

A Study on Consumer Behaviour towards Online Shopping

Avis D'Cunha

Assistant Professor

Department of BMS

Nirmala Memorial Foundation of Commerce & Science

Abstract

Consumer behavior towards online shopping refers to the actions and decisions made by individuals when purchasing products or services through online platforms. The rapid growth of e-commerce has led to an increase in online shopping, with consumers being able to browse, compare prices, and make purchases from the comfort of their homes.

Studies have shown that consumer behavior towards online shopping is influenced by several factors, including product quality, website design, price, convenience, and security. Consumers are also influenced by social factors such as reviews and recommendations from other customers.

Furthermore, the pandemic has accelerated the shift towards online shopping, with more consumers embracing the convenience and safety offered by online shopping. As a result,

businesses have had to adapt their marketing strategies to cater to this shift in consumer behavior. Overall, understanding consumer behavior towards online shopping is crucial for businesses to provide a seamless and satisfying online shopping experience, which ultimately leads to increased customer loyalty and profitability.

Keywords- Online shopping, consumer behaviour, decisions, Marketing strategies

1. Introduction

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from other businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

People of all ages, genders, and socioeconomic backgrounds increasingly use online resources as a platform for buying. In order to fulfill their expectations, many customers find it simpler to search for and purchase a certain product online (Lewis, 2006). The main benefit of this method of shopping is that a buyer may obtain thorough product information and reviews from previous users before deciding whether or not to purchase.

Young individuals between the ages of 18 and 35 make up the bulk of users of online shopping platforms. Utilizing an online platform has a number of benefits given the accessibility of modern technical solutions.

2. Literature Review

a) Name of the researcher- Chandra SekharPatro

Place of research- Andhra University

Title of research - Online shopping behaviour a study of the influence of perceived benefits and risks on consumers shopping behaviour.

Objective of the study - The following are the specific research objectives of the study:

1. To study the influence of demographic variables on online consumers perceived benefits and risks.

2. To identify the factors influencing perceived benefits of online consumers.
3. To identify the factors influencing perceived risks of online consumers.
4. To study the influence of consumers' perceived benefits on perceived risks.
5. To suggest measures wherever necessary.

Methodology of study- To pursue the objectives mentioned above, the data from primary and secondary sources were collected and analyzed. The secondary data and information are collected to analyze the online marketing trends and to study the profiles of the top three e-retailers.

Sample size: Sample size of 384 consumers are taken for this study.

Major findings of study:

- The majority of the respondents representing 58.5 per cent are in the age group of 18-35 years.
- Out of the total, 54 percent are males and 45 percent are females.
- The education background shows that a greater part of the respondents representing 76.81 per cent are either graduates or post graduates.
- Regarding the occupation, employees constitute the majority of respondents representing 53.47 percent followed by students with 37.71 per cent.
- The majority of the respondents representing 71.28 per cent have more than 2 years of online shopping experience.
- The respondents representing 77.9 percent spent on an average less than 45 minutes of time while purchasing online.
- As many as 34.4 per cent of the respondents prefer cash on delivery (CoD) as a mode of payment.

Conclusion: The findings of the study drive to the conclusion that the online shoppers have positive opinion on online retailing. However, there are certain areas wherein improvements are necessary to achieve higher quality perceptions of the online shoppers.

Name of the researcher- Dhilleswararao, Chigilipalli Place of research- Andhra University

Title of research- Consumers online shopping behavior study with reference to select

metro cities in India

Objective of the study-

- To study the trends of online shopping
- To examine the socio economic profile of the consumers in four metro cities
- To analyze the external & internal determinants that influence the buying behavior of consumers
- To evaluate the pre-purchase factors that influence the buying behavior of consumers
- To offer suggestions on relevant aspects

Methodology of study- The methodology adopted is the review of literature and questionnaire for collecting primary data from various consumer groups in selected four metropolitan cities i.e. Bengaluru, Delhi, Kolkata and Mumbai in India. It is imperative to understand the concepts of consumer behavior of online shopping with reference to the top four metropolitan cities. Secondary data has been collected through different types of research conducted within the topic, articles, and that are written on consumer behavior and e-commerce. This type of data has been the fundamental source for gaining knowledge within the topic in order for us to be able to approach the research problem. Primary data for our research was collected through questionnaires. The online survey is conducted in a manner to be able to approach the respondents from all the four metro cities.

