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Study on the Consumer Behaviour Towards Online

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***Abstract:** This study aims to find out the consumer behavior towards online shopping. The total numbers of respondents are 100 it has included men and woman. The sampling technique used was convenient sampling. Internet is changing the way consumers shop and buy goods and services and has rapidly evolved into a global phenomenon. Many companies have started using the internet to cut marketing costs, thereby reducing the price of their products and services to communicate and disseminate information, to sell the products, to take feedback, and also to conduct satisfaction surveys with consumers. Consumers use the internet not only to buy the product online but also to compare prices, product features, and after-sales service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospects of online business. The primary data required for study is collected through a structural questionnaire and secondary data required is collected from standard textbooks, magazines and internet.*

I. INTRODUCTION

Internet is changing the way consumers shop and buy goods and services and has rapidly evolved into a global phenomenon. Many companies have started using the internet to cut marketing costs, thereby reducing the price of their products and services to communicate and disseminate information, to sell the products, to take feedback, and also to conduct satisfaction surveys with consumers. Consumers use the internet not only to buy the product online but also to compare prices, product features, and after-sales service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospects of online business.

In addition to the tremendous potential of the E-commerce market, the internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. Although most of the revenue of online transactions comes from business-to-business commerce, the practitioners of business-to-consumers commerce should not lose confidence. It has been more than a decade since business-to-consumer E-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain and improve insight into consumer behavior from different perspectives. Many of the studies have cost new emergent factors or assumptions which are based on the traditional models of consumer behavior, and then examine their validity in the internet context.

A. Online Shopping In India

The birth and growth of the internet have been the biggest event of the century. e-Commerce in India has come a long way from a timid beginning in 1999-2000 to a period where one can sell and find all sorts of stuff from a high-end product to a large peanut online. Most corporations are using the internet to represent their product range and services so that it is accessible to the global market and to reach out to a larger range of their audience. Computers and the internet have completely changed the way one handles day-to-day transactions; online shopping is one of them. The internet has brought about sweeping changes in the purchasing habits of people. In the comfort of one's home, office or cyber cafe or anywhere across the globe, one can log on and buy just about anything from apparel, books, Music, and jewelry to digital cameras, mobile phones, mp3 players, video games, movie tickets, rail, and air tickets. Ease, simplicity, convenience, and security are the key factors turning the user to buy online. There is a huge purchasing power of the youth population aged 18-40 in the urban area.

B. Changing Attitude Towards Online Shopping

"Awareness, Future Demand Focus for Emerging Markets & current issues" Malls springing up everywhere, and yet people are E-shopping! And not in small numbers either. Consumers are more rational nowadays and can get choices from the market. Awareness among consumers is spread through the internet. The number of internet users is increasing day by day which attracts people who have an option to buy online. It was never thought that Indians would go in for E-shopping in such a big way. Ticketing, travel bookings, and even books and movies seem fine to buy online. Knowing that in India sizes vary from brand to brand and quality is inconsistent, even of some electronic items, how is it that people are buying these items online? In India, there are some segments of people who have not yet tried purchasing over the internet.

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Here are a few reasons why internet shopping is preferable:

1) *Convenience:* Online stores are usually available 24 hours a day, and many consumers have internet access both at work and at home. Other establish such as internet café and the school provides access as well. A visit to conventionalretail stores requires travel and must take place during business hours.
2) *Information and Reviews:* Online stores must describe products for sale with text, photos, and multimedia files. Some stores even allow customers to comment or rate theiritems. There are also dedicated review sites that host user reviews for different products. Reviews and now blogs give customers the option of shopping cheaper organize purchases from all over the world without havingto depend on local retailers.

C. Statement Of Problem

At any given time there are millions of people online and each of them is a potential customer for a company providing online sales. Due to the rapid development of the technology surrounding the internet, accompany that are interested in selling productsfrom its website will constantly have to search for an edge in the fierce competition. Since there are so many potential consumers, it is of the utmost importance to be ableto understand what the consumer wants and needs.

The importance of analyzing and identifying factors that influence consumer when he or she decides to purchase on the internet is vital. Since the internet is a new mediumfor there have been new demands set by the consumer. That is why online retailers must know what influences the online consumer. Analyzing consumer behavior is not a new phenomenon. The renowned marketing expert Philip Kotler has published several works on the topic of consumer behavior theories. These theories have been used for many years not only to understand the consumer but also to create a marketing strategy that will attract the consumer efficiently. Hence, understanding and identifying the consumer is closely related to the directions a company will take with its marketing strategies. These theories can also be applied to identify the online consumer and to create certain consumer segments.

Since online retailing is a new retailing medium and online consumer behavior is diverse from traditional consumer behavior, one must identify what influences the online consumer. Analyzing the process that the online consumer goes through whendeciding and making a purchase over the internet, shows some factors that consumersconsider. These factors need to be identified and taken into account by online retailersto satisfy consumer demands and compete in the online market.

