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RESEARCH ARTICLE

A Study on behavior of consumers on Online Shopping.

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Abstract

Consumer behaviors are influenced by different factors such as culture, social class, relation, family, salary level and salary independency, age, gender etc. And so they show different customer behaviors. On-line shopping is a recent phenomenon in the field of E-Business. Most of the companies are selling their products/services on-line through online portals. Though online shopping is very common outside India, its growth in Indian Market, is still not in line with the global market. Companies are using the internet to put across and communicate the information.

The main objective is to understand the behavior of consumers on online shopping in India. The results of study reveal that on-line shopping in India is affected by various factors like age, gender, marital status, family size and income. The results of the study could be further used by the researchers and practitioners for conducting future studies in the similar area.

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Introduction:-

Today, internet acts as a medium through which millions of people communicate, find entertainment and most recently buy and sell products and services. In fact, online shopping is one of the most popular activities that take place on internet [1]. E-commerce is the buying and selling of the goods and services online; internet is the best source to use this tool.

E-commerce includes transferring of supply chain management, funds online, marketing over internet [2]. Now a day's Mobile commerce or m-commerce is also one of the popular means of shopping. The facilities of various coupon and discount scheme are also fascinating the customers in online shopping.

The shopper can buy the product from wherever he wants. Because of wide communication network e-commerce has become the new mediator between the companies/manufacturers and their customers. Earlier the Indian customers were more attracted towards electronic gadgets and mobile phones for online shopping but now the products indicative of lifestyle, viz., watches, apparels, perfumes, beauty products are also in high demand through the medium of online shopping. The market is also developing for books, jewellery, home appliances and kitchen appliances etc.[3].

Critical understanding of consumer behaviour in the electronic environment, as in this physical world, can be achieved if the factors that affect the purchase decision are ignored or unequivocal. For example, online consumers' fears about the lack opportunity to examine products before purchase specifically regarded as influential factors in direct purchase decision. Online retailers have improved their service and consumers have found it convenient [2].

Some other reasons like these, say shortage of time, traffic jams, late working hours, versatility of plastic money and above all the approach of internet at the door step of whosoever desires it. There is been transformation in payment mode as well. From advance payment it is moved to cash on delivery (COD). Even in case of delivery pattern is

changed. From fixed delivery timings it is moved on to convenient delivery timings at the choice of the customer [4].

Literature Review:-

Online-shopping is the process consumers go through when they decide to shop on the internet. The internet has developed into a new distribution channel (Hollensen, 2004) and the evolution of this channel, e-commerce, has been identified by Smith and Rupp (2003) to be the most significant contribution of the information revolution.

Zhou et al. (2007) discovered that customer traits, internet self efficacy, prior online shopping experience, shopping orientations, economic benefit perception, risk perception are some of the factors affecting online shopping acceptance of customers.

Monsuwe et al. (2004) made a comparison of the traditional way of shopping and online shopping and comparison has shown that shopping online is more convenient to make purchases compared to the traditional ones. This has principally concluded on the fact that the internet allows for more information must be collected in minimum quantity of the effort, the convenience and invested time by the consumer.

Smith and Rupp (2003) have examined and identify the factors in their work that affects the behavior of consumers. These issues have been identified as for the marketing effort, socio-cultural influence, emotional factor, the psychological factors and privacy factors, to the experience, the purchase and post -purchase decisions. They also show that consumers are affected by various psychological factors, such as perception, motivation, personality, attitudes and emotions.

In a study by, Siu and Cheng (2001) it was found that economic benefits, product availability, security risk are also important factors in classifying online shoppers.

Another research conducted by Donthu & Garcia (1999) for consumer characteristics related to online shopping, it was found that consumers who seek convenience & variety do more shopping online. They also found that such people are also more innovative and spontaneous.

Few other studies (Fram & Grady, 1997; Mehta & Sivadas, 1995; Sultan & Henrichs, 2000) also reported that gender, marital status, residential location, age, education and household income are important predictors of internet purchasing.

