

Consumer Behaviour Towards Online Shopping

Gowripeddi Hari Kumar ¹, P. Dadapeer ²

Abstract

Everything in the world is shifting towards digital which is no exception and ultimately the market as well. The place where buyers and sellers meet together in virtual form and exchange goods and services in online is called E – Commerce. It is also known as I – Commence. The fastest growing media in recent times is the Internet. It is the foundation of a new era. Online shopping is one of the very fast rising e-commerce platform. Online stores are always available to the customer 24 hours a day (24 x 7) and the customer can use the service from his office or from home or anywhere. A successful web store is not only about making the website looking beautiful with the active technical features listed in many search engines but also about the convenience and satisfaction of the users. The main goal of this research is to assess and understand the basic features of online shopping. It is an attempt to provide online marketers with a structured framework for adjusting their online business plans and to examine the behavior of online consumers.

Keywords: – Commerce, online shopping, preliminary assessment, Evaluation, E – Markets .

Author Affiliation: ¹Department of Business Management, School of Management and Commerce, Career Point University, Kota, Rajasthan.

²Department of Business Management, School of Management and Commerce, Career Point University, Kota, Rajasthan.

Corresponding Author: Gowripeddi Hari Kumar. Department of Business Management, YSchool of Management and Commerce, Career Point University, Kota, Rajasthan.

Email: phatandada@gmail.com

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1. INTRODUCTION

Internet shopping is a way for the customer to get goods and services indirectly, i.e. in a virtual form. It does not include face-to-face communication with sellers and customers. Many companies are doing this online business to increase sales and market share, reduce business operating costs and reduce product cost and reach out to the consumer. Companies are using internet for the motive of increase the business and meet the global customers, to sell the product and services, communication, share information, taking feedback from the customer about product experience and satisfaction level etc., online shopping is the place where customer directly purchase goods and services from the seller. This concept was invented by Michael Aldrich in 1979. The main motive is increase marketing and increase users of internet. Customers are using internet not only for communication and entertainment but also buying goods on online. It is useful to customer to purchase products by comparing price, quality, features and other parameters. E-commerce provide great opportunity for the companies to huge efficiently reach the existing and potential consumers. The most popular online shopping sites in india are Amazon, Flipkart, Snap deal, Myntra, Alibaba, and ebay. They are few factors which always influence the customer perception those are information, satisfaction, security, payments, guarantee, return policy and after sales servicesso on. ^[1]

2. REVIEW OF LITERATURE

Satisfaction is a key element of this approach. It is formed

by the gap between expected and perceived performance (Oliver). If performance is consistent with expectation according to expectation-confirmation theory, confirmation occurs and indicates that customers are satisfied. ^[2]

Bhattacharjee stated that satisfied consumers are more likely to continue using IS. Therefore, we suggest that adoption and continuity are interconnected by a number of mediating and moderating factors, such as reliability and satisfaction. ^[3]

Awareness of online shopping Awareness of online shopping and the purpose of doing online shopping was revealed by Benedict et al , not only on ease of use, use and pleasure, but also on external factors such as consumer characteristics and circumstances. , Product features, previous online shopping experiences and confidence in online shopping. ^[4]

In his research, Venkatesh (2000) explained that online shopping offered by online sellers has a positive effect on the attitude of customers. This is because traders have chosen the internet as a medium to facilitate their business and get closer to the consumer. Online shopping is a great gift for new entrepreneurs. ^[5]

Ramirez Nicholas (2010) says that the Internet has changed many aspects of human life. That is, people read newspapers, look at advertisements, do banking, and so on. They buy and they sell. Offer, discount and coupons, lucky draw, etc., attract customers and spend time and cash to speed up the company's sales. ^[6]

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2.OBJECTIVES OF THE STUDY

- To discovery consumer consciousness about online shopping.
- To revising the various factors that affect the consumer towards online shopping.
- To evaluate the challenges faced by online shopping.

3.RESEARCH METHODOLOGY

For the above study we have used primary and secondary data too. The primary data was collected from hundred respondents with a structured questionnaire. The total size of sample for primary data was 100. We had gone through the academic literatures and also various sources of secondary data were used for the study. ^[7]

4.Factors motivate to customers towards online shopping.

