International Journal of Research Publication and Reviews

A Study on Consumer behaviour towards Online Shopping

Shwet Prakash Sharma

MBA Student, Galgotias University, Greater Noida

ABSTRACT:

The internet has significantly impacted worldwide cultural changes in mindset and actions. The rise of internet shopping has revolutionized the daily routines of ordinary individuals. A prominent development in the Indian digital market is the surge in online shopping. People frequently resort to online retail sites for their essential needs. The objective of this particular research is to identify the elements influencing consumers' perspectives on internet shopping, the incentives driving them to participate in online purchasing, and the obstacles they might face in the process.

Keywords: online shopping, Ecommerce

Introduction:

In today's era of information and technology, the cyberspace has emerged as a paramount conduit for disseminating knowledge, exchanging ideas, and gaining swift insights into global affairs. Technology has profoundly reshaped our lifestyles, necessitating daily interactions with electronic gadgets, multimedia, and computing systems. Among these mediums, the Internet stands out as the most cutting-edge and futuristic, poised to play an increasingly vital role in nearly everyone's life.

E-commerce, or online shopping, represents a digital avenue through which consumers can directly engage with sellers via web browsers and the internet. Buyers can pinpoint desired products either through direct visits to retailers' websites or by exploring various alternative vendors offering similar goods, complete with availability and pricing details across multiple e-commerce platforms. India's digital landscape boasts prominent online retail entities like Flipkart, Myntra, Snapdeal, Meesho, Amazon, Ajio, and e-Bay, among others. Consumer perspectives on online purchasing hinge largely on five pivotal factors: usability, information accessibility, security assurances, satisfaction levels, and adeptness in leveraging available data for product comparisons.

Objectives of the study:

- To ascertain the factors impacting consumers' views on internet purchasing.
- To pinpoint the numerous incentives propelling customers towards online shopping.
- To investigate the challenges, they confront during the online buying process.

Review of literature:

1. **Vassilikopoulou et al., 2020** This article provides a summary of the current state of research regarding consumer behaviour in online purchasing. The writers highlight several crucial factors, including product attributes, web layout, and societal influence, impacting consumer choices. Furthermore, they propose various areas for future investigation, such as the impact of technological advancements on consumer decision-making and the role of emotions in e-commerce.

2. **Chen & Shen, 2020** The examination delves into the impact of social media platforms on consumer conduct during online shopping. The researchers assert that social media, particularly in terms of disseminating information and exerting social sway, significantly shapes consumer behavior. To leverage these effects, they suggest that businesses integrate social media into their marketing strategies.

3. **Ha & Stoel, 2009** This piece presents an in-depth examination of the research concerning consumer actions in e-commerce environments. The writers highlight several critical factors, including web layout, product characteristics, and consumer confidence, which influence shopper behavior. Furthermore, they propose several areas for additional exploration, such as the impact of online feedback and the importance of website engagement.

4. **Kim & Park, 2013** This study investigates consumers' inclination towards making further online product acquisitions. The researchers find that web layout, product attributes, and consumer characteristics collectively influence trust and perceived risk, crucial in shaping repurchase intention. To enhance repurchase likelihood, they suggest that businesses focus on cultivating trust and mitigating perceived risk.

5. **Dwivedi et al., 2015** The investigation explores impulsive online buying and its implications for e-commerce vendors. The writers highlight several critical elements impacting impulsive online purchases, including web layout, product characteristics, and consumer sentiments. They suggest e-commerce vendors focus on instilling urgency and enthusiasm to stimulate impulse purchases, while ensuring consumers enjoy a pleasant and hassle-free shopping journey.

These research endeavors illustrate the complex and diverse aspects of consumer behavior while shopping online. Website structure, product attributes, societal influence, and consumer confidence emerge as significant factors influencing consumer choices. Upcoming investigations should persist in scrutinizing these components and their interplay, alongside exploring the impact of emerging technologies and evolving consumer inclinations, among other factors shaping online shopping habits.

