Online Buying Behaviour with Special Reference to Kadapa Town in Andhra Pradesh State

K. Khasimpeera, M. Sugunatha Reddy

Abstract: Web based shopping is a type of trade which enables customers to legitimately purchase merchandise or administrations from vender utilizing an internet browser. The business person Michael Aldrich imagined web based shopping in 1979. The investigation centers around online customers inclinations and issues on different internet shopping advertisers. Survey was utilized to gather the essential information. The study area is restricted only in kadapa town of Andhra Pradesh with sample size of 150 respondents.
Key Words: Web shopping, versatile trade.

I. INTRODUCTION

In previous days the clients are used to go to various shops before acquiring what they want. After improvement of web shopping the clients are easily acquiring what they need from shops. It is very convenient to the consumers' easy access to have the items from any market from any country.

Online Buying:

Web based shopping is a type of business enables buyers straightforward purchase merchandise or administrations using an internet. Versatile trade depicts buying portablestreamline webpage application. Business visionary contact web based framework associated an altered residential TV to a constant exchange handling PC through a local phone line. In 1980, Walk proceeded to dispatch Redifon'sOffice, which permitted purchasers, clients, specialists, merchants, providers and administration organizations associated frameworks exchanges finished items.

II. REVIEW OF LITERATURE

Satisfaction is important to the individual consumer because it reflects a positive outcome from the outlay of scarce resources and/or the fulfillment of unmet needs (Day & Landon, 1977). Traditional consumer behavior online shopping has its own model, which the buying process starts from the problem recognition, information search, evaluation of alternatives, and purchase behavior (Crawford, 1997).The internet users were having positive attitude and online buying of products/services. There by exists a need for developing awareness about consumers' rights and cyber laws (Vyas and Shrinivas, 2002).

Khasimpeera.K*, Assistant Professor, Balaji institute of I.T & Management, Kadapa, Andhra Pradesh, India.
Dr. Sugunatha Reddy, Assistant, KSRM College of Engineering, Kadapa, Andhra Pradesh, India.

Website design, reliability, product variety and delivery performances are the four key factors influencing consumers' satisfaction of online shopping (Alam and Yasim 2010).

III. OBJECTIVES OF THE STUDY

The objectives of the study are:
- ✓ Promoting a service or product online
- ✓ Selling a service or product
- ✓ Providing product support or customer service
- ✓ Providing corporate information
- ✓ Establishing brand awareness and corporate identity.

IV. DESIGN OF THE STUDY

This study Confine to exclusive customers of kadapa town of Andhra Pradesh,

Data Collection:

This study investigates 200 samples and makes information data collection. Primary data collecting by using survey method. Secondary data built the scope and structure by asking questionnaire among the buyers.

The following Table 01.Personal Profile of the Respondents in respect of Monthly income:-

Table 01: Profile of the Respondents

Monthly Income	Interval	Percent	Cumulative Per cent
Rs. Up to Rs.10,000	23	11.5	11.5
Rs. 10,000 - Rs. 20,000	61	30.5	42
Rs. 20,000 - Rs. 30,000	37	18.5	60.5
Rs. 30,000 - Rs. 40,000	13	6.5	67
Above Rs. 40,000	66	33	100
No. of members in the family			
Below 03 Members	40	20	18.5
03 - 04 Members	100	50	68.5
04 - 05 Members	52	26	94.5
Above 05 Members	8	4	98.5
Total	200	100	280

Source : Primary Data.

The above table 01 reveals that the respondents monthly income in the rangeRs 10,000 - 20,000 is in 30.5 per cent of family members are in between03- 04 members.

Table 02: Preference of respondents' in buying Products:-

												Total	Total Score	WAS	Rank
Electronic products	81	34	18	13	11	14	5	5	5	3	11	200	1735	8.67	1
Percent	41	17	9	6.5	5.5	7	2.5	2.5	2.5	1.5	5.5	100			
Clothes	19	16	19	19	20	19	21	16	15	7	29	200	1203	6.01	5
Percent	9.5	8	9.5	9.5	10	9.5	11	8	7.5	3.5	15	100			
Books	19	30	11	13	12	9	16	20	24	31	15	200	1159	5.8	7
Percent	9.5	15	5.5	6.5	6	4.5	8	10	12	16	7.5	100			
Games	3	9	34	20	18	15	16	25	13	28	19	200	1099	5.5	8
Percent	1.5	4.5	17	10	9	7.5	8	13	6.5	14	9.5	100			
Flowers	3	5	13	30	23	25	20	19	14	17	31	200	1034	5.17	2
Percent	1	2.5	6.5	15	12	13	10	9.5	7	8.5	16	100			
Tickets	6	11	22	23	23	28	27	20	16	9	15	200	1183	5.91	6
Percent	3	5.5	11	12	12	14	14	10	8	4.5	7.5	100			

Source: Primary Data   WAS= Weighted Average Score

The table 02 revels the performance of respondents' in buying Products orderly by using weighted average score base. Electronic Products, Flowers, clothes, Tickets, Books and Games are in orderly ranked respectively.

V.   CONCLUSION

Now a days Web shopping is the mantra of selling items and it indicates slandered and exchange process. It indicates Youngsters get to buying items in their own premises. It helpful the customers to take considerations and prompts to take their own desired items.

REFERENCES

1. Syed Shah Alam, NorjayaMohd. Yasin (2010) Journal of Marketing Development and Competitiveness 5(1), 71 - 78.
Websites:-
www.flipkart.com
www.yebhi.com
www.myntra.com
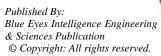**www.amazon.com**

AUTHOR PROFILE

Khasimpeera.K, C/o. Rajamma D.NO.- 3/2020 Raja Reddy Street, Sionpuram, Kadapa - 516 001
Mob: **+91 9966367517**
Email: khasim.mba2011@gmail.com

Educational Credentials:

COURSE	INSTITUTION	YEAR OF PASSED
M.B.A	s.v.university	2013
M.COM	Yogi vemana University college, vemanapuram	2011
PGDCA	J.R.Educational Trust Computer Education and Training.	2008
B.COM	Gov't degree college for men, kadapa	2007

INTERMEDIATE (CEC)	R.E.S.S.V. Jr college, khajipet.	2002
SSC	Z.P. Boy's High School, khajipet.	2000

Professional Career Summary:

- Worked as Assistant Professor in Balaji institute of I.T & Management, Kadapa.(01/09/2011 TO 11/12/2012)
- Working as Assistant Professor in K.S.R.M. Engineering college (AUTONOMOUS), Kadapa.(12/12/2012 TO Till Date)

Dr. Sugunatha Reddy, M. Professor in Humanities and Sciences, KSRM College of Engineering E-mail: msnreddy1457@gmail.com Kadapa – 516 003. (A.P.) Contact No: 9966296511

QUALIFICATION	UNIVERSITY	PERCENTAGE
Ph.D	S.K. University	---
M. Phil	S.K. University	65
M.A.	S.V. University	62.5
PGDPM	ACG, New Delhi	62

A. *TEACHING EXPERIENCE : 33 Years*

Worked as Teaching Assistant at KSRMCE, Kadapa

From 16-07-1984 to 31-08-1986, as a Associate Lecturer

From 01-09-1986 to 11-08-1992, as a Lecturer

From 12-08-1992 to 11-08-1999, as a Assistant Professor

From 12-08-1999 to 31-03-2017, as a Associate Professor & HOD, Department of HSS

From 29-06-2017 to Till date , as Professor in Department of Humanities