

Consumer Behaviour Towards Online Shopping

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ABSTRACT

With increasing penetration on internet across the country, the number of shoppers online has seen a dramatic increase. India is a second largest country with internet penetration that had result in number of online shoppers. Indians are slowly changing their behaviour in the way their purchase consumer goods.

Keywords: Online, Internet Penetration, Change in Behavior.

INTRODUCTION:

Over centuries consumer behavior changes frequently. Every change has been dramatic and has changed preferences of buying across the globe. Since early 2000's across the globe the availability of low cost internet and website selling goods has resulted in change in consumer behavior across the globe. Deep discounts, easier format to buy, EMI facilities, etc has lured customers across the globe including Indians to shop online. Being 2nd largest users Indians have increased their spending on web portals. With every increase in the penetration of internet, similar changes in the buying behavior has seen across the globe.

REVIEW OF LITERATURE:

This research about buying habit of consumer in coimbatore towards online shopping. it speaks about various market leading websites in the market, product promoter, place, internet marketing tree, merits and demerits. the instruments used were both primary and secondary data through questionnaire. the various methods/ tools used to get the results were chi square test, percentage test, convenience sampling. (Venkatakrishnan, Loganathan 2018)

This article speaks about the contemporary relevance of online shopping customization, national, and international barriers, competence confidentiality, prerequisite of especially towards staff avoided, measure of comparative purchasing. it also speaks about deception and defense concerns, outlay, lack of segmentation of standardization, unfamiliarity, pressure of margin and price (faizi ali shah). online shopping in india saw 128 per cent growth in interest from the consumers in 2011 to 2012, when compared to 2010-2011 where it was only 40%. it is seen that electronic items have highest sales in the online market followed by clothing. (Samundeeswari, SELVAM 2015).

The research is done with reference to ratnagiri. the articles consists of usage of internet period, annual family income, factors motivating to purchase online like time saving, price, quality, convenience, kinds of goods purchases, medium of purchase, website preference, payment gateway, satisfaction level, problem faced etc.

the articles say that the most buyers are of age 15-38, 50000-200000 annual income.(Khandake, Malder2017), In this it was found that the preception towards online shopping & the attitude towards shopping through online where not affected by it's usefulness , ease of usebut also through same characteristics, situation factors & the trust build on shopping online. (Rajayogan, Mithumani 2017)

This article mostly tell us about types of decisions takes place when a consumer is purchasing online. There are 4 scenarios: routine response: this takes place where a consumer has a good experience with the product and purchases. Eg: grocery, limited decision making: this deals with buying a single product with a lot of information, extensive decision making: thus deals with the price tag and quality, impulsive buying: this takes place when there is no planning. (Chetty, Bhattachargee 2019)

This article states that they have done study for approximately 160 respondents derived that both male and female have same type behavior towards liking and disliking factor, If they trust purchasing online constantly . (Rahman 2018).

RESEARCH OBJECTIVES:

- ❖ To analyze the impact of the major factors affecting the consumer behavior towards online shopping.
- ❖ To examine the impact of the various business strategies used by various businesses.
- ❖ To determine the consumer confidence towards online shopping.

STATEMENT OF THE PROBLEM:

Customer conduct look into is the logical investigation of the procedures shoppers use to choose, secure, utilize and discard items and administrations that fulfill their requirements. Information of buyer conduct straight forwardly influences promoting strategy. Retailing has changed the fortune of a few organizations over the world. In this blasting retail showcase in India it ended up inescapable for the organizations to figure out how to hold their piece of the overall industry and in addition to upgrade it. With the section of greater players, the retail showcase is getting progressively and more sorted out and organized. Rivalry will before long be exceptionally intense. The buy of merchandise or administrations incorporates various components that could influence every choice. Basic leadership is more unpredictable and significantly more imperative for shoppers today than previously. Publicizing, news articles, and direct mailings that give a wealth of data, quite a bit of it with blended messages, attack shoppers. What more, increments is in the number also, assortment of merchandise, stores, and shopping centers, and the accessibility of multi part and have confused basic leadership. So it turns out to be totally essential for retailers to comprehend the purchasing conduct of end buyers. Rivalry is likewise developing inside the business as a result of the huge number of players entering Indian market both from national and global levels. The adjustments in the conduct of purchasers thusly have effect on the business straightforwardly or in a roundabout way. Keeping in mind the end goal to draw in and hold clients, the organizations need to concoct different business methodologies. To design an effective business technique, it is particularly important to comprehend the authentic changing examples of shopper conduct. Estimating and merchandizing choices are pivotal in drawing in the clients. Merchandizing and setting a correct cost for array is dependably a test as the vast majority of the clothes take after the mold cycle. Clients need quality and assortment at a sensible cost. Be that as it may, it is a test to get a correct blend of components in request to draw in and hold the clients. Consequently, there is a certifiable need to comprehend the elements that impact the purchasing conduct of buyers when they search for array in composed retail outlets. The present investigation is an endeavor toward this path.

