

Buying Behavior of Consumers towards online shopping: An Analytical Study

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Abstract

Online marketing is now very common and important all over the world. By the year 2040, more than 1.5 billion people are expected to use the internet. Online marketing is popular because it helps both sellers and buyers in many ways. That's why it has become a top way to sell products. This study tries to understand how people shop online and what makes them to buy things from the internet. The study was done in Srinagar city of Jammu and Kashmir. A total of 50 people answered a Google Form. The data was collected using simple charts like bar graphs and pie charts. The results show that most people like shopping online more than through offline mode. They usually shop once a month. Most of them buy electronic items and clothes. People feel online shopping easy, safe, and cheaper. They also think the product quality is good.

In the end, the study shows that online shopping depends on many things like age, gender, and price, ease, satisfaction, product type, and how often people shop. These things affect how and why people shop online.

Keywords: consumer Behaviour, online shopping, Buying behaviour

1. Introduction

The internet is changing how people shop and buy products or services. It has quickly become popular all over the world. Many companies now use the internet to spend less on marketing, which helps lower the prices of their products. They also use it to give information, sell items, get customer feedback, and check if buyers are happy with their service. People don't just buy online, they also use the internet to check prices, compare features, and see what kind of service they will get after buying something. Many experts believe online business has a strong future. The internet also helps companies connect better with their current and future customers. Even though most online sales happen between businesses (B2B), companies that sell directly to customers (B2C) should still stay hopeful. B2C online shopping has been around for more than 10 years. Researchers and experts are always trying to better understand how people behave when shopping online. Some studies have found new reasons or patterns

that affect online shopping, based on old ideas about how people shop, and then tested if those ideas still work in the online world.

The internet is one of the most important developments of this century. In India, online shopping started in a small way around the year 1999-2000. But now, it has grown a lot. Today, people can buy or sell almost everything online from expensive items to small things like peanuts. Many businesses now use the internet to show their products and services so more people across the world can see and buy them. The use of computers and the internet has changed the way people do their daily activities, including how they shop. With internet access, anyone can shop from anywhere—whether they are at home, at work, or in a café. People can easily order things like clothes, books, music, jewelry, digital cameras, phones, games, and even tickets for movies, trains, or flights. Online shopping is popular because it is fast, simple, comfortable, and safe. Also, a large number of young people between the ages of 18 and 40 living in cities have good spending power and they prefer to shop online.

2. Literature Review

Jain & Bhardwaj (2022): The researchers have attempted to assess customer purchasing behavior when it comes to internet shopping. They tried to explore consumer online buying behavior, and consumer awareness of online shopping, and to find out the degree of satisfaction with online shopping. It was found that a majority of respondents have a preference to pay by cash on delivery. Moreover, it was found that if online marketers focus more on creating awareness, branding, and providing the services that consumers expect to receive according to their convenience, consumers' buying behavior will likely modify in the future, allowing online marketers to market their products and services more gainfully.

Raman (2021): The researcher determined to scrutinize CBB towards online shopping with special reference to Women's Apparel. Research and the primary data were acquired by questionnaire. The convenient sampling mode was used to gather data, and from two metropolitan areas of Malaysia, i.e. Kuala Lumpur and Klang Valley around 250 citizens were chosen. Among 24 variables from the responses, five factors were hauled out with the aid of factor investigation. All features were found to have an impact on the customer's buying behavior on the online shopping of women's apparel. The study suggested that retailers should spotlight on the product attributes and must encourage so that more and more people will join with their website.

Narsimah Rao, Srikanth Babu (2021):- The researchers have conducted a research in order to make out the consumers or customers behavior while purchasing FMCG products in Andhra Pradesh India. The main concern of this piece of research work is to find out the attitudinal differences among the customers who make their purchases through online mode in the selected districts of the Andhra Pradesh state of India. The researchers have used both the primary and secondary data for the research work and have found it that the online shopping provides customers various convince. The customers choose online shopping because of its various features that empowered it over the offline shopping.

Pareek & Babel (2021): The researchers have attempted to comprehend the online buying behavior of working women by assessing their behavior before and during COVID -19 epidemics. The research focused on 100 working women from the age group 25-60 years. The research was completed in Bhilwara. Study proved, the majority of the working women buy online throughout the pandemic and they favored to online during that catastrophic situation. They found to feel safer and more protected in

online purchases before and during the pandemic situation. They resolute, saving a lot of time in online shopping were absolutely influenced by the reviews of the product. Further, they reported saving better due to discounts and offers accessible online modes during the covid-19 pandemic scenario.