Sample size: The sample is selected from the four metro cities Bengaluru, Delhi, Kolkata and Mumbai. Here an attempt is made to select a sample of 300 respondents from each metro city. The total sample size comes to 1200 covering all the four metro cities of India

Major findings of study-

- The main sources of getting information about the product / service to purchase online are friends and advertisements.
- Majority opined that society culture affects the behavior of the customer and they consider their financial condition while shopping.
- Majority customers use social networking sites to spot the latest fashion trends
- Majority of the customers opined that family members, other people's opinion, age are the most influential factors that affect the buying behavior. Also customers buy products that suit their personality.

- Conclusion- This study aimed to find various external factors, psychological determinants, pre and post purchase factors that are going to influence the online buying behavior of the consumers and the same is observed. Necessary suggestions were given to the e-retailers to increase their online sales

b) Name of the researcher- Poulomi Deb

Place of research- Annamalai University

Title of research- consumer behaviour towards online shopping of lifestyle products

Objective of the study-

- To analyze Perceived Risks among the Consumers in Shopping of Lifestyle Products through to their Online according Demographic Variables.
- To examine Perceived Benefits among the Consumers in Shopping of Lifestyle Products through Online according to their Demographic Variables.
- To find out Attitude towards Online shopping of Lifestyle products among the Consumers according to their Demographic Variables.
- To analyze the Consumer Behaviour towards Online Purchase Decision of Lifestyle Products among the Consumers according to their Demographic Variables.
- To identify the relationship Between Perceived Risk, Perceived Benefits, Attitude towards Online Shopping and Online Purchase Decision.

collection and statistical tools used for data analysis.

The researcher designed the structured questionnaire in the Google Form and sent it to the various people who are connected with Google+, Rediffmail.com, Yahoo.com and Facebook. The online consumers are instructed and explained the significance of the study. After careful verification, she has obtained the filled in questionnaire. The data collection process was performed during the period between November – 2016 and July -2017.

Sample size- The samples are selected by using snowball sampling technique. Snowball sampling technique is the basis for an infinite population, which allows the choice of groups of people known to be cooperative (Indrayan, 2008). Hence, the sample size of the study is 680 online shopping consumers.

Major findings of study:

- Distribution of respondents shows that Gender-wise, 63.38 per cent of them are 'male' and 36.62 per cent of them are 'female'.
- Age-wise 48.38 percent of them belong to 'Less than 30 years' age group, 29.85 percent of them belong to the '31 – 40 years' age group, 16.76 per cent of them belong to the '41 – 50 years' age group and the remaining 5.00 per cent of them belong to the '51 – 60 years' age group.
- 'Female' group respondents perceive more financial risk in on-line shopping. and there is no significance difference between male and female respondents
- Age-wise 'less than 30 years' and '51 – 60 years' age group respondents perceive more financial risk than others in on-line shopping and there is 0.01 level significance difference among them.
- Frequency of purchase-wise, 'Once in a year' e-shopping group perceives more Product Risk than other groups in on-line shopping and there is no significance difference among them.

- Mode of payment-wise, paying through 'Cash on Delivery' perceive more product risk in on-line shopping and there is 0.01 level of significance difference among them.

Conclusion-The present study is aimed to investigate the influence of Perceived Risk, Perceived Benefits on Attitude towards Online Shopping and Online Purchase Decision among the Customers. The perceived risk factors namely, Financial Risk, Product Risk, Delivery and Return Risk; perceived benefit factors namely, Website Quality (information), Trust, Price and Convenience are analyzed. Perceived Risk and Perceived Benefit are antecedent, Attitude is mediating variable and Online Purchase Decision is the outcome variable in this study.. The present study is undertaken in West Bengal State of India through a pretested and well-designed mail survey. Considering the empirical evidence of the present study it can be concluded that the online market has a great potential.

