INTER CORRELATION AMONG THE FACTORS OF BUYING PATTERN AND CUSTOMERSATISFACTION IN ONLINE SHOPPING IN CHENNAI CITY

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ABSTRACT

Constant technological advancements are drastically changing consumer behaviour all over the world. Customers are being pushed to become smarter, informed, connected, updated, and empowered thanks to pervasive, affordable, compatible, easy, and advanced technology. Consumers have evolved into "prosumers," where they actively participate in co-creating, personalising, and ardently pushing the marketing content in the age of social media. The transformation that technology has brought about, which has been registering a strong presence among consumers, has also been recognised and appreciated by marketers. The lives of both marketers and consumers are being directly impacted by this change. The "internet" is the best illustration of change because it has fundamentally changed how people communicate, share information, and find and conduct business. Because of the internet's rapid development, particularly the "World Wide Web" (WWW), consumers and businesses are now involved in a global online market, which has forced marketers to experiment with new strategies for advertising in computer-mediated environments. The expansion of digital technology in recent years and the constant and quick integration of the internet with numerous gadgets have accelerated the transformation. The boundaries of a traditional computer's screen have been crossed by this interactive medium of the modern era, which has embraced many digital devices including mobile phones, smart phones, tablets, digital outdoors, and digital TV (Dahiya, 2014). Due to the development in digital technologies, businesses have been forced to overhaul their marketing strategies, particularly in terms of communication, in order to engage past, present, and future customers effectively .Market participants do not currently have the option of refusing to change. They must adapt their behaviour and operations in a practical way or else they will succumb to "Digital Darwinism".

KEY WORDS: Opinion, Consumers, Usefulness, Satisfaction, Online Shopping.

INTRODUCTION

Different people utilise the concept of digital marketing in various ways. It is frequently used as a synonym for "internet or web marketing," "e-marketing," "e-commerce," and "e-business." Despite the fact that these terms are connected, there is a difference between them all. Internet marketing is the practise of promoting products and services online while using a live, real-time internet connection. E-business is a more general word that refers to the use of technology in internal business operations and third-party transactions. It entails e-commerce, which stands for its commercial aspect, and e-marketing, which covers its promotional aspect. E-marketing, also referred to as "electronic marketing," uses the internet and digital technologies to promote products or services using electronic media or methods. E-marketing, is the practise of leveraging information technology to complete the marketing process, which includes creating, communicating, and providing customers with value while also managing those relationships .E-commerce, which highlights the business's commercial aspect, is the term used to describe online purchasing and selling as well as financial transactions.

A technology for transmitting data that is finite and constant in nature is referred to as "digital" Digital is used to contrast with "analogue," a technology that uses continuous data transfer. If a marketing function is carried out via a digital medium, the action becomes digital. Digital marketing as the promotion of goods and services using one or more digital or electronic media. Digital marketing is described as the use of various promotional tactics and strategies to reach customers using various digital technologies Digital marketing as a communication activity carried out over media using digital transmission that creates a personal connection between a business and its clients or prospects. The term "medium" employed here refers to the channels, tools, applications, ways, and equipment that use digital codes to function Digital media includes platforms with content, such as "websites," "social networking sites," "online communities," "search engines," etc., that primarily use internet technology, as well as gadgets, such as "mobile phones," "digital TV," and "digital outdoors," that use both internet and mobile technology.

Digital marketing differs from internet marketing in that it includes channels other than those that require a constant internet connection, such as digital TVs, billboards, mobile apps,

MMS (Multimedia Message Service), call-back and on-hold mobile ring tones, e-books, and games that can also be played on an offline digital platform It utilises digital tools, platforms, and channels, whether they are online or offline. Additionally, the advent of cutting-edge ideas like wearable technology and augmented reality is expanding the bounds of digital marketing beyond the internet. Internet marketing is thus a part of digital marketing, as can be claimed.