Sachin, et al. (2018): The researchers have tried to settle on the affect of face book on garment buying habits in pink city of India (Jaipur). The researchers have composed the data from the 70 respondents and it have been bring into being that the face book have a great impact on online buying of garments in the Jaipur city of Rajasthan. The researchers have also found it that the people who reside in the selected city are spending minimum of 1 hour on the face book per day. They also conclude it the customers prefer purchasing at home, and by paying at delivery without physical visit to the shops. The marketers have a fine chance to attract and switch the customers towards their products and can give confidence them to procure more and more.

Objectives of the Study

1. To explore the things that influence people to buy products through online stores.
2. To explore how the internet has influenced the shopping behavior of people.
3. To provide suggestions on the basis of Study.

Research Methodology

This study is analytical in nature and is completely based on secondary data. The study is completely carried on Srinagar city of Jammu and Kashmir. A Google questionnaire is framed and has been sent to 100 respondents out of which only 80 respondents responded correctly; and the rest 20 were nullified, the simple convenience sampling method has been used for this study. In order to analyze and interpret the data various diagrams, charts, percentage, and average have been used with the help of ms excel.

Limitation of the Study

- One main limitation of this study is the short time available, which may have influenced the outcome.
- This study was only carried out in Srinagar city of Jammu and Kashmir, so the results might not reflect other areas.
- The sample size was just 80, which is quite small and may not give accurate or general results.

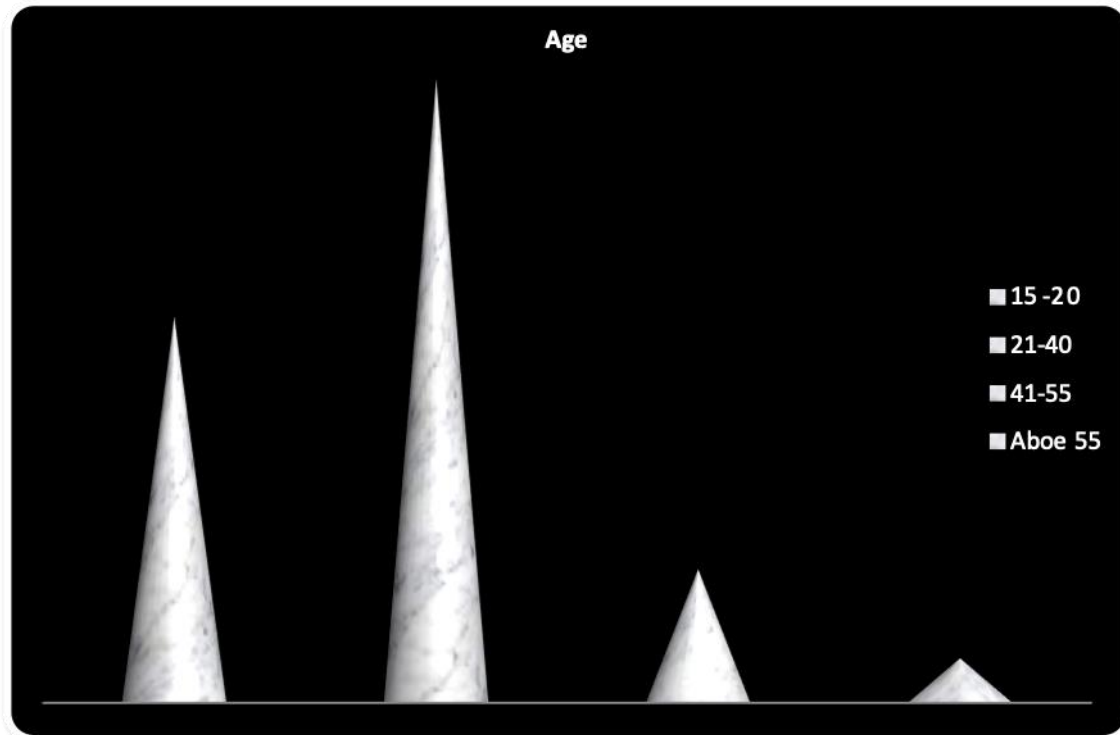
Analysis of Data

The data collected form the respondents have been classified and segregated into different groups on the basis of different profiles in order to make analysis and interpretation. This section shows and explains the results of the questionnaire and the responses that have been collected. A survey has been conducted using Google Forms, where 80 people shared their experiences with online shopping. Their answers are given below.

