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# **A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING**

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## **ABSTRACT-**

This study explores consumer behaviour towards online shopping, investigating the motivations and preferences of a sample population of 100 men and women. The research acknowledges the growing influence of the internet on shopping habits, with consumers increasingly turning to online platforms for purchases and product research. Recognizing the internet's potential for businesses, the study highlights its role in reducing marketing costs, facilitating communication, and streamlining product sales, information dissemination, and customer feedback collection. Consumers, beyond simply buying online, leverage the internet to compare prices, product features, and after-sales services offered by different stores. The research employs a convenient sampling technique to gather primary data through a structured questionnaire. Additionally, secondary data is collected from reliable sources like textbooks, magazines, and the internet to enrich the understanding of consumer behaviour in the online shopping landscape.

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**KEYWORDS-**CONSUMER BEHAVIOUR, ONLINE SHOPPING, Purchase influence, Social media marketing,

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## **INTRODUCTION-**

The Internet is changing the way consumers purchase goods and services and has become a global phenomenon. Many companies have begun to use the Internet to reduce business costs, thereby reducing the cost of products and services to communicate and disseminate information, sell products, conduct exit strategies and customer satisfaction surveys. Consumers use the internet not only to purchase products online, but also to compare prices, product features and after-sales services they will receive after purchasing from a specialty store. Many experts agree that online commerce is the future. In addition to the great potential of e-commerce, the Internet also offers companies unique opportunities to reach existing customers and be more efficient. Although most of the revenue from online commerce comes from business to business, business-to-consumer commerce should not lose faith. More than a decade has passed since the first creation of business-to-consumer e-commerce. E-commerce researchers and practitioners continue to strive to gain and develop insights into consumer behaviour from diverse perspectives. Many studies have evaluated new facts or theories based on consumer behaviour models and then tested their validity in an online context

### ***1.1 Online Shopping in India***

The birth and growth of the Internet is the biggest event of this century. The e-commerce industry in India has come a long way from its infancy in 1999-2000 to an era where everything from high-end products to peanuts can be sold and found online. Many companies use the internet to enter the business world and offer their products and services to reach a wider audience. Computers and the Internet have changed the way people work every day. Online shopping is one of them. The Internet has led to a worldwide change in people's shopping habits. People can access and access almost anything from clothes to books, music to jewelry, digital cameras, mobile phones, mp3 players, video games, and movie tickets from the comfort of their home, office, internet cafe or anywhere in the world. And train and plane tickets. Convenience, comfort, convenience and security are the main things that users buy online. The purchasing power of urban youth between the ages of 18-40 is very high.

### ***1.2 Changing Behaviour of Online Business***

Information on New Markets, Future Demands and Current Issues - Retailers are increasing, but people are shopping online! And the amount is not small. Nowadays, consumers are more opinionated and able to choose in the market. Customer experience is expanding online. The increasing number of internet users day by day attracts the attention of people who have the opportunity to shop online. I never thought Indians would care about buying electronics. Tickets, travel reservations, and even books and movies can be purchased online. Different brands in India have different features and drawbacks even for some electronic products, so how do people buy these products online? Some people in India have never tried online shopping.

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## LITERATURE REVIEW –

According to Vesterby and Chabert (2001), the internet can make it easier for companies to provide information about their products or services to their customers or potential customers. For example, companies can meet customers' personal information needs at a lower cost than sending brochures. Since users can select information from the website, this means that data providers can collect information to better understand users' needs and wants. The Internet is a place where there are almost no standards or rules; therefore, great effort needs to be made to show customers where a particular website is located and what services are available on that website. Vesterby and Chabert (2001) argue that non-physical companies must market themselves extensively online and offline so that customers remember their brand.

**Goldsmith and Flynn (2004)** stated that home catalogs are another traditional way of selling products that people can buy from home, due to the variety of products available in catalogs. They can be ordered by phone or mail. This is easy as long as you can touch and feel the product before purchasing.

**Dr.V Vijayalakshmi and Dr.R.Lakshmi (2018)** Majority of teenagers and younger generation (19-30 years old) like to shop online as they are knowledgeable about technology and e-shopping.

**According to the ASSOCHAM-Resurgent joint research (2018)**, online shopping is expected to achieve 115% annual growth this year due to the rapid increase in information use and many demands on delivery. You can access it from e-commerce platforms.

**Jarvenpaa Journal of Electronic Commerce Research, VOL.6, NO.2, (2015)** this is an early stage of the development of the Internet in terms of establishing the necessary standards for purchasing behaviour.

**Ahmed, (2012)** Determining price, quality, durability and other relevant factors are important factors in purchasing decisions in developing countries, but the decisions will be different from those in developed countries.