DIGITAL MARKETING COMMUNICATION

With the goal of creating commonality, marketing communication is characterised as an exchange process involving ideas, thoughts, and information between two parties, namely the marketer and customers. Marketing communication is an action designed to share information with the public or customers, such as marketing a product, launching a new product, and launching community projects. An organised and systematic process, communication involves sending a message through a channel or media to a recipient or recipients. A company must select and invest in the best channel while considering the costs, advantages, and communication flows. The most widely used channels today are digital, heavily reliant on internet and mobile network services, and communication flows are digital packages including data, text, sound, images, or combinations of these. This is due to the development and widespread adoption of information and communication technology.

Corporate organisations can now create both private and public channels of communication thanks to the digitalization of existing channels. Public communication channels have very low development costs compared to private channels, which have substantial development costs. Corporate entities are using public digital communication channels more and more, which are not only less expensive to set up and maintain but are also gaining a lot of popularity with the general public. These channels naturally have the ability to profile the target audience, monitor an individual's activities, personalise, customise, and produce feedback . With the help of digital technologies, marketers can tailor the customer experience, which ultimately encourages the consumer to take an active interest. A trend toward pull communication*, in which the target audience actively seeks the content or information rather than being passively subjected to the marketing communication, is represented by the customer's active interest in digital communication.

RESEARCH METHODOLOGY

It is the overall plan and setting up of conditions for fact-finding and fact-based research in a way that advances the purposes of association bearing to study determination and process economy (Kothari 1985). In other words, the primary and secondary objectives of the current study were defined by the research design.

POPULATION

Population plays a crucial role in deciding the sample design for any study. The goal of the current study is to assess the impact of features on customers' online shopping behaviour and how that impacts customer satisfaction. In this survey, respondents from a range of industries who reside in Chennai City were taken into account.

SAMPLING PROCEDURE

The population of the areas chosen for the research is very large, and due to logistical constraints, not all respondents could be interviewed. For the study, selected samples have been collected. Many online shoppers were reluctant to share their financial information, particularly how much they had spent on numerous online purchases of different things. As a result, information was gathered from respondents who were willing to share it.

COLLECTION OF DATA

This study was created with an analytical and descriptive approach and focuses on internet purchasing, consumer purchase patterns, pre- and post-consumer behaviour. The reasoning phase, or technique, is what determines how research will turn out in the end. It includes and directs the study to analyse a research methodology that ensures and enables the veracity of the results, deals with the data gathered for the study, resources of information, sampling strategy for the study's population, area of the study, device used to gather facts, method of receiving facts, analysis and interpretation of the data collected with various statistical tools with the goal of determining the power of the results. The main sources of information were lone online shoppers. Other secondary data, such as the statistical invigilator report for the state, were also acquired from government entities in addition to the data gathered through primary sources. These organisations' yearly reports and bulletins are the primary sources of the secondary data they offer.

ANALYSIS FRAMEWORK

The information was gathered by the researcher in Chennai city from the study's respondents. On the basis of the research's goals and the information's natural setting, the appropriate statistical tools were implemented. In order to group people into collections, it is employed to determine regular calculation equalities based on self-governing factors. There are two alternative goals for the discriminant analysis: evaluating an analytical comparison for various new folks or comprehending the rational equation that needs to be enhanced to know the potential interactions between the differences. The discriminant analysis closely resembles numerous reversion analyses in many aspects. The primary distinction between these two approaches is that discriminant analysis requires a separate reliant adjustable, whereas getting worse examination arrangements feature a continuous need of movable.

RESULTS AND DISCUSSION

The relationship between the dimensions taken into consideration for this study was analysed in this section using intercorrelation through Pearson correlation analysis, and the results are shown in Table 4.63 below:

TABLE : 1 : BUYING PATTERN AND CUSTOMER SATISFACTION IN ONLINE SHOPPING IN CHENNAI CITY

Correlations						
	Psychological Factor	Social Factor	Personal Factor	Economical Factor	Customer Perception	Customer Satisfaction
Psychological Factor	1	-0.028*	0.258**	0.198^{**}	0.902^{**}	0.436*
Social Factor		1	0.148^{**}	-0.053	-0.012	0.434^{**}
Personal Factor			1	-0.052*	0.064*	0.622^{**}
Economical Factor				1	0.516^{**}	0.127^{**}
Customer Perception					1	0.554**
Customer Satisfaction						1
**. Correlation is significant at the 0.01 level (2-tailed). * Correlation is significant at the 0.05 level (2-tailed)						