3. Objective of the study:

- To identify the key factors that influence consumers to shop online, such as convenience, price, product selection, and security.
- To understand the decision-making process that consumers go through when making online purchases, including factors such as information search, evaluation of alternatives, and post-purchase evaluation.
- To explore the relationship between online shopping behavior and consumer satisfaction, loyalty, and repeat purchase behavior.
- To identify potential barriers to online shopping and to suggest ways to overcome these barriers, such as improving website design and enhancing security measures.

4. Scope of the study:

The study looks at Indian online shoppers. Various online retailers, including Amazon, Flipkart, Myntra, and Nykaa, are chosen for the study. Online surveys are used to gather opinions, and respondents under the age of 16 are disqualified from the study.

5. Research Methodology:

- Sample Type and size

Sample type consists of an audience between the age group of 17 years to 30 years and above .

The sample size is 86 respondents.

- Source of data :

The current paper is based on the study from primary data collected by using structured questionnaires.

- Sampling method:

The sampling method followed is a simple random sampling method. This technique provides every element or unit an equal chance of being selected in the sample.

- Data collection:

The data is collected from the audience between the age group of 17 years to 30 years and above. Closed ended questions were included in the questionnaire.

6. Limitation of the study:

- The study may not have a representative sample of the population being studied, which could affect the generalizability of the findings.
- The study may rely on self-reported data from participants, which may be subject to biases and inaccuracies.
- The study may only focus on certain aspects of online shopping behavior, such as attitudes towards privacy or frequency of purchases. This may overlook other important factors that affect online shopping behavior, such as the influence of social media or the role of product reviews.

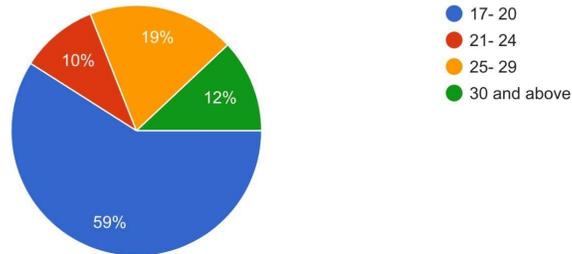
7. Data analysis and interpretation:

This questionnaire was prepared with an aim of understanding the behavior of the consumers towards online shopping.

The observation from the survey are as follows:

What is your age?

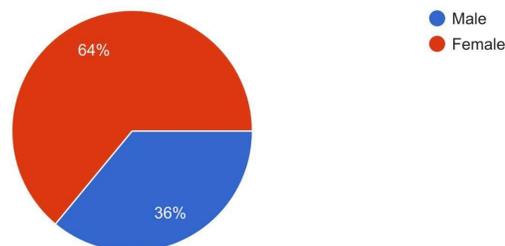
100 responses



- According to the survey, around 59% of the respondents are between the age group of 17 to 20 years. 19% respondents are between the age group of 25 to 29 years. 12% respondents are between the age group of 30 years and above and 10% of the respondents are between the age group of 21 to 24 years.

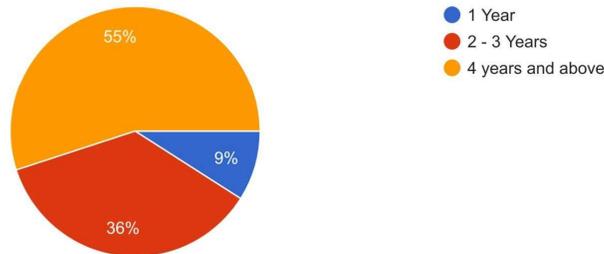
What is your gender?

100 responses



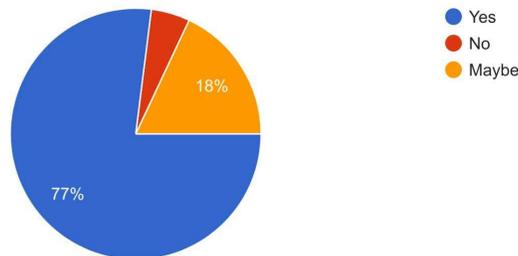
- According to the survey out of 100 respondents, 64% respondents are females and 36% respondents are Male.

How long have you been shopping online?
100 responses



- According to the survey, around 55% of the respondents have been shopping online from the past 4 years and above. 36% of the respondents have been shopping online since 2-3 years and around 9% of the respondents have been shopping online since 1 year.