**Sylke et al., (2004)** However, the growth of Indian e-commerce is still lower than expected due to its limitations; the retail market still accounts for a tiny fraction of all retail sales.

**Garbarino and Strahilevitz (2004), Korgaonkar and Wolin (1999), Van Slyke et al (2002)** Previous research has shown that men are more likely than women to purchase products and/or Internet services. Li Na and Zhang Ping (2002) found that men prefer to shop online, while women prefer to use home stores. Studies have shown that women shop more online than men when they are interested in online shopping.

**Zhang, Dran, Me and Barcellous (1998)** stated that the website design features of the website are the main factors affecting customer satisfaction and dissatisfaction, especially with the website.

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## OBJECTIVE OF THE STUDY-

- To study consumer behaviour towards online shopping.
- To know the factors which affect decision making process of customer while purchasing the online shopping product.
- To identify their preference towards different E-shopping websites and the features of websites in general.
- To know the problems they face during online shopping.

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## RESEARH METHODOLOGY –

The research is based upon both primary and secondary data both. The primary data was collected through a questionnaire designed exclusively for the study. Secondary data was taken from Research papers, journals, magazines, and websites.

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## COLLECTION OF DATA

The research uses both Primary and Secondary data

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## Tools of Analysis and Presentation

The collected data has been analysed and interpreted by using different statistical tools such as percentages, pie charts, bar charts, etc.

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## STRUCTURE OF QUESTINNAIRE

The questionnaire has been framed and circulated to collect primary data. The questionnaire contains

- Direct Questions
- Close end Questions
- Multiple Choice Questions

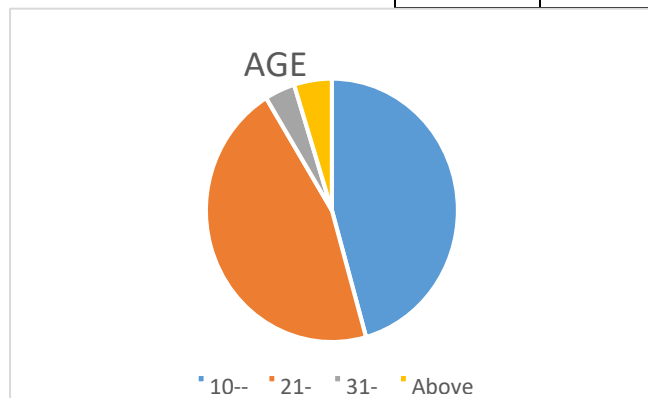
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## SAMPLE SIZE

Samples were collected from consumers and buyers of online shopping through questionnaire. The sampling size is 100, the sampling technique used for the study is Convenient Sampling

**DATA ANALYSIS AND INTERPRETATION**

AGE	No. Of Response	Percentage
10-20	44	44
21-30	47	47
31-40	4	4
ABOVE 40	5	5
TOTAL	100	100



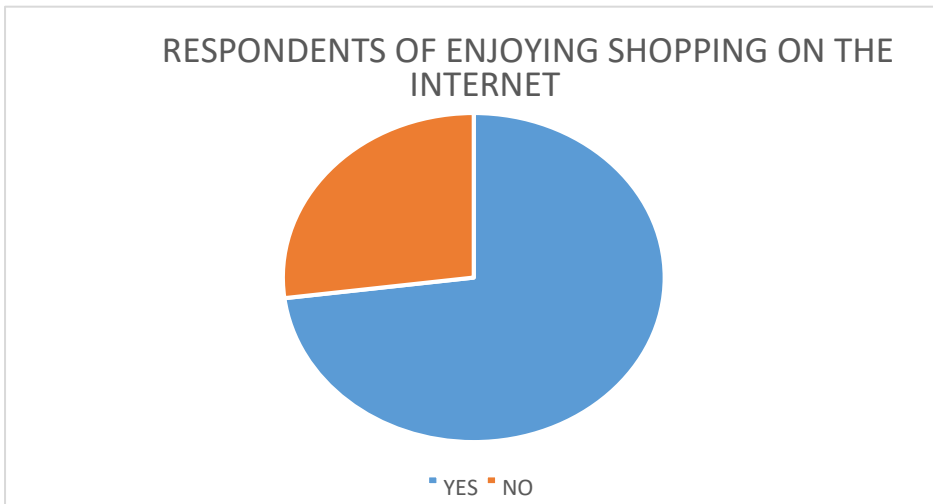
**Interpretation** From the above data, it is clear that 47 % of respondents belong to the age class 20-30, 44 % of the respondents belongs to the age class 10-20, 5 % of the respondents belong to the age class Above 40 and 4% of the respondents belong to the age class 30-40.