Comparisons

There are many types of items available online. The sellers are provide all the information and products which they have. The customer can purchase the products by comparing price, quality, features and other benefits. ^[8]

Availability

The general stores and mall are only available at fixed time. Then only customer can visit and use the services. After the time they do not get services. But online shop is available at 24 X 7. It does not have time limit. So that customer can visit at any time when they want to do shopping. ^[9]

Product Reviews

Product reviews are the feedback or experience of customer on a particular product usage. These reviews are useful to company to understand the satisfactory level of customer about the product. At the same time if anyone wants to purchase the products, these reviews useful for them. These are guide the customer and give an idea of a product before purchasing the product. ^[10]

Convenience

It is more comfort to the customer to purchase goods and services. Because the customer can place the order at home or office or anyother places. Visiting malls or stores is not essential to get the products. Because it is available at anytime.

Save time

Customer need not to stand in a queue to make payment at counter. They can place an order at home or office and make online payment, which saves the travel time and charges.

Online tracking

In online, the customer can trace the status of order and delivery status of the product.

Save money

In India people are addicted the discounts and offers like, buy one and get one free. Discounts and offers are marketing strategies to attract the customer. By doing online business the companies can reduce the operating cost and other expenses. So that they can offer attractive discounts than the off line retailers. So that customer can get quality product with a reasonable price.

Product variety

Internet connect the people globally. Online shopping is like an ocean. The companies can display a variety of products in online. So that the customer can get all variety of products at a single window. But it does not happen in off line.

5.Challenges facing online shopping:

Quality

The biggest problem when the buying goods online is quality. Because there is no physical testing of goods. Customer place an order just based on the color, design and available information. Some of the customer order the goods on reviews. But those reviews are not reliable to purchase the goods. Because some fraudulent companies misleads the information for the motive of to increase sales. At the same time the product color and sizes are not equal to all the brands. It is vary from brand to brand.

Improper information

The companies has to update the information timely. But it is not happening. Due to false information customer is not receiving good service and losing money and time.

Delivery and Logistics

One problem that constantly repeating online shopping is deliver the goods to customer. Even though all online companies maintaining order tracking system for the customer comfort, they are not always accurate. The slot time and actual deliver time is not sufficient. That too most of the people in India is living in villages. Those services not reaching there properly.

Product return and Guarantee

Until the customer receive the goods, he does not know whether the product is qualitative. It is essential to know about product return policy. Few companies are not mention clearly about return policy. At the same time no clear data about product guarantee. They have to mention that if the customer get damage goods, where he can replace the damage goods with new goods.

Security issues

One of the biggest problem of today's online shopping is cyber security. while purchase the goods in online customer has to provide some basic information like name, cell number, communication details and bank details. If those companies are not maintain the strong firewalls, then the customer information will be misused. The companies who are doing online business have to updates the security system timely.

Payment options

One of the common problem in online shopping is payment. This is arise when the debit card option is not available in the payment option. And often customers may get struggle when the cash on delivery option is not available in the site. Due to online fraudulent most of the customer prefer cash on delivery and they do not want to share the card information (either debit card or credit card).

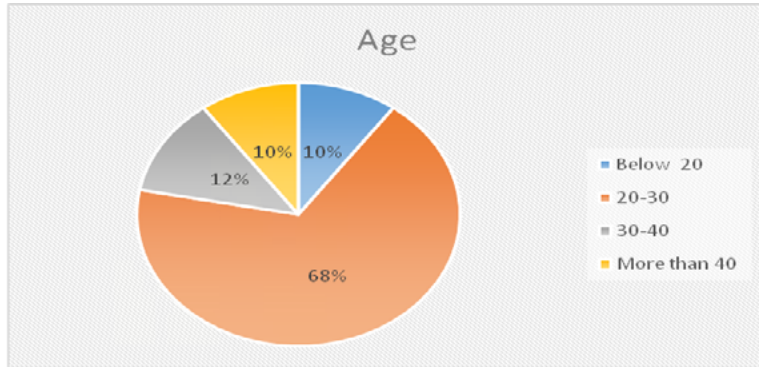
Lack of customer services

The problem in the recent days is customer service. After sales or before sales if the customer wants to know any information about product, they do not respond on time. This may create loose the relationship with the customer. .