Demographic Profile

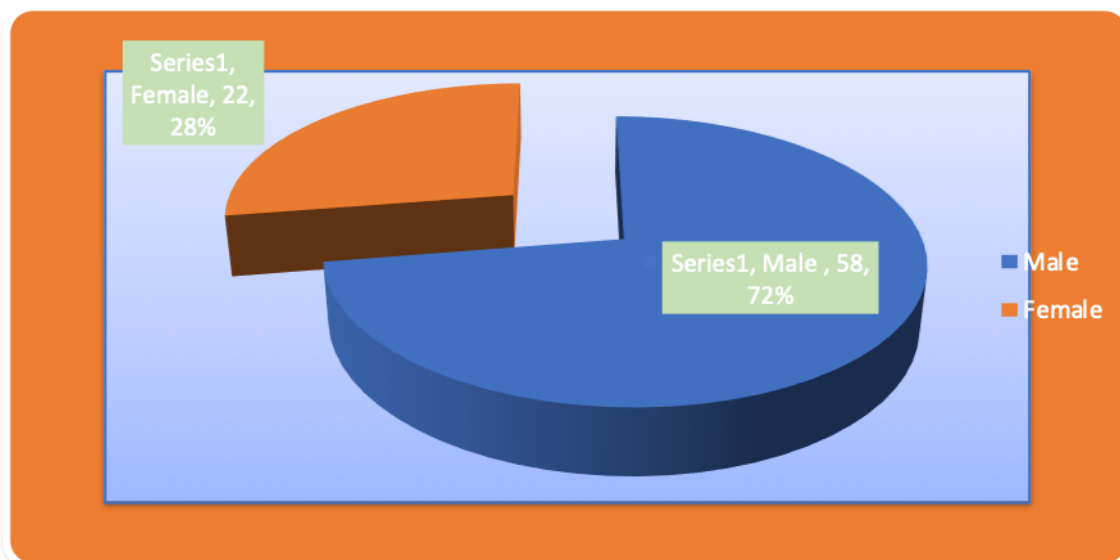
A demographic profile describes the basic details of a group of people. Surveys often collect this kind of information, which can include age, gender, and marital status, level of education, yearly income, and type of work.

Age



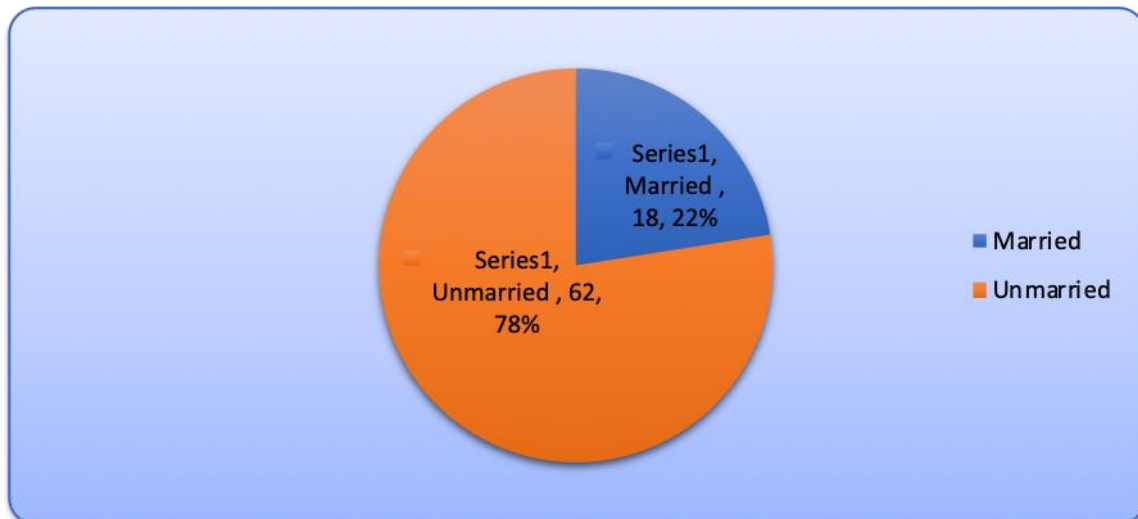
The above figure reflects that the most of the respondents are between the age of 21 to 40. Thus it shows that people who are above the age of 40 are very less as compared to the age group of 21 to 40 and 15 to 20.

