

Emperor Journal of Marketing

ISSN: 2583-0686

Mayas Publication®

www.mayas.info

Volume- V

Issue-II

February-2025

**Impact on Customer Satisfaction towards Online Shopping
Chennai District**

Dr S Sridharan

Assistant Professor

Department of Business Administration.

Sir Theagaraya College

Chennai -600021.

Abstract

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.

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

I. INTRODUCTION

Online purchasing is the manner of purchasing items products from traders who sell on the Internet. Since the surfacing of the worldwide web, merchants have sought to promote their products to folks that surf the Internet. Shoppers can go to net Shops from the consolation in their homes and keep as they sit in front of the pc. Consumers buy a diffusion of gadgets from online stores. They come to recognize that there days, online shopping is a quickly growing phenomenon. Increase in numbers of purchasers keeps online to purchase right product and offerings, acquire product data or even browse for leisure. Online purchasing environment is, therefore, gambling an increasing position within the overall dating between markets and their consumers (appearance et al., 2008). It is clear that client-purchases are mainly based on our online world look consisting of photographs, image, fine statistics, and videos of the product, now not on the actual revel in. Since the net has now turn out to be a sincerely global phenomenon, the variety of internet users international is anticipated to reach 1.8 billion via 2010 in line with the survey of clicks stats, this growing and numerous net population method the human beings having various taste and functions at the moment are going to the internet for facts and to buy products and services. The with the aid of and big use of the net and the fast growth of generation have created a brand new marketplace for each the clients and enterprise. Modern fashion of net is not simply some other medium to get in contact with customers, but it is an essential channel to discoverability customers in addition to the channel to continue a relationship with current clients. Particularly and basically, the concept of online shopping is to lead clients to a handy way of buying. Users and clients may be capable of keeping their money and time, plus retrieve all of the product data with just a few clicks in a little while. Moreover, shopping may be accomplished anywhere, anytime in step with their possibilities.

Consumer's attitude and delight in online buying talk to their intellectual country in phrases of creating purchases over the net. The behavior keeps changing and online shopping for behavior machine and attitude refers to the products bought through net supply. The phenomenon of online buying conduct includes five steps and it's miles much like traditional shopping for behavior Liang and Lai 2000. For instance, the client understands the want for purchasing a few merchandises, they refer lower back to the net to buy online and start to search for

the statistics and search for all the options and finally make a purchase which exceptional suits to their wishes. Before making very last purchase customers are bombarded with the aid of using numerous factors which limits or have an impact on clients for the very last selection. The critical function of the exam is the factors that influence the customer's delight and attitudes inside the path of online purchasing. Researchers may even focus on how customers shape such attitudes with the assist of fashions and who're absolutely the online clients. According to the net survey of a few American college students, Case, Burns, and Dick, (2001,p.873).

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. There become huge consider he had and believed that video textual content and the changed home TV technology with a simple menu-driven human-computer interface, grow to be a 'new, universally applicable, participative communication medium - the primary for the cause that invention of the smartphone'. These court cases of studying delivered a revel in 'closed' company records systems to be opened to 'outside' correspondents now not only for transaction processing but additionally for Electronic messaging and data retrieval and dissemination, later known as Electronic business. It is understood that there was a one-of-a-kind analyzing about mass communications. However, his definition of the brand new mass communications medium as participative became basically one-of-a-kind from the traditional definitions of mass communicate and mass media and a precursor to the social internet jogging at the Internet 25 years later. By the 365 days 1980 he went directly to release Redifon's administrative center revolution, which allowed clients, customers, dealers, distributors, carriers and issuer businesses to be related on-line to the employer structures and permit industrial organization transactions to be finished electronically in actual-time. We come to know that there was a belief into the monetary factors of customer purchasing for sample permits small groups to leverage restrained marketing and advertising resources by means of enhancing predictions of the way clients who reacted to advertising techniques and methodologies. It is an extensively identified act that there is one of 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 considered one of the typical methods to apprehend the economic gadget and its miles one manner to understand how the economic system influences client buying pattern is to take a look at monetary cycles in terms of the 9 essential organization sectors of the economic system. Getting advertising and advertising and marketing insight on what customers are doing with their cash, with the useful resource of identifying which sectors are presently posting actual income and stock fee income, we are capable of studying a good deal stuff through the same. Users and consumer money float to numerous organization sectors due to the fact the economic system adjustments and quarter analysis offers a clue approximately what to watch for in addition.