D. Scope of Study

At any given time there are millions of people online and each of them is a potential customer for a company providing online sales. Due to the rapid development of the technologies surrounding the internet, a company that is interested in selling productsfrom its website will constantly have to search for an edge in the fierce competition. There are so many potential consumers, it is of the utmost importance to be able to understand what the consumers want and need. The importance of analyzing and identifying factors that influence the consumer when he or she decides to purchase onthe internet is vital. Since the internet is a new medium for there have been new demands set by the consumer. The online retailers must know what influences the online consumer behavior is diverse from traditional consumer behavior, one must identify what influences the online consumer.

E. Objectives Of Study

This project research helps to find out what are the main factors that affect consumer behavior towards online shopping. The following are the objectives of the study;

1) To study consumer behaviour towards online shopping.
2) To know the factors which affect decision making process of customer whilepurchasing the online shopping product.
3) To identify their preference towards different E-shopping websites and thefeatures of websites in general.
4) To know the problems they face during online shopping.

II. REVIEW OF LITERTATURE

The internet is a worldwide accessible series of computer networks that transmit data by packet switching using the standard internet protocol. It is a “network of networks” that consists of millions of smaller domestic, academic, business, and government networks, which together carry various information and services, such a select, file transfer, the interlinked Webpages, and other documents of the WorldWide Web. Originally the internet was mainly used by academics, researchscientists, and students; however, that scenario has changed as commercial organizations have moved to incorporate the World Wide Web into their promotional campaigns, and by offering the facility of online purchasing (Jobber &Fahy, 2003).

The internet has evolved into a worldwide accessible marketplace for information exchange and e-Commerce. The strategic importance to be available for consumers on the World Wide Web, with information and services has become particularly relevant to firms. According to Vesterby and Chabert (2001) the Internet can make it easier for companies to have information about their products or services available to their customers or potential customers. A company can satisfy the consumers' individual need for information at a low cost in comparison to sending out product brochures for example. As the user can choose information from websites, which implies that the information provider canachieve a better understanding of the user's needs and wants by collecting data. On the other hand, the Internet is a place with hardly any structure or rules: therefore, large efforts are needed to show the consumer where a specific site is located, and what services are available on that site. Vesterby and Chabert (2001) claim that companies with no physical presence must market themselves considerably, both online and offline, for the consumer to remember their name.

Whether it is the traditional market or the online market, the marketer must understand the consumer and how he makes his decisions and purchasingchoices (Hollensen, 2004), because the consumer is under a constant flow of stimuli from the marketer's advertisements. The marketer can decide and control the output that will be forwarded to the consumers, but when the advertisement reaches the consumer that control ends. The consumer then interprets the information that has been sent out in his way based on specific factors for every consumer. Therefore marketers have developed different theories that can explainwhy consumers interpret information in a certain way, and thereby understand certain behaviors (Kotler & Armstrong, 2007). Several articles have set out to identify the characteristics of the online consumer. Allred, Smith, and Swinyard (2006) identify the online consumer to have the following characteristics: younger, wealthier, better educated, having a higher "computer literacy" and are bigger retail spenders. Donuthouand Garicia (1999) identify the online consumers: older, make more money, convenience seeker, innovative, impulsive, variety seeker, less risk-aware, less brand and price-conscious, and with a more positive attitude towards advertising and direct marketing. Some of these characteristics are similar, while others are the opposite.

Trying to identify the online consumer is difficult since the rapid development of e-commerce has also led to an increase of both technologies and different types of consumers. It is also known that the type of product has a significant influence on online consumer behavior which makes it more difficult to identify consumer characteristics (Christopher & Huarng, 2003).

Solomon (1998) studied the Consumer behaviour and said that it is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires. In view for the Internet to spread out as a retail channel, it is imperative to realize the consumer's mind-set, intention and conduct in light of the online buying practice.

Lepkowska -White, and Rao (1999) referred vendor characteristics, security of transactions, content for privacy and customer characteristics as factors influencing electronic exchange.

Donthu and Garcia (1999) proposed that risk aversion, innovativeness, brand consciousness, price consciousness, importance of convenience, variety-seeking propensity, impulsiveness, attitude toward adverting, attitude toward shopping, and attitude toward direct marketing would influence online shopping behaviour.

Schiffman, Scherman, & Long (2003) in his study researched that "yet individual attitudes do not, by themselves, influence one's intention and/or behavior. Insteadthat intention or behavior is a result of a variety of attitudes that the consumer hasabout a variety of issues relevant to the situation at hand, in this case online buying.Over time the Internet buyer, once considered the innovator or early adopter, haschanged. While once young, professional males with higher educational levels, incomes, tolerance for risk, social status and a lower dependence on the mass media or the need to patronize established retail channels (Ernst & Young, 2001; Mahajan, Muller & Bass, 1990),

Sultan and Henrichs (2000) in his study concluded that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

Vijay, Sai. T. & Balaji, M. S. (May 2009), revealed that Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format. However, in spite of the convenience offered, online shopping isfar from being the most preferred form of shopping in India. A survey among 150 internet users, including both users and non-users of online shopping, was carriedout to understand why some purchase online while others do not. The results suggested that convenience and saving of time drive Indian consumers to shop online; while security and privacy concerns dissuade them from doing so.

