

An Empirical Study on Online Purchase Behavior and Consumer's Perception of Online Shopping

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ABSTRACT

The new technology has radically changed the traditional way of purchasing products. The modernized way of purchasing products has become a new way of adopting different online platforms. Online shopping has strengthened its sales by offering a variety of discounts, offers, coupons, and rewards by developing its own E-Products and services to best suit the changing needs of the customers. The study mainly focuses on consumer buying behavior while purchasing online products. For analyzing the study a survey is conducted by considering a sample size of 250 samples from different age groups and genders after collecting the data with the help of excel percentages and frequency are calculated.

Keywords: Consumer, internet, products, purchase style, purchase behavior, online markets.

INTRODUCTION:

An online market is a form of e-commerce that permits consumers to directly purchase goods or services from a seller by using the internet. It has obtained a very important position in the 21st century as most of the people are busy, loaded with a hectic schedule. An online shop arouses the physical similarity of buying products as well as services from an internet shop and this process of shopping is called business-to-consumer online shopping. Using the internet to shop online has become a primary reason to use the internet, combined with searching for products and finding information about them. Consumer behavior for online shopping cannot be the same as used in traditional marketing, as the concept brings its unique features of offerings to the customer. There has been a shift in the mindset of consumers towards the rising aspirations and changing attitudes of lifestyle, recreation, and entertainment expenditures. The market is flooded with an explosion of choices of products with seemingly very little difference between one another, which is often not even perceptible to consumers. Consumer behavior is the study of how individuals make a decision on how to spend their available resources (time, money, and effort) on all consumption-related items. So this definition clears the marketers to evolve every activity around the ultimate consumer and gauge their behavior deeply. So consumer behavior is the behavior displayed by consumers in searching for, purchasing, using, evaluating and disposing of products and services that will satisfy their needs. The study focuses to analyze the impact of online markets on the buying behavior of consumers.

OBJECTIVE OF THE STUDY:

The broad objective of the research paper is to study and examine the insight of online purchase behaviors and consumer's perceptions of online shopping.

LITERATURE REVIEW:

E.Murali Darshan, et al (2019) - He made a study on consumer attitude, preferences, tastes, and problems the author discusses the entire online process of developing, marketing, selling, delivering, and paying for products and services. In this study, he analyzed the entire process of buying online products i.e., steps that a consumer goes through from ordering the product to product delivered. He concluded that the online markets are focusing on the fulfillment of the taste and preferences of the consumers.

Hemanti Richa et al (2019) Paper focuses on the feature of the online customer's behavior in the Indian context. the objective of the study is to identify determinants that green consumer buying behavior. result identified convenience, freedom, intrusion and post-purchase issues are determining factors of the behavior on Indian online shoppers. the researcher concluded that online shopping portals should focus on improving website attributes and reduce post-purchase issues to increase the faith of buyers in online shopping and make it far more popular.

Suhas A.Peshne et al (2019): Researcher focuses on examining online consumer behavior and perception. the objective of the study is to analyze factors influencing consumer attitudes. In the analysis, it is observed that customers consider reviews, ratings, prices, delivery before purchasing a product and security issues are one of the major barriers. it is concluded that companies should try to educate consumers online about the steps to start when creating online purchases to increase online sales.

Roisana Oni-Bucea-Manea (2019)-This paper made an analysis of the factor that may affect the behavior of consumers using the internet to buy/order online content. Major parameters analyzed are consumers' level of internet skills, consumers' level of computer skills, consumers interacting on the internet with public authorities, influence on consumer behavior. The conclusion made by the researchers is that the people who are at the age between 18-40 are using the internet more to purchase online products.

Mohammad Anisur Rahman et al (2018) The paper focuses on consumer buying behavior towards online shopping. The objective of the study is to understand the behavior of online shoppers through a self-conducted questionnaire. From the survey, the researcher observed that online shopping behavior is influenced by net connectivity, security, customer experience, age and learning curve etc. He concluded that most of the shoppers get the information primarily from Facebook advertisement then followed by word of mouth communication and disliking factors of online shoppers are privacy and inability to touch and feel.

Bhuvanesh Kumar, et al (2018) - Researcher focused on the present world technological changes and how social media playing a significant role which is being utilized by consumers and industries in various ways. He observed that people are using social media not only to connect to the world but also for their shopping needs, this became the main benefit for the e-marketing sites to grab the attention of consumers. He concluded by his study that social media is also a platform for consumers to shop online.

Winarko, et al (2018)-This study aimed to analyze online consumers' behavior outside java island based on the Lazard Indonesia case in order to provide solutions to reach new target markets in each province. The researcher used an online survey method and made an analysis of the data collected from Indonesian customers as the target respondents. By this analysis, he concluded that customers of Indonesia are more interested in online shopping than visiting Physical stores for shopping purposes.

Sakir Erdem (2017) The study made an analysis of the importance of consumer behavior to use social media and purchase intention among Turkish consumers. He analyzed that advertisements on social media and word of mouth marketing also plays an important role in influencing consumer's behavior. He concluded that factors like culture, family and personal factors can also influence the behavior of consumers.

