A Study on Consumer Behaviour Towards Online Shopping

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ABSTRACT

This study investigates consumer perception towards online shopping with a focus on user behaviour, satisfaction levels, and the factors influencing their preferences. Consumers use the internet not only to buy the product online but also to compare prices, product features, and after-sales service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospects of online business. The primary data required for study is collected through a structural questionnaire and secondary data required is collected from standard textbooks, magazines and internet.

Keywords: Online Shopping, Consumer, E-commerce, Buying Behavior,Data.

INTRODUCTION

With the evolution of technology and the advent of e-commerce, the shopping behavior of consumers has drastically changed. Online shopping enables users to purchase goods and services from vendors via digital platforms. The internet offers a convenient platform for purchasing a wide array of goods and services, enabling companies to reduce costs and enhance reach. This form of commerce offers 24/7 convenience, easy comparison, and wider product ranges. In India, platforms like Amazon, Flipkart, and Myntra have significantly influenced consumer habits**.** The rise of internet usage in India has significantly influenced shopping habits, E-commerce platforms offer consumers access to everything from electronics to groceries. Consumers today are informed and rational. With multiple choices available online, they compare prices, read reviews, and look for deals. The convenience of 24/7availability and home delivery has made online platforms increasingly attractive.

Objective of the Study

This project research helps to find out what are the main factors that affect consumer behavior towards online shopping. The following are the objectives of the study.

- To study consumer behaviour towards online shopping.
- To know the factors which affect decision making process of customer while purchasing   the online shopping product.
- To identify their preference towards different E-shopping websites and the features of websites in general.
- To know the problems, they face during online shopping.

Scope of the Study

At any given time there are millions of people online and each of them is a potential customer for a

company providing online sales. Due to the rapid development of the technologies surrounding the internet, a company that is interested in selling products from its website will constantly have to search for an edge in the fierce competition. There are so many potential consumers, it is of the utmost importance to be able to understand what the consumers want and need. The importance of analyzing and identifying factors that influence the consumer when he or she decides to purchase on the internet is vital. Since the internet is a new medium for there have been new demands set by the consumer. The online retailers must know what influences the online consumer behavior is diverse from traditional consumer behavior, one must identify what influences the online consumer. The study focuses on the city of Hamirpur and targets various demographic groups. It addresses the growing scope of e-commerce in India, driven by improved internet access, mobile usage, and digital literacy. The findings provide insight for online retailers on improving customer experience and expanding their market base.

Literature Review

Vesterby and Chabert (2001) claim that companies with no physical presence must market themselves considerably, both online and the internet is a worldwide accessible series of computer networks that transmit data by packet switching using the standard internet protocol.

Solomon (1998) studied the Consumer behaviour and said that it is the study of the processes invol when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires. In view for the Internet to spread out as a retail channel, it is imperative to realize the consumer's mind-set, intention and conduct in light of the online buying practice.

Lepkowska -White, and Rao (1999) referred vendor characteristics, security of transactions, content for privacy and customer characteristics as factors influencing electronic exchange.

Sultan and Henrichs (2000) in his study concluded that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

Dr.V Vijayalakshmi & Dr.R.Lakshmi (2018) Mostly youngsters and youth generation (19-30 age group) are very much interested in online buying because they know about technology and e- shopping.

As per an ASSOCHAM-Resurgent joint study,(2018) online shopping is expected to clock annualised growth of 115 percent this year, aided by fast- increasing data consumption and improvement in logistics, along with a number of offers presented by e- commerce platforms.

Jarvenpaa journal of Electronic Commerce Research, VOL.6, NO.2, (2015) it is an early stage in internet development in terms of building an appropriate dedicated model of consumer buying behaviour.

The work of Kim and Park (2005) using U.S. samples suggests that their positive attitudes as well as willingness to search for pre-purchase information leads to a strong likelihood that they will buy online. Online shoppers are required to have computer skills in order to use the Internet for shopping. Hence, those who are not comfortable with using the computer, will likely do their shopping at the traditional store, modern shop, or discount store (Monsuwe , 2004) because it will be faster shopping there than in the Internet shop.

