the age organization of 25-35 years, a hundred and twenty (20.0%) respondents are inside the age group of forty-five-fifty five years, eighty three (13.8%) respondents are in the age organization of upto 25 years and 62 (10.3%) respondents are in the age organization of more than 55 years. Hence majority of respondents are belonged from the age institution of 35-45 years respectively. The above table 1 reveals that details about marital status of the respondents. Among 600 respondents, 391 (65.2) respondents are married and 209 (34.8) respondents are single. It is clearly found from the above table that most of the respondents are married. The above table 1 reveals that details about family size of the respondents. Mostly 186 (31.0) respondents have 4 members in the family, 172 (28.7) respondents have 3 members in their family, 111 (18.5) respondents family size is 5 members, 72 (12.0) respondents family size is more than 5 members and 59 (9.8) respondents have 2 members in their family respectively. Therefore majority of respondents have 4 members in their family respectively. The table indicates that details about educational qualification of the respondents. Mostly 226 (37.7) respondents have finished under graduation, 141 (23.5) respondents have completed post-graduation, 116 (19.3) respondents have completed diploma, 60 (10.0) respondents completed professional degree and 57 (9.5) respondents completed schooling respectively. It is found clearly from the above table that majority of respondents are under graduate who buy products through online shopping respectively. The above table 4.6 indicates that details about occupational status of the respondents. Mostly 230 (38.3) respondents are private employees, 168 (28.0) respondents are self-employed, 93 (15.5) respondents are doing their own business, 55 (9.2) respondents are working at government sector and 54 (9.0) respondents are home maker. Hence majority respondents buy products through online shopping from the private sector respectively. The above table 1 reveals those details about annual income of the respondents. Mostly 223 (37.2) respondents family annual income are between 1 to 2 lakhs, 146 (24.3) respondents family annual income are between 2 to 3 lakhs, 97 (16.2) respondents annual income are between 3 to 4 lakhs, 85 (14.2) respondents annual income are less than 1 lakh and 49 (8.2) respondents family annual income are more than 4 lakhs respectively. It is revealed that majority of respondents family annual income is between 1 to 2 lakhs respectively.

Table 2: Internet access of the Respondents

	Frequency	Percent	Cumulative Percent
Home	203	33.8	33.8
working place / office	225	37.5	71.3
cyber café	112	18.7	90.0
school//college/university	60	10.0	100.0
Total	600	100.0	

The above table 2 indicates that details about internet access of the respondents. 225 (37.5) respondents perceived that they use internet from their working place/office, 203 (33.8) respondents access their internet from their home, 112 (18.7) respondents access internet from cyber cafe and 60 (10.0) respondents access internet from school/college/university respectively. It is found clearly from the above table majority of respondent's access internet from their working place/office respectively.

Table: 3 Time spent on internet per day

	Frequency	Percent	Cumulative Percent
less than 1 hour	112	18.7	18.7
1-2 hours	171	28.5	47.2
2-3 hours	160	26.7	73.8
3-4 hours	98	16.3	90.2
more than 4 hours	59	9.8	100.0
Total	600	100.0	

The above table 3 shows that detail about length of time spent by respondents per day on average. 171 (28.5) respondents spend 1-2 hours per day averagely, 160 respondents spend 2-3 hours per day for access internet, 112 (18.7) respondents spend less than 1 hour per day and 59 (9.8) respondents spend more than 4 hours to access internet per day respectively.

Table 4 Influence to purchase products and services of the respondents

	Frequency	Percent	Cumulative Percent
Self	188	31.3	31.3
Husband	135	22.5	53.8
Wife	133	22.2	76.0
Children	88	14.7	90.7
Friends & Relatives	56	9.3	100.0
Total	600	100.0	

The above table 4 shows that detail about Influence to purchase products and services of the respondents 188 (31.3) respondents purchase products and services through online shopping with self-decision, 135 (22.5) respondents buy products with the help of husband, 133 (22.2) respondents buy products with help of wife, 88 (14.7) respondents are influenced with their children and 56 (9.3) respondents are influenced with their friends and relatives respectively. Therefore majority of respondents purchase their products with their own decision respectively.