Table 1:- The following table gives a glimpse of the top ten leading e-commerce sites of 2015.

Ranking	Websites	Services Offered
1	Ebay India	It has unique business concept where a seller can sell the product directly to buyer.
2	Fashionandyou	Home n living, fashion, electronics, jewellery, home appliances, Footwear's
3	Flipkart	It is a mega online store which offers wide range of products Including clothes, books and electronics.
4	Mygrahak.com	Food, non food, grocery, gourmet
5	Futurebazaar	Home n living, fashion, electronics, gifts
6	Homeshop18	Home n kitchen, jewellery, books, mobiles, cameras, computers, electronics, apparel
7	Myntra	Fashion, jewellery It retails many famous national and international brands.
8	Snapdeal	It is online marketing and shopping company which has Existence in more than 400 cities in India
9	Letsbuy	Mobiles, cameras, computers, electronics, gaming, health care, home appliances
10	Mydala	Restaurant, health and beauty, travel, lifestyle, fashion, home and baby, gadgets

Source: News18 (CNN-IBN)

Objective of Study:-

The primary objective of the current study is to understand the online buying behavior of consumers in India.

Research Methodology:-

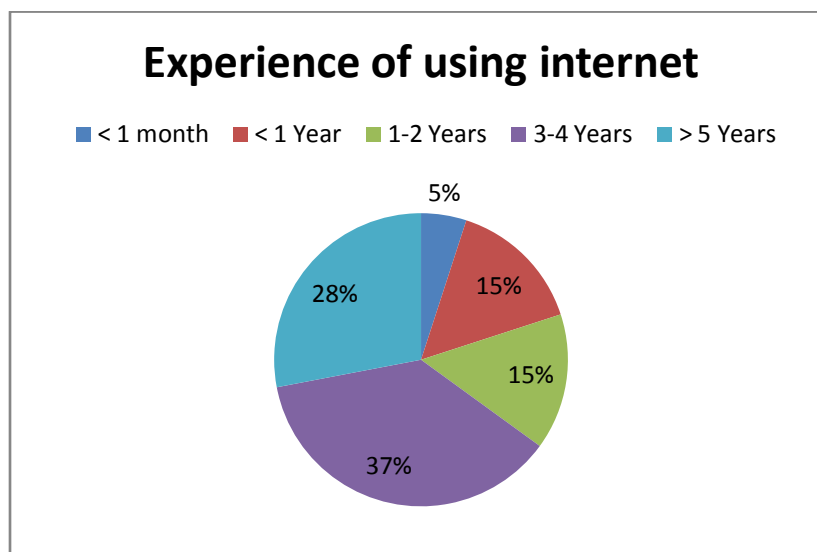
Various methods like questionnaires and observations have been used by investigation for study in the come up to online shopping between different gender, different demographic areas, in different types of age group interests of expectance, interest, based on the study, the design of a questionnaire survey which is chosen as the only enormous public and professionally. The study was to examine the attitude of the 120 of the people to fill questionnaire on online shopping based on closed ended questions. Data was gathered through different population of Teachers & students from different institutions and from the general public with different professions. They have been asked to give the answer Yes, No and Don't Know.