Did you find the online shopping experience convenient?
100 responses

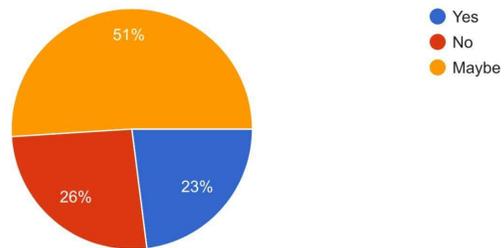


- According to the survey, 77% of the respondents find online shopping experience convenient as compared to 18% respondents are not sure whether the shopping experience is convenient or not. And 5% of the respondents don't agree with the above

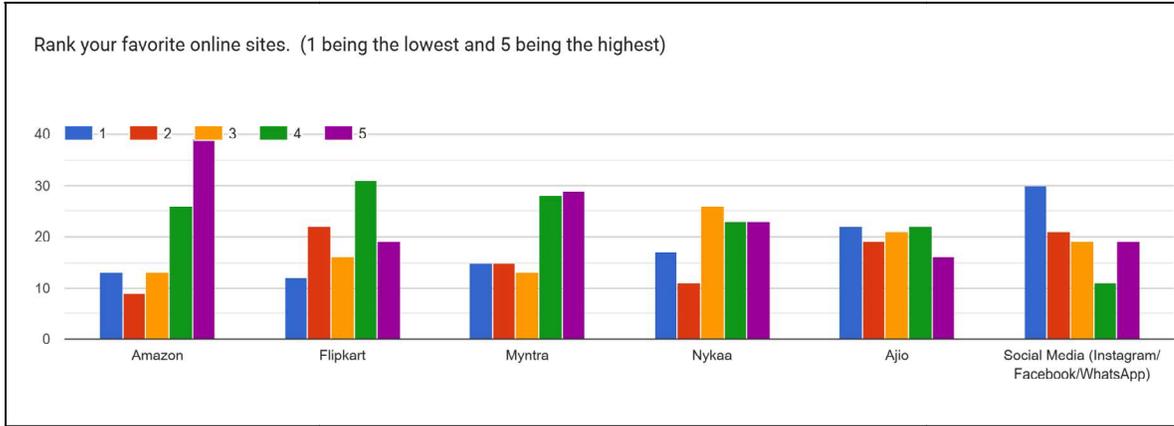
statement.

- According to the survey, around 51% of the respondents say that online shopping experience may be risky. 26% of the respondents find online shopping risky and 23% of the respondents don't agree to the above statement.

Do you think online shopping is risky?
100 responses



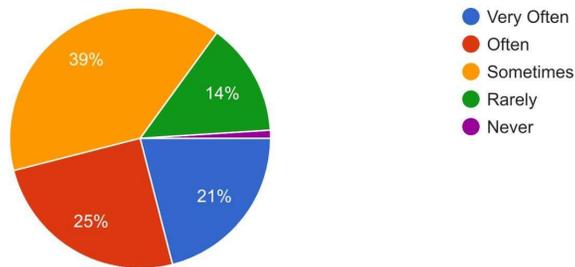
- According to the survey, the most used online shopping websites are Amazon followed by Flipkart ,Myntra and Ajio and Nykaa.



- All the 100 respondents have rated the mentioned online shopping sites as per their preferences. The highest rated online site is Amazon followed by Flipkart and Social media.

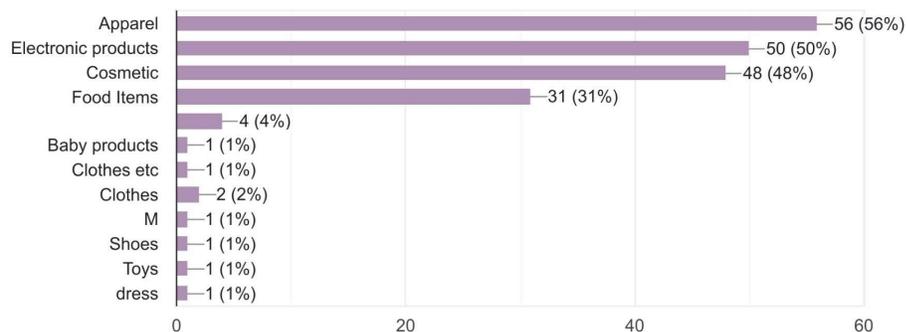
How often you purchase online?