ANALYSIS& INTERPRETATION

Age:

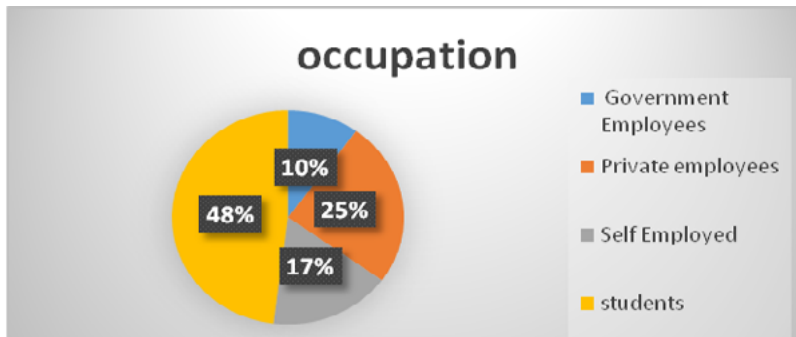
Below 20	20-30	30-40	More than 40
10	68	12	10



The maximum participated respondents are 68% who are between 20 to 30 years.

Occupation: -

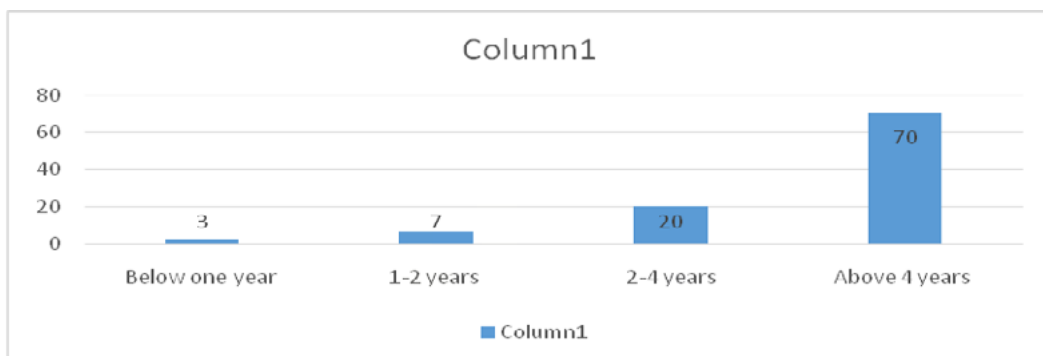
Government Employees	Private employees	Self Employed	Students
10	25	17	48



The highest number respondents are falls under students 48% and second highest are private employees i.e 25%

Usage of internet: -

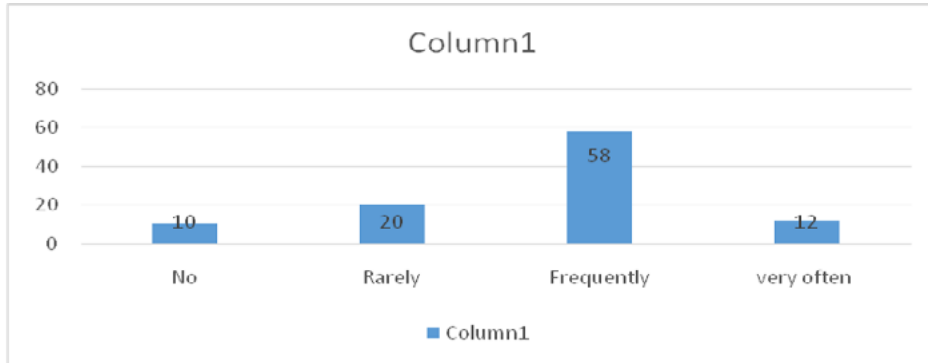
Below one year	1-2 years	2-4 years	Above 4 years
3	7	20	70



Out of total respondents 70% of them using net for more than 4 years and 20 respondents for 2 to 4 years and only 3% are less than one year

Are you using net for Online Shopping: -

No	Rarely	Frequently	Very Often
10	20	58	12



Highly 58% of respondents are using online shopping frequently whereas 20 and 12 are rare and very often but only 10% of them not using online shopping.