Review of Literature

1. **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.
2. **Ivaturi Murali Krishna and Prof. G.V.Chalam (2015)** Evaluated that there was a number of studies on Electronic Commerce and customer behavior we've very little research in the synthesis of this two i.e., this studies and examine addresses this hassle in a small scale. Latest years there is a rapid development in the Electronic trade industry. The online retail opposition is heating up as client behavior is becoming more and savvier at the net. Competition is developing and growing day by day with it online purchaser expectancies also are skyrocketing. Hence, it's miles becoming a norm to offer online buyers a robust online shopping experience.

3. **Mohammed Jamal and Tunazzina Sultana (2015)** Studied that the intention of this paper became to look at the attitude of Bangladeshi people towards online buying and to discover the essential elements in this regard. The derivations and findings from an intensive survey showed a normal superb reaction toward online buying. However, examine provides a few thrilling insights on purchaser preferences towards online buying in Bangladesh. Research enables numerous crucial theoretical contributions. Obviously, it is clean empirically that further to age, gender, earnings, familiarity and career, family structure performs an essential role in case of preferring online buying. The final results and conclusions towards, the findings upload fee now not simplest to existing literature by way of carrying out an empirical survey on the mindset of the human beings towards online buying, however also endorse the entrepreneurs that there was a high ability for target-oriented online promoting.
4. **Dr.Rizwana Bashir and Irsa Mehboob (2015)** Visualized and discovered on after accomplishing this research, sure effects came to light. Very essential and dire factors that seem to be affecting patron buying behavior towards online shopping when it comes to the younger generation appeared to be the believe element. Once the humans believe the internet site, they're inclined to buy more from that website. Opposite to famous belief, but, the sense of privateness did no longer seem to have an effect on the purchaser conduct. Buyers and respondents did no longer seem very concerned approximately giving their personal statistics online consisting of addresses, furnished that they could be using the cash on delivery cod approach for purchase.
5. **Haryo Bismo Putro and Budhi Haryanto (2015)** Deliberated and designated that the purpose of observing correlation among of the observed variables. According to this phase, it is located that it has given a top-level view of the studies outcomes. Finding and Test results had been indicated the model of the research was mediation that portrayed the studies version in observing is partial mediated fashions, however, however, a price for the 3 mediated fashions are accurate to accept the data of the research. Prior to these, they have an impact on of ease of use with customer mindset, usefulness with client mindset, the perceived hazard with patron attitude, and purchaser mindset with the aim to buy.
6. **Mrs. Hemani Malhotra and Dr. Manjit Kaur Chauhan (2015)** -It is determined that there are numerous reasons for investigating on elements touching and impacting clients' mindset towards online buying that can be taken into consideration essential. In the view of the marketer's observation, they will extra apprehend the attitude of the clients closer to online shopping as well as the factors influencing clients to make online purchases. Based on the result, it is able

to be seen that online buying experiences, product notion, the safety of charge and customer support have vast consequences at the mindset closer to online purchases through online buying. Moreover, it can additionally be understood that the purchasers buy items like clothes, e-book, mobiles and domestic home equipment often. This evaluation and studies could make the customers aware that Electronic trade is turning into a vital trend in this contemporary information technology society as you can reach and get the information and product without really reaching out physically to the locations.