Gender



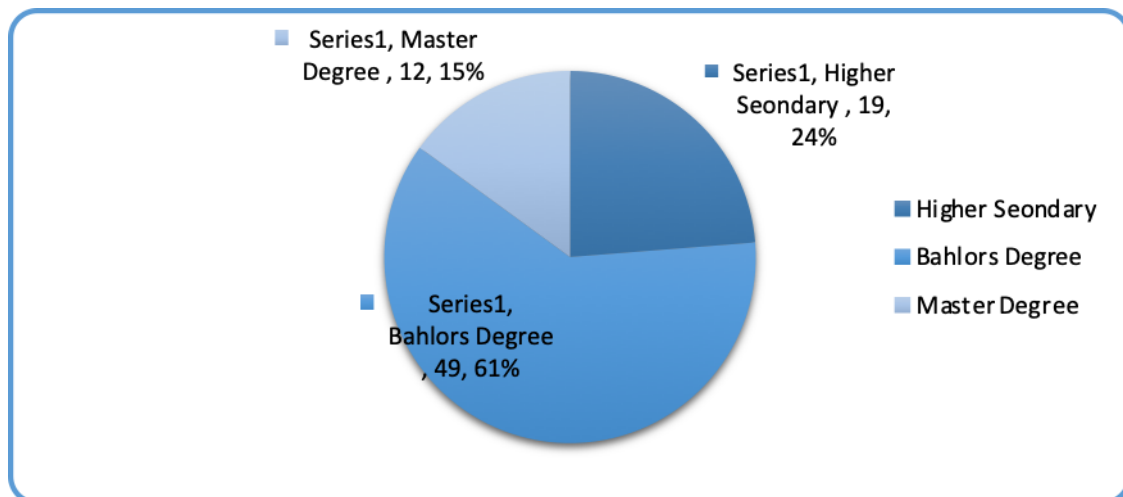
The above chart shows that the male comprises major portion i.e. 74% of respondents as compared to the female respondents 26%.

Marital Status



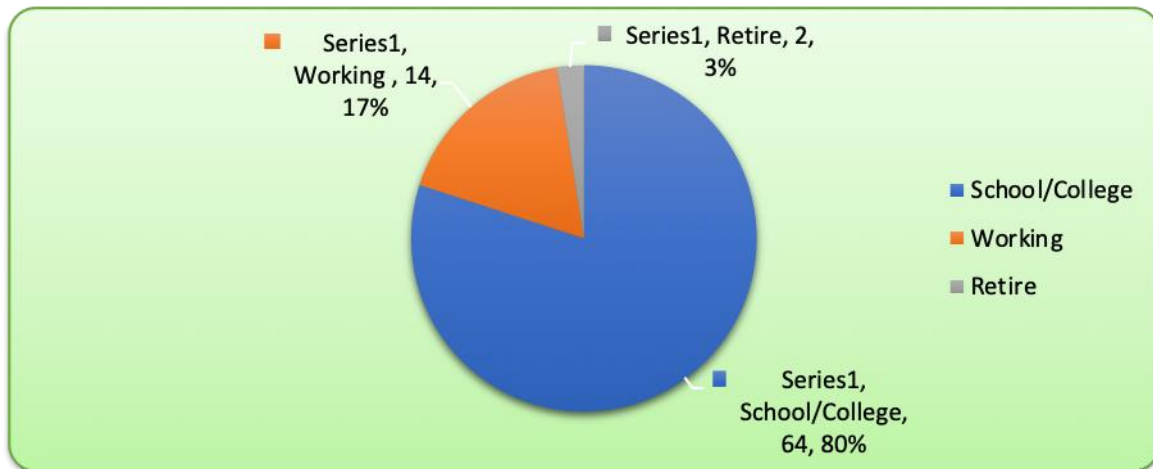
The above pie chart shows that the 80 % of the respondents are unmarried and only 20 % are married among the respondents.

