A study in consumer behaviour towards online shopping

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Abstract
The E-Commerce industry has witnessed a tremendous growth over the years. The mushroom growth of E-Commerce companies has gained attention from a number of investors and business house to focus their attention towards E-Commerce industry. The Indian internet users stand in the third position among the internet users in Asian countries. This is an additional advantage for the online marketers to make their product sales. The world has shrunk to a palm with the advent of technology adopted by E Commerce companies for the purchases of the products done worldwide. The online shoppers have a lot of choices in choosing their product from huge number of websites according to their convenience thereby making use of the facilities and technology provided by online marketers. It is also been found that majority of the consumers 37.4 percent buying online when in need. It is also been found that most of the consumers 48.3 percent payments are cash on delivery and around 64 % of the respondents spends less than one hour to two hours while shopping online.

Keywords: Consumer Behaviour, Online Shopping, E-Commerce, Marketing etc.

Introduction
Marketing dates back to the period when there was no proper place for buyer and seller to come into contact for exchange of goods. It was very much difficult for everyone to engage in marketing activities. With the birth of the barter system in which two parties are involved in the exchange of goods with the mutual benefits and transfer of the ownership of goods exchanged, started the evolution and growth of the modern day marketing. Marketing is an essential and way of life for every kind of business in the world. It is a social process by which the demand of the product can be anticipated, enlarged, created and satisfied through production, promotion and physical distribution of products. The American Association of marketing defined marketing as “The performance of business activities that direct the flow of goods and services from producer to consumer or user”. Emphasis must be made on the consumer satisfaction with the products provided by the company. In the modern marketing the needs and expectations of the consumer are to be identified at first as consumer is an important visitor of business. A business should discover what the consumer wants, when they want, where they want and at what price they are willing to buy the product eventually aims to satisfy the customer. Marketing is the development and efficient distribution of goods and services for the chosen consumer segments by which profitability is achieved through creating customer satisfaction. A correct approach towards a customer is the key of a successful marketing and efficient distribution of goods.

The number of internet users worldwide in 2005 was 1,030,1,01289 which has reached to 4.54 billion as of January 2020. About 2,200,658,148 asians are using internet contributing to 50.4% of the world internet users. In June 2019 china has ranked 1st with 854,000,000 and India on 2nd place with 560,000,000 as on Dec 2019. Indian consumers who believe into online shopping accepted the technology to find their best product through internet. Better quality of products, reasonable price, variety of products, time saving have driven the individuals to shop online. Association o chamber of commerce and Industry in India reported the E-Commerce market was worth$3.8 million in 2009 and went up to $17 billion in 2014 and is expected to rise $200 billion by 2026 from $38.5 billion in 2017. Much growth of the industry has been triggered by increasing internet and smart phone penetration.
Models Of E-Commerce.

(i) Business To Consumer
In this model the website or business sells products directly
to consumers. Customers can browse, select variety of
products shown on the website, and can order the same. After
the selection of the products the website notifies the
manufacturer to deliver the products to consumer.

(ii) Consumer To Consumer
Any website which follows consumer to consumer model
helps the consumer to sell their assets like house, rooms on
rent, mobile etc directly to the consumer by publishing their
information on the website.

(iii) Consumer To Business:-
In this modal the consumer approaches to website that
provides a particular service. The consumer then pitches a
budget for the service he needs. Eg. Comparison of interest
rates of personal loan / car loan provided by the various banks

(iv) Business To Government
Business to government is a variant of Business to Business
Model. Such websites are used by the government to trade
and analyse information with various organizations. Such
websites are approved by the government.

(v) Business To Business
Any website which follows Business To Business model sells
its products to an intermediate buyer who then sells the
products to final consumer eg. A wholesaler places an order
from company’s website and after receiving the order sells
the product to final consumer.

Drivers of E-Commerce
- Customers of the product are present worldwide.
- Many customers demand global products and these are
available to customers through E. Commerce by
planning an order through website.
- Development of transnational and multinational
corporations.
- Use of foreign new materials
- Availability labor, machines for production.
- Availability of cheaper smart phone technology.
- Availability of branded items at affordable prices.
- Increase in the use internet.
- Global competition between companies to acquire
maximum
- Market for the sale of products.
- Willingness and ability of the people to adopt new
technology.
- Concept Of Online Shopping:-
As the use of internet has started to grow. It has brought the
shift of paradigm in the shopping pattern that was traditional
towards more advanced methods with continuous rapid
growth of internet users which indicates that there is also
increase in the use of internet for making online purchases
(Jonis Schewer & Schenfele,, 2003) The rapid increase is
explained by the growth in the use of broadband technology
combined with a change in consumer behavior. The facilities
of internet access through advanced electronic gadgets and
easy availability of payment services have driven the people
towards online shopping.