7. **Dr.K.Krishnamurthy S.H.Rehana Banu (2015)** Proposed the prevailing examine concluded that the web advertising was converting the manner of the customers save and purchase items and offerings. Majority of the customers have been the usage of the net marketing no longer only to shop for the product. The online commerce and advertising changed into essential to understand the customer perception closer to. This analysis and examine turned into helpful for the net entrepreneurs to recognize the elements which affect the customer belief closer to the net advertising. The final results and outcomes of the take a look at additionally assist the enterprise to recognize client notion towards the net advertising and marketing furnished to buy of product and provider.
8. **Ravjot Kaur and Gurmeet Kaur (2015)** Synthesized that the findings of the study reveal the essential factors that power human beings go for online buying. The complaints and the elements have been affecting the web buying undoubtedly ease of use, time-saving and time flexibility. While dangers related to this purchasing product traits and bodily inspection negatively affect the shopping for the behavior of the human beings. Facing the technology has made online buying reachable to all people. City of Chandigarh's populace comprises particularly of teenagers and service magnificence, the scope of online buying further increases. In spite of the troubles associated with the online buying, people but select it to shop purchasing and in destiny percent of online buyers is genuinely bound to grow at a better tempo.
9. **Preeti Singh and Prof. Radha Kashyap (2015)** at the same time as taking this studies and based totally on the findings, it's miles concluded that online buying was getting famous inside the younger generation. It became mainly preferred by employed girls as compared to adult males due to the fact buying online can be of outstanding advantage to the customer in terms of convenience and time-saving. Moreover concluded that better earnings organization of woman respondents become greater willing toward online purchases as compared to male opposite numbers. Women had a fantastic mindset closer to online purchases as compared to adult males. The leader stumbling block inside the manner of online buying is

the protection issue and occasional level of consider on online stores consequently; dealers ought to make proper strategies to increase the client's level of trust on them.

10. **Mishra (2015)**-The examine on online buying has a very essential function in individual profits, gender, age, educational qualification, occupations, events for buying. Why there is a stress for online purchasing like low expenses, saves times, huge variety of merchandise, cash on shipping facility, domestic transport and so forth. To buy the product categories maximum desired sites; money spends online shopping for in keeping with month, the frequency of buying, mode of fee typically used, pleasurable and not fulfilling motives of online buying. Research counseled supplying loose coins on transport offerings, instant substitute of products and refunding of the fee, should reduce the complaints of providing terrible great to draw more customers in destiny.
11. **Nahla Khalil (2014)** Found that the take a look at become identified the impact of consumers' mindset and buying behavior closer to online purchasing in Saudi Arabia. Online buying become getting more and more fashion of the day in Saudi Arabia in addition to in relaxation of the arena, however, the pace of online purchasing in Saudi Arabia is slower compared to the entire world. As in step with humans' view, our survey, online purchasing was getting popular within the more youthful generation which includes college students and professionals. The network of students generally prefers to buy goods from its original supply and frequently they choose to store online.

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 CHENNAI.

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 examine the shopping for a sample of the respondents with respect to special consumer avenues and its effect on satisfaction.
2. To pick out the elements that influence of Pre and Post patron behavior.

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 not any courting among elements that influence desire of online patron and purchaser avenues

H1 = There is a relationship between factors that influence desire of online purchaser and patron avenues.

Table 1: The Demographic Factors of respondent

		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 table 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 table 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 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 1 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 Relationship between age and products often buy by the respondents:

Particulars	Mean	Standard deviation	Sum of Squares	df	Mean Square	F value
Garments						
Between Groups			50.879	4	12.720	F = 5.100 P < 0.05 Significant
upto 25 years	4.1325	1.54423				
25-35 years	3.4568	1.53671				
35-45 years	3.5665	1.69213				
45-55 years	3.1417	1.56804				
more than 55 years	3.6935	1.42102				
Within Groups			1483.994	595	2.494	
Jewelleries						
Between Groups			16.151	4	4.038	F = 1.783 P > 0.05 Not Significant
upto 25 years	4.6747	1.45760				
25-35 years	4.9321	1.41477				
35-45 years	4.6243	1.51077				
45-55 years	4.4750	1.63965				
more than 55 years	4.6129	1.50796				
Within Groups			1347.683	595	2.265	
Books						
Between Groups			10.202	4	2.551	F =.970 P > 0.05 Not Significant
upto 25 years	4.3373	1.73400				
25-35 years	4.2716	1.70503				
35-45 years	4.0809	1.51517				
45-55 years	4.4333	1.49359				
more than 55 years	4.3548	1.76577				
Within Groups			1565.131	595	2.630	
Software's						