Goldsmith and Flynn (2004) state that the home catalog is another traditional selling channel where people can shop at home because of the varieties of products offered in the catalog. They can order through the phone or by mail. It is convenient except that they are not able to touch and feel products before purchasing**.**

Research Methodology.

The research is based upon both primary and secondary data both. The primary data was collected through a questionnaire designed exclusively for the study. Secondary data was taken from Research papers, journals, magazines, and websites.

Primary data are those, which are collected for the first time, and are original. A suitable combination of Questionnaires and interview techniques is used to collect the required primary data. By using a questionnaire, data has been collected from 100 sample respondents through survey method

The secondary data are those which are already collected by someone for some purpose and are available for the present study. Secondary data was collected from magazines, websites, and other such sources

The collected data has been analyzed and interpreted by using different statistical tools such as percentages, pie charts, bar charts, etc.

DATA ANALYSIS AND INTERPRETATION

The study on Consumer Behaviour Towards Online Shopping has been conducted by collecting primary data from 100 sample respondents. The primary data collected has been analyzed and interpreted with help of percentage analysis. The collected data has been presented in the form of tables and charts. The analysis and interpretation of data is as follows;

AGE-WISE CLASSIFICATION OF RESPONDENTS

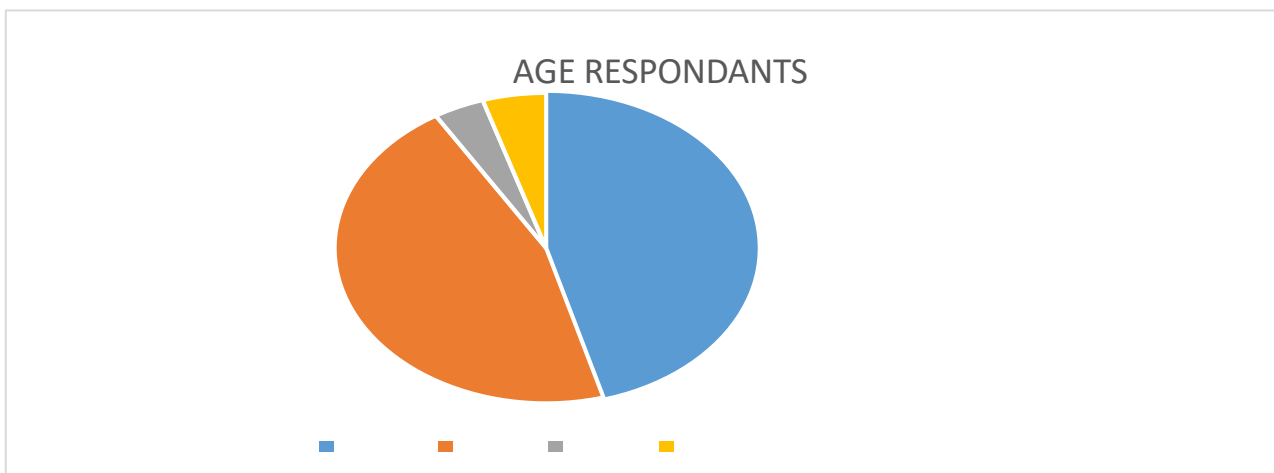| AGE	No. Of Response	Percentage
10-20	44	44
21-30	47	47
31-40	4	4
ABOVE 40	5	5
TOTAL	100	100

TABLE 4.1

FIG. 4.1

Interpretation

From the above data, it is clear that 47 % of respondents belong to the age class20-30,44 %of the respondents belongs to the age class 10-20, 5 % of the respondents belong to the age class Above 40 and

4% of the respondents belong to the age class 30-40.