Process Of Online Shopping:-
Process of online shopping means when consumer decides to
internet for shopping. (Hollisen 2004) allegs that internet has
developed into the new distribution channel. Using the
internet to shop online has become one of the primary reasons
to use the internet combined with searching about them
(Joine et al. 2003). Online shopping is not a complex
process. It provides ample opportunity to make the
purchases. Below is the ten step model to describe a consumer
online shopping behavior and process.
- Motivation.
- Searching for websites.
- Browsing websites.
- Searching for products
- Examining products.
- Evolution and comparison.
- Temporary purchase.
- Payment.
- Receiving and checking.
- Product accepted or returned.

Results and Discussions
Age Groups–Wise Distribution of Respondents.
The age of the respondent is an accepted demographic charter
which is influencing the decision making process. To
understand the influence of age upon the level of satisfaction
of consumer towards online shopping, some of the
association analysis has been done. For the purpose of this
study, the
age of the respondent has been categorized into; between 18
to 25 years, between 26 to 30 years, between 31 to 35 years,
between 36 to 40 years, above 40 years; accordingly the
distribution of the respondents is tabulated below.

Table 1: Distribution of the sample respondents on the basis of age
groups.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Age</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>18y-25y</td>
<td>168</td>
<td>29.9</td>
<td>29.9</td>
<td>29.9</td>
</tr>
<tr>
<td>2</td>
<td>26y-30y</td>
<td>187</td>
<td>33.3</td>
<td>33.3</td>
<td>33.3</td>
</tr>
<tr>
<td>3</td>
<td>31y-35y</td>
<td>121</td>
<td>21.6</td>
<td>21.6</td>
<td>21.6</td>
</tr>
<tr>
<td>4</td>
<td>36y-40y</td>
<td>67</td>
<td>11.9</td>
<td>11.9</td>
<td>11.9</td>
</tr>
<tr>
<td>5</td>
<td>Above 40 Years</td>
<td>18</td>
<td>3.2</td>
<td>3.2</td>
<td>100.</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>561</td>
<td>100.</td>
<td>100.</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Source

The values in the table 1 inferred that around 29.9 percent of
the respondents are in the age group between 18 to 25, 33.3
percent of the respondents are in the age group between 26 to
30, 21.6 percent of the respondents are in the age group
between 31 to 35, 11.9 percent of the respondents belongs to
the age group between 36 to 40 years and remaining 3.2
percent of the respondents are above 40 years.

Gender – Wise Distribution of Respondents.
Gender of a person influences the shopping decisions in many
ways. To understand the influence of the gender on consumer
satisfaction towards online shopping, some of the
fundamental statistical techniques
were employed. As per the worldwide classification of
gender, in this study it is classified as Male and Female. Out
of 561 samples our classification comes as 332 males and 229
females. The basic distribution is mentioned in the table below.

**Table 2:** Distribution of the sample respondents on the basis of gender.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Male</td>
<td>332</td>
<td>59.2</td>
<td>59.2</td>
<td>59.2</td>
</tr>
<tr>
<td>2.</td>
<td>Female</td>
<td>229</td>
<td>49.8</td>
<td>49.8</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>561</td>
<td>100.0</td>
<td></td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Primary Data.

Since the responses of the respondents are dichotomy in nature other than percentage statistic, no other descriptive characteristics could be found. It is inferred from the table that 59.2% of the respondents are males and the remaining females.

**Source of Information – Wise Distribution of Respondents.**

The source of information may influence the level of satisfaction of consumers towards online shopping. For this purpose, the source of awareness on online shopping was classified into the following categories viz; News papers, magazines & journals, Posters, Display board, Exhibition, Price List, Leaflets, Booklets, Radio, Televison, Web ads, Neighbors, friends, colleagues and Short message service (SMS). The distribution of the sample respondents are shown in the following table.