RESEARCH METHODOLOGY:

The type of research used is DESCRIPTIVE RESAERCH.

INSTRUMENTAL DESIGN: questionnaire was used as an instrumental design

METHOD OF DATA COLLECTION: Primary data: Survey, Questionnaires. Secondary data: Internet.

SAMPLING TYPE OR SIZE: Sampling Type: Purposive Sampling. Sampling Size: 171.

POPULATION: Users of online shopping

SAMPLING UNIT: NUMBER OF USERS

ANALYSES AND INTERPRETATION:

1. Age, Gender and Occupation:

Particulars (Age)	Results	Particulars (Gender)	Results	Particulars (Occupation)	Results	Respondents (For All)
A) Below 20 Years	62.6%	A) Male	60.2%	A) Students	66.1%	171
B) 21-40	24.6%	B) Female	39.8%	B) Business	14%	171
C) 41-60	9.4%	C) Transgender	Nil	C) Profession	7%	171
D) Above 60 Years	3.4%			D) Unemployed	1.8%	171
				E) Others	11.1%	171

Analysis: Age, Gender and Occupation

Most of the respondents are below the age of 20 years, with 62.6%. The age limit 21-40 years with 24.6%. Most of the respondents who do online shopping are males with 60.2% & the females with 39.8%. Most of the respondents are student with percentage of 66.1%, then business people of 12%, then profession 7%, then others as 11% and unemployed is 1.8%.

3. What is your location of residence?

Particulars (Location)	Respondents	Results
A) Urban	171	91.8%
B) Rural	171	8.2%

Analysis: Most of the respondents are from urban area as 91.8% and rural area with 8.2

5. On an average, how often do you shop online?

Particulars (Duration)	Respondents	Results
A) Daily	171	6.5%
B) Weekly	171	14%
C) Monthly	171	53.2%
D) Others	171	26.3%

Analysis: Most of the respondents shop on monthly basis as a percentage of 53.2% and only a few buy on daily basis

6. What online websites do you prefer for shopping?

Particulars	Respondents	Results
A) Amazon.In	171	83.6%
B) Flipkart.Com	171	48.5%
C) Snapdeal.Com	171	20.5%
D) Myntra.Com	171	39.2%
E) Others	171	29.8%

Analysis: Most of the respondents have shopped from amazon as 83.6% .and the least shopped is from snapdeal.com.

7. What type of products do you purchase online?

Particulars	Respondents	Results
A) Electronics	171	44.4%
B) Mens Apparels	171	46.8%
C) Women Apparels	171	33.9%
D) Footwear	171	56.6%
E) Home Appliances	171	18.1%
F) Baby Care	171	9.4%
G) Books	171	23.4%
H) Others	171	33.3%

Analysis: Most of the respondents have purchased footwear from online as 56.6% and the least purchased is baby care.

8. Why do you prefer online shopping?

Particulars	Respondents	Results
A) Time Saving	171	64.3%
B) Low Price	171	53.8%
C) Product Variety	171	39.2%
D) Information Availability	171	28.1%
E) Best Offers	171	48.0%
F) Service Quality	171	11.7%
G) Others	171	9.4%

Analysis: Most of the respondents focuses on online shopping as time saving as 64.3%.

9. Are you satisfied with the choice of availability of products?

Particulars	Respondents	Results
A) Yes	171	88.3%
B) No	171	11.7%

Analysis: Most of the respondents are satisfied with availability of products as 88.3%.

10. Are you satisfied with the information available of the products on their respective online sites?

Particulars	Respondents	Results
1. Not Satisfied	171	3.5%
2	171	4.1%
3	171	37.4%
4	171	36.8%
5. Completely Satisfied	171	18.1%

Analysis: Most of the respondents are satisfied with the information available of the products on their respective online sites as 37.4%.