Table 2:- Demographic summary of survey participants

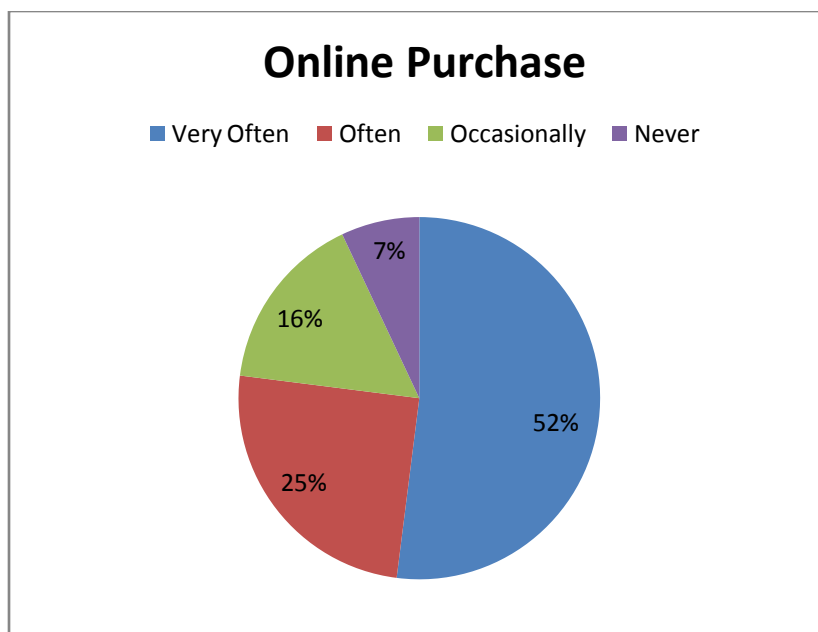
Demographic features	Number of Respondents
Male	84
Female	36
Age	
16-25 years	80
26-35 years	32
36 & Above	8
Occupation	
Full time employment	50
Part time employment	25
Student	45

Analysis and Interpretation:-

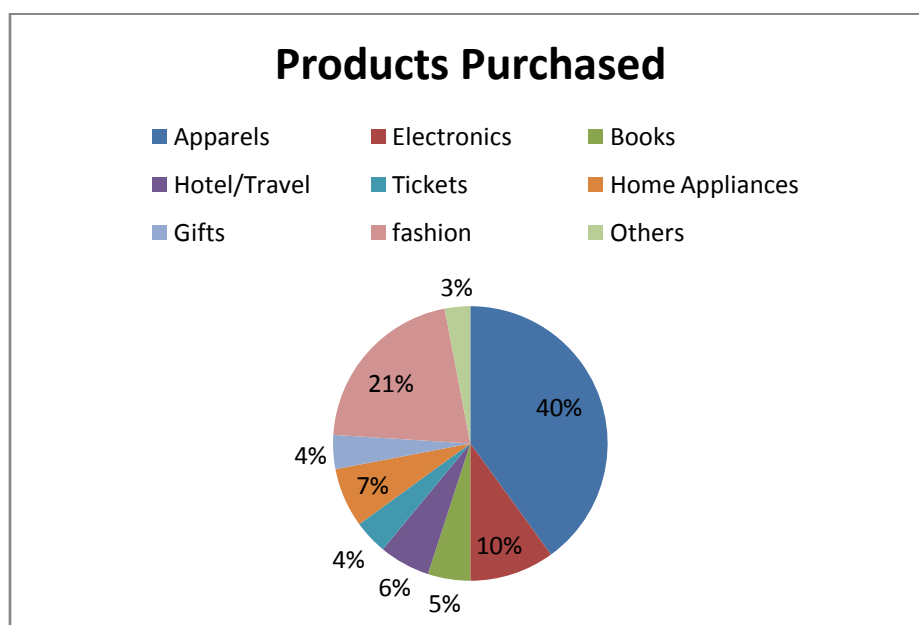
The following table has broadly analysed the survey questions. The data collected has given some interesting findings. It has provided the information about the buying behaviour of the consumers through online mode.