Orit Raphaeli (2017)-Researcher made a study on online consumer behavior. In this study he focused on consumer behavior which is characterized through both engagement measures and the discovery of common sequences of navigation patterns, using an innovative approach that combines footstep graph visualization with the sequential association. The entire investigation and comparison are conducted on consumer behavior, retailers in mobile versus pc devices. He concluded that more consumers are using mobiles than pc devices by his study.

Josephine Rebecca M (2016)-This paper made an analysis of the basic behavior of consumers in the internet market. In this study, the researcher analyzed that online consumers behave differently and also have more sophisticated needs. He concluded that online markets are focusing to fulfill the needs of online consumers by offering special discounts.

Nidhi Singh Et al (2016) The purpose of the paper is to test the conceptual model of consumer intentions and satisfaction towards the mobile wallet. The objective of the study is to explore the relationship between perception

preferences and satisfaction of mobile wallets users and the effects of gender and age of consumers on their perception pre-satisfaction. In the research, it is observed that if wallets are user-friendly and attractive consumers usage rate increases. The study concludes that there is a strong correlation between consumer's perception, preferences and satisfaction. Demographic factors age and gender also influence consumer's perception, preferences, and satisfaction towards mobile wallets.

R. Shanthi Et al (2015) Paper focus on consumer perception on online shopping. The objective of the study is to know the type of product purchased by consumers through online shopping and to identify factors influence consumers online. In the research, it is observed that youngsters between the age of 20 to 25 are mostly poised to online shopping and the majority of people shop online buys books online as it is cheaper with various discounts. The study also reveals that the price of the products is the influencing factor to purchase online. The study concluded that the transformation in trends of shopping is occurring because of the changing lifestyle of consumers in India and the major advantage of online shopping is ease and discounts available for different kinds of products.

N.Sambasiva Rao, et al (2015)-The researcher studied the Consumer buying behavior in purchasing electronic products from online markets. He examines the effect of influencing determinants on the consumer buying decisions of electronic products among different socio-demographic profiles. This analysis indicates that social and personal factors are strongly associated with Consumer buying decisions of Consumers. He conducted a survey in the semi-urban and urban areas. He concluded that both have an influence of personal determinants like spouse, parent, friends, kids and social determinants like culture economic, political, environmental. Technological features like quality, price, service, durability have a great impact on the online buying behavior of consumers.

Chitra Sharma (2015)-She made an analysis of factors affecting online shopping behavior. The researcher analyzed the part of that influence the buying behavior of online consumers. She absorbed that consumer's interest change due to changes in the environment living in. The main factor she identified on indigenous influence on buyer behavior, needs and motives perceptions and selective attention. She concluded that buyer behavior is shaped by social and psychological influences which include culture, social status, family, perception, attitudes, and beliefs.

Abdul Muthalif, et al (2014)-Researcher made an analysis of the transformed and modernized process of the business world. He studied Consumer' mindsets while purchasing online. In this study, he examines if there are any particulars factors that influence online consumer behavior. To find these factors he conducted a survey on students of Tamil Nadu and concluded that the factors are attitude, the influence of others, benefits and self-interest to purchase online.

Guangdong Gim, et al (2014) - In this study, he focuses on factors influencing the online shopping behavior of Vietnam Consumers. The main objective of the study is to analyze those factors. For this analysis, he collected data from 238 participants of Vietnam using a survey questionnaire. He observed that the online shopping model was well supported in Vietnam. He concluded the results of his survey are three factors influencing online buying behavior i.e., perceiving of economic benefits, perceiving of merchandise and perceived payment benefits.

METHODOLOGY:

For conducting this research a sample of 250 customers is considered by different age groups and genders by applying a convinces sample method the data is collected.

Socio-Economic Profile of Respondents:

The socioeconomic profile of the respondents related to gender, age, marital status, and monthly is considered in table-1.

Table: 1

Factors	Frequency	Percentage
Gender		
Male	131	52.4
Female	119	47.6
Total	250	100
Age		
Under 18	12	4.8
18-24	182	72.8

Factors	Frequency	Percentage
25-34	45	18
Above 34	11	4.4
Total	250	100
Marital status		
Married	106	42.4
Unmarried	144	57.6
Total	250	100
Monthly income		
Below 10k	18	5.5
10k-20k	95	29.1
20k-30k	111	34
30k-40k	26	8
Total	250	100

Among 250 respondents who participated in the survey, 52.4 percent are male and 42.7 percent are female respondents. Among the respondents, 72.8 percent are in the age group between 18-24. And 18 percent of the respondent's age group is between 25-34. Age group above 34 are 4.4 percent. 42.4 percent are married and 57.6 percent are unmarried. 34 percent of the respondent's income is between 20k-30k. 29.1 percent are between 10k-20k. 5.5 percent are between below 10k and 8 Percent are the customers are between 30k to 40k.