Between Groups			7.352	4	1.838	F =1.019 P > 0.05 Significant	Not
upto 25 years	4.5181	1.34673					
25-35 years	4.7901	1.37607					
35-45 years	4.8092	1.32662					
45-55 years	4.8833	1.34841					
more than 55 years	4.8387	1.28284					
Within Groups			1073.046	595	1.803		
Groceries							
Between Groups			19.688	4	4.922	F = 1.66 P > 0.05 Significant	Not
upto 25 years	4.0843	1.41598					
25-35 years	4.1111	1.66065					
35-45 years	4.1561	1.73672					
45-55 years	3.8250	1.77595					
more than 55 years	3.6129	1.91931					
Within Groups			1727.230	595	2.903		
Travel packages							
Between Groups			16.038	4	4.010	F =1.812 P > 0.05 Significant	Not
upto 25 years	4.4699	1.33743					
25-35 years	4.5185	1.59277					
35-45 years	4.8671	1.49406					
45-55 years	4.7250	1.48359					
more than 55 years	4.8548	1.37718					
Within Groups			1316.680	595	2.213		
Train tickets/Flight tickets							
Between Groups			6.801	4	1.700	F =.917 P > 0.05 Significant	Not
upto 25 years	4.9880	1.18418					
25-35 years	4.9383	1.26928					
35-45 years	4.9595	1.37823					
45-55 years	4.7083	1.50292					

more than 55 years	4.7742	1.47570				
Within Groups			1102.718	595	1.853	
Cinema/Entertainment						
Between Groups			23.718	4	5.930	F = 2.570 P < 0.05 Significant
upto 25 years	3.9639	1.65607				
25-35 years	4.0556	1.54939				
35-45 years	4.2197	1.46600				
45-55 years	4.5583	1.41300				
more than 55 years	4.2742	1.59064				
Within Groups			1372.975	595	2.308	

Sources: Primary Date

In above table 2 relationship between age and products often buy by the respondents has been tested by one way ANOVA tool. The highest mean score of 4.1325 and the F value .12.720 indicate that respondents from the age group of upto 25 years buy garment often than other respondents. The highest mean score of 4.6747 and the F value 1.783 reveal that respondents from the age group of upto 25 years buy jewelleryes often than other age group of respondents. The highest mean score of 4.4333 and the F value 2.551 indicate that respondents from the age group of 45-55 years buy books frequently than other respondents. The highest mean score of 4.8833 and the F value 7.352 shows that respondents from the age group of 45-55 years buy software's often through online shopping. The highest mean score of 4.1561 and the F value 1.66 indicate that respondents from the age group of 35-45 years buy groceries frequently through online shopping. The highest mean score of 4.8548 and the F value 1.812 indicate that respondents from the age group of more than 55 years buy travel packages through online than other respondents. The highest mean score of 4.9880 and the F value .917 reveal that respondents from the age group of upto 25 years buy train tickets/flight tickets more often than other age group of respondents. The highest mean score of 4.5583 and the F value 2.570 indicate that respondents from the age group of 45-55 years book cinema tickets though online than other respondents respectively. The above table shows that there is no significant relationship between age and products often buy by the respondents. [Garments = .000 < 0.05/ Jewelleryes = .131 > 0.05/ Books = .424 > 0.05 / Software = .397 > 0.05/ Groceries = .149 > 0.05/ Travel packages = .125 > 0.05 / Train tickets = .453 > 0.05 /

Cinema/Entertainment = .037 < 0.05]. Hence the calculated value is higher than the table value.

Table -3 Relationship between marital status and products often buy by the respondent

Particulars	Mean	Standard deviation	Sum of Squares	df	Mean Square	F value
Garments						
Between Groups			.671	1	.671	F = .261
Unmarried	3.4976	1.53211				P > 0.05
Married	3.5678	1.63766				Not Significant
Within Groups			1534.203	598	2.566	
Jewelleries						
Between Groups			.248	1	.248	F = .109
Unmarried	4.6555	1.54297				P > 0.05
Married	4.6982	1.49219				Not Significant
Within Groups			1363.585	598	2.280	
Books						
Between Groups			9.375	1	9.375	F = 3.580
Unmarried	4.0957	1.63214				P > 0.05
Married	4.3581	1.61076				Not Significant
Within Groups			1565.958	598	2.619	
Software's						
Between Groups			5.105	1	5.105	F = 2.839
Unmarried	4.6555	1.37840				P > 0.05
Married	4.8491	1.32054				Not Significant
Within Groups			1075.293	598	1.798	
Groceries						
Between Groups			1.159	1	1.159	F = .397
Unmarried	4.0718	1.65820				P > 0.05
Married	3.9795	1.73489				Not Significant
Within Groups			1745.760	598	2.919	
Travel packages						
Between Groups			.072	1	.072	F = .032
Unmarried	4.7033	1.39644				P > 0.05
Married	4.6803	1.54176				Not Significant
Within Groups			1332.646	598	2.229	