Education



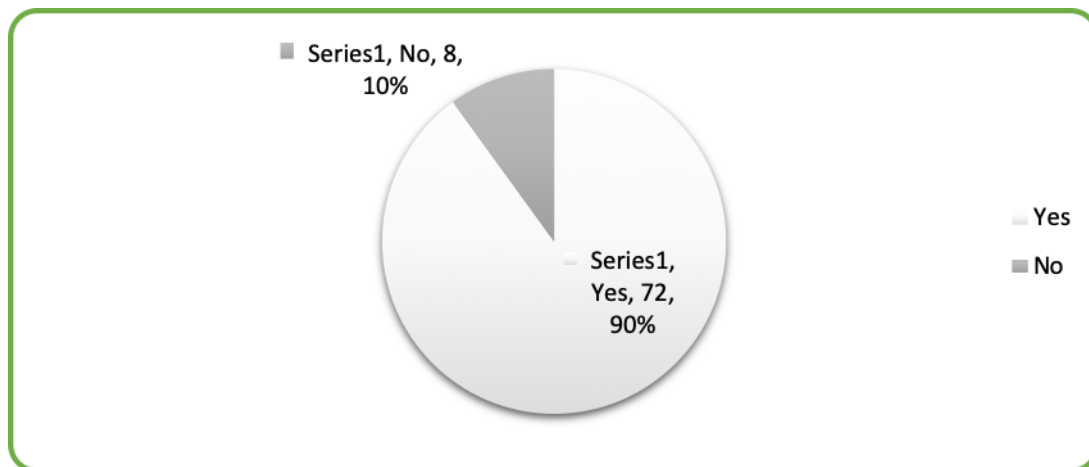
The above pie chart shows the educational background of the respondents and it is clear that major portion of the respondents are doing bachelors degree followed by higher secondary and only 12 respondents among the 80 respondents are those who hold masters degree.

Profession



From the above figure of profession it is shown that the 64 out of 80 respondents are school and college students and 14 respondents are those who are indulged in work and only 2 people are those who are retired employee.

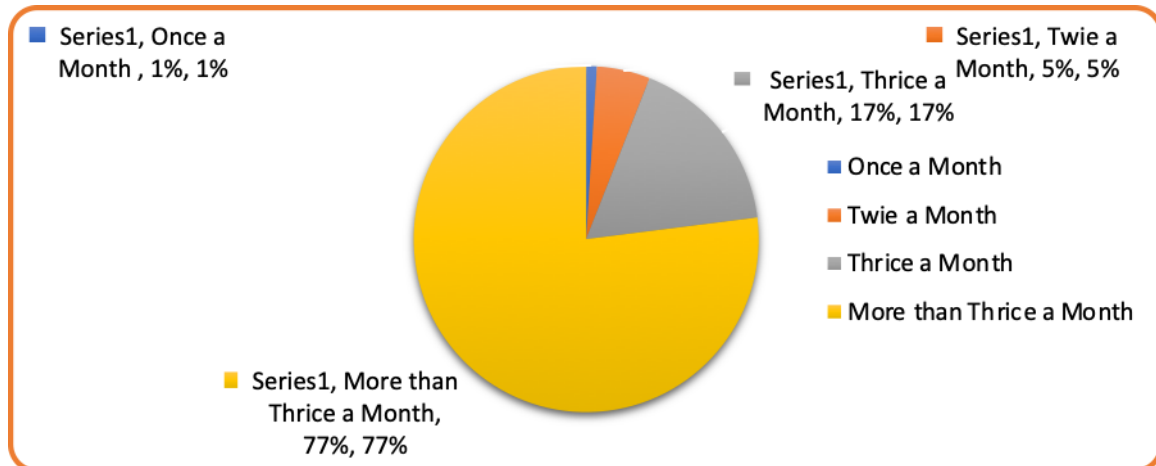
Do You Shop Online?



It is reflected by the above Pie hart that the 72 out of 80 respondents do online shopping and only 8 people are those who do not and like to do offline shopping due to one or other reason.