The work of Kim and Park (2005) using U.S. samples suggests that their positiveattitudes as well as willingness to search for pre-purchase information leads to a strong likelihood that they will buy online. Online shoppers, are required to have computer skills in order to use the Internet for shopping. Hence, those who are notcomfortable with using the computer, will likely do their shopping at the traditionalstore, modern shop, or discount store (Monsuwe , 2004) because it will be faster shopping there than in the Internet

shop.

Goldsmith and Flynn (2004) state that the home catalog is another traditional selling channel where people can shop at home because of the varieties of products offered in the catalog. They can order through the phone or by mail. It isconvenient except that they are not able to touch and feel products beforepurchasing.

Dr.V Vijayalakshmi & Dr.R.Lakshmi (2018) Mostly youngsters and youth generation (19-30 age group) are very much interested in online buying because they know about technology and e- shopping.

As per an ASSOCHAM-Resurgent joint study,(2018) online shopping is expected to clock annualised growth of 115 percent this year, aided by fast- increasing data consumption and improvement in logistics, along with a number of offers presented by e-commerce platforms.

Jarvenpaa journal of Electronic Commerce Research, VOL.6, NO.2, (2015) it is an early stage in internet development in terms of building an appropriate dedicated model of consumer buying behaviour.

Ahmed, (2012) Concerns of price, quality, durability and other product- related aspects are the main drivers of buying decision in developed countries butthe considerations could be vary from the developing countries.

Sylke et al, (2004) the growth rate of electronic commerce in India, however, hasyet been much below anticipation; its proportion of total retail business is still smalldue to its certain limitations.

Garbarino & Strahilevitz (2004), Korgaonkar & Wolin (1999), Van Slyke et al (2002) previous researches suggested that men are more likely to purchase products and/or services from the Internet than women.

Na Li & Ping Zhang (2002) found that men are more adopting in online shopping, Female shoppers are found to prefer using catalogues to shop at home. It is foundonce female showed preference in online shopping, they will shop more frequentlyonline than their male counterparts.

Zhang, Dran, Small, and Barcellous (1998), indicated that website designfeatures of the website are important and influencing factors that leads consumer‘ssatisfaction and dissatisfaction with a specific website.

III. RESEARH METHODOLOGY

A. 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.

B. Collection Of Data

The research uses both Primary and Secondary data

1) *Primary Data:* Primary data are those, which are collected for the first time, and are original. A suitable combination of Questionnaires and interview techniques is used to collect the required primary data. By using aquestionnaire, data has been collected from 100 sample respondents through survey method.
2) *Secondary Data:* The secondary data are those which are already collected by someone forsome purpose and are available for the present study. Secondary data was collected from magazines, websites, and other such sources.

C. Tools of Analysis And Presentation

The collected data has been analyzed and interpreted by using different statisticaltools such as percentages, pie charts, bar charts, etc.

D. Structure Of Questinnaire

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

1) Direct Questions
2) Close end Questions
3) Multiple Choice Questions

E. 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

F. Sampling Technique

Sampling technique is the technique used to select the sample size. Convenient sampling technique is used for this research. Customers were taken according to theconvenience of the research study. The respondents from questionnaire (survey method).

G. Period Of Study

The study was conducted for a period of 3 months starting from December 2021 to February 2022

H. Limitation Of Study

The study suffers from the following limitations:

1) The study is based on the opinion on only 100 respondents. It cannot begeneralised.
2) The data was collected through structured questionnaire and analysed basedon the information given by respondents.
3) The study largely based on the perception of the respondents.

IV. DATA ANALYSIS AND INTERPRETATION

The study on Consumer Behaviour Towards Online Shopping has been conducted by collecting primary data from 100 sample respondents. The primary data collected has been analyzed and interpreted with help of percentage analysis. Thecollected data has been presented in the form of tables and charts. The analysis and interpretation of data is as follows;