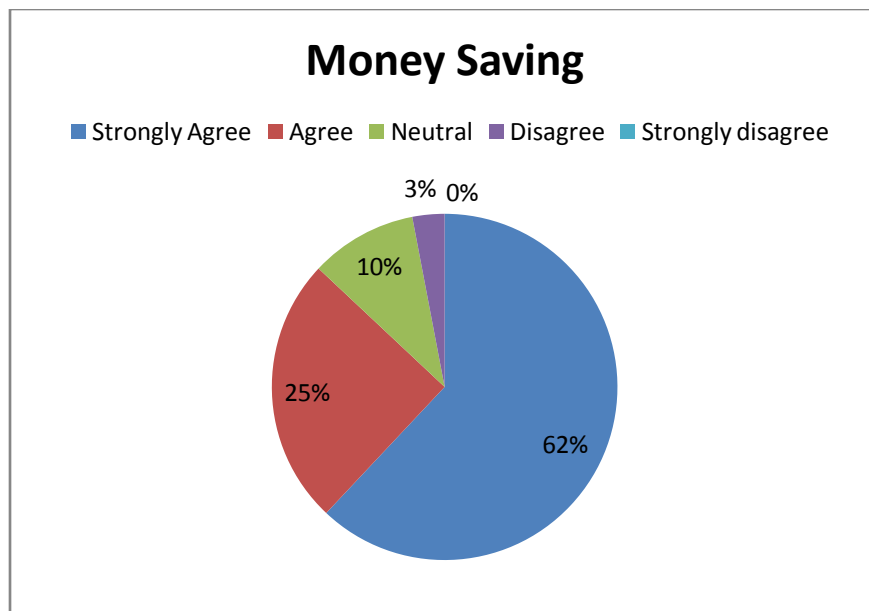
The survey has shown that the maximum people have an experience of 3-4 years. Only 5 % of people surveyed have an experience of less than a month.



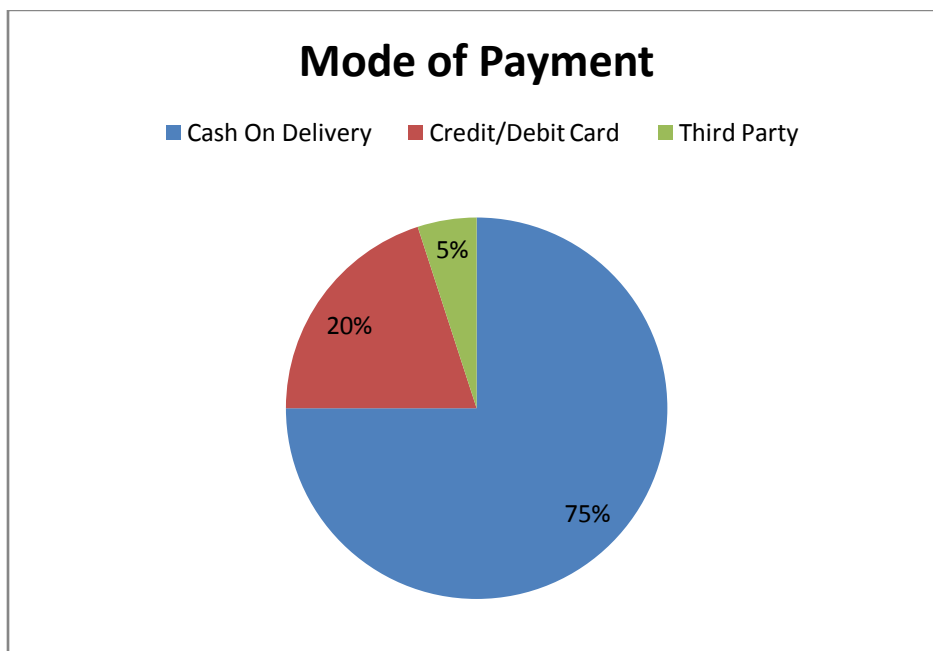
It shows that 77% people are very rapidly moving towards online shopping. Out of the sample 7% people have never used internet for online shopping.