In this study, the many variables that affect consumers' online shopping behaviour were taken into account in order to determine the strength of their relationships. The outcomes are listed

in table-1, above. Except for the "Social factor" with the "Economic factor" and the "Customer impression," which are not statistically significant, all the elements are correlated with one another at 1% and 5% of their respective meanings, according to the correlation data. Since the disclosed "r" value is statistically significant at the 1% and 5% level of significance, the correlations demonstrate that all the elements are positively correlated, with the exception of the relationship between the social factor and the economic factor and consumer perception. Additionally, it was shown that there was a negative association between the psychological and social factors (r= -0.028), the social and economic factors (r= -0.053 and r= -0.012), and the consumer perception (r= -0.012). The element "Psychological" is found to have the highest association (r = 0.902) with customer satisfaction, personal factor, and customer perception, as well as with economical factor and customer perception, and r = 0.622 and 0.516 respectively. Additionally, the correlation between "customer perception" and "customer satisfaction" is shown to be (r = 0.554).

MULTIPLE REGRESSION ANALYSIS BETWEEN THE FACTORS OF BUYING PATTERN AND CUSTOMER SATISFACTION IN ONLINE SHOPPING IN CHENNAI CITY

Multiple regression analysis was conducted using customer fulfilment as the dependent variable and influencing factors like psychological, social, personal, economic, and customer perception as the independent variable in order to examine the impact of factors influencing the buying pattern through online shopping on the customer satisfaction in the Chennai city region. The analysis's specifics are shown in table 4.64:

TABLE: 2: BUYING PATTERN AND CUSTOMER SATISFACTION IN ONLINE SHOPPING

Dependent Variable	Independent Variable	Regression Co efficient (Beta)Value	Standard Error	"t" Value
Customer Satisfaction	(Constant)	7.541	1.344	5.617**
	Psychological factor	-0.029	0.084	-0.344
	Social Factor	**0.504**	**0.043**	**11.753****
	Personal Factor	**0.054**	**0.030**	**1.744***
	Economic Factor	**0.137**	**0.034**	**3.991****
	Customer Perception	0.063	0.109	.576
	R Value	0.465		
	R^2 Value	0.216		
	F Value	32.780**		
	Number of Samples	500		
	Durbin Watson Test value	1.687		

** Significant at five percent level

In this study, the many variables that affect consumers' online shopping behaviour were taken into account and connected to determine the strength of their relationships. The outcomes are listed in table -2, above. Except for the "Social factor" with the "Economic factor" and the

"Customer impression," which is not statistically significant, all of the elements are correlated with one another at the 1% and 5% level of significance. Since the disclosed "r" value is statistically significant at the 1% and 5% level of significance, the correlations suggest that all the elements are positively correlated, with the exception of the relationship between the social factor and the economic factor and consumer perception. Additionally, it was shown that there was a negative association between the psychological and social factors (r= -0.028), the social and economic factors (r= -0.053 and r= -0.012), and the consumer perception (r= -0.012). It is discovered that the element "Psychological" has the highest association (r = 0.902) with customer perception, personal factor with customer satisfaction (r = 0.622), and economical factor and customer perception (r= 0.516). Additionally, it is discovered that the correlation between "customer perception" and "customer satisfaction" is (r=0.554). All of the consumer buying pattern characteristics were discovered to be moderately to highly correlated with one another. The respondents who were assessed on several aspects of their online purchasing behaviour were found to be strongly related to one another, with the psychological factor and the social factor showing the lowest connection (r = -0.028).