Frequency

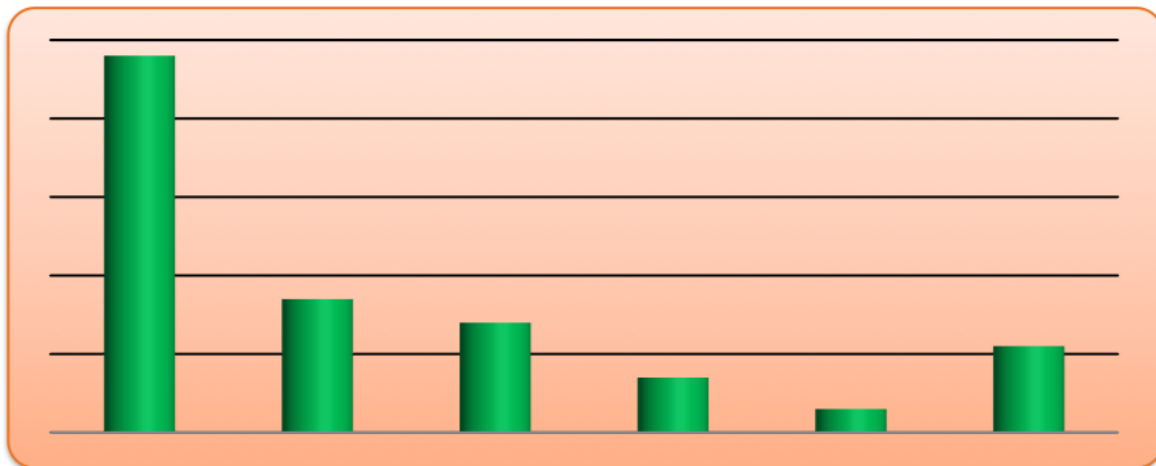
How frequently you shop online?



A total of 77% respondents are doing online shopping more than thrice a month followed by the 17% respondents who do thrice in a month and followed by 5% and 1% respondents who do twice and once in a month respectively.

Types of Products

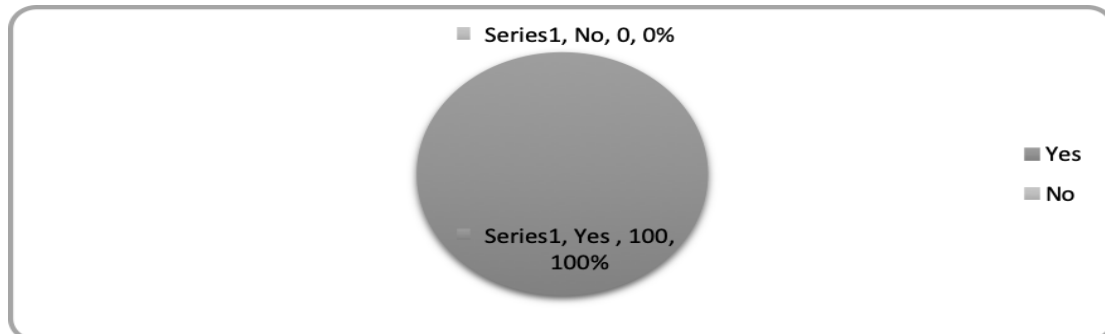
What type of products you buy?



From the above Graph it is reflected that almost 48% of the respondents are purchasing clothing, followed by cosmetics 17%, electronics 14%, Groceries 7%, Stationery 3% and food items 11%.

Satisfaction Level

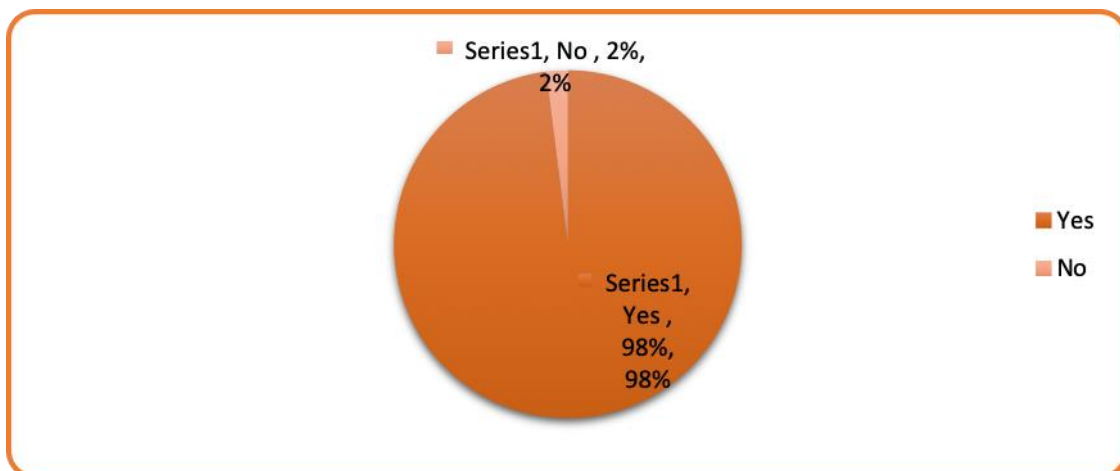
Are you satisfied with online shopping?