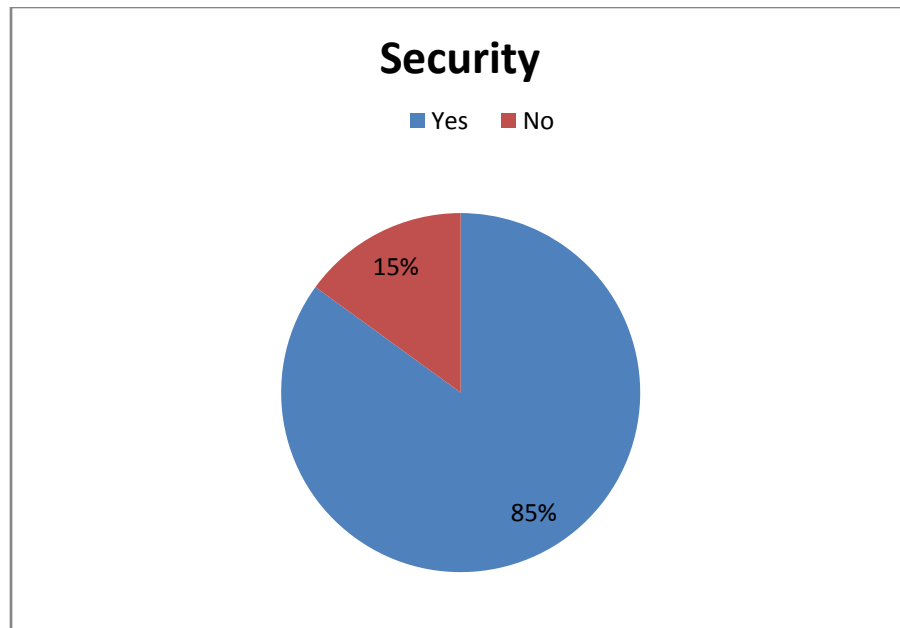
It is observed that majority of people showed interest in buying apparels and other fashion accessories. People also bought tickets, books, gifts and other items through online.



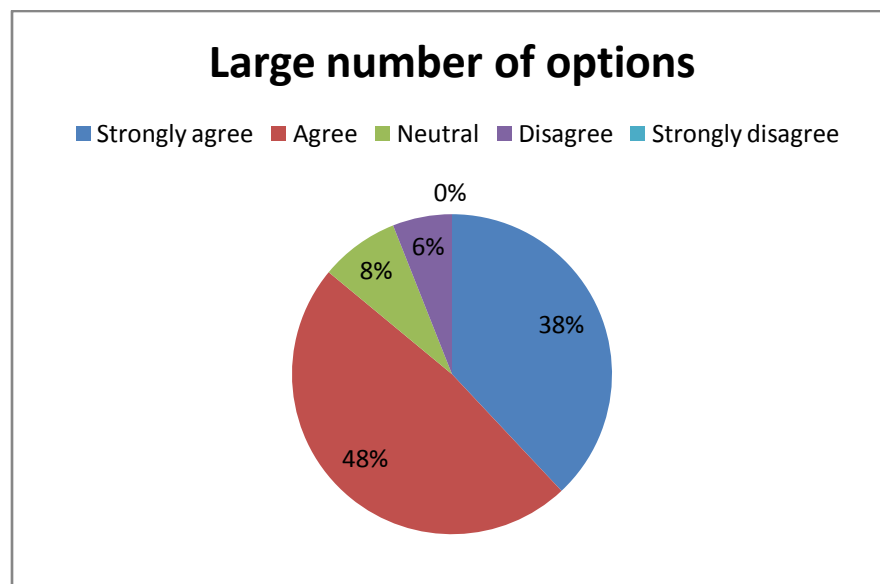
This survey showed that 62% people are strongly agreed and 25% people are agreed that online shopping saves money. Only 3% people found it not money saving.



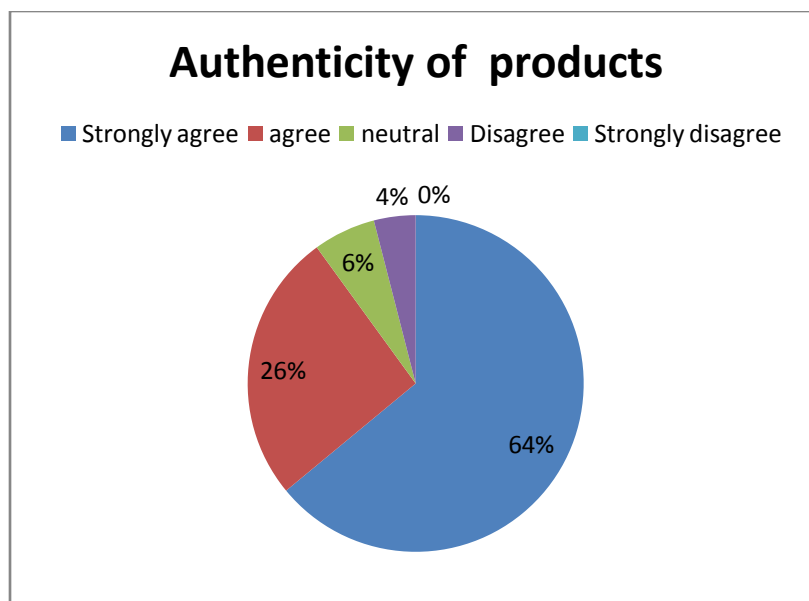
The Payment mode for online shopping includes cash on delivery, debit/credit card and third party. Majority of people preferred cash on delivery for payment.



