

TRANSFORMATION IN CONSUMER BEHAVIOUR

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Abstract: Consumer behaviour is the study of individuals, groups, or organisations and all the activities associated with the purchase, use, and disposal of goods and services. This consumer behaviour consists of how the consumer's emotions, attitudes, and preferences affect buying behaviour. A change in consumer behaviour is due to this digital transformation which has developed due to the rise in technology and the other development is due to the pandemic where people couldn't step out of their houses but wanted to buy, at that time the online shopping apps was very useful as the desired products would reach their doorstep with just one click. So, the digital platforms empower today's consumers with deeper knowledge. The main aim of the study is to understand the satisfaction level of customers towards the transformation of digital markets and this research will be helpful to the marketer's to know the desires & attitudes of the customers which will be useful for them to retain the existing customers and also will open a new avenue for new customers.

Keywords: Consumer behaviour;Purchase;Digital transformation;PandemicMarketer's

INTRODUCTION:

Consumer behaviour refers to the behaviour of consumers when they buy and consume economic goods and services. The behaviour during the purchase of goods consists of, purchase planning, purchase negotiations, the purchase completion, which still has contractual nature, to post-purchase behaviour is highly variable. Any person involved in the process of consumption is a consumer. They are categorized according to the market type to which they belong, namely final and industrial consumers. The consumer is influenced by different factors such as culture, family, peer groups, feelings, attitudes, personality. When economists pursue their research they take into account the consumer's behaviour having clear preferences, a budget constraint, the determination of price, and rational behaviour. Having these assumptions allows economists to understand what the consumers are considering when buying a good or service. Since every person's wants/needs are different, we can assume that different households have various opinions and choices. Over the years there has been a shift in the consumer buying behaviour of two-wheelers. While cost, fuel efficiency, and comfort have been primary influencers throughout, factors

such as aesthetics, brand recognition have gained importance in recent years.

OBJECTIVES:

- ❖ To know the awareness of customers towards digital transformation
- ❖ To identify the preferable mode of shopping
- ❖ To know the satisfaction level of customers towards the product ordered online
- ❖ To identify the challenges faced by the customers while shopping online

LIMITATIONS OF THE STUDY:

- ❖ The area of study was limited to Chennai only
- ❖ The sample size was limited to
- ❖ Time constraint is another most important limitation of the study

RESEARCH METHODOLOGY

Type of Research:

The research type of this paper is descriptive in nature. In descriptive nature, various parameters will be chosen to

analyse the variation between these parameters is done. The main characteristic of descriptive research is it has no control over the research variables, and without covering why it is occurring.

Sampling technique:

The sampling technique used is simple random sampling in which each member of the population is equally likely to be chosen as part of the sample.

Sample size:

The population is defined as a group of an event or things of interest that the researcher wishes to investigate. Here the sample size for the study is 150.

Data sources:

The data collection method for the study was from both Primary and Secondary sources of data

REVIEW OF LITERATURE:

G.B.Kleiner, D.E.Sorokin, M. Castells, P.Himanen; in their research titled Transformation in consumer behavior in the ‘new’ economy emphasizes consumer behavior under the consistent implementation of information, technological, innovation activities, and the emergence of new economy. This research focuses not only on the consumers but also on the producers and their patterns as it paves way for the transformation in the behavior of the consumers. From this research, we get to know that the modern technologies present the most efficient tool to reach consumers and encourage them to act in line with the producer’s interest.

Adria Serbanan Comanescu: The paper titled current consumer behavior inculcates that consumerism and globalization have a deeper connection. It reveals the influence of E-Commerce on the mass of consumers and the brand power owned by the MNC’s. The research concludes the increasing trend of online trade over the traditional trade.

Ulrike Gretzel, Daniel.R.Fesenmaier and Joseph.T.O’Leary; Their article subjects transformation of consumer behavior tracks down the emergence of new information and communication technologies (ICT’s), high level of wealth, more leisure time, and changes in values and lifestyle. The paper revokes about the electronic media-dependent culture, its impact on society because of new

technologies and the uses of new tools by the travelers, and the impact of ICT on the global level.

DATA ANALYSIS AND INTERPRETATION

TABLE 1.1 DEMOGRAPHIC DETAILS OF THE RESPONDENTS

SL.NO	DEMOGRAPHIC FACTOR	OPTIONS	PERCENTAGE
1	GENDER	Male	11.30%
		Female	88.70%
2	AGE	Below 25	85.30%
		25 - 35	7%
		35 - 45	6%
		Above 45	2.00%
3	QUALIFICATION	12th	37.60%
		UG	48.30%
		PG	8.10%
		Others	6%
		Student	85.30%
4	OCCUPATION	Employee	10%
		Business	3.30%
		Home Maker	1.30%
		Below 20,00	54%
5	INCOME LEVEL	20,000 to 30,000	20.90%
		30,000 to 40,000	13%
		Above 40,000	8.70%

INTERPRETATION:

From the above table, it is interpreted that,

- ❖ 88.70% of respondents are female and 11.30% are male
- ❖ The majority of the respondents fall under the age below 25
- ❖ 37.60% of respondents educational qualification is 12th, 48.30% is UG, 8.10% is PG, and the rest 6% belongs to others
- ❖ 59.40% of respondents fall under the income level 20,000,

TABLE 1.2 WHICH MODE OF SHOPPING IS PREFERABLE ACCORDING TO YOU

SL.NO	OPTIONS	PERCENTAGE
1	Online	28%
2	Offline	72%

INTERPRETATION:

This table represents that 72% of respondents choose offline shopping and the rest 28% choose online

TABLE 1.3 ARE YOU AWARE OF THE DIGITAL TRANSFORMATION

IN SHOPPING

SL.NO	OPTIONS	PERCENTAGE
1	Yes	70%
2	No	30%

INTERPRETATION:

From the above table, it is clear that the majority of respondents are aware of the digital transformation while 30% are not aware of it.