Age-Wise Classification Of Respondents

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

Table 4.1

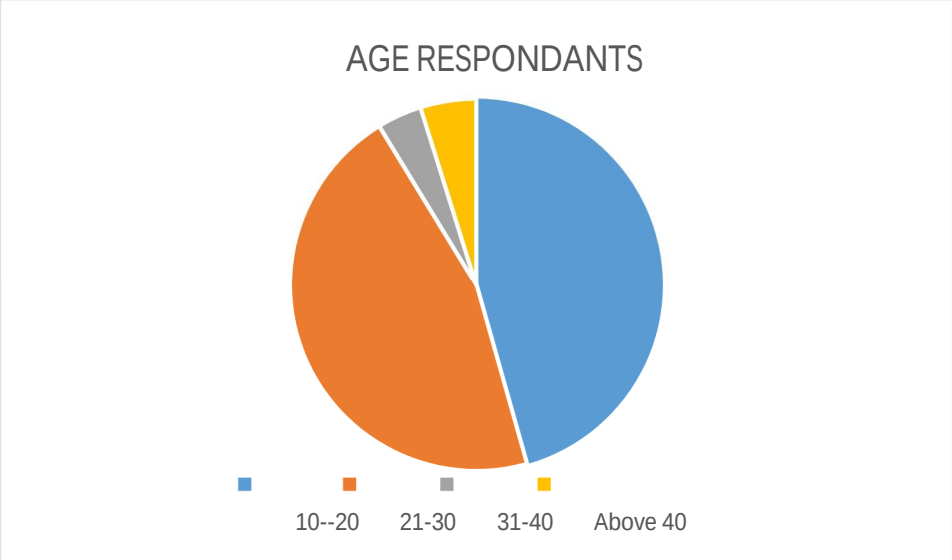


FIG. 4.1

- *Interpretation:* From the above data, it is clear that 47 % of respondents belong to the age class20-30,44 %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 belongto the age class 30-40.

Educational Qualification Of Respondents

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

Table 4.2

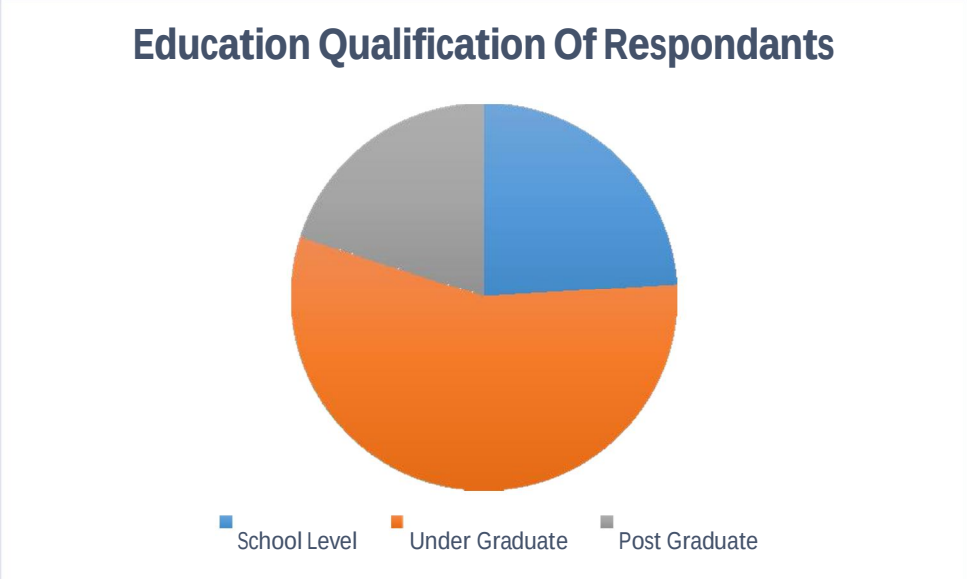


Fig 4.2

- *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.

Marital Status Of Respondent

MARITAL STATUS	NO OF RESPONDANTS	PERCENTAGE
IN A RELATIONSHIP	1	1
MARRIED	17	17
SINGLE	82	82
TOTAL	100	100

Table 4.3

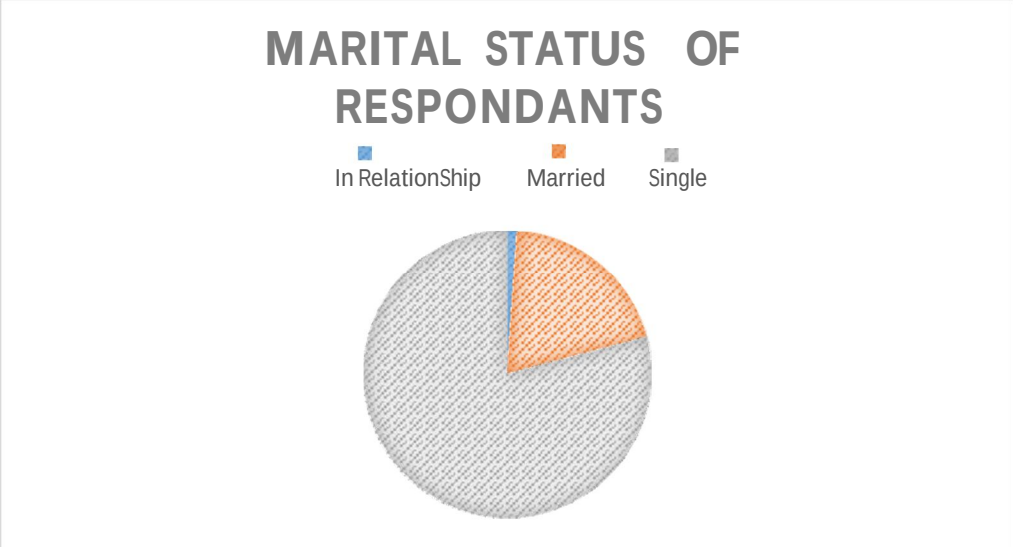


FIG 4.3

- *Interpretation:* From the above table and figure it is clear that 82 % of respondents are single.17 % of the respondents are married and 1 % of the respondents are in a relationship.