**Table 3:** Distribution of the sample respondents on the basis of source of information.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Source Of Information</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Newspaper</td>
<td>79</td>
<td>14.1</td>
<td>14.1</td>
<td>14.1</td>
</tr>
<tr>
<td>2</td>
<td>Magazines &amp; Journals</td>
<td>19</td>
<td>3.4</td>
<td>3.4</td>
<td>17.5</td>
</tr>
<tr>
<td>3</td>
<td>Poster</td>
<td>1</td>
<td>.2</td>
<td>.2</td>
<td>17.7</td>
</tr>
<tr>
<td>4</td>
<td>Display boards</td>
<td>18</td>
<td>3.2</td>
<td>3.2</td>
<td>20.9</td>
</tr>
<tr>
<td>5</td>
<td>Exhibition</td>
<td>12</td>
<td>2.1</td>
<td>2.1</td>
<td>23.0</td>
</tr>
<tr>
<td>6</td>
<td>Price List</td>
<td>12</td>
<td>2.1</td>
<td>2.1</td>
<td>25.1</td>
</tr>
<tr>
<td>7</td>
<td>Leaflets</td>
<td>12</td>
<td>2.1</td>
<td>2.1</td>
<td>27.2</td>
</tr>
<tr>
<td>8</td>
<td>Booklets</td>
<td>18</td>
<td>3.2</td>
<td>3.2</td>
<td>30.4</td>
</tr>
<tr>
<td>9</td>
<td>Radio</td>
<td>6</td>
<td>1.1</td>
<td>1.1</td>
<td>31.6</td>
</tr>
<tr>
<td>10</td>
<td>TV</td>
<td>84</td>
<td>15.0</td>
<td>15.0</td>
<td>46.5</td>
</tr>
<tr>
<td>11</td>
<td>Neighbours</td>
<td>36</td>
<td>6.4</td>
<td>6.4</td>
<td>52.9</td>
</tr>
<tr>
<td>12</td>
<td>Web Ads</td>
<td>108</td>
<td>19.3</td>
<td>19.3</td>
<td>72.2</td>
</tr>
<tr>
<td>13</td>
<td>Friends</td>
<td>90</td>
<td>16.0</td>
<td>16.0</td>
<td>88.2</td>
</tr>
<tr>
<td>14</td>
<td>Colleagues</td>
<td>24</td>
<td>4.3</td>
<td>4.3</td>
<td>92.5</td>
</tr>
<tr>
<td>15</td>
<td>SMS</td>
<td>42</td>
<td>7.5</td>
<td>7.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>561</td>
<td>100.0</td>
<td></td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Primary Data.

From the above table 3, it is inferred that the distribution forming 19.3 percent of the respondents know about the online shopping through web ads, 16 percent of respondents get the information of online shopping through their friends, 15 percent of the respondents through television, 14.1 percent of the respondents aware of online shopping through News papers and the remaining respondents are followed by 7.5 percent through SMS, 6.4 percent through neighbours, 4.3 percent through colleagues, 3.4 percent through magazines & journals, 3.2 percent through display boards and remaining respondents get the information through exhibition, pricelist, leaflets, radio and posters.

**Table 4:** Distribution of the sample respondents on the basis of frequency of purchase.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Frequency Of Purchase</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Daily</td>
<td>18</td>
<td>3.2</td>
<td>3.2</td>
<td>3.2</td>
</tr>
<tr>
<td>2</td>
<td>Weekly</td>
<td>79</td>
<td>14.1</td>
<td>14.1</td>
<td>17.3</td>
</tr>
<tr>
<td>3</td>
<td>Fortnightly</td>
<td>42</td>
<td>7.5</td>
<td>7.5</td>
<td>24.8</td>
</tr>
<tr>
<td>4</td>
<td>Monthly</td>
<td>109</td>
<td>19.4</td>
<td>19.4</td>
<td>44.2</td>
</tr>
<tr>
<td>5</td>
<td>When in Need</td>
<td>210</td>
<td>37.4</td>
<td>37.4</td>
<td>81.6</td>
</tr>
<tr>
<td>6</td>
<td>Special Days</td>
<td>103</td>
<td>18.4</td>
<td>18.4</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>561</td>
<td>100.0</td>
<td></td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Primary Data.

The values in the table 4 depicts that the distribution of respondents of 3.2 percent purchase online daily, 14.1 percent respondents are buying online at weekly, around 7.5 percent purchase online in fortnightly, 19.4 percent respondents purchase on monthly basis, 37.4 percent buying online when in need and the remaining 18.4 percent respondents are purchasing product types in online in special days.