100 responses



- According to the survey, around 39% of the respondents sometimes make online purchases. 25% of the respondents often purchase online. 21% of the respondents very often purchase online and 14% of the respondents rarely shop online. What types of products do you prefer to buy from online shopping websites?

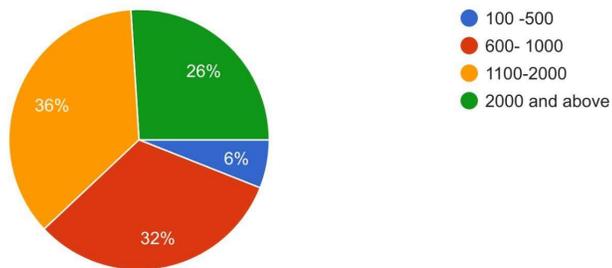
100 responses



- According to the survey, around 56% of the respondents prefer buying Apparel. 50% buys electronic products and 48% buys cosmetics.

What is the average amount of money you spend on online shopping?

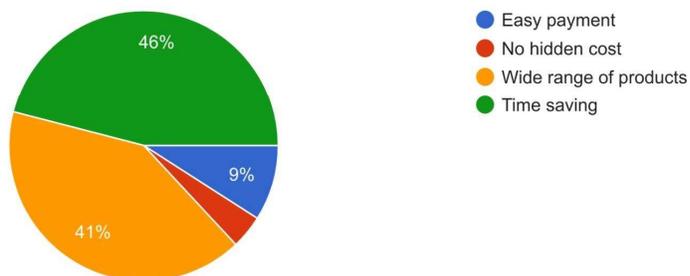
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- According to the survey, the average amount of money spent by the respondent are Rupees 1100 to 2000.

What is your reason for shopping online?

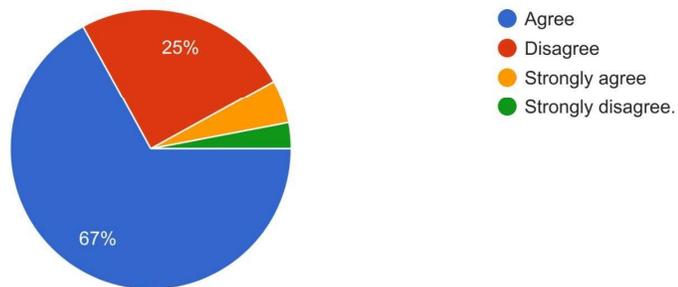
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- According to the survey, the main reason respondents shop online is because it is time saving and a wide range of products are available on online shopping websites.

Do you think online shopping is more cost-effective than shopping in a physical store?

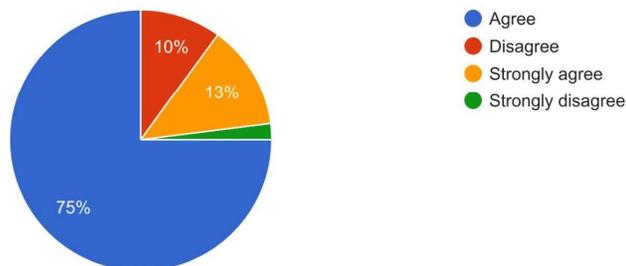
100 responses



- According to the survey, 67% of the respondents think that online shopping is cost effective than physical store as compared to 25% who disagree with the above statement.

I frequently turn to online services when I need to buy a specific product

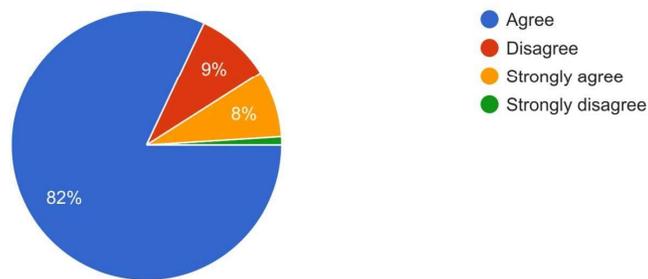
100 responses



- According to the survey, 75% of the respondents turn to online services when they need to buy a specific product as compared to 10% who disagree with the above statement.