QUALIFICATION	NO.OF RESPONDENTS	PERCENTAGE
SCHOOL LEVEL	24	24
UNDER GRADUATION	56	56
POST-GRADUATION	20	20
TOTAL	100	100

**Interpretation** From the collected data the researcher identifies that 56 % of the respondents are undergraduates 24 % of the respondents are school level and 20 % of the respondents are postgraduates.

**RESPONDENTS OF ENJOYING SHOPPING ON THE INTERNET**

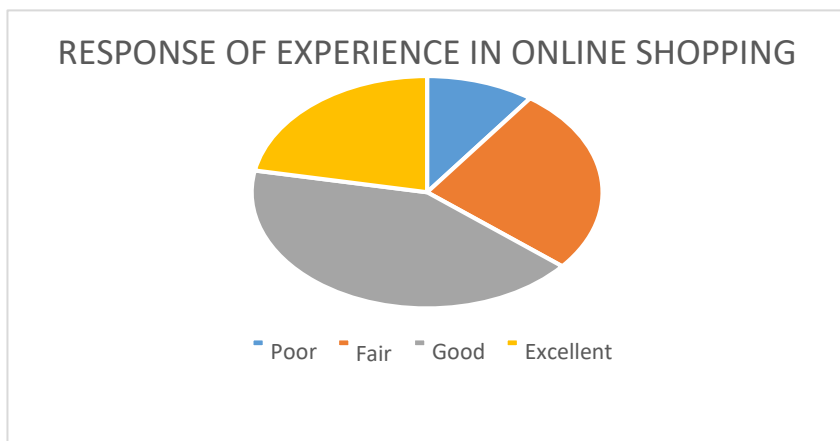
RESPONSE	NO OF RESPONDENT	PERCENTAGE
YES	73	73
NO	27	27



**Interpretation** From the classified data, the researcher can say that 73% of respondents are enjoying shopping in online websites.

OPTIONS	NO OF RESPONDENT	PERCENTAGE
POOR	10	10
FAIR	26	26
GOOD	42	42
EXCELLENT	22	22

**RATE YOUR EXPERIENCE IN ONLINE SHOPPING**



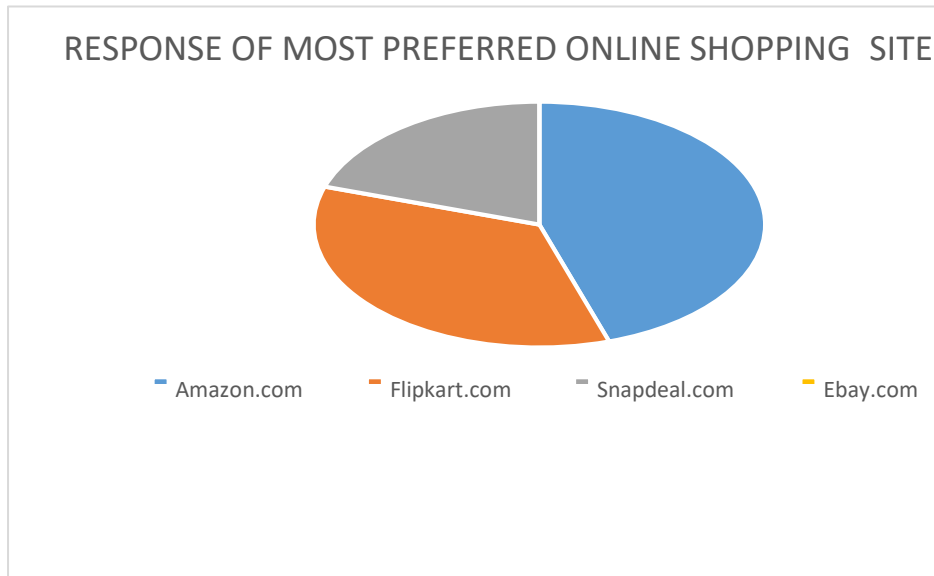
**Interpretation** From the above table and figure it is clear that 42 % of respondents good on experience online shopping, 26 % of respondents fair on experience online shopping, 22 % of respondents excellent on experience online shopping, and 10 % of respondents poor on experience online shopping.