EDUCATIONAL QUALIFICATION OF RESPONDENTS

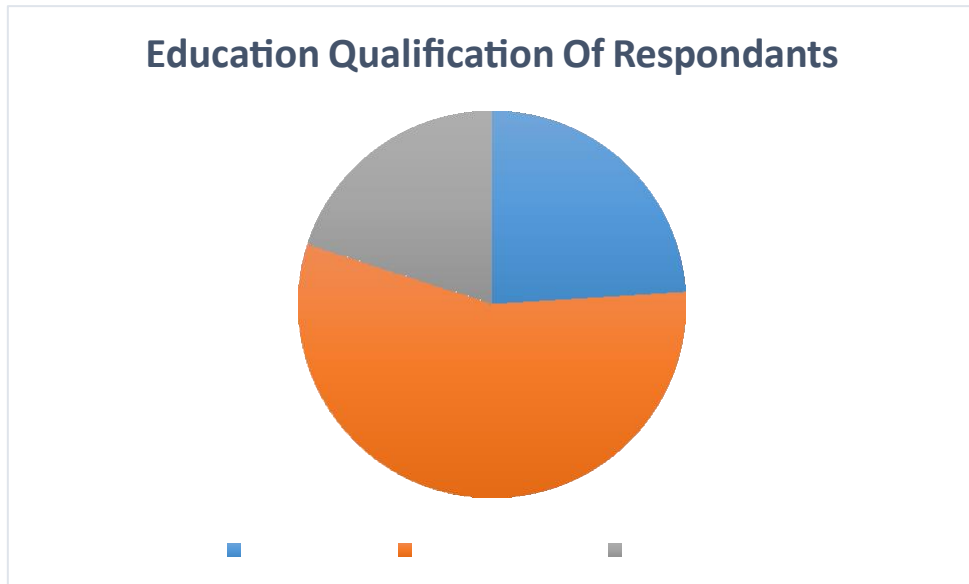| QUALIFICATION	NO.OF RESPONDENTS	PERCENTAGE
SCHOOL LEVEL	24	24
UNDER GRADUATION	56	56
POST-GRADUATION	20	20
TOTAL	100	100

TABLE 4.2

FIG 4.2

Interpretation

From the collected data the researcher identifies that 56 % of the respondents are undergraduates 24 %of the respondents are school level and 20 % of the respondents are postgraduates.

MARITAL STATUS OF RESPONDENT

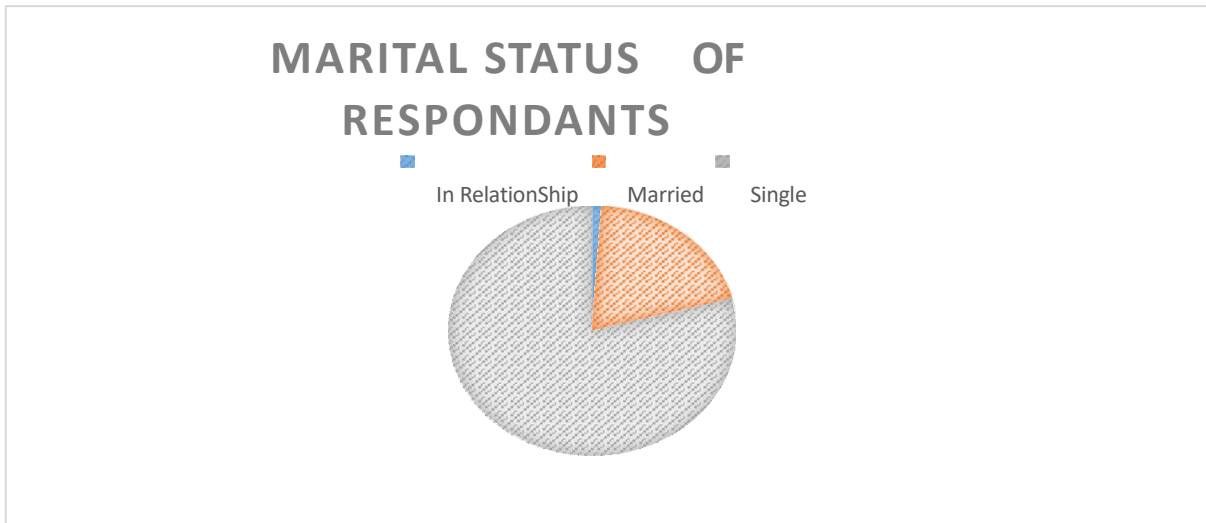| MARITAL STATUS	NO OF RESPONDANTS	PERCENTAGE
IN A RELATIONSHIP	1	1
MARRIED	17	17
SINGLE	82	82
TOTAL	100	100

TABLE 4.3

FIG 4.3

Interpretation

From the above table and figure it is clear that 82 % of respondents are single.17% of the respondents are married and 1 % of the respondents are in a relationship.