TABLE 1.4 DO YOU THINK THAT DIGITAL TRANSFORMATION IN SHOPPING WILL BE USEFUL

SL.NO	OPTIONS	PERCENTAGE
1	Yes	45.3%
2	No	8.7%
3	Maybe	46%

INTERPRETATION:

The above table, clearly explains that only 45.3% of the respondents alone think that digital transformation in shopping will be useful.

TABLE 1.5 HOW OFTEN DO YOU SHOP ONLINE

SL.NO	OPTIONS	PERCENTAGE
1	Very often	9.3%
2	Often	10.7%
3	Sometime	42.7%
4	Rare	37.3%

INTERPRETATION:

The above table interprets that majority of 42.7% shop online sometimes whereas 37.3% shops rarely.

TABLE 1.6 DOES THE PRODUCT ORDERED ONLINE MEET YOUR EXPECTATIONS

SL.NO	OPTIONS	PERCENTAGE
1	Yes	36%
2	No	20%
3	Maybe	44%

INTERPRETATION:

The above table mentions that 36% of respondents are satisfied with the expectations towards the product they have

received and the majority of 44% are neutral towards their expectation level.

TABLE 1.7 RESPONDENTS OPINIONS BASED ON THE QUESTIONS

SL. NO	QUESTIONS	STRONGLY AGREE	AGREE	STRONGLY DISAGREE	DISAGREE	NEUTRAL
1	It is very useful to use online apps	42	76	3	4	25
2	Do the delivery of the product ordered online reach on time	33	86	7	11	13
3	Do you agree that pandemic has a greater impact on the transformation of digital markets	56	73	7	6	8
4	Due to the busy schedule, people find online apps very easy to find the products they want	66	68	-	7	9
5	One-click, doorstep delivery is the advantage of online shopping	47	77	8	6	12
6	Online shopping saves time whereas offline shopping consumes a lot of time	47	76	7	5	15
7	Do this digital transformation and social media have much impact on transformation in consumer behaviour	28	102	6	3	11
8	People who are unaware of the technology find it difficult to use online apps	40	76	16	5	13
9	Online apps can be used only by an android user with a proper internet connection	48	75	12	6	9
10	Sometimes any misrepresentation/fraudulent activities might happen while shopping online	38	80	9	5	18
11	There are difficulties while making payment when ordered online	35	79	11	9	16
12	Delivery charges will be charged highly to deliver the ordered goods	36	64	17	13	20

INTERPRETATION:

From the above table, it is interpreted that,

1. 76 respondents agree that it is very useful to use online apps.
2. The majority of respondents agree that the product ordered online reaches on time
3. 56 respondents strongly agree that pandemic has a greater impact on the transformation of digital markets

4. Majority of 68 respondents agree with the question that due to the busy schedule people find online apps very easy to find the products they want
5. 77 respondents agree that online shopping has an advantage of one-click, doorstep delivery
6. 76 respondents agree that online shopping saves time whereas offline shopping consumes a lot of time
7. Do this digital transformation and social media has much impact on the transformation of consumer behaviour, 28 respondents strongly agree with this and the following 102 respondents agree, 6 strongly disagree, 3 disagree and the rest 11 respondents say that it is neutral
8. A huge group of 76 respondents of the poll agree that people who are unaware of technology find it difficult to use online apps.
9. Online apps can be used only by an android user with a proper internet connection, 48 respondents strongly agree with this and the following 75 respondents agree, 12 strongly disagree, 6 disagree and the rest 9 respondents say that it is neutral
10. 80 respondents agree with this statement that sometimes any misrepresentation/ fraudulent activities might happen while shopping online
11. 35 respondents strongly agree that there are difficulties while making payments when ordered online find it find it difficult to use online apps while the rest of the respondent's opinion differs
12. Delivery charges will be charged high to deliver the ordered goods, the majority of 64 respondents agree with the question.

CONCLUSION:

Based on the conclusion of this study, consumers' behavior has been transformed greatly due to digitalization, social media, and pandemics, since they do not need to leave their houses in order to buy the goods they want. Moreover, marketers are also one of the reasons for transformation as they are providing ample opportunities to the consumers to satisfy their desires and needs. However, through this study, we get to know that when given an option to choose between online and offline

shopping, most respondents choose offline shopping. This might be a result of some challenges or difficulties, they experience when shopping online. Consumers will surely convert to this digitalized shopping mode if solutions are provided to resolve the problems they face when shopping online. When some solutions are implemented to solve the problems that arise when shopping online, then consumers will surely adopt this digitalized mode of shopping.

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