Table- 5

Relationship between gender and products often buy by the respondents

Particulars	Mean	SD	Sum of Squares	df	MS	F value
Garments						
Between Groups			2.187	1	2.187	F = .853 P > 0.05 Not Significant
Male	3.5000	1.59667				
Female	3.6275	1.60922				
Within Groups			1532.686	598	2.563	
Jewelleries						
Between Groups			8.286	1	8.286	F = 3.655 P > 0.05 Not Significant
Male	4.7677	1.52832				
Female	4.5196	1.46035				
Within Groups			1355.548	598	2.267	
Books						
Between Groups			.050	1	.050	F = .019 P > 0.05 Significant

Male	4.2601	1.65675					
Female	4.2794	1.55534					
Within Groups			1575.283	598	2.634		
Software's							
Between Groups			.813	1	.813	F =.450 P > 0.05	Not Significant
Male	4.8081	1.33446					
Female	4.7304	1.36127					
Within Groups			1079.586	598	1.805		
Groceries							
Between Groups			8.395	1	8.395	F = 2.888 P > 0.05	Not Significant
Male	3.9268	1.72317					
Female	4.1765	1.66926					
Within Groups			1738.523	598	2.907		
Travel packages							
Between Groups			.145	1	.145	F =.065 P > 0.05	Not Significant
Male	4.6995	1.51719					
Female	4.6667	1.44409					
Within Groups			1332.573	598	2.228		
Train tickets/Flight tickets							
Between Groups			1.031	1	1.031	F =.556 P > 0.05	Not Significant
Male	4.8586	1.40711					
Female	4.9461	1.26804					
Within Groups			1108.488	598	1.854		
Cinema/Entertainment							
Between Groups			5.224	1	5.224	F = 2.245 P > 0.05	Not Significant
Male	4.2803	1.52439					
Female	4.0833	1.52739					
Within Groups			1391.470	598	2.327		

In above table 4.12 relationship between gender and products often buy by the respondents has been tested by one way ANOVA tool. The highest mean score

of 3.6275 and the F value .853 indicate that male respondents buy garment often than female respondents. The highest mean score of 4.7677 and the F value 3.655 reveal that male respondents buy jewelleries often than male respondents. The highest mean score of 4.2794 and the F value .019 indicate that female respondents buy books frequently than female respondents. The highest mean score of 4.8081 and the F value .450 shows that male respondents buy software's often through online shopping. The highest mean score of 4.1765 and the F value 2.888 indicate that female respondents buy groceries frequently through online shopping. The highest mean score of 4.6995 and the F value .065 indicate that male respondents buy travel packages through online than female respondents. The highest mean score of 4.9461 and the F value 1.031 reveal that female respondents buy train tickets/flight tickets more often than male respondents. The highest mean score of 4.2803 and the F value 5.224 indicate that male respondents book cinema tickets though online than female respondents respectively. The above table shows that there is no significant relationship between gender and products often buy by the respondents. [Garments = .356 > 0.05/ Jewelleries = .056 > 0.05/ Books = .019 < 0.05 / Software = .503 > 0.05/ Groceries = .090 > 0.05/ Travel packages = .799 > 0.05 / Train tickets = .456 > 0.05 / Cinema/Entertainment = .135 > 0.05]. Hence the calculated value is higher than the table value.

Table 6 Test statistics

	Span of delivery	Security of payment	Privacy of individual information	Charges from home delivery	Low cost
Chi-Square	9.971	2.356	2.393	2.305	4.491
Df	4	4	4	4	4
Asymp. Sig.	.041	.671	.664	.680	.344

- a. Kruskal wallis test
- b. Grouping variable: educational qualification

In above table 6 relationships between educational qualification and on purchase decisions of the respondents have been tested by using kruskal wallis test. The highest mean score of 319.72 indicates that respondents from the qualification group of diploma expect span of delivery of product than other respondents. The highest mean score of 322.23 reveal that respondents from the qualification group of professional degree check security of payment while purchasing product. The highest mean score of 319.35 indicate that respondents from the qualification

group of professional degree expect privacy of individual information more than other respondents. The highest mean score of 321.85 indicates that respondents from the qualification group of professional degree think about charge from home delivery of product while purchasing than other respondents. The highest mean score of 325.44 indicates that respondents from the qualification group of diploma expect low transactions cost than other respondents respectively. The above table shows that there is no significant relationship between educational qualification and on purchase decisions of the respondents. [Span of delivery = .041 < 0.05/ Security of payment = .671 > 0.05/ Privacy of personal individual = .664 > 0.05 / Charge from home delivery = .680 > 0.05/ Low transaction cost = .344 > 0.05]. Hence the calculated value is higher than the table value.