ASSOCIATION BETWEEN THE DEMOGRAPHIC VARIABLES AND THE FACTORS THAT INFLUENCING THE BUYING PATTERN IN ONLINE SHOPPING IN CHENNAI CITY REGION:

Numerous demographic characteristics were examined in this study to determine their effects on the variables determining stress. Table -3 provides more information on the methods used to determine the relationship between the aforementioned and the outcome, including the paired sample t test and one way ANOVA.

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TABLE -3 : Asociation between the demographic variables and the factors that influencing the buying pattern in online shopping

Paired sample "t" test						
Factor=	Psychological	Social	Personal	Economical	Customer Perception	Customer Satisfaction
Gender	120.403**	125.522**	139.116**	108.282**	112.868**	130.617**
Marital Status	118.474**	125.088**	141.078**	103.765**	11.586**	129.462**
Type of Family	118.596**	124.744**	138.486**	107.800**	110.457**	127.133**
Experiencein online shopping	122.399**	129.019**	141.595**	109.819**	115.916**	133.236**

Using the paired sample "t" test to analyse the relationship between demographic differences like gender, marital status, family structure, and online shopping experience, it was discovered that all of the factors were significantly associated with the demographic variables because the "t" value is statistically significant at the 1% level of significance.

ONE WAY ANOVA (F test)						
Factor=	Psychological	Social	Personal	Economical	Customer Perception	Customer Satisfaction
Age	8.316**	2.863*	3.906**	5.568**	2.904*	2.515*
Educational Qualification	18.507**	1.686	3.974**	5.252**	42.708**	4.226**
Monthly Income	8.209**	1.048	4.865**	11.018**	8.031**	6.503**
Status of Area	20.873**	0.148	1.043	9.913**	24.816**	0.741

Number of family members	0.728	2.449	29.345**	3.904*	1.903	0.256
Occupation	90.307**	3.582**	12.276**	5.342**	70.240**	5.142**
Products purchasing through online shopping	0.583	51.335**	0.451	1.033	0.717	36.479**
Preference to online than retail purchase	2.612	1.172	2.693*	6.742**	4.671**	5.520**
Influencer	6.795**	0.603	1.487	31.042**	3.750**	0.961
Duration from which the purchase is being done through online shopping	3.174*	0.328	6.590**	0.090	4.454**	94.472**

According to the aforementioned table, there is a significant correlation between 1. "Psychological" factor and all demographic factors, with the exception of the number of family members, product purchases made online, and preference for online shopping over traditional retail. The "F" value is significant at the 1% and 5% level of significance.

- The "social" component, which includes age, occupation, and product purchases made online, is significant at the 1% and 5% level of meaning.

- "Personal" component is determined to be significant at a 1% level of importance for all demographic factors aside from residential area status, online product purchases, and influencers.

- "Economic" factor includes all demographic factors aside from online product purchases and the length of time they are made because the "F" value is significant at

the 1% and 5% level of significance.

- The "Customer Perception" factor is significant at 1% and 5%, respectively, for all demographic factors except for the number of family members and online product purchases.

- The "Customer Satisfaction" component is determined to be statistically significant at 1% and 5% equivalent of Meaning for all demographic variables, with the exception of the residential area's status, the number of family members, and the influencer for internet buying.

CONCLUSION

Every aspect of business, including business communication, branding, product management, supply chain management, buying and selling, and customer relationship management, to name a few, has been transformed by digital technologies, particularly the internet. Utilizing technology in the workplace has resulted in several corporate expenditures being reduced as well as providing a competitive edge. Companies have been able to take advantage of the power of digital technologies to get precise client feedback, which has improved the firm's overall capacity for product creation. Digital media offer a wide range of platforms to attract new clients and engage with them in meaningful ways that promote brand awareness, brand building, and brand positioning in the minds of target clients .Due to the accurate customer profiling that results, consumers can be targeted profitably via digital media. With the use of modern technical instruments that reveal the precise wants of the clients to the marketers, better customer relations may be maintained. The crucial consumer data gathered through digital channels encourages valued client participation and enhances the customer experience, creating a long-lasting competitive advantage.

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