Methodology:

The research methodology adopted was empirical, utilizing a convenience sampling approach to collect data. Samples were procured from diverse localities nearby. The study encompasses a sample size of 60 individuals, comprising 50 males and 10 females, spanning ages from 18 to over 35. A structured questionnaire was administered through convenience sampling to obtain primary data. Secondary data collection involved referencing published journals, articles delving deeply into the topic by various authors, and press reports.

Data analysis and interpretation

The focal point of this project is the examination of consumer behavior in online shopping. A survey was conducted, and secondary data was collected from 60 participants for this research. The acquired secondary data underwent analysis and assessment utilizing percentage analysis techniques. Visual aids such as charts were utilized to present the gathered data.

The majority of individuals depicted in the above diagram are 22 years old, with an emphasis on exploring potential correlations between age and the impacts of price, trust, and convenience across different age brackets.

The breakdown of respondents by gender reveals a predominant representation of male participants (83.33%) in comparison to female participants (16.66%).

Findings of the study

- All respondents are affiliated with Galgotias University, while others hail from various locales within the vicinity.

- The majority of replies stem from male participants.

- Significant proportion falling within the 20 to 25 age bracket.

- Responses Primarily consisting of students and primarily originating from urban areas.

- The bulk of responders earn an annual income of less than Rs 30,000.

- An overwhelming 96.6% of survey participants have engaged in online shopping, showcasing a clear preference for digital transactions.

- The vast majority opt for mobile devices when making online purchases, and most have internet access at home, leveraging this connectivity for their online shopping endeavours consistently.

- Additionally, more than half of the respondents affirmed that online platforms furnish them with sufficient information to make informed purchase decisions.

- A preference for cash transactions was noted among 57.7% of survey participants,

- 45% expressed satisfaction with their online buying experiences.

- 35% encountered challenges while shopping online.

- A majority of respondents (81.4%) expressed contentment with the quality of goods received through online orders.

- Brand information significantly influences purchasing decisions for 40.7% of respondents,

- A notable 83.1% harbour feelings of insecurity regarding online transactions.

- Half of the respondents rely on online advertisements for decision-making,

- Significant majority (66.1%) are inclined to recommend websites to friends.

Suggestions

- Retailers ought to provide products and services that deliver optimal value for the money, ensuring transparency in policies related to refunds, shipping, privacy, and other aspects.

- It is imperative for vendors to educate customers about e-commerce safety measures, including reading product descriptions, verifying sellers' feedback ratings, and understanding how to identify fraudulent emails and prevalent online scams.

- In the absence of universally accepted regulations for online transactions, proactive measures are essential to thwart anonymous intrusions and safeguard customers' private information and security. Therefore, website designers and service providers must take decisive action.

- Vendors and service providers should avoid imposing unforeseen charges, thereby averting unwarranted increases in product prices.

- Despite consumers possessing a rudimentary understanding of online shopping, their ability to implement it effectively is hindered by language barriers. Establishing websites tailored to regional languages would facilitate newcomers in enhancing their proficiency and expanding the online shopper base.

Conclusion

In earlier decades, consumers dedicated ample time to visiting shopping centers and exploring various products. Many individuals favored negotiating prices and finalizing their purchases after physically examining the items. Depending on factors such as the type of goods, quantity, quality, and location of purchase, this entire process could span from a few hours to several weeks. However, the current landscape has witnessed a significant shift. Modern digital-oriented activities like Electronic Data Interchange, e-commerce, email, and e-business have revolutionized the way transactions occur. E-commerce, which encompasses the exchange of information across networks, has emerged as a competitive strategy in today's high-cost environment. It seamlessly integrates the entire online process of development, marketing, delivery, sales, servicing, and payment for goods and services. The online buying market is expansive, offering vast opportunities for consumers and businesses alike.

References:

1. Rajan, A., & Patel, S. (2018). "Understanding Consumer Behavior in Online Shopping: An Investigation of Indian Consumers." Indian Journal of Marketing, 48(3), 25-33.

2. A Comprehensive Analysis of Consumer Behavior Towards Online Shopping by Monicka.R. Published in IJRPR.
3. Mishra, R., & Singh, D. (2021). "Examining the Influence of Product Characteristics on Consumer Behavior in Online Shopping: Insights from the Indian Context." Journal of Retailing and Consumer Services, 61, 102560