Perception of online markets on consumer buying behavior:

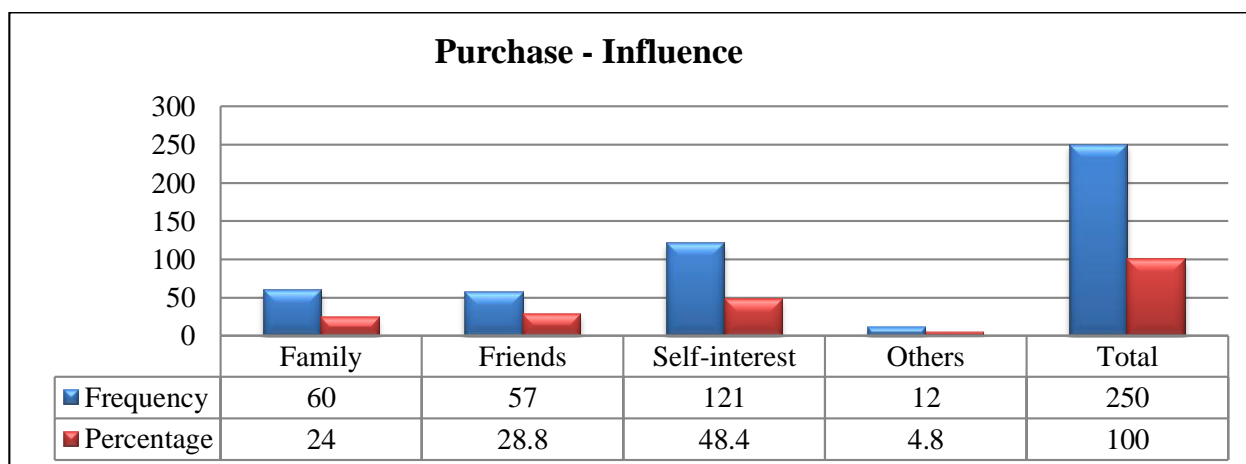
To study the perception of online markets on consumer buying behavior few factors are considered they are online purchase influence, how often do you prefer, which online shop, online advertisements, payment mode, payment security, cash backs, customer reviews, celebrity promotions, satisfaction on online shopping.

Purchase Influence:

Table: 2

Influence	Frequency	Percentage
Family	60	24.0
Friends	57	28.8
Self-interest	121	48.4
Others	12	4.8
Total	250	100

Bar Diagram: 1



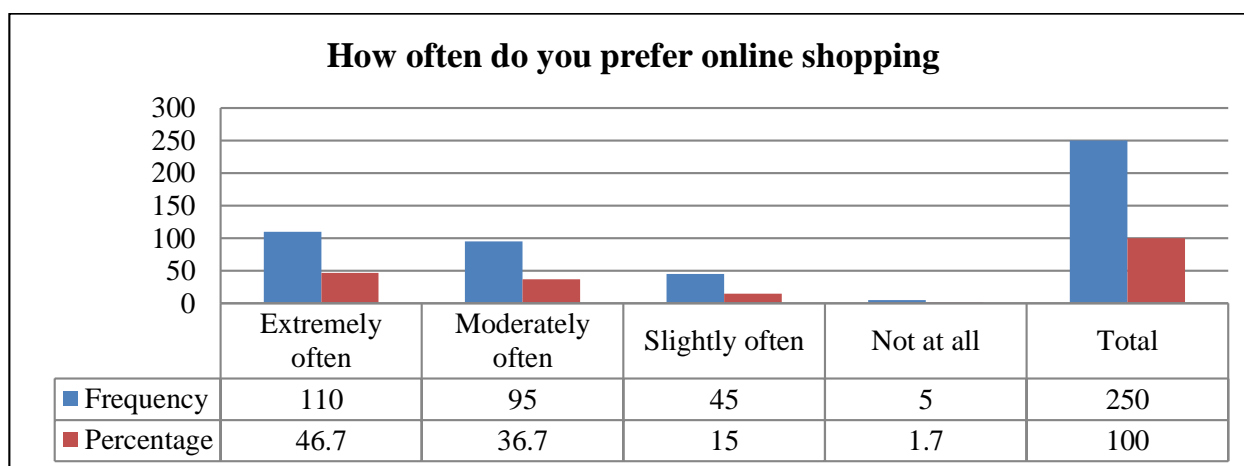
From the above analysis, it is observed that 48.4percent of the customers are having self -interest. Whereas 28.8percent are influenced by their friends.24percent of the respondents are influenced by their family members. And only 4.8percent are influenced by others. From the above analysis, it is clear that the majority of the respondents are giving priority to their self-interest while purchasing online.

How often do you prefer online shopping?

Table: 2

Prefer	Frequency	Percentage
Extremely often	110	46.7
Moderately often	95	36.7
Slightly often	45	15
Not at all	5	1.7
Total	250	100