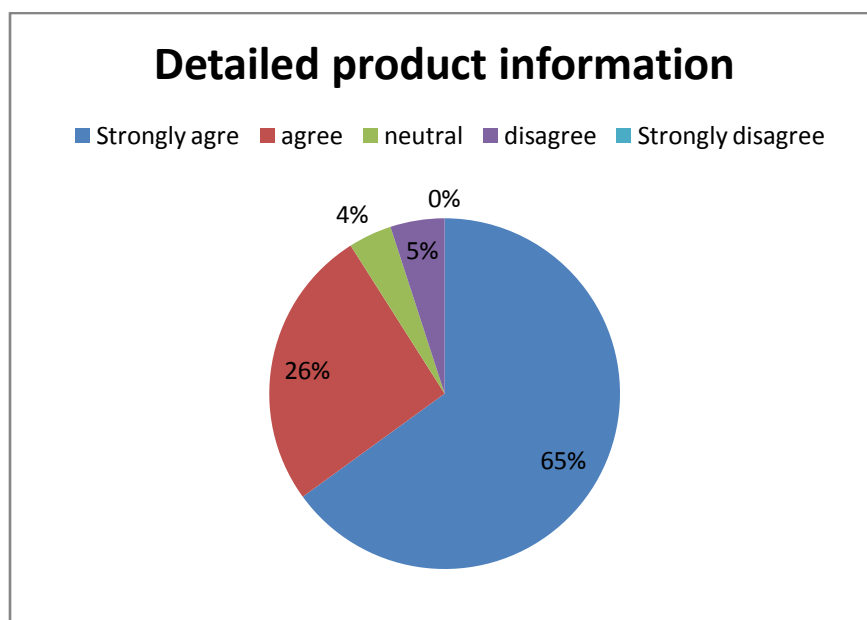
The study showed that 85% people found online shopping secure while the rest had opposite view.



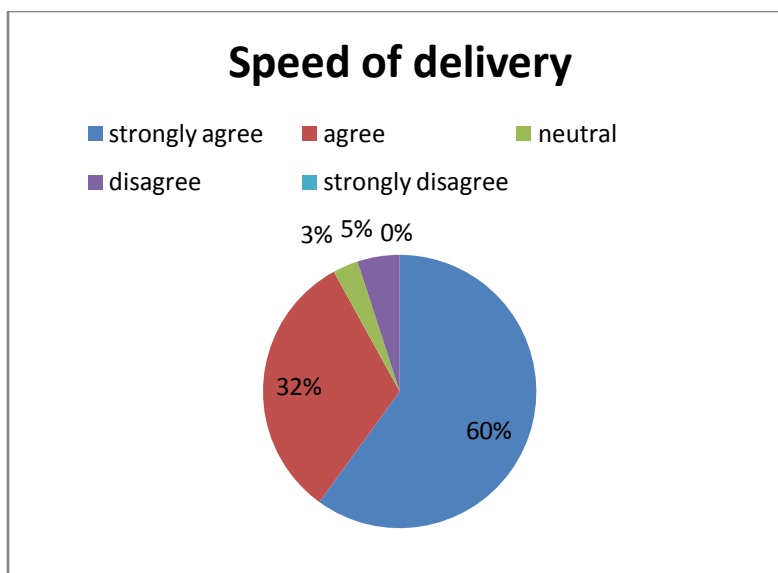
This study showed that total of 86% people agreed that they preferred those sites who give large number of options with number of variety for online shopping.