11. What factors do you consider before shopping online?

Particulars	Respondents	Results
A) Product Rating	171	53.20%
B) Product Review	171	66.70%
C) Advice For Offline Store	171	13.50%
D) Comparison	171	50.90%
E) Referred By Friends	171	24.60%
F) Others	171	16.40%

Analysis: Most of the respondents consider product review before shopping online (66.70%) and then product rating (53.20%) and 3rd via comparison(50.90%).

12. The website layouts and designs are attractive and helpful in searching your products?

Particulars	Respondents	Results
A) 1 Strongly Disagree	171	1.80%
B) 2	171	2.90%
C) 3	171	33.3%
D) 4	171	39.8%
E) 5 Strongly Agree	171	22.2%

Analysis: Most of the respondents have given a rating of 4/5(39.80%) for the websites' layout and design attractiveness. the 2nd highest rating is 3/5(33.3%).

13. Are the website helpful in making product comparison?

Particulars	Respondents	Results
A) Yes	171	84.8%
B) No	171	15.2%

Analysis: Most of the respondents are able to compare their product as 84.8%.

14. What mode of payment do you prefer?

Particulars	Respondents	Results
A) Credit Cards	171	10.5%
B) Debit Cards	171	7.9%
C) Online Bank Tranfers	171	0.2%
D) Cash on Delivery	171	77.2%
E) Paytm	171	3.9%
D) Others	171	0.03%

Analysis: Most of the respondents prefer cash on delivery as 77.2%. the least preferred is online bank tranfers as 0.2%.

15. How do you feel while choosing the mode of payment?

Particulars	Respondents	Results
A) Completely Safe and Secured	171	49.1
B) Neutral	171	48
C) Completely Unsafe and Secured	171	2.9

Analysis: Most of the respondents feel completely safe and secure while choosing mode of payment (49.1%). then (48%) find it as neutral.

16. What problems do you face regarding online shopping?

Particulars	Respondents	Results
A) Product Did Not Arrive at All	171	13.5
B) Poor Quality of Product	171	43.9
C) Product Arrived in Poor or Damaged Condition	171	24.6
D) Wrong Product Delivered	171	22.2
E) Late Arrival of Product	171	39.8
F) Other	171	28.7

Analysis: Most of the respondents have faced the problem of poor quality of product (43.9%).The 2nd most problem faced is late arrival of product (39.8%).

CONCLUSION:

The objective of this research was to understand what variables affect the behaviors of online shopping consumers. The method used for collecting data ONLINE QUESTIONNAIRE. It was shown that consumers can be clustered into three distinct purchase orientations as follows a) PRICE SENSITIVITY b) BRAND LOYALTY c) CONVINIENCE. Convinience is one of the major clusters in the study. The major respondents were in the age category of below 20 years, out of which majority were male. Most of the respondents were students. The highest used website for online shopping is Amazon and the largest number of products bought are Footwear. The major factor considered before shopping online is Product review. People hesitate paying through debit or credit card or any other online payment mode, hence 77.20% of people prefer paying through Cash on delivery. People face the problem of Poor quality of product. The alpha generation adapt to changes and updates in the market environment spontaneously, while the elder generation takes a little longer. Hence people mainly shop online as it is Time saving.

LIMITATIONS OF THE STUDY:

- ❖ The study was limited only to some major Cities in India. The sample size does not give clear representation of the total universe as the size of sample taken for study is small.
- ❖ Primary information was collected through online questionnaire only in 2 major cities in Karnataka and not in all cities concerned in the study
- ❖ Tastes and Preferences of consumers keep on changing from time to time which might make the study outdated in a few years of time. Consumers attitude are dynamic which is another limitation of the study.
- ❖ The scope of the qualitative investigations is restricted according to Bryman (2008). The respondents in one of the study were students were from one educational campus of a certain locality, the findings are hence not generalized. The respondents do not represent a population precisely.
- ❖ The scope of the study is limited to only the behaviors displayed by the consumers while buying and excludes new and further explorations i.e. “online group buying behavior”, “online impulsive buying behavior” etc.

FURTHER SCOPE FOR STUDY:

The conclusion drawn from this study is based on the responses that are provided by the consumers who filled out the questionnaire. This study will be helpful in getting an insight into the behavior of consumers towards online shopping.

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