Bar Diagram: 2



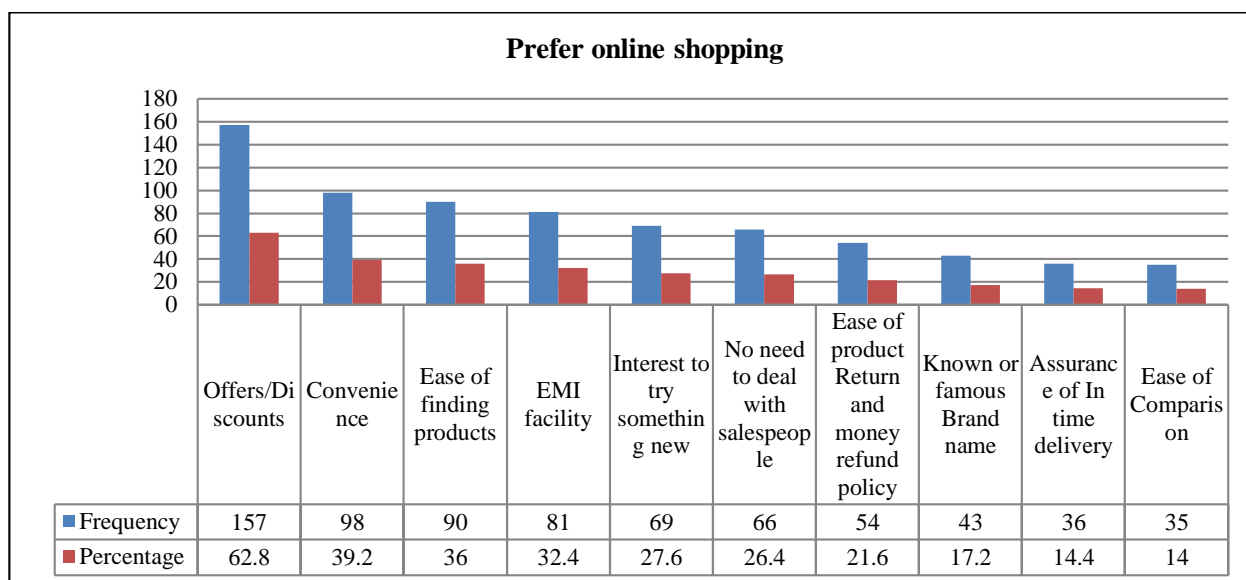
From the above analysis, it is clear that 46.7percent of the customers preferring online shopping extremely whereas 36.7percent are moderately preferring to shop online. 15percent of the respondents slightly prefer to shop online. And the only 1.7 percent do not at all prefer to shop online. From the analysis, it is observed that the majority of respondents extremely prefer to shop online.

Reasons for online shopping:

Table: 3

Reasons	Frequency	Percentage
Offers/Discounts	157	62.8
Convenience	98	39.2
Ease of finding products	90	36
EMI facility	81	32.4
Interest to try something new	69	27.6
No need to deal with salespeople	66	26.4
Ease of product Return and money refund policy	54	21.6
Known or famous Brand name	43	17.2
Assurance of In time delivery	36	14.4
Ease of Comparison	35	14

Bar Diagram: 3



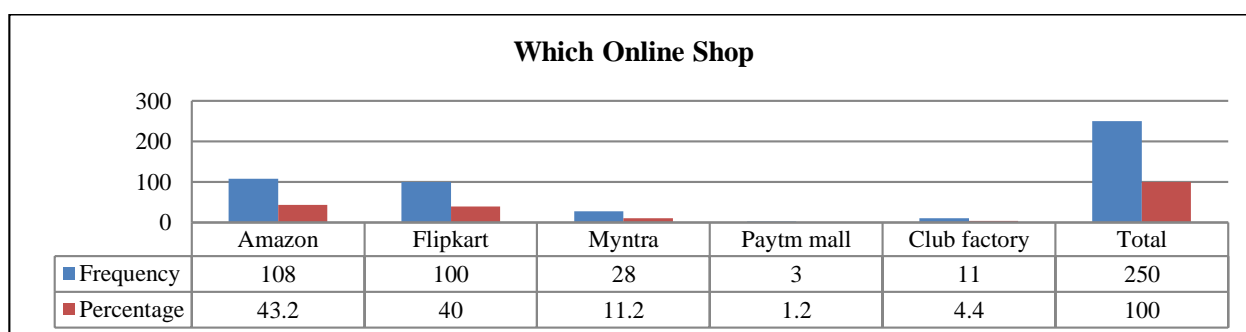
From the analysis, it is observed that 62.8 percent of the customer's reason to shop online offers/discounts, whereas 39.2percent of the respondent's reason is convenience. 36percent of customer's reason is the easy finding of products and 32.4percent of the respondents are purchasing online because of the EMI facility. Interest to try something new is the reason for 27.6percent of respondents. 26.4percent of the respondent's reason is no need to deal with salespeople. 21.6percent customer's reason to shop online is to ease of product return and money refund policy. 17.2percent respondent's reason to shop online is the known or famous brand name. Assurance of in time delivery is the reason to shop online for 14.4percent customers. And the only 14percent of the respondents stated that their reason to shop online is the ease of comparison of products. From the analysis, it is clear that the top three reasons to sop online are offers/discounts, convenience, ease of finding products followed by EMI facility, interest to try something new, no need to deal with sales people and the last three reasons are known or famous brand name, assurance of in time delivery and ease of comparison.