Respondents Of Using Always Online Shopping

RESPONDENTS	NO OF RESPONDENT	PERCENTAGE
YES	71	71
NO	29	29

TABLE 4.4

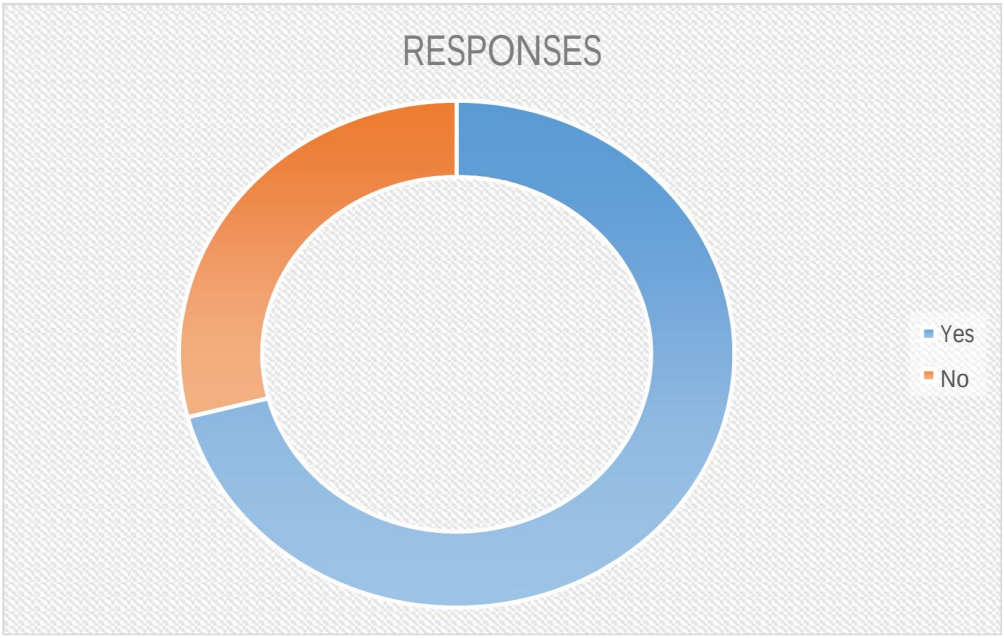


FIG 4.4

- *Interpretation:* From the above data, the researcher can say that 71 % of respondents are alwaysshopping online.

Respondents Of Enjoying Shopping On The Internet

RESPONSE	NO OF RESPONDENT	PERCENTAGE
YES	73	73
NO	27	27

Table 4.5

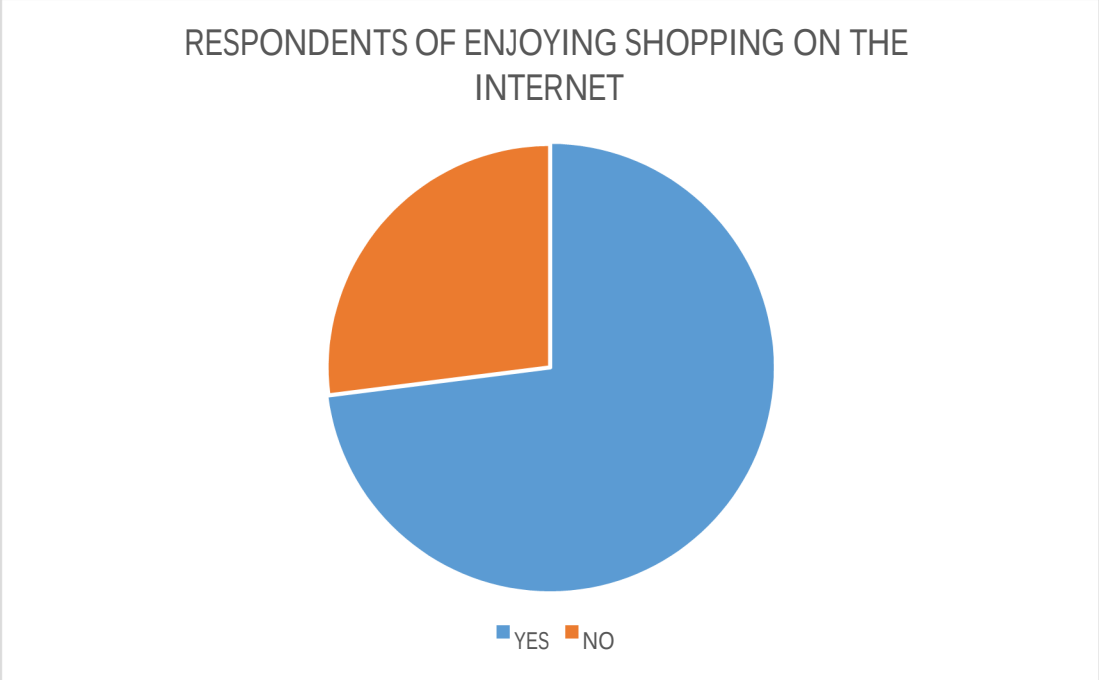


FIG 4.5

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

Rate Your Experience In Online Shopping

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

TABLE 4.6



Fig 4.6

- *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 onlineshopping, 22 % of respondents excellent on experience online shopping, and 10 % of respondents poor on experience online shopping.