RESPONDENTS OF USING ALWAYS ONLINE SHOPPING

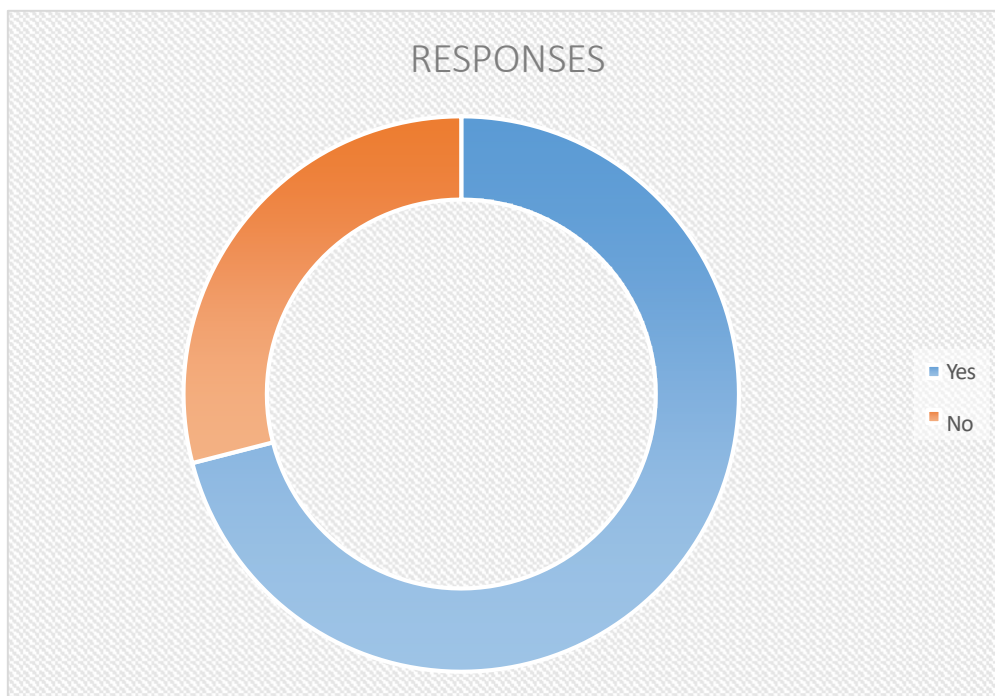| RESPONDENTS	NO OF RESPONDENT	PERCENTAGE
YES	71	71
NO	29	29

TABLE 4.4

FIG 4.4

Interpretation

From the above data, the researcher can say that 71 % of respondents are always shopping online..