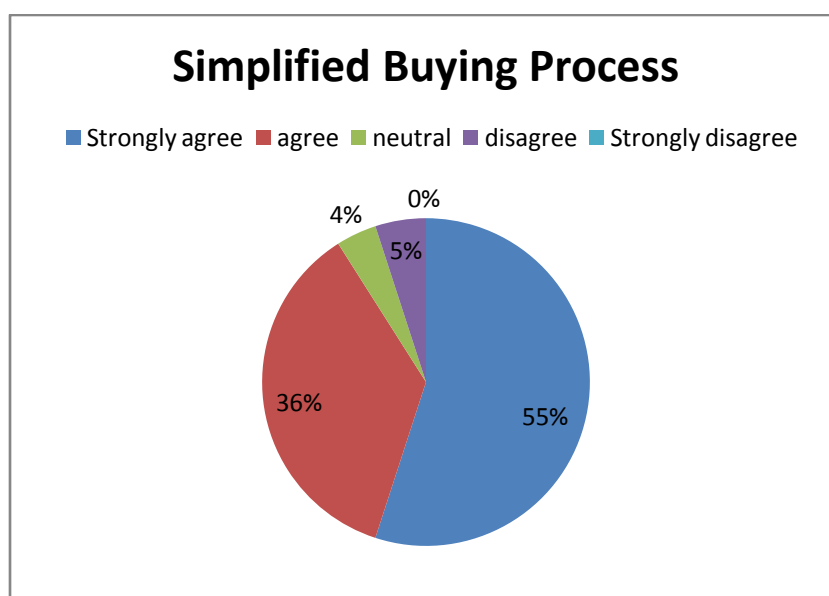
Total of 90% of people agreed that they preferred those sites who claim for authenticity of products for online shopping.



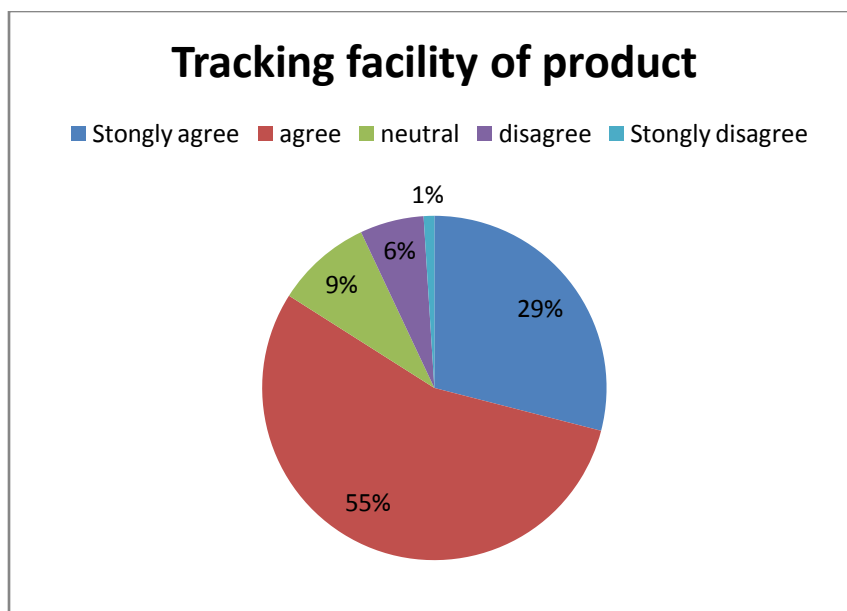
Total of 91% people were saying that giving detailed information of product affect their decision of online shopping.