Biggest Concern Of Respondents Towards Online Shopping

OPTION	NO. OF RESPONDANTS	PERCENTAGE
Poor internetconnection	16	16
Breach ofpersonal information	44	44
Breach ofpayment detail	40	40
Total	100	100

TABLE 4.7



Fig 4.7

Interpretation: From the classified data, it is clear that 44 % of the respondent's biggestconcern 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.

Classification Of Respondents On The Basis OfTheir Frequent Online Purchase

OPTION	NO OF RESONDANT	PERCENTAGE
YES	77	77
NO	23	23
TOTAL	100	100

Table 4.8

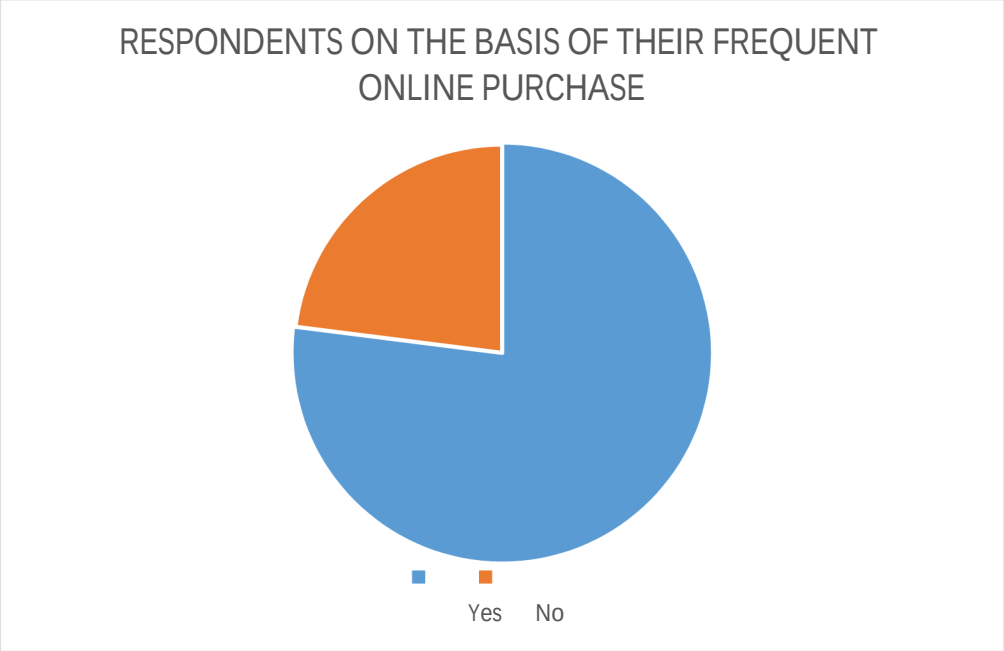


FIG 4.8

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

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

Table 4.9

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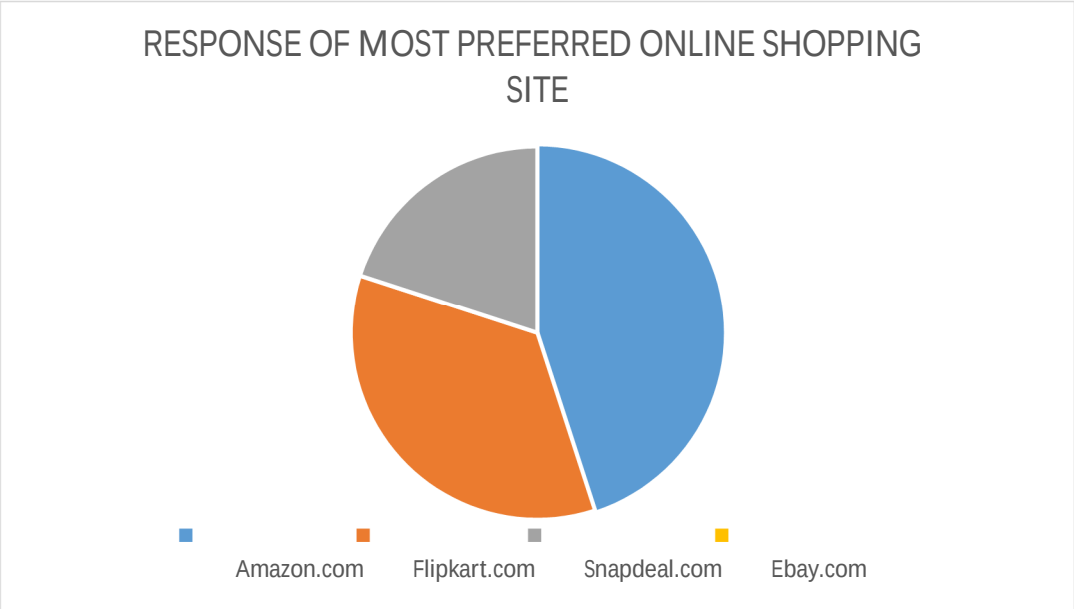