RESPONDENTS OF ENJOYING SHOPPING ON THE INTERNET

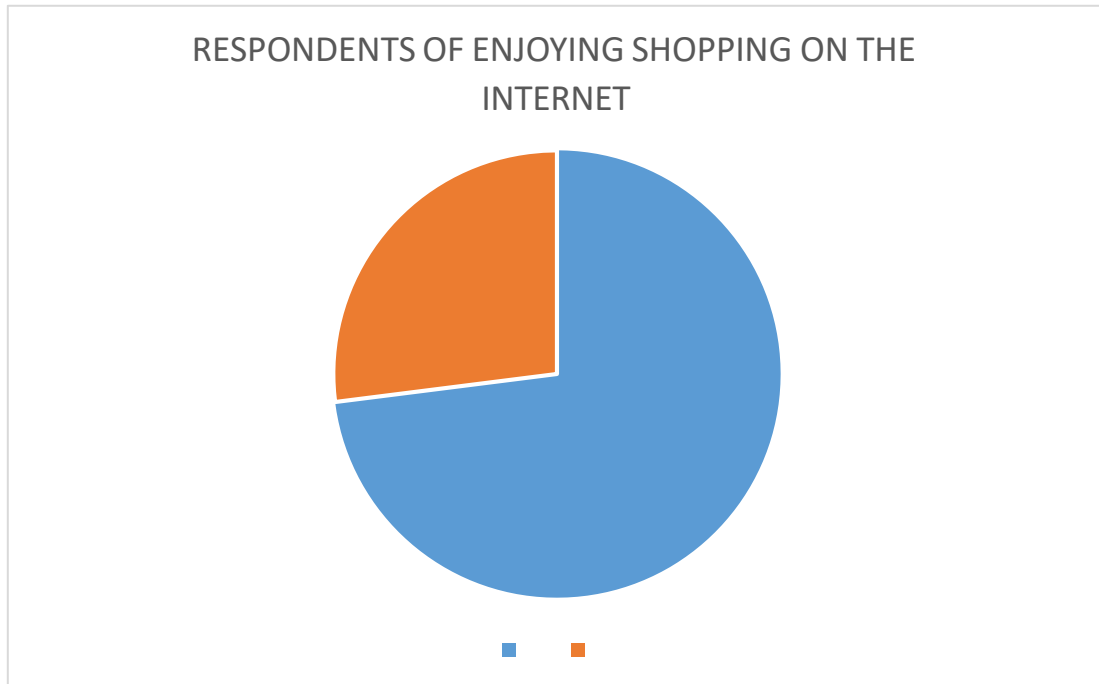| RESPONSE	NO OF RESPONDENT	PERCENTAGE
YES	73	73
NO	27	27

TABLE 4.5

FIG 4.5

Interpretation

From the classified data, the researcher can say that 73% of respondents are enjoying shopping in online websites.

RATE YOUR EXPERIENCE IN ONLINE SHOPPING

OPTIONS	NO OF RESPONDENT	PERCENTAGE
POOR	10	10
FAIR	26	26
GOOD	42	42
EXCELLENT	22	22

TABLE 4.6
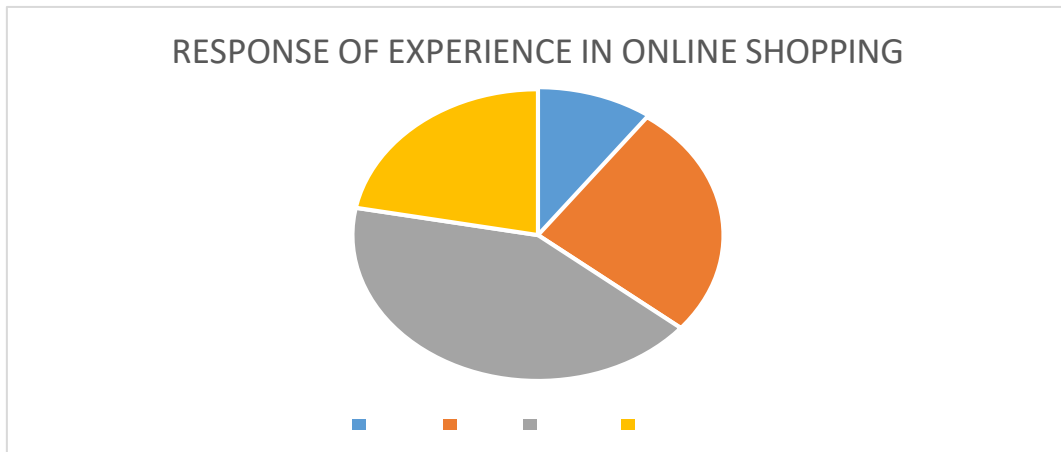
RESPONSE OF EXPERIENCE IN ONLINE SHOPPING

FIG 4.6

Interpretation

From the above table and figure it is clear that 42 % of respondents good on experience online shopping, 26 % of respondents fair on experience online shopping, 22 % of respondents excellent on experience online shopping, and 10

% of respondents poor on experience online shopping.