What are the things that motivate you to shop online: -

Time saving	Accessibility	Rate of product and offers	variety of products
50	10	25	15



From the above analysis most of the people doing online shopping for save the time i.e 50%. And thesecond motivate thing is rate and offers that is 25% . Only 10% for their accessibility and product variety that is 15%.

What kind of goods do you buy online: -

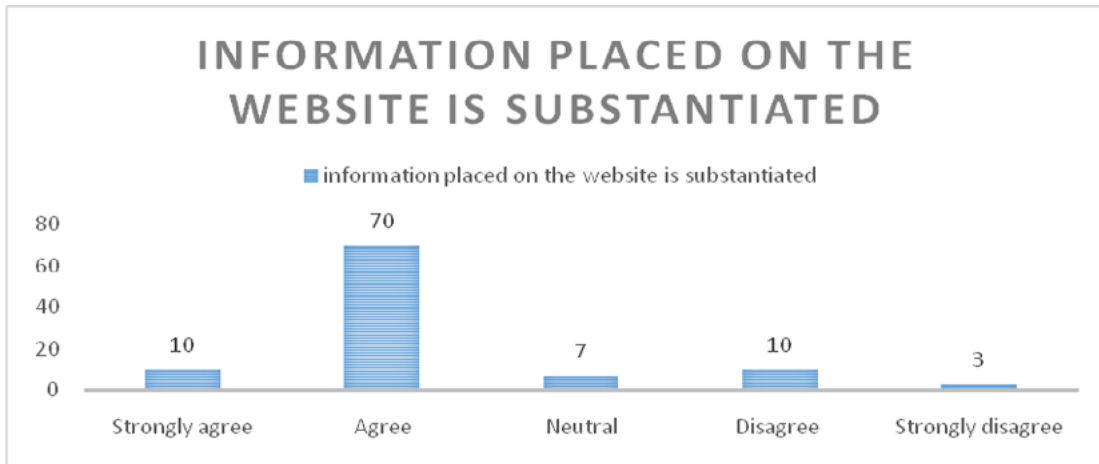
Electronics	Fashion	Tickets	Books	Groceries
27	40	10	5	18



From the above analysis most of the respondents are using online shopping for purchasing fashion and electronic items i.e 40% and 27%. And next 18% are using for groceries and 10% for tickets and least percentage on books i.e.5%.

Whether the information placed on the website is substantiated:

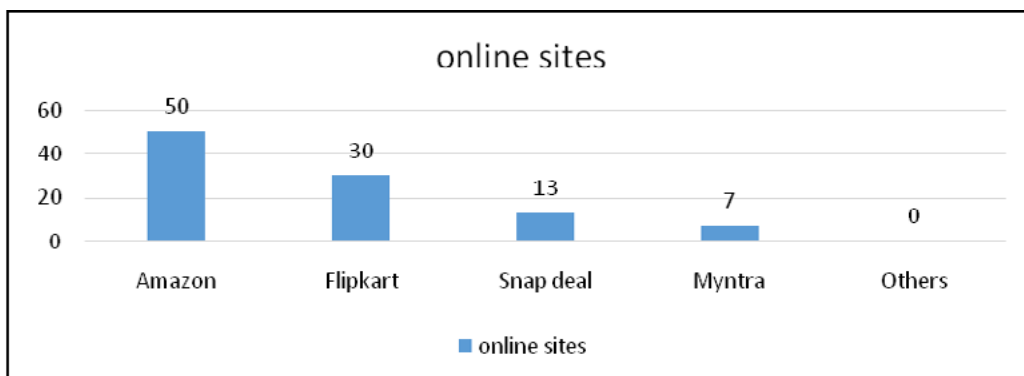
Strongly agree	Agree	Neutral	Disagree	Strongly disagree
10	70	7	10	3



It is clear that 80% of the respondents agree that the information available on site sufficient. But only 13% are not agree. But 7% are not clear.