Fig 4.9

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

Most Preferred Payment Mode

Payment Mode	No. Of Response	Percentage
Card	15	16
Cash On Delivery (COD)	64	68
Internet Banking	21	16
Total	100	100

Table 4.10

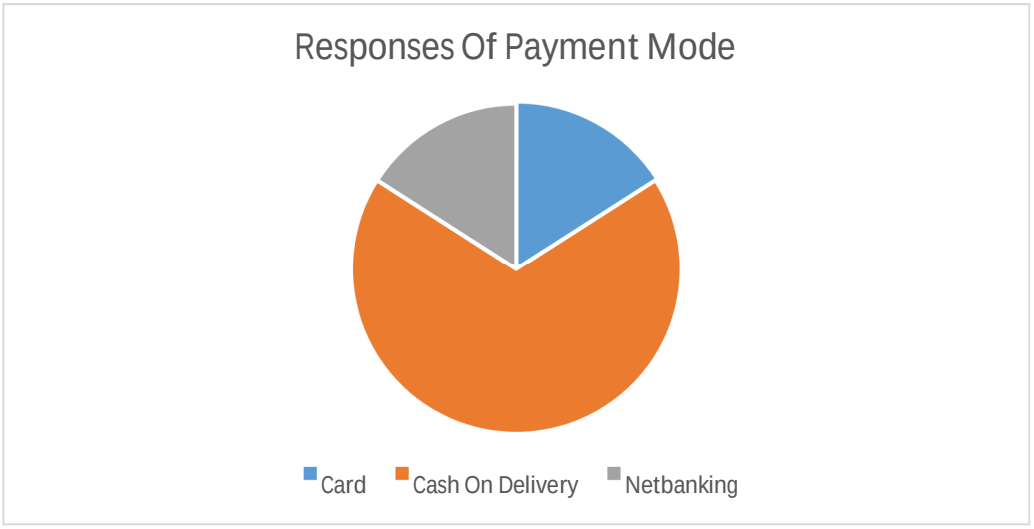


Fig 4.10

- *Interpretation:* From the above data, researchers can say that 68% of respondents preferred payment mode is cash on delivery, 16% of respondents prefer card for payment and 16% of respondents prefer internet banking facilities.

Reaon For Online

Reason	No.of respondents	Percentage
Door step delivery	10	10
Low price	14	14
Time saving	28	28
Wide variety of brandchoice	4	4
Getting latest product	24	24
Convenience	20	20

Table 4.11



FIG 4.11

- *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

V. FINDINGS, SUGGESTION & CONCLUSION

The study entitled "A study on the topic consumer behavior towards online shoppinghas been conducted to analyze and evaluate consumer behavior towards online shopping. The study has been conducted by collecting primary data with the help ofa structured questionnaire from 100 respondents. The collected primary data have been analyzed and interpreted with help of ratios and percentages and the analysisis presented in the form of tables and charts.

A. Findings of the Study on Consumer Behavior towards OnlineShopping

The major findings of the study on Consumer Behavior towards OnlineShopping are:

1) 91% of respondents are belonging to the age group of 10- 30.
2) Majority of respondents (56%) are under graduates.
3) 82% of respondents are single.
4) 73% of respondents are enjoying shopping in online websites
5) 71 % of respondents are always shopping online..
6) Only 77% of respondents are frequently conduct online buying.
7) Most preferred (45%) online shopping site is Amazon

8) Most preferred payment mode is cash on delivery.
9) 44 % of the respondent's concerned about breach of personal information.
10) 28% of customers prefer online shopping for time saving.
11) 24% is Getting latest product.
12) 42 % of respondents good on experience online shopping

B. 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.

C. Conclusion

After completing the project, it is revealed that customers are partially satisfied withonline 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 qualityproducts, 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.