When deciding to buy a certain product online, I make my decision based on the reputation of the online service.

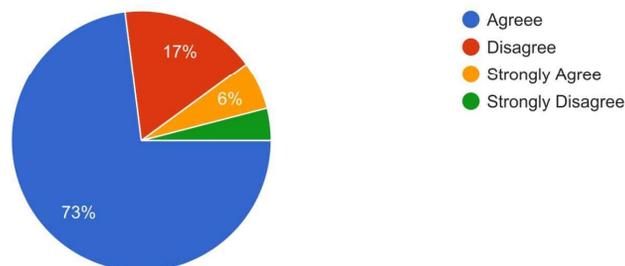
100 responses



- According to the survey, 82% of the respondents make decisions based on the reputation of the online service. 9% of the respondents disagree with the above statement.

I use online services because I believe that they are secure enough to provide decent protection of sensitive information.

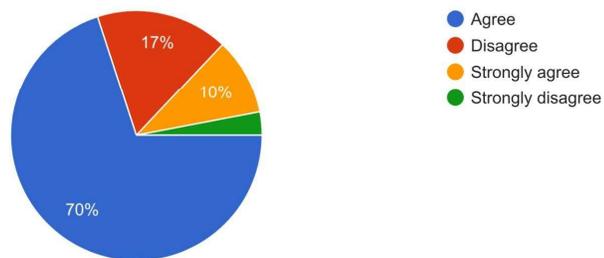
100 responses



- According to the survey, 73% of the respondents believe that online shopping websites are secure enough to provide decent protection of sensitive information as compared to 17% who disagree with the above statement.

When I shop online, I am aware that my personal information may be stolen.

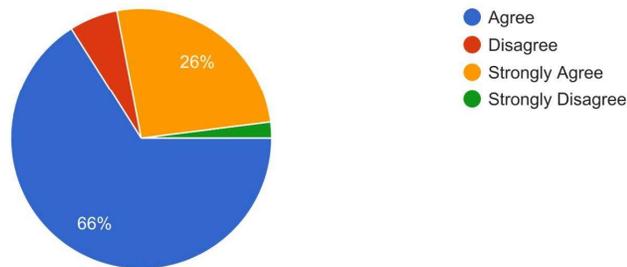
100 responses



- According to the survey, 70% of the respondents are aware that their personal information can be stolen as compared to 17% who don't agree with the above statement.

I think that a younger audience is switching to online shopping more easily.

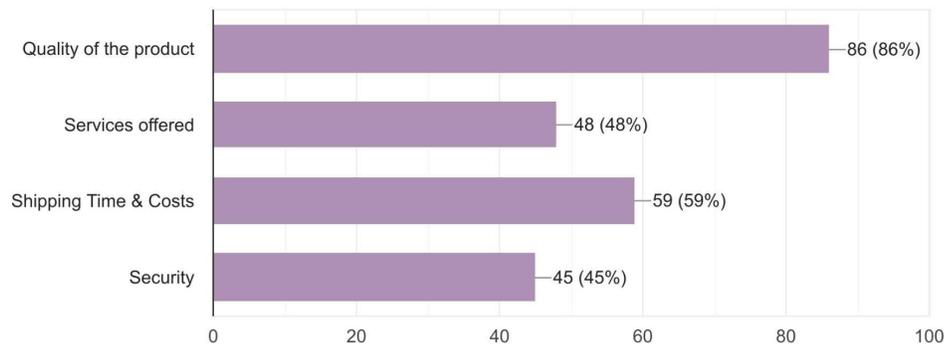
100 responses



- According to the survey, 66% of the respondents feel that the younger audience is switching to online shopping . 26% of the respondent strongly agree with the above statement and 6% respondents disagree with the above statement.

What factors do you consider when you shop online ?