The above pie chart shows that 80/80 (100%) of respondents find internet purchasing to be satisfactory.

Convenience

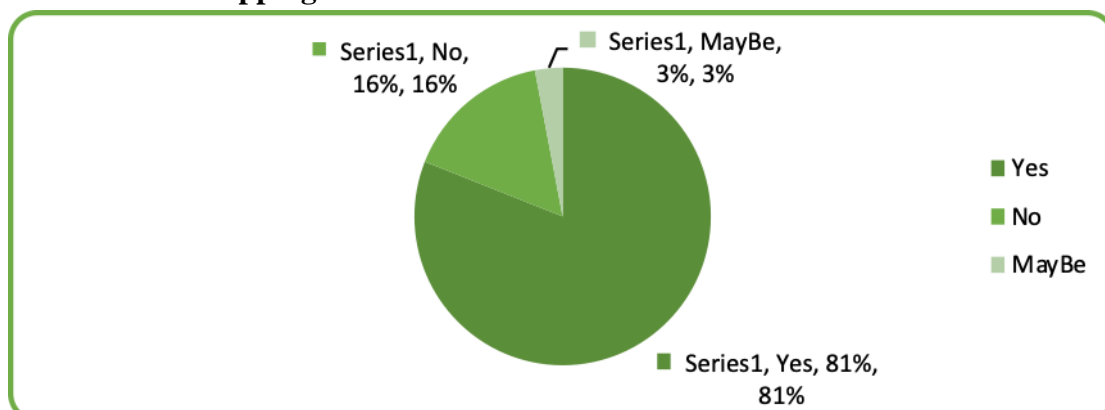
Do you feel online shopping is convenient



From the above pie chart it is clear that the 98% respondents who do online shopping feel that online shopping is convenient and rest 2% feels inconvenient

Security

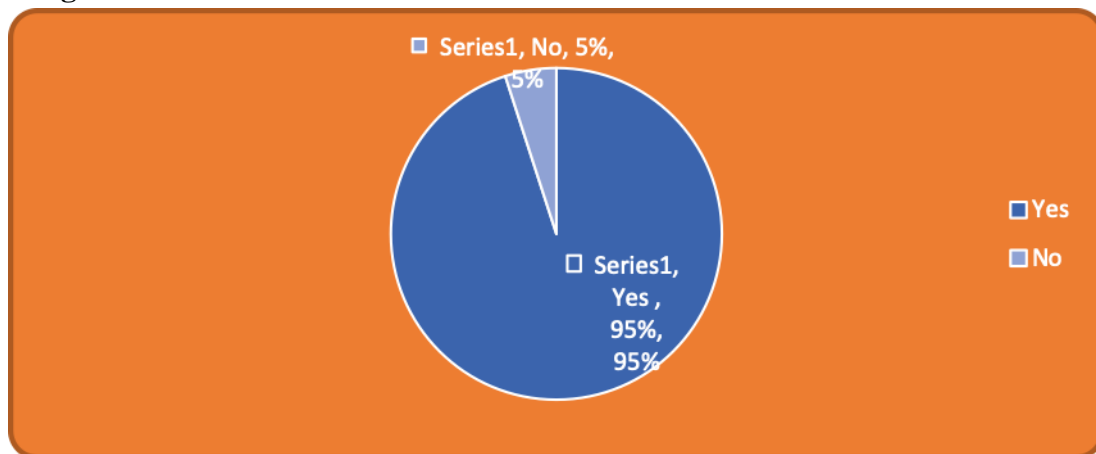
Do you feel the online shopping is secure?