Summary of Findings Suggestion

The above desk 1 indicates that information about gender sensible distribution of the respondents. Among 600 respondents, a majority of 396 (sixty-six %) respondents are male in addition to 204 (34.Zero%) respondents are girl. It is observed from the above table that in the main male have a mindset to buy thru online than the girl. The above data indicates that details about the age of the respondents. Mostly 173 (28.8%) respondents are within the age group of 35-forty five years, 162 (27.Zero%) respondents are in the age group of 25-35 years, 120 (20.Zero%) respondents are within the age institution of forty five-fifty five years, eighty-three (thirteen.8%) respondents are in the age institution of up to 25 years and 62 (10.Three%) respondents are inside the age group of greater than 55 years. Hence the majority of respondents belong from the age organization of 35-45 years respectively. The above desk four. Three famous that information about the marital popularity of the respondents. Among 600 respondents, 391 (sixty-five .2) respondents are married and 209 (34.Eight) respondents are unmarried. It is truly located from the above desk that most of the respondents are married. The above table four. Four exhibits that details about the family size of the respondents. Mostly 186 (31.Zero) respondents have 4 participants inside the family, 172 (28.7) respondents have three individuals in their family, 111 (18.5) respondents family size is five participants, seventy-two (12.Zero) respondents circle of relatives length is extra than five individuals and 59 (9.8) respondents have 2 individuals of their own family respectively. Therefore the majority of respondents have four individuals from their family respectively. The above data indicates that information about the academic qualification of the respondents. Mostly 226 (37.7) respondents have finished under graduation, 141 (23.Five) respondents have finished post-graduation, 116 (19.3) respondents have completed a degree, 60 (10.Zero) respondents finished expert diploma and fifty-seven (nine. Five)

respondents finished schooling respectively. It is determined definitely from the above table that majority of respondents are beneath graduate who buys products through online shopping respectively. The above desk 4.6 suggests that information about the occupational status of the respondents. Mostly 230 (38.3) respondents are private employees, 168 (28.0) respondents are self-employed, ninety-three (15.5) respondents are doing their own business, 55 (9.2) respondents are working at authorities area and 54 (9.0) respondents are a homemaker. Hence the majority of respondents buy products through online buying from the private zone respectively. The above desk four.7 reveals that details about the annual income of the respondents. Mostly 223 (37.2) respondents own family annual income are between 1 to 2 lakhs, 146 (24.3) respondents circle of relatives annual profits are between 2 to 3 lakhs, 97 (16.2) respondents annual income are among three to four lakhs, eighty-five (14.2) respondents annual income is much less than 1 lakh and forty-nine (8.2) respondents family annual income is more than 4 lakhs respectively. It is discovered that majority of respondents family annual profits are among 1 to 2 lakhs respectively. The above desk four. Eight indicates that details about internet access of the respondents. 225 (37.5) respondents perceived that they use internet from their operating location/office, 203 (33.8) respondents get entry to their internet from their home, 112 (18.7) respondents get admission to the internet from cyber café and 60 (10.0) respondents access the net from school/college/university respectively. It is determined simply from the above table majority of respondent's get right of entry to the internet from their operating area/workplace respectively. The above table 1 suggests that element approximately the length of time spent by respondents in step with the day on average. 171 (28.5) respondents spend 1-2 hours according to day averagely, 160 respondents spend 2-three hours in keeping with day forget entry to net, 112 (18.7) respondents spend less than 1 hour in line with day and fifty-nine (9.8) respondents spend extra than four hours to get right of entry to internet according to day respectively. The above table 1 indicates that detail about Influence to buy products and services of the respondents 188 (31.3) respondents buy services and products via online buying with self-decision, one hundred thirty-five (22.5) respondents buy products with the assist of husband, 133 (22.2) respondents buy merchandise with help of spouse, 88 (14.7) respondents are motivated with their children and fifty-six (9.3) respondents are prompted with their buddies and relatives respectively. Therefore the majority of respondents purchase their products with their own selection respectively. The above desk 2 indicates that detail approximately charge method of the respondents. 183 (30.5) respondents do pay their amount thru online financial institution switch, 166 (27.7) respondents pay their money thru credit

card/debit card, 162 respondents pay cash on shipping and 89 respondents pay their quantity through online money transfer respectively. Hence the majority of respondents pay their cash via online financial institution switch respectively.