Train tickets/Flight tickets						
Between Groups			1.578	1	1.578	F =.852 P > 0.05 Not Significant
Unmarried	4.8182	1.27304				
Married	4.9258	1.40589				
Within Groups			1107.940	598	1.853	
Cinema/Entertainment						
Between Groups			2.271	1	2.271	F = .974 P > 0.05 Not Significant
Unmarried	4.1292	1.47007				
Married	4.2583	1.55655				
Within Groups			1394.422	598	2.332	

Sources: Primary Date

In above table 4 relationship between marital status and products often buy by the respondents has been tested by one way ANOVA tool. The highest mean score of 3.5678 and the F value .261 indicate that married respondents buy garments often than other respondents. The highest mean score of 4.6982 and the F value 1.783 reveal that unmarried respondents buy jewellerys often than other respondents. The highest mean score of 4.3581 and the F value 3.580 indicate that married respondents buy books frequently than other respondents. The highest mean score of 4.8491 and the F value 2.839 shows that married respondents buy software's often through online shopping. The highest mean score of 4.0718 and the F value .397 indicate that unmarried respondents buy groceries frequently through online shopping than married respondents. The highest mean score of 4.7033 and the F value .032 indicate that unmarried respondents buy travel packages through online than other respondents. The highest mean score of 4.9258 and the F value .852 reveal that married respondents buy train tickets/flight tickets more often than married respondents. The highest mean score of 4.2583 and the F value .974 indicate that married respondents book cinema tickets though online than other respondents respectively. The above table shows that there is no significant relationship between marital status and products often buy by the respondents. [Garments = .609 > 0.05/ Jewellerys = .741 > 0.05/ Books = .059 > 0.05 / Software = .093 > 0.05/ Groceries = .529 > 0.05/ Travel packages = .857 > 0.05 / Train tickets = .356 > 0.05 / Cinema/Entertainment = .324 > 0.05]. Hence the calculated value is higher than the table value.

Table -4
Relationship between occupation and products often buy by the respondents

Particulars	Mean	Standard deviation	Sum of Squares	df	Mean Square	F value
Garments						
Between Groups			4.669	4	1.167	F = .454
Govt. Employees	3.5636	1.77183				P > 0.05
Private employee	3.4478	1.58441				Not Significant
self-employee	3.6131	1.52396				
Business	3.5376	1.61218				
home maker	3.7222	1.73114				
Within Groups			1530.204	595	2.572	
Jewelleries						
Between Groups			3.959	4	.990	F = .433
Govt. Employees	4.6182	1.58103				P > 0.05
Private employee	4.6217	1.53857				Not Significant
self-employee	4.7857	1.49707				
Business	4.7527	1.47925				
home maker	4.5741	1.42222				
Within Groups			1359.874	595	2.286	
Books						
Between Groups			8.957	4	2.239	F =.851
Govt. Employees	4.2000	1.39310				P > 0.05
Private employee	4.2174	1.66013				Not Significant
self-employee	4.2560	1.62686				
Business	4.5376	1.70395				
home maker	4.1111	1.51305				
Within Groups			1566.376	595	2.633	
Software's						

Between Groups			7.264	4	1.816	F =1.007 P > 0.05 Not Significant
Govt. Employees	4.7818	1.11705				
Private employee	4.7957	1.40709				
self-employee	4.6310	1.37801				
Business	4.9140	1.34047				
home maker	4.9630	1.14863				
Within Groups			1073.134	595	1.804	
Groceries						
Between Groups			8.137	4	2.034	F = .696 P > 0.05 Not Significant
Govt. Employees	3.8545	1.79936				
Private employee	3.9391	1.65752				
self-employee	4.1369	1.65216				
Business	3.9355	1.81064				
home maker	4.2222	1.82918				
Within Groups			1738.782	595	2.922	
Travel packages						
Between Groups			5.869	4	1.467	F =.658 P > 0.05 Not Significant
Govt. Employees	4.9636	1.45250				
Private employee	4.6522	1.46006				
self-employee	4.6310	1.55367				
Business	4.7634	1.49926				
home maker	4.6111	1.47196				
Within Groups			1326.849	595	2.230	
Train tickets/Flight tickets						
Between Groups			12.303	4	3.076	F =1.668 P > 0.05 Not Significant
Govt. Employees	4.8909	1.24235				
Private employee	4.7870	1.24431				
self-employee	5.1131	1.35552				
Business	4.7849	1.56629				