BIGGEST CONCERN OF RESPONDENTS TOWARDS ONLINE SHOPPING

OPTION	NO. OF RESPONDANTS	PERCENTAGE
POOR INTERNET CONNECTION	16	16
BREACH OF PERSONAL INFORMATION	44	44
BREACH OF PAYMENT DETAIL	40	40
TOTAL	100	100

TABLE 4.7

BIGGEST CONCERN OF RESPONDENTS

■ POOR INTERNET CONNECTION   ■ BREACH OF PERSONAL INFORMATION
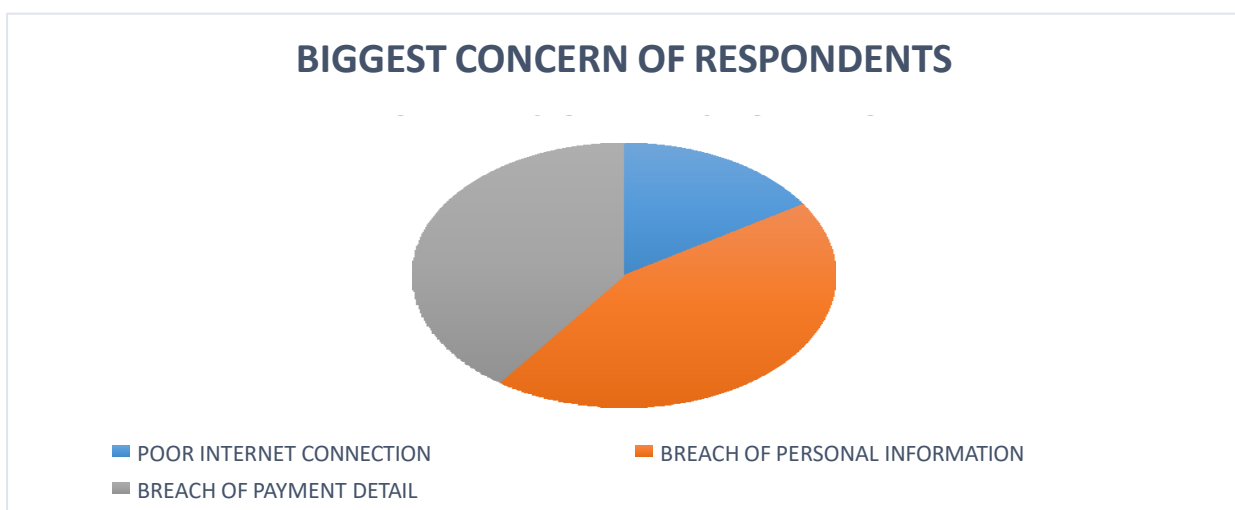■ BREACH OF PAYMENT DETAIL

FIG 4.7

Interpretation

From the classified data, it is clear that 44 % of the respondent's biggest concern is a   breach of personal information, 40 % of the respondent's biggest concern is a breach of payment detail and 16 % of the respondent's biggest concern is a poor internet connection.

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF THEIR FREQUENT   ONLINE PURCHASE

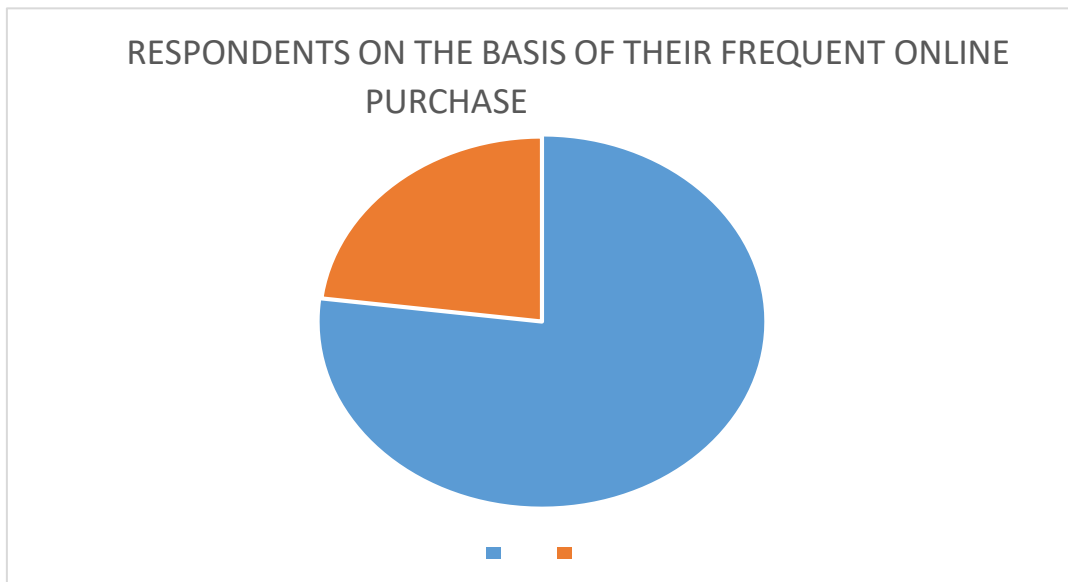| OPTION	NO OF RESONDANT	PERCENTAGE
YES	77	77
NO	23	23
TOTAL	100	100