**INFORMATION ABOUT THE MOST PREFERRED ONLINE SHOPPING SITE**

Shopping Sites	No Of Response	Percentage
Amazon.com	45	45

Flipkart.com	35	35
Snapdeal.com	20	20
Ebay.com	0	0
Total	100	100

**Interpretation** From the classified data, the researcher can say that 35% of respondents respond prefer Flipkart as the most visited online shopping site, 20% of respondents respond prefer snapdeal site and 45% of respondents respond says the most visited online shopping site is amazon



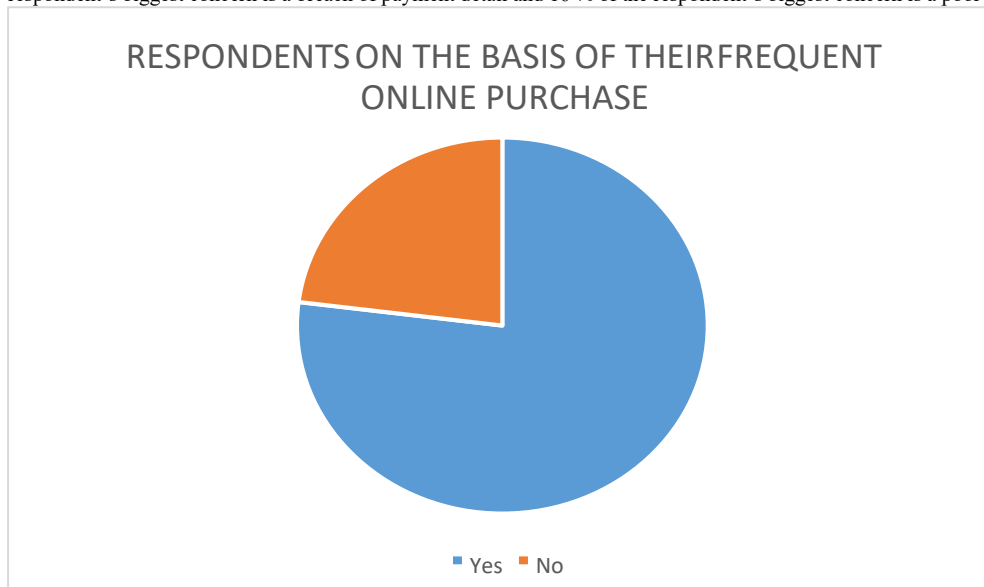
#### **REASON FOR ONLINE**

<b>Reason</b>	<b>No.of respon dents</b>	<b>Percentage</b>
Door step delivery	10	10
Low price	14	14
Time saving	28	28
Wide variety of brand Choice	4	4
Getting latest product	24	24
Convenience	20	20

**Interpretation** In the above table shows that most motivated factor of online shopping time saving. 28% of customers prefer online shopping for time saving, 24% is getting latest product, and 14% is Low Price



**Interpretation** From the classified data, it is clear that 44 % of the respondent's biggest concern is a breach of personal information, 40 % of the respondent's biggest concern is a breach of payment detail and 16 % of the respondent's biggest concern is a poor internet connection.



**Interpretation** From the above data, it is clear that 77% of respondents are frequent online buyers and 23% of the respondents are not.

## FINDINGS –

The major findings of the study on Consumer Behaviour towards Online Shopping are:

- 91% of respondents are belonging to the age group of 10- 30.
- Majority of respondents (56%) are under graduates.
- 82% of respondents are single.
- 73% of respondents are enjoying shopping in online websites
- 71 % of respondents are always shopping online.
- Only 77% of respondents are frequently conduct online buying.
- Most preferred (45%) online shopping site is Amazon
- Most preferred payment mode is cash on delivery.

- 44 % of the respondent's concerned about breach of personal information.
- 28% of customers prefer online shopping for time saving.
- 24% is getting latest product.
- 42 % of respondents good on experience online shopping

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## SUGGESTIONS :

1. Providing more competitive price can attract customers.
2. Online shopping sites should increase the security for online payment.
3. More attractive offers on products can attract more customers.
4. Measures to be taken in order to avoid delivery of duplicate products.
5. Measures to be taken in order to reduce delivery of damaged products.

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## CONCLUSION :

After completing the project, it is revealed that customers are partially satisfied with online shopping. Some corrections in the facility can fully satisfy the customers. Online shopping sites provide a big platform for customers for shopping and they can save time by shopping online. By removing the online frauds, sites can create a high place in the mind of customers. Customers need fast delivery of good quality products, a wide range of products and competitive prices are of the main factor that attracts people towards online shopping, more improvements in this two field attract people more. Online shopping provides an important role in the mind of customers. With the ever-evolving online shopping landscape, understanding consumer behaviour remains crucial. By continuously analyzing trends and preferences, businesses can refine their online strategies to cater to the dynamic needs of online shoppers and ensure their continued success in the e-commerce marketplace.

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