home maker	4.7963	1.54651				
Within Groups			1097.216	595	1.844	
Cinema/Entertainment						
Between Groups			8.442	4	2.111	F = .905
Govt. Employees	4.0545	1.75772				P > 0.05 Not Significant
Private employee	4.1696	1.60565				
self-employee	4.1548	1.40567				
Business	4.3656	1.46543				
home maker	4.4815	1.39731				
Within Groups			1388.251	595	2.333	

Sources: Primary

In above table 4 relationship between occupation and products often buy by the respondents has been tested by one way ANOVA tool. The highest mean score of 3.7222 and the F value .454 indicate that respondents from the occupation group of home makers buy garment often than other respondents. The highest mean score of 4.7857 and the F value .433 reveal that respondents from the occupation group of self-employee buy jewellerys often than other occupation group of respondents. The highest mean score of 4.5376 and the F value .851 indicate that respondents from the occupation group of business buy books frequently than other respondents. The highest mean score of 4.9630 and the F value 1.007 shows that respondents from the occupation group of home maker buy software's often through online shopping. The highest mean score of 4.2222 and the F value .696 indicate that respondents from the occupation group of home makers buy groceries frequently through online shopping. The highest mean score of 4.9635 and the F value .658 indicate that respondents from the occupation group of government employees buy travel packages through online than other respondents. The highest mean score of 4.8909 and the F value 1.668 reveal that respondents from the occupation group of government employees buy train tickets/flight tickets more often than other group of respondents. The highest mean score of 4.4815 and the F value .905 indicate that respondents from the occupation group of home maker book cinema tickets though online than other respondents respectively. The above table shows that there is no significant relationship between occupation and products often buy by the respondents. [Garments = .770 > 0.05/ Jewellerys = .785 > 0.05/ Books = .493 > 0.05 /

Software = .403 > 0.05/ Groceries = .595 > 0.05/ Travel packages = .621 > 0.05 / Train tickets = .156 > 0.05 / Cinema/Entertainment = .461 > 0.05]. Hence the calculated value is higher than the table value.

Table 5 Kruskal wallis test between gender and on purchase decisions of the respondents

Gender	N	Mean Rank
Span of Delivery		
Male	396	311.79
Female	204	278.59
Security of payment		
Male	396	304.58
Female	204	292.58
Privacy of personal individual		
Male	396	298.14
Female	204	305.09
Charge from home delivery		
Male	396	304.75
Female	204	292.24
Low transaction cost		
Male	396	290.68
Female	204	319.56

Sources: Primary Date

Table 5a Test statistics

	Span of delivery	Security of payment	Privacy of individual information	Charges from home delivery	Low cost
Chi-Square	5.713	.723	.245	.785	4.467
df	1	1	1	1	1
Asymp. Sig.	.017	.395	.621	.376	.035

In above table 5(a) relationship between gender and on purchase decisions of the respondents has been tested by using kruskal wallis test. The highest mean score of 311.79 indicates that male respondents expect span of delivery of product

than female respondents. The highest mean score of 304.58 reveal that male respondents check security of payment while purchasing product. The highest mean score of 305.09 indicate that female respondents expect privacy of individual information more than male respondents. The highest mean score of 304.75 indicates that male respondents think about charge from home delivery of product while purchasing than female respondents. The highest mean score of 319.56 indicates that female respondents expect low transactions cost than male respondents respectively. The above table shows that there is no significant relationship between gender and on purchase decisions of the respondents. [Span of delivery = $.017 < 0.05$ / Security of payment = $.395 > 0.05$ / Privacy of personal individual = $.612 > 0.05$ / Charge from home delivery = $.376 > 0.05$ / Low transaction cost = $.035 < 0.05$]. Hence the calculated value is higher than the table value