TABLE 4.8

FIG 4.8

Interpretation

From the above data, it is clear that 77% of respondents are frequent online buyers and 23% of the respondents are not.

INFORMATION ABOUT THE MOST PREFERRED ONLINE SHOPPING SITE

Shopping Sites	No Of Response	Percentage
Amazon.com	45	45
Flipkart.com	35	35
Snapdeal.com	20	20
Ebay.com	0	0
Total	100	100

TABLE 4.9

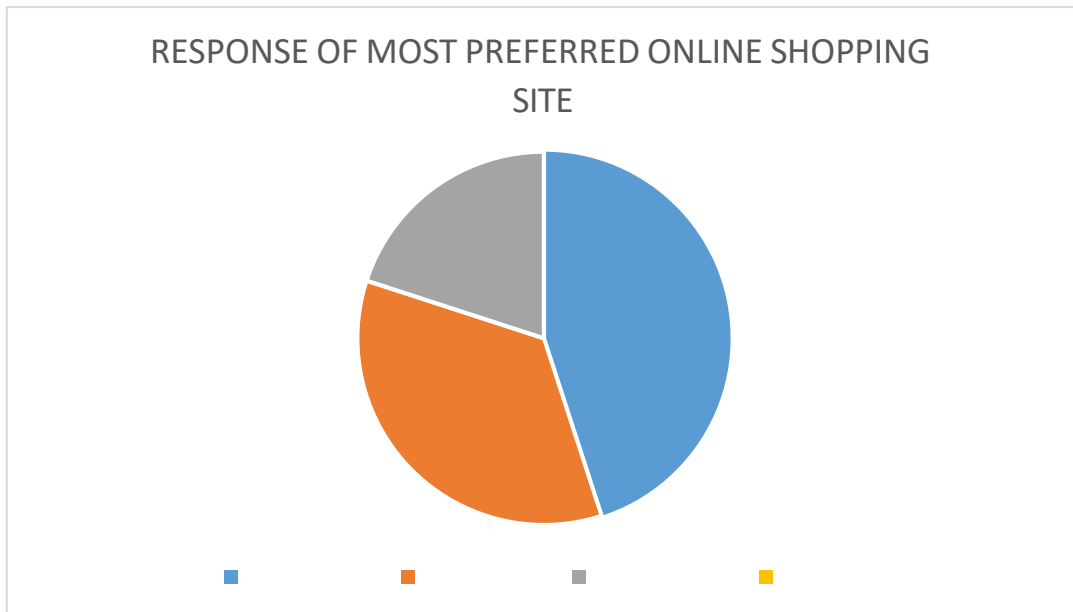RESPONSE OF MOST PREFERRED ONLINE SHOPPING SITE

FIG 4.9

Interpretation

From the classified data, the researcher can say that 35% of respondents respond prefer Flipkart   as the most visited online shopping site, 20% of respondents respond prefer snapdeal site and 45% of respondents respond says the most visited online shopping site is amazon.