Which Site do you prefer for Online Shopping:-

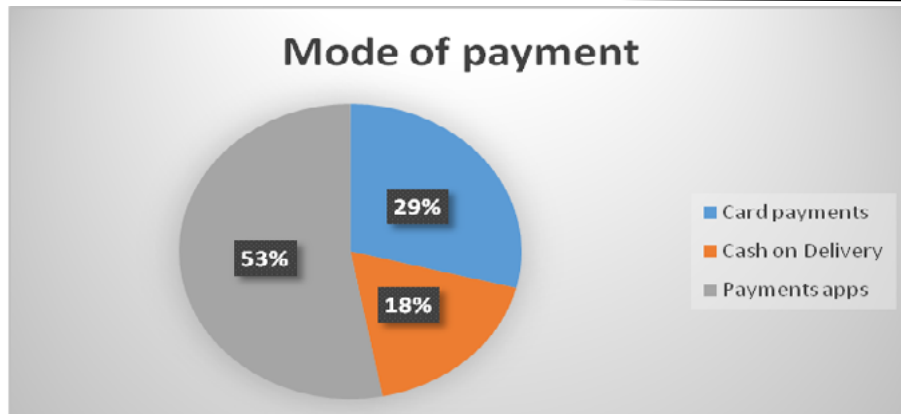
Amazon	Flipkart	Snap deal	Myntra	Others
50	30	13	7	0



This survey again revealed that the leading company in online shopping is Amazon. Out of total respondents 50% of the respondents were preferred Amazon. And next leading site Flipkart which consists of 30% and 13% prefer Snap deal and least percent 7% by Myntra.

Mode of payment: -

Card payments (Credit/Debit)	Cash on Delivery (COD)	Payments apps
29	18	53



From the above analysis most of the respondent's i.e 53% were preferred apps for payment and 29% were like to make online payment by using debit or credit cards and rest of them were COD.

Which problems did you observe in online shopping:-

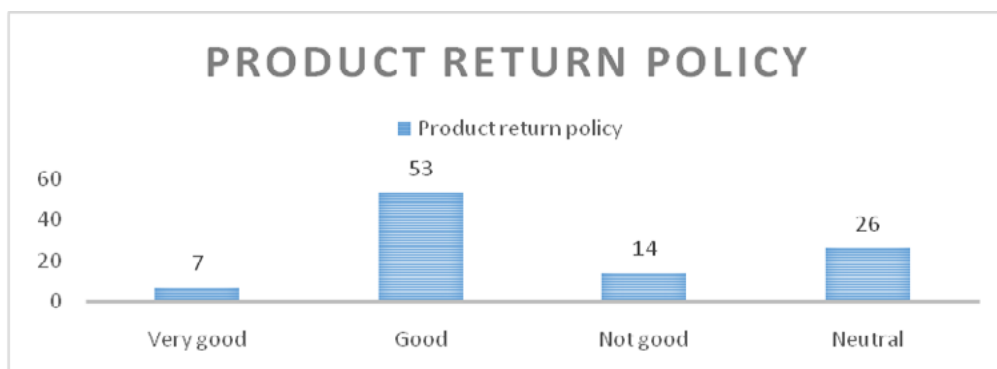
Payments	Delivery	Quality	Damages	Others
22	48	10	8	12



From the above chart 48% of the problems were arisen due to delay in delivery of goods and 10% respondents regard low quality and 12% for other like color, size etc., only 8% on product damages.

Product return policy pleasing level: -

Very good	Good	Not- good	Neutral
7	53	14	26



Out the total respondents 53% respondents were satisfied with the product policy of the online shopping. But 26% respondents are neutral and 14% are not satisfied with the return policy.

CONCLUSION:

Online shopping is one of the largest platform to increase business operation. It increases number of opportunities to the company and reach the global customers. The current pandemic situation this mode of business going to useful to company and as well as customers to make operation smoothly. It is convenient, comfort, available 24 x 7 and placing the order anywhere and any time. But another point I want to mention that to main strong security systems (firewalls) to make secure the customer details and make them happy. So far some things are always making difficult to the online shopping. But in future everything is to going to digital.

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