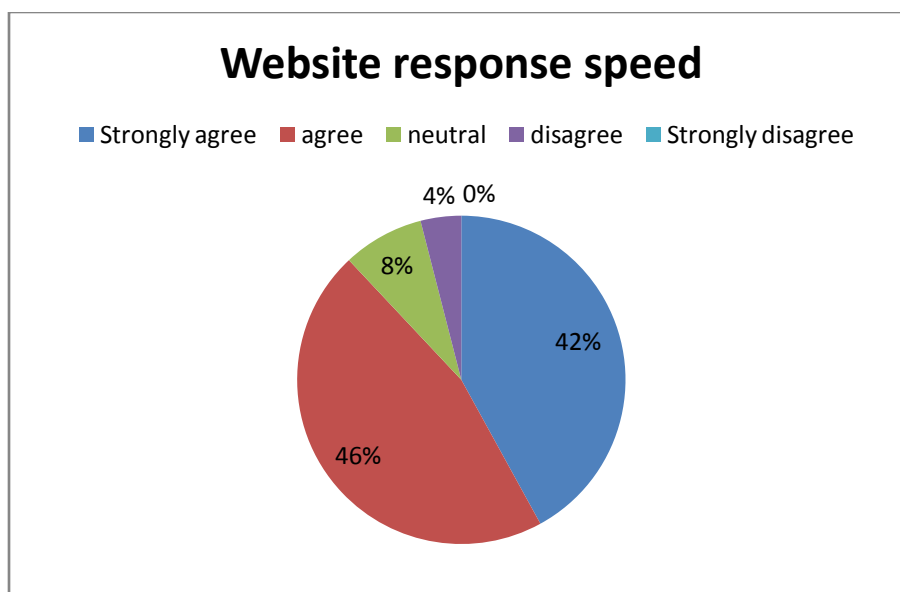
This study showed that total of 92% people agreed that speed of delivery affect their decision of online shopping.



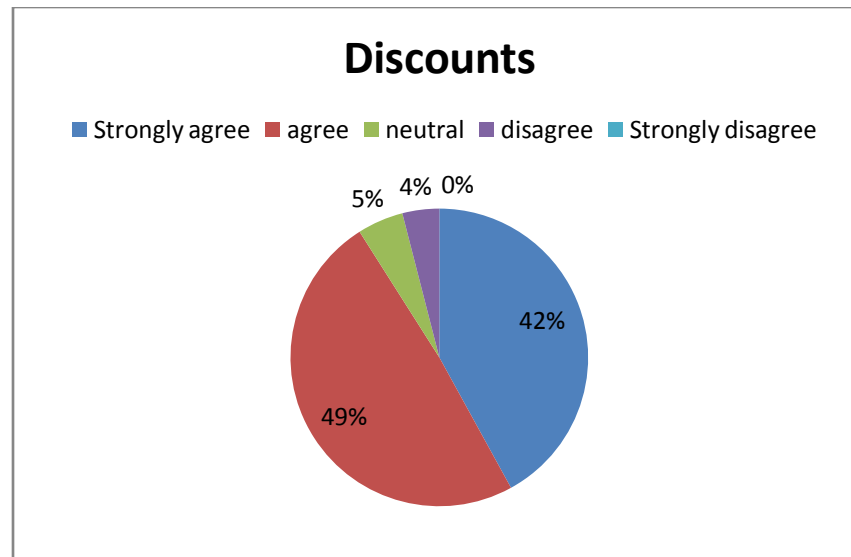
Majority of people agreed that simplification of buying process is key feature for online shopping.



Majority of people liked this feature for online shopping because they are able to track down their products.



Majority of people agreed that this feature intact the customer with the website.



Most of the people showed interest in discounts or any other offers provided by the shopping site for online shopping.

Conclusion:-

This study has attempted to study the behavior of consumers towards online shopping. The e-stores are frequently visited by the many shoppers. The ease and convenience provided by these stores has made shopping very easy for consumers worldwide. The analysis discussed above has showed that the Indian customers are also getting attracted towards online shopping. There is huge scope of web-stores in various areas. The young population is the biggest attraction of this industry and they may contribute to the growth of online shopping in India. The majority of internet users are youngsters so the majority of goods and services demanded are related to only this segment.

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