VI. ACKNOWLEDGEMENT

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ANNEXURE

Questionairre

1) Age :
a) 10-20 years
b) 21-30 years
c) 31-40 years
d) Above 40 years
2) Gender :
a) Male
b) Female
3) Educational Qualification
a) School
b) Under Graduate
c) Post Graduate
4) Marital Status
a) In a Relationship
b) Married
c) Single
5) Do you always shop online?
a) Yes
b) No
6) Did you enjoy the online shopping experience on websites?
a) Yes
b) No
7) How would you rate your overall online shopping experience?
a) Excellent
b) Good
c) Fair
d) Poor
8) What is biggest concern towards online shopping?
a) Poor Internet Connection
b) Breach Of Personal Information
c) Breach Of Payment Detail
9) Are you frequent online purchaser?
a) Yes
b) No
10) Which is the most preferred online shopping site?
a) Amazon.com
b) Flipkart.com
c) Snapdeal.com
d) E-bay.com
11) Which payment mode do you prefer?
a) Card
b) Cash On Delivery (COD)
c) Internet Banking
12) What is the reason for online shopping?
a) Door step delivery
b) Low Price
c) Time saving
d) Wide variety of brand choice

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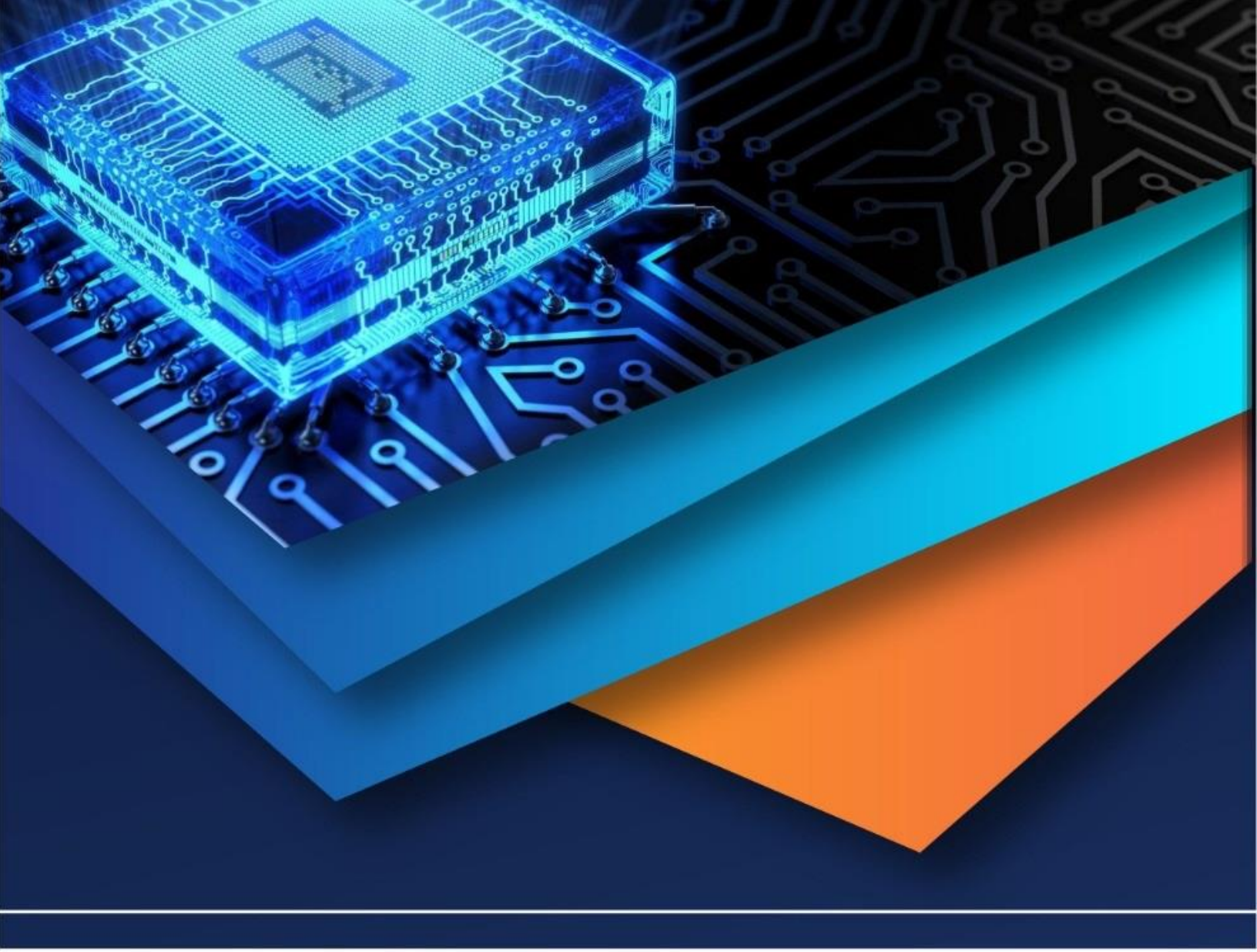
e) Getting latest products

f) Convenience Time / Convenience Risk

(Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

	Questions	SA	A	N	D	SD
13	Delay in deliveryof product					
14	Cancellation oforder is difficult Delivery Risk					
15	It may take a lot of time toplace an order on website					
16	Delivery of wrong product					
17	Chance of non-delivery ofproduct					
18	Goods arriving faulty ordamaged					

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