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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 there by 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 upto \$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.

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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 places 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.
- Increasing economy of country.
- 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) alleges 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 (Joines *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.

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

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.

S.No	Gender	Frequency	Percent	Valid Percent	Cumulative Frequency
1.	Male	332	59.2	59.2	59.2
2.	Female	229	49.8	49.8	100.0
Total		561	100.0	100.0	

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 in to the following categories viz; News papers, magazines & journals, Posters, Display board, Exhibition, Price List, Leaflets, Booklets, Radio, Television, 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

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

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.

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

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.

S.No	Mode Of Payment	Frequency	Percent	Valid Percent	Cumulative Percent
1	Credit Card	109	19.4	19.4	19.4
2	Debit Card	91	16.2	16.2	35.7
3	Cash On Delivery	271	48.3	48.3	84.0
4	Wallets	6	1.1	1.1	85.0
5	EMI	42	7.5	7.5	92.5
6	Net Banking	42	7.5	7.5	100.0
Total		561	100.0	100.0	

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.

S.No	Product	Total Score	Mean Score	Rank
1	Electronics 38759	38759	69.09	I
2	Fashion wear men, women & children	38387	68.43	II
3	Toys, Baby Products, Kids' Fashion	27143	48.38	IV
4	Books	23942	42.68	VII
5	Household Appliances	28205	50.28	III
6	Movies, Music & Video Games	26850	47.86	V

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.

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

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 Garret means score of 49.74,

48.43, 40.74, 39.14, 36.24 and 20.67 are Jbong.com, E bay. 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 Jare 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.
I) Electronics II) Fashion wear II) Household Appliances IV) Toys, baby products and kids fashion V) Movies, music & video games VI) Travel VII) Boo VIII) Medicine
- 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
Jabong.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.

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