Summary of Findings Suggestion

The relationship between marital status and products often buy by the respondents has been tested by one way ANOVA tool. The highest mean score of 3.5678 and the F value .261 indicate that married respondents buy garments often than other respondents. The highest mean score of 4.6982 and the F value 1.783 reveal that unmarried respondents buy jewelry often than other respondents. The highest mean score of 4.3581 and the F value 3.580 indicate that married respondents buy books frequently than other respondents. The highest mean score of 4.8491 and the F value 2.839 shows that married respondents buy software's often through online shopping. The highest mean score of 4.0718 and the F value .397 indicate that unmarried respondents buy groceries frequently through online shopping than married respondents. The highest mean score of 4.7033 and the F value .032 indicate that unmarried respondents buy travel packages online than other respondents. The highest mean score of 4.9258 and the F value .852 reveal that married respondents buy train tickets/flight tickets more often than married respondents. The highest mean score of 4.2583 and the F value .974 indicate that married respondents book cinema tickets online than other respondents respectively. The above table shows that there is no significant relationship between marital status and products often buy by the respondents. [Garments = $.609 > zero.05$ / Jewelleries = $.741 > zero.05$ / Books = $.059 > 0.05$ / Software = $.093 > 0.05$ / Groceries = $.529 > zero.05$ / Travel programs = $.857 > 0.05$ / Train tickets = $.356 > 0.05$ / Cinema/Entertainment = $.324 > zero.05$]. Hence the calculated price is better than the desk price.

In the qualification and merchandise frequently buy by way of the respondents has been examined with the aid of one manner ANOVA device. The highest mean rating of 3.8723 and the F fee 3.429 imply that respondents from the qualification group of put up-graduation buy garment frequently than different respondents. The highest imply score of four.9397 and the F cost 1.281 screens that respondents from the qualification group of diploma buy jewelry often than different qualification institution of respondents. The highest suggest score of four.5167 and the F price .638 imply that respondents from the qualification institution of professional diploma buy books frequently than other respondents. The maximum mean score of 4.8794 and the F cost .777 shows that respondents from the qualification group of a put up-graduation purchase software program are frequently thru online purchasing. The highest suggest score of four.3684 and the F fee 1.310 suggest that respondents from the qualification organization of schooling buy groceries frequently thru online shopping. In above table 3 dating among career and products often purchase via the respondents has been tested with the aid of one manner ANOVA tool. The maximum implies the rating of three.7222 and the F fee .454 suggest that respondents from the profession group of homemakers purchase garment frequently than different respondents. The maximum implies the rating of four.7857 and the F cost .433 display that respondents from the occupation group of self-worker buy jewelry often than different career institution of respondents. The highest mean score of four.5376 and the F price .851 imply that respondents from the profession group of business buy books frequently than other respondents. The maximum suggest score of 4.9630 and the F value 1.007 indicates that respondents from the career institution of homemaker buy software program's frequently via online shopping. The maximum implies the rating of four.2222 and the F cost .696 indicate that respondents from the occupation institution of homemakers purchase groceries regularly via online shopping. The maximum mean score of four.9635 and the F price .658 suggest that respondents from the profession institution of government personnel purchase travel packages online than other respondents. The highest mean score of 4.8909 and the F fee 1.668 monitors that respondents from the profession group of government employees purchase educate tickets/flight tickets more often than the different organization of respondents. The highest mean rating of four.4815 and the F cost .905 imply that respondents from the career institution of homemaker book cinema tickets even though online than other respondents respectively. The above desk indicates that there is no sizable dating among occupation and merchandise regularly purchase by the respondents. [Garments = .770 > 0.05/ Jewelleries = .785 > 0.05/ Books = .493 > 0.05 /

Software = .403 > 0.05/ Groceries = .595 > 0.05/ Travel packages = .621 > 0.05 / Train tickets = .156 > 0.05 / Cinema/Entertainment = .461 > 0.05]. Hence the calculated price is better than the table price.

In above table 4 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 CHENNAI town and its populace is incredibly tech-savvy and the metropolis is dotted with the companies of many a success marketers. The city of CHENNAI has many historical, social and commercial profiles. CHENNAI 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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