Which Online Shop:

Table: 4

Shop	Frequency	Percentage
Amazon	108	43.2
Flipkart	100	40
Myntra	28	11.2
Paytm mall	3	1.2
Club factory	11	4.4
Total	250	100

Bar Diagram: 4



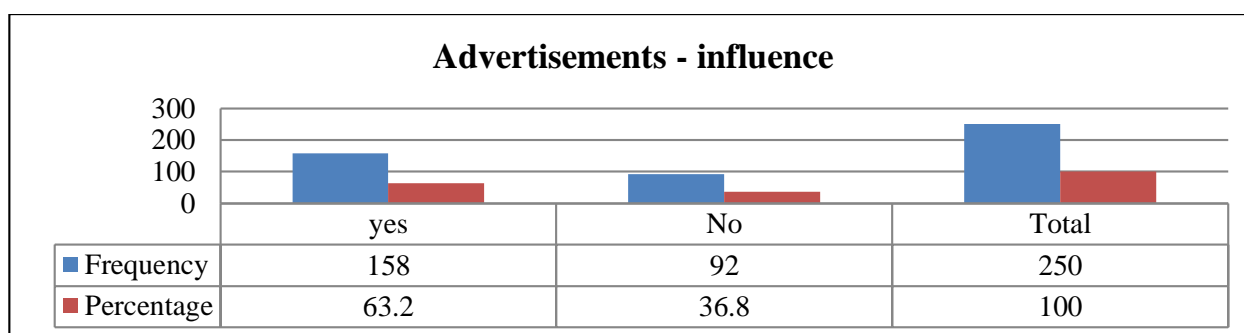
From the analysis, it is observed that 43.2percent of the customers are preferring Amazon to shop online, whereas 40percent preferring Flipkart to shop online. 11.2percent of the respondents are preferring the myntra and 1.2percent of respondents prefer the Paytm mall to shop online. And only 4.4percent customers prefer club factory to shop online. From the analysis, it is clear that the majority of the customers prefer Amazon to shop online.

Advertisements - Influence:

Table: 5

Advertisements	Frequency	Percentage
Yes	158	63.2
No	92	36.8
Total	250	100

Bar Diagram: 5



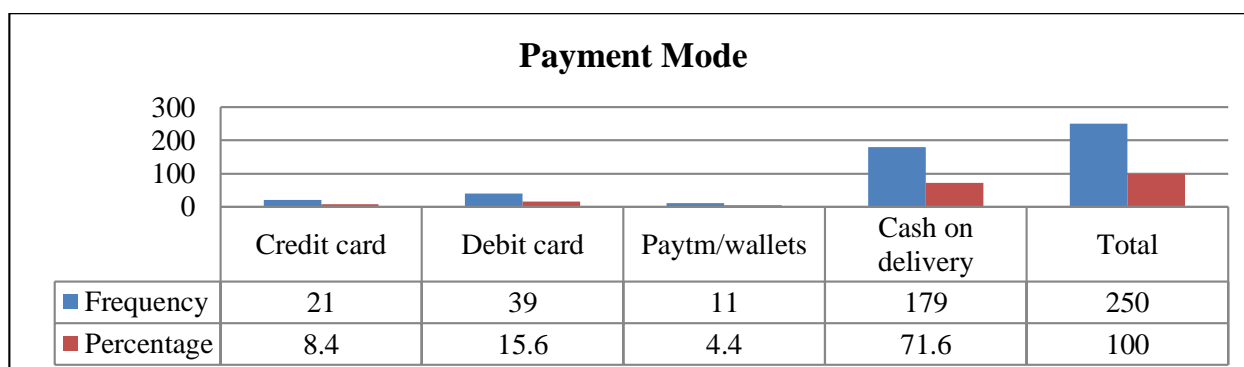
From the analysis, it is observed that 63.2percent of the respondents agree that the advertisements of online shopping sites influence them to purchase online, and the only 36.8percent of customers have not agreed with the statement that advertisements influence them to purchase in online. From the analysis, it is clear that the majority of the customers are influenced by the advertisements of the online shopping site.

Payment Mode:

Table: 6

Payment mode	Frequency	Percentage
Credit card	21	8.4
Debit card	39	15.6
Paytm/wallets	11	4.4
Cash on delivery	179	71.6
Total	250	100