MOST PREFERRED PAYMENT MODE

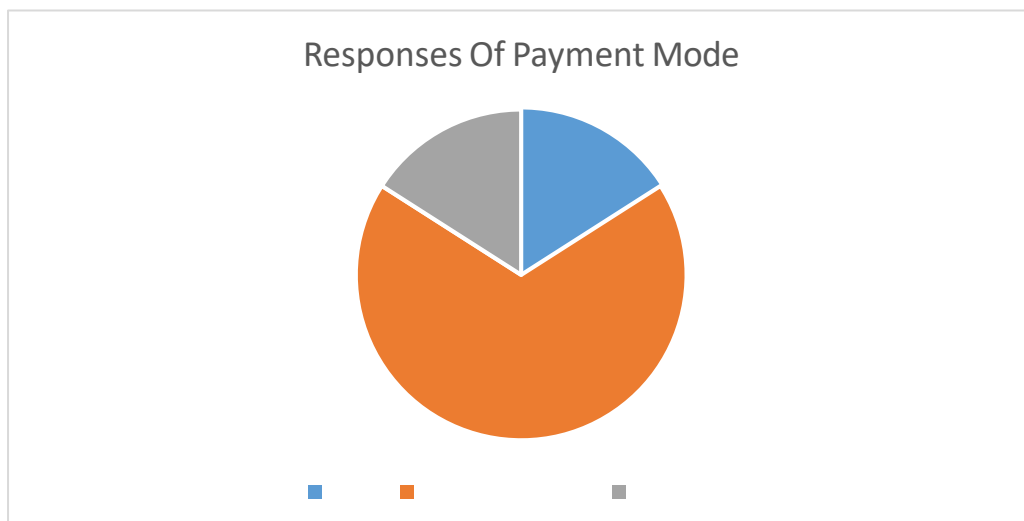| Payment Mode	No. Of Response	Percentage
Card	15	16
Cash On Delivery (COD)	64	68
Internet Banking	21	16
Total	100	100

TABLE 4.10

Responses Of Payment Mode

FIG 4.10

Interpretation

From the above data, researchers can say that 68% of respondents preferred payment mode is cash on delivery, 16% of respondents prefer card for payment and 16% of respondents prefer internet banking facilities.

REAON FOR ONLINE

Reason	No.of respondents	Percentage
Door step delivery	10	10
Low price	14	14
Time saving	28	28
Wide variety of brand choice	4	4
Getting latest product	24	24
Convenience	20	20

TABLE 4.11

FIG 4.11

Interpretation

In the above table shows that most motivated factor of online shopping time saving. 28% of customers prefer online shopping for time saving, 24% is Getting latest product, and 14% is Low Price

FINDINGS, SUGGESTION & CONCLUSION

The study entitled "A study on the topic consumer behavior towards online shopping has been conducted to analyze and evaluate consumer behavior towards online shopping. The study has been conducted by collecting primary data with the help of a structured questionnaire from 100 respondents. The collected primary data have been analyzed and interpreted with help of ratios and percentages and the analysis is presented in the form of tables and charts.

The major findings of the study on Consumer Behavior towards Online Shopping are:

- 91% of respondents are belonging to the age group of 10- 30.
- Majority of respondents (56%) are under graduates.
- 82% of respondents are single.

- 73% of respondents are enjoying shopping in online websites
- 71 % of respondents are always shopping online..
- Only 77% of respondents are frequently conduct online buying.
- Most preferred (45%) online shopping site is Amazon
- Most preferred payment mode is cash on delivery.
- 44 % of the respondent's concerned about breach of personal information.
- 28% of customers prefer online shopping for time saving.
- 24% is Getting latest product.
- 42 % of respondents good on experience online shopping

SUGGESTIONS:

- Providing more competitive price can attract customers.
- Online shopping sites should increase the security for online payment.
- More attractive offers on products can attract more customers.
- Measures to be taken in order to avoid delivery of duplicate products.
- Measures to be taken in order to reduce delivery of damaged products.

CONCLUSION

After completing the project, it is revealed that customers are partially satisfied with online shopping. Some corrections in the facility can fully satisfy the customers. Online shopping sites provide a big platform for customers for shopping and they can save time by shopping online. By removing the online frauds, sites can create a high place in the mind of customers. Customers need fast delivery of good quality products, a wide range of products and competitive prices are of the main factor that attracts people towards online shopping, more improvements in this two field attract people more. Online shopping provides an important role in the mind of customers.

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