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## AN EMPIRICAL STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING

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### ABSTRACT

*The change in technological area all over the world has changed the concept of information and communication. The use of internet for commercial purposes gave rise to the existence of the electronic commerce (e-commerce) phenomenon. Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. The study focuses on consumers buying behavior towards online shopping. Questionnaire was used to collect the primary data. The sample size of the study was 125 and the sample design adopted was convenience sampling. This paper tried to find out the impact of online market towards purchase behaviour of consumers and gives suggestions to improve the same.*

### KEYWORDS

online shopping, consumers, e-marketing, internet marketing.

### INTRODUCTION

Internet has become increasingly important as a marketing tool in recent years. It brings opportunities for retailers to sell and communicate with their customers by an interactive and flexible medium. An online platform in businesses enables to promote products and services and ensure good customer service by enabling businesses to deal directly and reach out to a wider market. The use of the Internet as a marketing tool in business industry offers great benefits. The benefits include communication, transaction and distribution channel functions. A website plays a vital role in business marketing strategy as a channel for providing information about products and services. The quality of presentation and usefulness of the business content was the major website. Purchase of products and services on the Internet is known as online shopping. Online shopping has become increasingly popular, due to convenience (and often lower prices). Especially in the holiday season, online shopping saves an individual the hassle of searching several stores and then waiting in long queues to buy a particular item. Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics.

### OBJECTIVES OF THE STUDY

1. To identify the most preferred online shopping sites
2. To find out the preferred product for purchase through online shopping
3. To analyse the consumer opinion on the risk involved in online shopping.

### REVIEW OF LITERATURE

**Abhigyan Sarkar (2011)** finds that consumers with high hedonic shopping values tend to avoid online shopping. They perceive more risks and lesser benefits in online shopping. They are likely to avoid online shopping, as they cannot touch the product or interact with the salespeople directly while shopping online. A customer with high hedonic shopping values tends to prefer direct interaction with the product or salespeople, which become stimuli in creating the hedonic arousal. It is also reinforced the fact that the customers with high utilitarian shopping values perceive greater benefits in online shopping. Most of the online stores provide the utilitarian benefits to their customers by saving their time and costs.

**Kotler and Armstrong (2012)** find that due to technological innovations, the traditional way of shopping has become insufficient for individuals. Individuals now prefer easy ways to reach brands and stores and it can be said that the Internet has fundamentally changed customer's notions of convenience, speed, price, product information and service. As a result, it has given marketers a whole new way to create value for customers and build relationships with them.

**Balamurugan, Sathish and Sathyanarayanan (2013)** identified that most of respondents are satisfied with online shopping. Only few of respondents are not satisfied with the online shopping. The reason being, the delivery delay and defective products shipped etc. The online retailers should make sure that they deliver products with quality at the promised time, which will ultimately increase the customer satisfaction.

**S.Ranjit Kumar (2013)** identified that the relation between education and online purchasing has been positive i.e., highly educated respondents involve more in online purchases. All age groups prefer 6pm to 9 pm followed by 2pm to 6pm and 9pm to 11 pm for online searching or purchasing of products and services. Product choice, lowest price and convenience are important features required by the respondents for online shopping.

**Blazquez (2014)** identifies that hedonic values have significantly higher importance than utilitarian while shopping online. **Devinder Pal Singh (2014)**, state that hedonic and utilitarian motivations substantially affect online information search and online shopping intention. Even though both utilitarian and hedonic shopping motivations drive 'online information search' and purchase intentions but among these hedonic motivations have emerged as strong predictors.

**Florine Scheer (2014)** identifies that females and older people have lower intentions to shop online for utilitarian products. **Scarpi, Pizzi and Visentin (2014)**, say that retailer should strategically choose whether to enhance hedonistic or utilitarian motivations; hedonism and utilitarianism couldn't be used interchangeable.

**Pui-Lai To, E-Ping Sung (2014)** indicate that the most frequently mentioned hedonic motivations are pleasure of bargaining, privacy, social, learning trends and online shopping achievement accordingly. It appears that consumers fully enjoy having the choice to interact with someone (pleasure of bargaining and social) or not interact with anyone (privacy) on the Internet.