Bar Diagram: 6



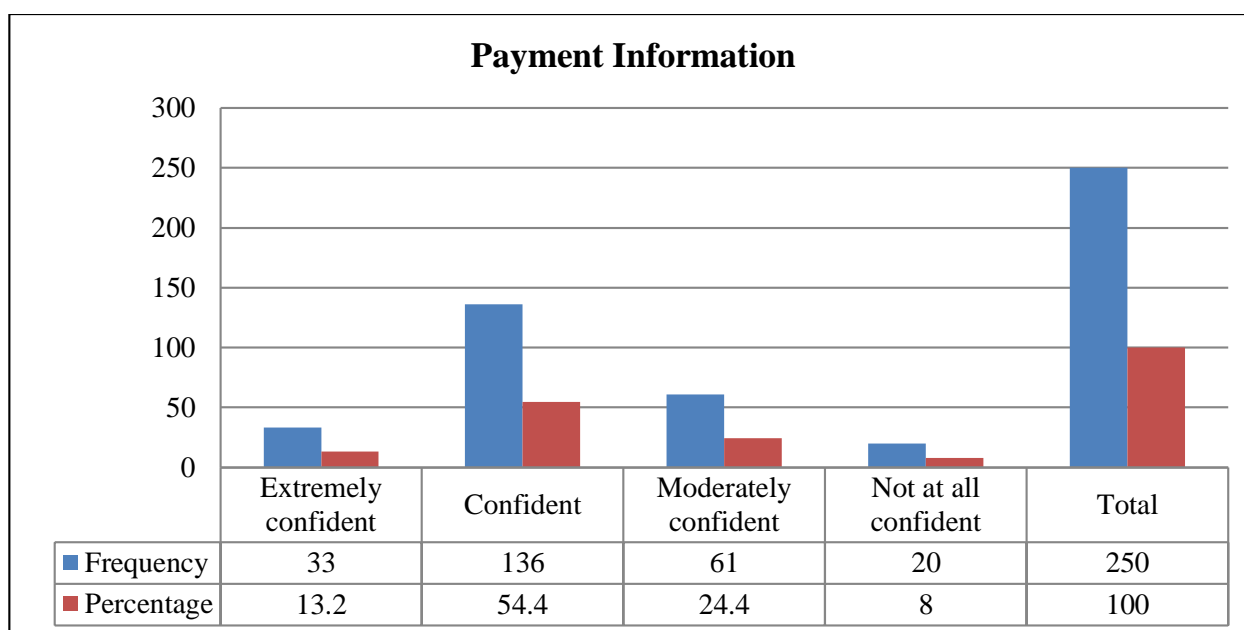
From the above analysis, it is observed that 71.6percent of the customers pay cash on delivery, whereas 15.6percent use debit card as their payment mode. 8.4percent of customers use the credit card as their payment mode. And the only 4.4 percent of the respondents use Paytm / wallets for payment. From the analysis, it is clear that the majority of the customers choose cash on delivery as their payment mode.

Payment Information:

Table: 7

Payment information secure	Frequency	Percentage
Extremely confident	33	13.2
Confident	136	54.4
Moderately confident	61	24.4
Not at all confident	20	8
Total	250	100

Bar Diagram: 7



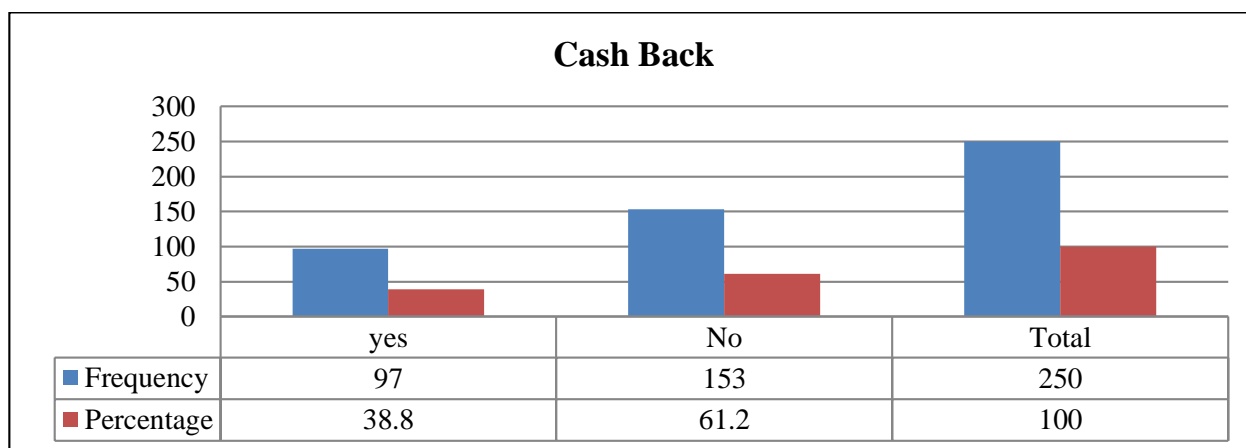
From the above analysis, it is clear that 54.4percent of the customers are confident that their payment information is kept secure, whereas 24.4percent of the customers are moderately confident.13.2percent are extremely confident that their payment information is kept secure. And only 8percent are not at all confident about the security of their payment information. From the analysis, it is clear that the majority of the respondents are confident that their payment information is kept secure.

Cash Back:

Table: 8

Cash back	Frequency	Percentage
Yes	97	38.8
No	153	61.2
Total	250	100

Bar Diagram: 8



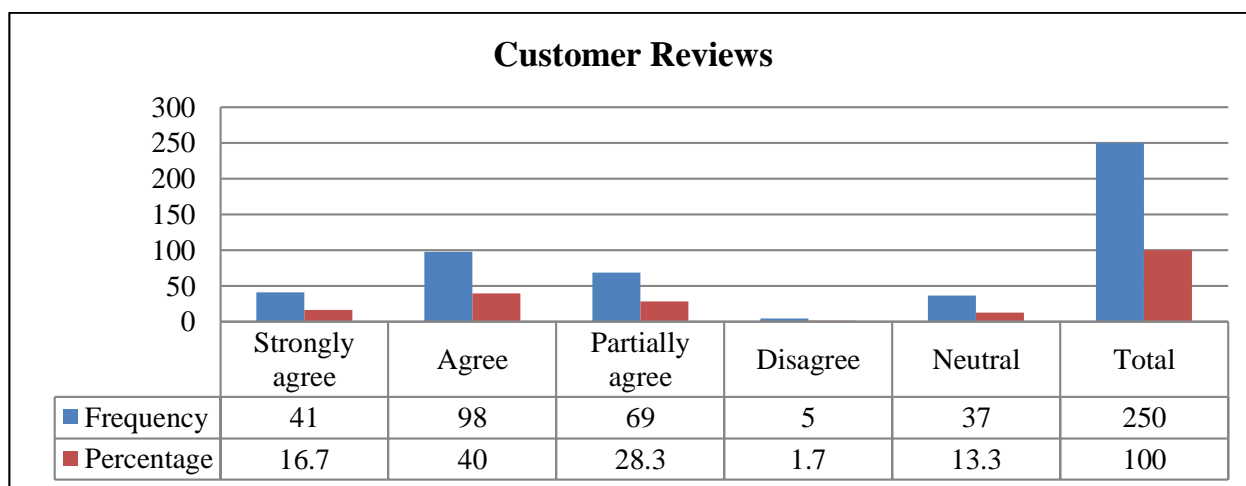
From the analysis, it is observed that 61.2percent of the respondents do not agree with the statement that cashback is a reason to purchase frequently from online. Whereas 38.8percent agreed that cashback is a reason for them to purchase frequently. From the analysis, it is clear that the majority of the respondents agreed that cashback is not a reason for them to purchase from online.

Customer reviews:

Table: 9

Reviews	Frequency	Percentage
Strongly agree	41	16.7
Agree	98	40
Partially agree	69	28.3
Disagree	5	1.7
Neutral	37	13.3
Total	250	100

Bar Diagram: 9



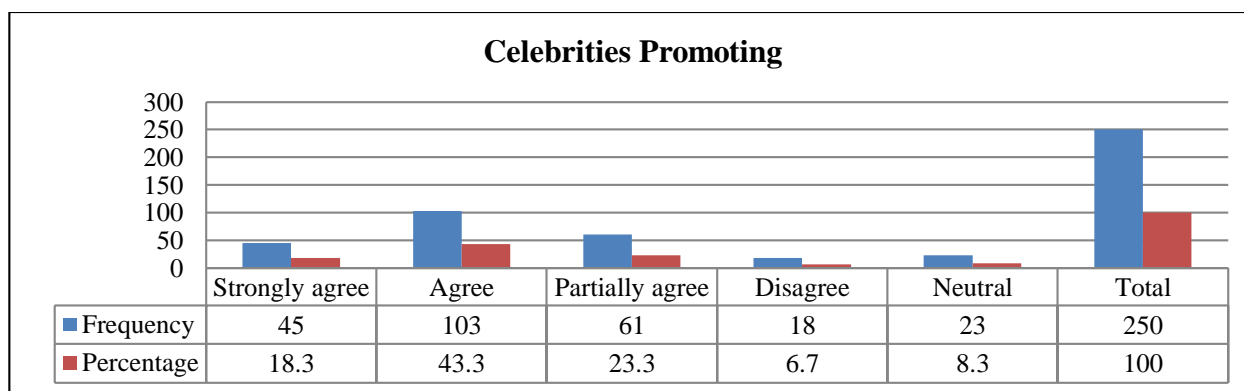
From the above analysis it is clear that 40 percent of the customers agree that they consider customer reviews for purchasing online products .whereas 28.3percent are partially agreed for customer reviews.16.7percent of the customers are strongly agree for purchasing the online products through customer review. and 1.7percent of the respondents are disagree about the customer reviews.by the above analysis it is clear that majority of the customers agree that customer reviews while purchasing online.

Celebrity's Endorsements:

Table: 10

Celebrities	Frequency	Percentage
Strongly agree	45	18.3
Agree	103	43.3
Partially agree	61	23.3
Disagree	18	6.7
Neutral	23	8.3
Total	250	100

Bar Diagram: 10



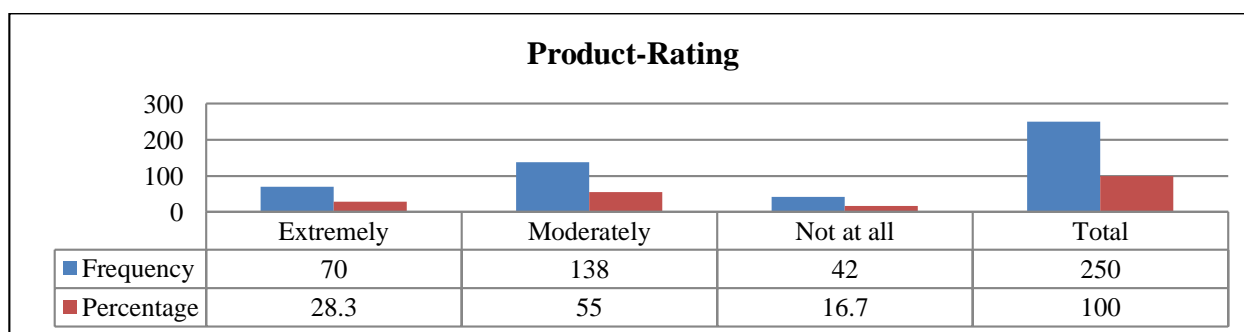
From the above analysis, it is observed that 43.3percent of the customers are agreed that celebrities are promoting particular website influences you to purchase online. Whereas 23.3percent are partially agreed that customers are influenced by celebrities for purchasing online. 18.3percent are strongly agree about the promotion of celebrities. only 6.7percent are disagree. 8.3percent are neutral. From the above analysis, it observed that the majority of the respondents are agreed that customers are more influenced by celebrity's promotion through purchase online.