**Mode of Payment – Wise Distribution of Respondents.**

A variety of payment options for consumers is one of the consumer retention techniques. This factor could definitely decide the level of satisfaction of consumers towards online shopping. For this purpose, mode of payment is classified into six categories i.e., Credit Card, Debit Card, Cash on Delivery, Wallets, Net banking and EMI (Equated Monthly Installment) option. The distribution of the sample respondents are shown in the following table.

**Table 5:** Distribution of the sample respondents on the basis of mode of payment.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Mode Of Payment</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Credit Card</td>
<td>109</td>
<td>19.4</td>
<td>19.4</td>
<td>19.4</td>
</tr>
<tr>
<td>2</td>
<td>Debit Card</td>
<td>91</td>
<td>16.2</td>
<td>16.2</td>
<td>35.6</td>
</tr>
<tr>
<td>3</td>
<td>Cash On Delivery</td>
<td>271</td>
<td>48.3</td>
<td>48.3</td>
<td>84.0</td>
</tr>
<tr>
<td>4</td>
<td>Wallets</td>
<td>6</td>
<td>1.1</td>
<td>1.1</td>
<td>85.1</td>
</tr>
<tr>
<td>5</td>
<td>EMI</td>
<td>42</td>
<td>7.5</td>
<td>7.5</td>
<td>92.5</td>
</tr>
<tr>
<td>6</td>
<td>Net Banking</td>
<td>42</td>
<td>7.5</td>
<td>7.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>561</td>
<td>100.0</td>
<td></td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: primary data.

The values in the table 5 reveals that the distribution of respondents forming around 19.4 percent respondents payment through credit cards, 16.2 percent of the respondents payments through debit card, 48.3 percent of the respondents payments are cash on delivery, 1.1 percent of the respondents are paid through their shopping account wallets, 7.5 percent payments through Net banking and the remaining 7.5 percent respondents are choosing EMI option payment for their purchases.

**Garrett Ranking analysis on consumer priorities in online shopping.**

The following list is consumer buying priorities in online shopping. With the execution of Garrett Ranking method the
consumer buying priorities from online was analyzed. The following table indicates the list as well as the rank order.

**Table 6: Analysis of consumer buying priorities in online shopping.**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Product</th>
<th>Total Score</th>
<th>Mean Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Electronics</td>
<td>38759</td>
<td>69.09</td>
<td>I</td>
</tr>
<tr>
<td>2</td>
<td>Fashion wear, men, women &amp; children</td>
<td>38387</td>
<td>68.43</td>
<td>II</td>
</tr>
<tr>
<td>3</td>
<td>Toys, Baby Products, Kids’ Fashion</td>
<td>27143</td>
<td>48.38</td>
<td>IV</td>
</tr>
<tr>
<td>4</td>
<td>Books</td>
<td>23942</td>
<td>42.68</td>
<td>VII</td>
</tr>
<tr>
<td>5</td>
<td>Household Appliances</td>
<td>28205</td>
<td>50.28</td>
<td>III</td>
</tr>
<tr>
<td>6</td>
<td>Movies, Music &amp; Video Games</td>
<td>26850</td>
<td>47.86</td>
<td>V</td>
</tr>
</tbody>
</table>

From the above analysis it is inferred that the Garrett mean score of 69.09, Electronics is the highest purchased product category of the consumers while shopping online, followed by fashion wear of men, women and children with the Garrett mean score of 68.43 the mean score of 50.28 Household Appliances, it is followed by the Toys, baby products, kids fashion and Entertainments with the Garrett mean score of 48.38 and 47.86. Also other product types purchased by the consumers through online shopping is Travel, Books and Medicines with the Garrett scores of 46.85, 42.68 and 23.43.

**Garrett Ranking analysis on consumer preference of different online shopping websites.** The following list is preferences of consumer’s online shopping websites. With the execution of Garrett Ranking method the significant of different online shopping website to purchase products from online was analyzed. The following table indicates the list as well as the rank order.