**Debansu Chatterjee and Indrajit Ghosal (2015)** point that across different demographics factors; gender has impacted possession of internet and frequency of online purchase of consumers. **Ainnecia Yoag and Ruth S. Siganal (2015)** state that website content has naturally become one of the most important tissues for modern retailers to promote their products and services in order to maximize profits in the global competitive market.

### RESEARCH METHODOLOGY

The Researcher used Descriptive Research Design in this research. Primary Data's were collected using questionnaire and Secondary data's were collected from journals, books and websites. The collected data were edited, coded, classified and tabulated for analysis. The sampling technique used by the researcher is convenience sampling. Sample size taken for the study is 125.

DATA ANALYSIS & INTERPRETATIONS

TABLE 1: RANKING OF PRODUCTS PURCHASED THROUGH ONLINE SHOPPING

Online Products	N	Minimum	Maximum	Mean	Rank
Electronic products	125	1	10	3.54	1
Clothes	125	1	10	4.58	2
Books	125	1	10	5.12	4
Musics	125	1	10	4.85	3
Cosmetic & Jewellery	125	1	10	5.46	6
Gifts	125	1	10	5.79	7
Games	125	1	10	6.14	9
Housewares	125	1	10	6.64	10
Tickets	125	1	10	5.25	5
Food	125	1	10	6.01	8

Source: From Primary data

Result: From the above table it is clear that electronic products rank 1 in online shopping and it is followed by clothes in the 2<sup>nd</sup> rank and Music in the 3<sup>rd</sup> rank and houseware products are ranked 10<sup>th</sup> in online shopping.

TABLE 2: RANKING OF ONLINE SHOPPING SITES

Online Sites	N	Minimum	Maximum	Mean	Rank
Amazon.in	125	1	11	3.04	1
Flipkart.com	125	1	11	3.26	2
Snapdeal.com	125	1	11	4.18	3
Paytm.com	125	1	11	5.18	5
Ebay.in	125	1	11	5.09	4
Jabong.com	125	1	11	6.20	6
Myntra.com	125	1	11	6.34	7
Shopclues.com	125	1	11	7.22	8
Pepperfry.com	125	1	11	7.48	10
Goodlife.com	125	1	11	7.36	9
Bigbasket.com	125	1	11	8.06	11

Source: From Primary data

Result: From the above table it is inferred that Amazon.in is ranked 1<sup>st</sup> in online shopping sites by the respondents followed by Flipkart.com and Snapdeal.com in the 2<sup>nd</sup> and 3<sup>rd</sup> rank. Bigbasket.com is in the 11<sup>th</sup> rank in online shopping sites.

TABLE 3: CONSUMERS OPINION ON PRODUCT RISK IN ONLINE SHOPPING

OPINION OF CONSUMERS ON PRODUCT RISK IN ONLINE SHOPPING	MEAN	STD. DEVIATION
I might not get what I ordered through online shopping	3.30	1.253
I might receive malfunctioning merchandise	3.25	1.133
It is hard to judge the quality of merchandise over Internet	3.39	1.175
I might get damaged product	3.32	1.290
I may not get after sale service	3.35	1.335
Risk involved in exchange of product	3.28	1.324

Source: From Primary data

Result: From the table it is inferred that major risk involved in risk in online shopping is the difficulty to judge the quality of product through internet value with a mean value of 3.39 followed by difficulty that may involve in availing after sale service with a mean value of 3.35, damaged product with a mean value of 3.32, risk in not getting the product ordered through online with a mean value of 3.30, risk involved in exchange of product with a mean value of 3.28 and receipt of malfunctioning merchandise with a mean value.