Product-Rating:

Table: 11

Ratings	Frequency	Percentage
Extremely	70	28.3
Moderately	138	55
Not at all	42	16.7
Total	250	100

Bar Diagram: 11



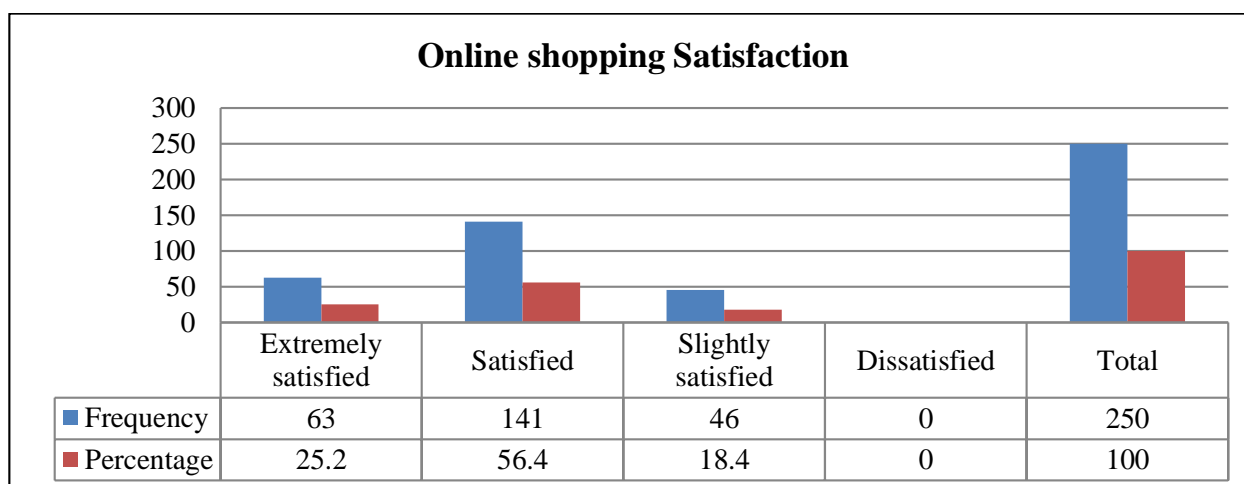
From the above analysis, it is observed that 55percent of the customers are moderately considered the rating of the product while purchasing online. Whereas 28.3percent of the respondents are extremely considering the product rating. Only 16.7percent of the respondents are not at all considering the product rating. From this, it is clear that maximum respondents are moderately considered the rating of the product while purchasing through online.

Online shopping Satisfaction:

Table: 12

Satisfaction	Frequency	Percentage
Extremely satisfied	63	25.2
Satisfied	141	56.4
Slightly satisfied	46	18.4
Dissatisfied	0	0
Total	250	100

Bar Diagram: 12



From the above analysis, it is observed that 56.4percent of the customers are satisfied through online shopping, whereas 25.2percent are extremely satisfied through online shopping. Only 18.4percent are slightly satisfied through online shopping. By this the above analysis it is observed that the majority of the customers are satisfied while purchasing through online shopping.

SUGGESTIONS:

- Consumers feel insecure about their payment information at times, for these websites can take necessary steps to create secure feel among the consumers.
- In certain cases consumers cannot return their product for some (or) the other reason, online shopping sites should provide proper return facility for every product so that customers show more interest to purchase.
- Few products that are available in online sites, their product delivery charges are little high. In this case customers may have disinterest in purchasing those products in online in order to overcome this delivery charges should made equal irrespective of the product.

FINDINGS:

- Convenience, offers and discounts, EMI facility, ease of finding products are the main reasons for the respondents to purchase from online. Amazon is most preferred Flipkart to purchase online products and least preferred online site is Paytm mall.
- More respondents agreed that advertisements for online shopping sites influence them to purchase from online and cash backs are not a major reason for many of the respondents to purchase from online frequently.

- Payment mode chosen by most of them is cash on delivery whereas E-wallet users are less when compared to debit and credit card users and they are confident that their payment information was secure. Most of the respondents agreed that they consider customer reviews and ratings while purchasing online products and most of them influenced by the promotions.

CONCLUSION:

The research concluded that consumers always show interest to try something new. In that perspective, the online product purchases are increasing day by day in different online platforms. Research reveals that most of the consumers are showing self-interest to purchase online products as it is convenient and saves time. And it gives more flexibility to find wide variety of products from online. Majority of the consumer gives priority for offers and discounts which impact consumer buying behaviour in purchasing decisions. Most of the customers prefer Amazon to shop online and cash on delivery as their payment mode. Reviews and ratings help consumers to purchase good products and to avoid improper goods. Though consumers are satisfied with online shopping, there are few issues to solve E-Commerce websites should provide strong payment security systems to avoid unauthorized transactions. The study concluded that return policies should be initiated to every product and not for the few.

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