The above pie chart shows that the 81 % of the respondents are feeling secure while doing online shopping followed by the 16 % who are not feeling secure and only 3% respondents are neither sure nor unsure about the security of the online shopping.

Internet connection

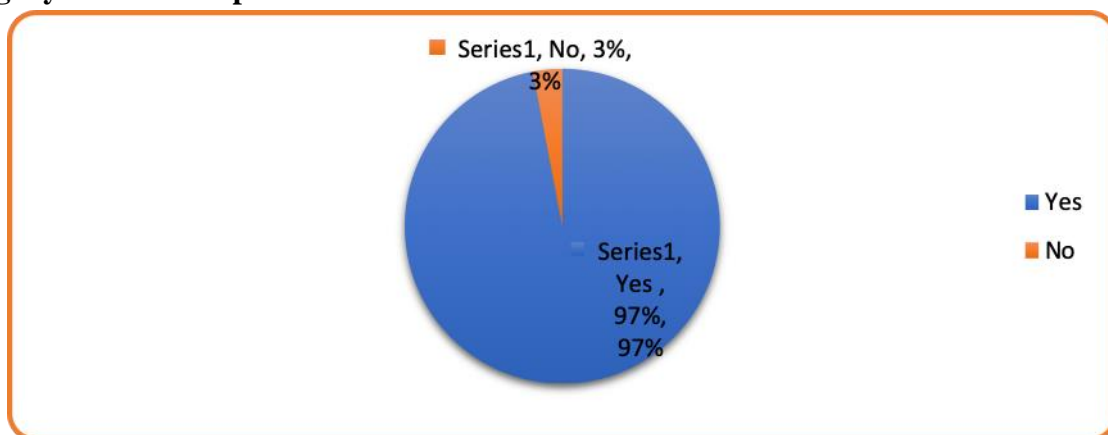
Do you have good internet connection?



From the above Pie chart it is clear that the 95% of the respondents are those who avail good internet connection and 5 respondents are those who have poor internet connection

Delivery

Do you get your ordered product at home location?



From the above pie chart it has been found that the majority of the respondents i.e. 97% get their ordered product at their home location and still 3% respondents do not get the ordered product at their home location due to the location problem or due to the poor delivery of delivery boys of the companies.

Findings

1. The demographic profile of the study revealed that the major portion of the study are between the age group of 21 to 40 and apart from that major of the respondents are male and unmarried. It is also determined that the major respondents are doing or have done bachelors and other respondents who are school students or have done masters but it is clear that all the respondents were educated none of the respondents who responded were uneducated. It is also found that the majority of the respondents who do

online shopping are students followed by working people who are followed by the people who have retired from the work the same respondents are a few.

2. It has been found from the study that 77% respondents who are taken in this piece of research work are doing online shopping more than thrice a month who are followed by 17% respondents who do online shopping thrice a month; and very small group of people are doing online shopping once or twice a month. Thus it has been found that majority of the respondents are frequently making online purchase i.e. thrice or more than thrice in a month.

3. The respondents are 100% satisfied with the online shopping it has been found through this research work that the 98% respondents feel convenient while doing online shopping similarly 81% feel secure while doing online shopping but apart from that it has also been found that the 165 respondents are still insecure and inconvenient about the online shopping and are still afraid of online shopping instead of doing online shopping once or twice in a month

Suggestions

1. It is suggested that the people should be made more aware about the online shopping and the applications and process of making online shopping should be easy and simple so that uneducated or illiterate people can also use online mode of purchase.

2. It is also recommended that a portion of the respondents still feels insecure and inconvenient, necessary steps should be taken so that the people may feel secure and convenient while choosing online mode of purchase.

3. It is also recommended that online shopping and internet are indispensable parts and a good internet connection is necessary for the online shopping still 5% of the respondents still face some internet glitch that too in the main city of Jammu and Kashmir, while making online purchase. Thus it is recommended that by providing a good internet connection can attract more and more people towards online shopping.

4. It has also been advised that 3% of the respondents are those who do not get their ordered products at home location thus the companies are recommended to take strong customer feedback so that the delivery boys can deliver the products at the door step, so that online shopping becomes more convenient and can surpass the traditional way of shopping.

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