TABLE 4: DESCRIPTIVE STATISTICS ON CONSUMERS OPINION ON PERCEIVED RISK IN ONLINE SHOPPING

OPINION OF CONSUMERS ON PERCEIVED RISK IN ONLINE SHOPPING	MEAN	STD. DEVIATION
I feel that my credit-card details may be compromised and misused if I shop online	3.79	1.056
I might get overcharged if I shop online as the retailer has my credit-card information	3.32	1.126
I feel that my personal information given for transaction to the retailer may be compromised to 3rd party	3.15	1.280

Source: From Primary data

Result: From the table it is inferred that risk about credit card is the major perceived risk in online shopping with a mean value of 3.79, followed by over charge that may be imposed with a mean value of 3.32 and compromise of person information with third party with a mean value of 3.15.

TABLE 5: DESCRIPTIVE STATISTICS ON CONSUMER OPINION ON CONVENIENCE RISK IN ONLINE SHOPPING

CONSUMER OPINION ON CONVENIENCE RISK IN ONLINE SHOPPING	MEAN	STD. DEVIATION
Finding right product online is difficult	3.55	1.181
If I shop online I cannot wait till the product arrives	3.56	1.086
I cannot get to examine the product when I shop online	3.34	1.310
I feel that it will be difficult settling disputes when I shop online	2.92	1.414
It is not easy to cancel orders when shop online	3.01	1.350
I will have problem in returning product bought online	3.34	1.271

Source: From Primary data

Result: From the table it is inferred that anxiety till the product arrives is an important major factor in convenience risk with a mean value of 3.56 followed by difficulty in finding right product online with a mean value of 3.55. Other subsequent factors that contribute towards convenience risk in online shopping include that not possible to examine product in online shopping with a mean value of 3.34, problem encountered in returning the product when purchased through online with a mean value of 3.34, difficulty to cancel orders when shop online with a mean value of 3.01 and difficulty to settle disputes when shopped online with a mean value of 2.92.

TABLE 6: DESCRIPTIVE STATISTICS ON NON-DELIVERY RISK IN ONLINE SHOPPING

OPINION OF CONSUMERS ON NON DELIVERY RISK IN ONLINE SHOPPING	MEAN	STD. DEVIATION
I might not receive the product ordered online	3.43	1.032
I do not shop online because of non-availability of reliable & well-equipped shipper	3.51	1.069

Source: From Primary data

**Result:** From the table it is inferred that with regard to non -delivery risk, non-availability of reliable & well-equipped shipper is the major factor with a mean value of 3.51 followed by the fact that they may not receive the product ordered online.

### FINDINGS OF THE STUDY

- Electronic products are ranked number 1 in online shopping and it is followed by clothes in the 2<sup>nd</sup> rank and Music in the 3<sup>rd</sup> rank with regard to the products purchased through online shopping.
- Amazon.in is ranked 1<sup>st</sup> in online shopping sites by the respondents followed by Flipkart.com and Snapdeal.com in the 2<sup>nd</sup> and 3<sup>rd</sup> rank in preferred online shopping sites.
- Major risk involved in risk in online shopping is the difficulty to judge the quality of product through internet value with a mean value of 3.39 followed by difficulty that may involve in availing after sale service with a mean value of 3.35
- Risk about credit card is the major perceived risk in online shopping with a mean value of 3.79, followed by overcharge that may be imposed with a mean value of 3.32.
- Anxiety till the product arrives is an important major factor in convenience risk with a mean value of 3.56 followed by difficulty in finding right product online with a mean value of 3.55.
- With regard to non -delivery risk, non-availability of reliable & well-equipped shipper is the major factor with a mean value of 3.51.

### DISCUSSIONS AND IMPLICATIONS

Online retailing is a growing in a phenomenon way worldwide. Many studies have been conducted by various research scholars and academicians at national level and global level by exploring various factors that affect buying behaviour of online consumers. Findings in this study contribute to understanding the concept of online shopping and the risk that influences on customers' purchase behaviour. The findings can help managers better understand how customers evaluate online shopping risk and how they are performing on different dimensions to identify possible areas that need improvement. Hence this platform provides managers with an opportunity to create better impressions that may convey service quality of online shopping to customers. Managers spend time, effort and often finances in designing the interiors of their physical stores, the online managers should also give importance to good interior design even for their online stores.

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