**Table 7: Analysis on consumer preference of different online shopping websites.**

<table>
<thead>
<tr>
<th>S.No</th>
<th>Website</th>
<th>Total Score</th>
<th>Mean Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Amazon.in</td>
<td>43546</td>
<td>77.62</td>
<td>I</td>
</tr>
<tr>
<td>2</td>
<td>Snapdeal.com</td>
<td>31530</td>
<td>56.20</td>
<td>IV</td>
</tr>
<tr>
<td>3</td>
<td>Paytm.com</td>
<td>32014</td>
<td>57.06</td>
<td>III</td>
</tr>
<tr>
<td>4</td>
<td>Flipkart.com</td>
<td>39680</td>
<td>70.73</td>
<td>II</td>
</tr>
<tr>
<td>5</td>
<td>EBay.in</td>
<td>27168</td>
<td>48.43</td>
<td>VII</td>
</tr>
<tr>
<td>6</td>
<td>Jabong.com</td>
<td>27905</td>
<td>49.74</td>
<td>VI</td>
</tr>
<tr>
<td>7</td>
<td>Myntra.com</td>
<td>28851</td>
<td>51.43</td>
<td>V</td>
</tr>
<tr>
<td>8</td>
<td>Shopclues.com</td>
<td>22856</td>
<td>40.74</td>
<td>VIII</td>
</tr>
<tr>
<td>9</td>
<td>Pepperfry.com</td>
<td>20328</td>
<td>36.24</td>
<td>X</td>
</tr>
<tr>
<td>10</td>
<td>Big basket</td>
<td>21955</td>
<td>39.14</td>
<td>IX</td>
</tr>
<tr>
<td>11</td>
<td>Others</td>
<td>11595</td>
<td>20.67</td>
<td>XI</td>
</tr>
</tbody>
</table>

Source: primary data.

From the above analysis it is concluded that the Garrett mean score of 77.62, Amazon.in is the most preferred website by the consumer purchasing products towards online, followed by the mean score of 70.73 Flipkart, the mean score of 57.06 Paytm.com, it is followed by Snapdeal.com and Myntra.com with the Garrett mean score of 56.20 and 51.43. Also other website preferred by the consumer to purchase products through online as Garrett means score of 49.74, 48.43, 40.74, 39.14, 36.24 and 20.67 are Jabong.com, Ebay.in, Shopclues.com, Big basket, Pepperfry.com and others.

**Summary of findings and conclusion:**

Based on the analysis with the help of t-test, scaling analysis, factor analysis and Henry Garrett ranking the statistical tools, this chapter impart various productive findings and guidelines which suggest the ways and means to improve the overall performance of online shopping websites.

1. It is found that 29.9 percent of the respondents are in the age group between 18 to 25, 33.3 percent of the respondents are in the age group between 26 to 30.
2. It is observed that the majority of the consumers 59.2 % are males.
3. It is found that most of the consumers are 70.6 % post graduates.
4. It is observed that 33.2 percent of the respondents are professionals, 24.8 % of the respondents are employees. It is found that 21.7 percent of the respondent’s earning 10,001-20,000, around 25.
5. Percent of the respondent’s earning 20,001-30,000, 24.8 percent of the respondents earning is 30,001-40,000 of monthly income.
6. Family size shows that around 90 percent of the respondents are above three members in their family.
7. It is observed that most of the consumers 65.8% are married
8. Family structure shows significant relationship on online shopping as the majority of the families in tier-II cities rating at 60.2 percent are joint family, ranging from three to four and above members.
9. It is observed that 19.3 percent of the respondents know about the online shopping through web ads, 16 percent of respondents get the information of online shopping through their friends, 15 percent of the respondents through television, 14.1 percent of the respondents aware of online shopping through News papers.
10. It is found that majority of the consumers 37.4 percent buying online when in need.
11. It is found that most of the consumers 48.3 percent payments are cash on delivery.
12. It is found that around 64 % of the respondents spends less than one hour to two hours while shopping online.
13. H. Garrett Ranking was used to identify the consumer buying practices in online shopping. It has identified the following orders.
   - H. Garrett Ranking was used to identify the consumer preference of different online shopping websites while shopping online. It has identified the following orders.
   - Amazon.in
   - Flipkart.com
   - Paytm.com
   - Snapdeal.com
   - Myntra.com
   - Jabhong.com
   - Ebay.in
   - Shopclues.com
   - Bigbasket.com
14. It is observed that majority of the consumers prefer the online shopping why because it offers products at good quality.
15. It is noticed that majority of the consumers accepted that products are available at reasonable prices with regards to quality.
16. It is found that majority of the consumers agrees that online shopper offers better value than offline store.
17. Majority of the respondents in survey area agrees that the online shoppers are maintaining cordial relationship with their consumers.

References