ANOVA

The relationship among gender and merchandise regularly buy with the aid of the respondents. In the above relationship between gender and merchandise regularly purchase by using the respondents has been examined with the aid of one way ANOVA tool. The highest suggest score of 3.6275 and the F cost .853 suggest that male respondents purchase garment regularly than lady respondents. The maximum suggests the rating of four.7677 and the F value three.655 monitor that male respondents buy jewellery frequently than male respondents. The maximum suggest score of 4.2794 and the F cost .019 suggest that lady respondents buy books often than lady respondents. The maximum suggest score of 4.8081 and the F fee .450 indicates that male respondents buy software's regularly through online purchasing. The highest mean score of 4.1765 and the F fee 2.888 imply that woman respondents buy groceries frequently through online buying. The highest imply rating of 4.6995 and the F value .1/2 imply that male respondents purchase travel packages via online than girl respondents. The highest mean score of four.9461 and the F cost 1.031 reveal that woman respondents purchase teaches tickets/flight tickets extra frequently than male respondents. The maximum implies the rating of 4.2803 and the F fee five.224 indicate that male respondent's eBook cinema tickets online than lady respondents respectively. The above table suggests that there is no great relationship between gender and products regularly buy by using the respondents. [Garments = .356 > zero.05/ Jewelleries = .056 > zero.05/ Books = .019 < 0.05 / Software = .503 > 0.05/ Groceries = 090 > 0.05/ Travel packages = .799 > zero.05 / Train tickets = .456 > zero.05 / Cinema/Entertainment = .A hundred thirty five > 0.05]. Hence the calculated price is higher than the desk value. In above data dating among age and merchandise often buy via the respondents has been tested with the aid of one manner ANOVA tool. The maximum implies a score of four.1325 and the F value .12.720 indicate that respondents from the age institution of up to 25 years buy garment frequently than other respondents. The highest mean rating of 4.6747 and the F price 1.783 reveal that respondents from the age group of up to 25 years purchase jewelry frequently than different age group of respondents. The maximum mean rating of four.4333 and the F value 2.551 indicate that respondents from the age organization of 45-55 years purchase books regularly than different respondents. The highest imply score of 4.8833 and the F price 7.352 shows that respondents from the age group of 45-55 years purchase software program's frequently via

online shopping. The highest suggest score of four.1561 and the F fee 1.66 suggest that respondents from the age institution of 35-45 years buy groceries regularly through online shopping. The maximum suggests the rating of four.8548 and the F cost 1.812 suggest that respondents from the age organization of greater than 55 years buy travel applications thru online than different respondents. The highest imply rating of four.9880 and the F value .917 screen that respondents from the age institution of up to 25 years buy educate tickets/flight tickets more frequently than another age group of respondents. The highest mean score of four.5583 and the F fee 2.570 imply that respondents from the age group of 45-55 years book cinema tickets although online than different respondents respectively. The above table shows that there is no substantial dating between age and products regularly buy with the aid of the respondents. [Garments = .000 < 0.05/ Jewelleries = .131 > 0.05/ Books = .424 > zero.05 / Software = .397 > zero.05/ Groceries = .149 > 0.05/ Travel applications = .125 > zero.05 / Train tickets = .453 > zero.05 / Cinema/Entertainment = .037 < 0.05]. Hence the calculated value is higher than the table value.

In above table 6 courting among academic qualification and on buy choices of the respondents has been examined with the aid of using the Kruskal Wallis test. The highest mean rating of 319.72 indicates that respondents from the qualification organization of diploma anticipate span of transport of product than other respondents. The maximum suggests the rating of 322.23 screens that respondents from the qualification institution of expert degree test safety of price whilst purchasing product. The maximum implies score of 319.35 suggest that respondents from the qualification organization of expert degree assume privacy of man or woman statistics greater than different respondents. The maximum mean rating of 321.85 suggests that respondents from the qualification organization of expert diploma think about the charge from home delivery of product whilst buying than different respondents. The maximum suggest score of 325.44 indicates that respondents from the qualification institution of diploma expect low transactions value than different respondents respectively.

The above desk suggests that there may be no substantial courting between instructional qualification and on purchase choices of the respondents. [Span of shipping = .041 < 0.05/ Security of payment = .671 > 0.05/ Privacy of private man or woman = .664 > zero.05 / Charge from domestic delivery = .680 > 0.05/ Low transaction cost = .344 > zero.05]. Hence the calculated value is higher than the desk price.

II. CONCLUSION

There are a variety of changes taking location as modern existence requires many modifications. Therefore, it's miles right here in the preceding days, customers had an area of time to go to shopping facilities, trying to find diverse products plenty of clients pick bargaining and determine the purchases after bodily evaluation of the commodities. The complete procedure can range from a few hours to weeks primarily based on the product, amount, excellent, brands, country makes, agencies and supply of purchase. In the cutting-edge days and these days, there is a radical alternative in the entire scenario. We should feel that there's a huge fashion that the whole lot in today's global is Internet orientated like Electronic Data exchange, digital position, E-Business and Electronic Commerce. Electronic Commerce is a trade of statistics the usage of network-based total technology. In the prevailing high fee scenario, e-Commerce can exist used as an aggressive method. Hence, it increasingly consists of the whole online system of growing, marketing, promoting, turning in, servicing and deciding to buy products and services. The trouble of online purchasing is an immeasurable mounting technology. When it's miles properly applied with confident protection and protection for the transactions, it'll thrive right into a surprisingly aggressive and self-prompted heritage. The population of KANCHIPURAM town and its populace is incredibly tech-savvy and the metropolis is dotted with the companies of many a success marketers. The city of KANCHIPURAM has many historical, social and commercial profiles. KANCHIPURAM has many industries, estates, corporate hospitals and properly variety of engineering faculties. Moreover, online shopping is certain to develop in a big way, given the developing teenager's populace.

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