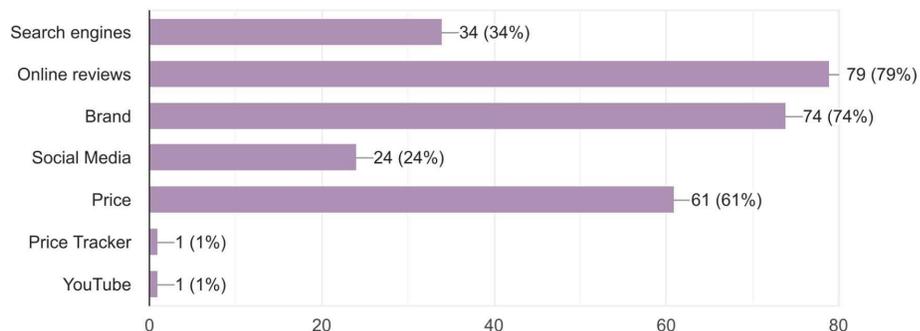
100 responses



- According to the survey, 86% of the respondents consider the quality of the product when they shop online. 59% consider shipping time and cost. 48% consider services offered by the website and 45% consider security.

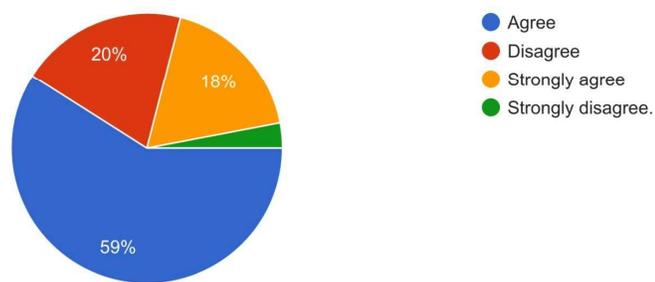
What research tools and techniques do you use before making online purchases if any?

100 responses



- According to the survey, 79% of the respondents check online reviews before making online purchases. 74% of the respondents go for the brand name and 61% of the respondent considers price before making online purchase.

Do you think online shopping provides a wider selection of products compared to traditional shopping?
100 responses



8. According to the survey, 59% of the respondents agree that online shopping provides a wider selection of products as compared to traditional shopping as compared to 20% who don't agree with the above statement.

9. Conclusions:

Based on the available data and research, it can be concluded that consumer behavior towards online shopping has undergone a significant shift in recent years. More and more people are choosing to shop online due to the convenience, variety, and cost-effectiveness that it offers. Online shoppers tend to be more price-sensitive, but they also value convenience, product selection, and fast shipping. They rely heavily on reviews and recommendations from other consumers before making a purchase. Trust in the security of online transactions and protection of personal information are also crucial factors that influence online purchasing behavior. However, there are still some barriers to online shopping, such as concerns about the quality of products, shipping times, and the inability to touch or try on items before purchasing. Some consumers also prefer to shop in physical stores for the experience or to support local businesses.

Overall, online shopping is here to stay and will likely continue to grow in popularity as technology advances and consumer preferences continue to shift. Retailers will need to adapt their strategies to meet the changing demands and expectations of online shoppers to remain competitive in the market.

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Appendix:

Appendix A: Questionnaire.

SR. NO	ASPECTS
1	What is your age?
2	What is your gender?
3	How long have you been shopping online?
4	Did you find the online shopping experience convenient?
5	Do you think online shopping is risky?
6	Which Online shopping websites do you often use?
7	Rank your favorite online sites. (1 being the lowest and 5 being the highest)
8	How often do you purchase online?
9	What types of products do you prefer to buy from online shopping websites?
10	What is the average amount of money you spend on online shopping?
11	What is your reason for shopping online?
12	Do you think online shopping is more cost-effective than shopping in a physical store?
13	I frequently turn to online services when I need to buy a specific product
14	When deciding to buy a certain product online, I make my decision based on the reputation of the online service.
15	I use online services because I believe that they are secure enough to provide decent protection of sensitive information.
16	When I shop online, I am aware that my personal information may be stolen.
17	I think that a younger audience is switching to online shopping more easily.
18	What factors do you consider when you shop online ?
19	What research tools and techniques do you use before making online purchases if any?
20	Do you think online shopping provides a wider selection of products compared to traditional shopping?

