

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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**ONLINE BUYING AND CONSUMER BEHAVIOUR: AN ANALYSIS OF FLIPKART.COM SHOPPERS**

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**ABSTRACT**

Online shopping as a mode of purchase is gaining great importance in recent years in India. Based on the success of Amazon.com in USA, similar exercises are on in countries like India to replicate the Amazon.com model. An analysis of this type of purchase needs a closer look. The purpose of this study is to examine and analyze the consumers buying behavior pattern towards online shopping [especially in case of flipkart.com users in Mysuru city] and also to find out various attitudes of flipkart users of Mysuru city towards online shopping. The data will be collected from respondents through a schedule containing questions. Flipkart.com claims that it is offering best price, good products and completely hassle-free shopping experience for its customers. The success of any e-tailing company in India depends upon its popularity, its branding image, its unique and fair policies and its customer relations etc. the present study aims at examining the veracity of these claims of flipkart.com.

**KEYWORDS**

On-line Shopping, E-commerce, Flipkart.com, Amazon.com.

**INTRODUCTION**

Online buying and consumer behavior is also called as E-shopping consumer buying behavior. Recently at present time online shopping or E-shopping is the new trend of shopping in India that is used to refer computer based shopping same like internet banking or E-banking. Over that past few years, online shopping or E-tailing has increased percentage of online buyers in India. New concept of online shopping is a great example of the business revolution in India. We can say that E-tailing in India is currently experiencing a period of rapid development. E-tailing in India is a rich segment waiting to be explore. Actually, E-tailing is a form of E-commerce. In online shopping, buyers [consumers] purchase the products [like: Apparel, electronic appliances, furniture, home and kitchen appliances etc.] directly from the E-tailers by using a web-browser. I think in India E-shopping or online shopping is the business world.

The research or case studies of online buying and consumer behavior is important because it helps to know about consumers demands, it helps to understand and analyze when consumers buy products on online? And who buy product on online? And how consumer mindset for purchasing the products on online?

Flipkart.com is an Indian E-tailer. It is considered as an E-commerce company. Flipkart.com founded in the year 2007. And its main head office is located in Bangalore city [Karnataka state]. The paper also analyzes awareness of online buying and consumer behaviour of flipkart.com shoppers.

**OBJECTIVES OF THE STUDY**

- The primary objective of this study is to know about online buying and consumer's behaviour of flipkart.com shoppers in Mysuru city.
- To identify the respondents perception about online shoppers.
- To find out various attitudes of flipkart.com users of Mysuru city.

**THEORETICAL BACKGROUND**

Online buying is the process whereby consumers directly buy goods and services from a seller in real-time, without an intermediary service, over the internet. It is a form of electronic –commerce. An online shop , e-shop, e-store, internet shop, web shop, web store, online store or virtual stores evokes the physical analogy of buying products or services at a bricks- and –mortar retailer or in a shopping Centre. This process is called business-to-consumer online shopping. When a business buys from another business, it is called business to business online shopping.

A good online store is easy to navigate and browse for possible purchases. It has a product catalog that customers can use to browse the search criteria [usually a type, price, material etc.] information about the products, the sellers, and the service centers. Online stores may also discuss business conditions and a complaints procedure.

If a shopper finds a product to purchase clicking "send" will add the item to be shopping cart. The shopping cart collects all items to be purchased. Once a shopper is satisfied with their selections, the shopper makes a binding order and payment using a credit card or other financial arrangement.

In the twenty first century, online shopping became very popular, especially with the lifestyles of business people who are always busy and looking for a convenient way to shop.

**BUYING BEHAVIOR**

Buying behavior is the decision processes and acts of people involved in buying and using products. Need to understand the concept is

Why consumers make the purchase that they make?

What factors influence consumer purchases?

The changing factors in our society.

Consumer Buying Behavior refers to the buying behavior of the ultimate consumer. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc.... and is influenced by cultural trends as well as his social and societal environment.

Consumer's buying behavior is influenced by four major factors:

- Cultural ,
- Social,
- Personal,
- Psychological.



The factors cause consumers to develop product and brand preferences. Although many of these factors cannot be directly controlled by marketers, understanding of their impact is essential as marketing mix strategies can be developed to appeal to the preferences of the target market.

In terms of online communication, when customers see banner ads or online promotion, these advertisements may attract customers' attention and stimulate their interesting particular products. Before they decide to purchase, they will need additional information to help them out. If they do not have enough information, they will search through online channels, e.g., online catalogs, websites, or search engines. When customers have enough information, they will need to compare those choices of products or services. In the search stage, they might look for the product reviews or customer comments. They will find out which brand or company offers them the best fit to their expectation. During this stage, well-organized web site structure and the attractive design are important things to persuade consumers to be interested in buying product and service.

**LITERATURE REVIEW**

In 1990, Tim Berners –Lee created the first World Wide Web server and browser. It opened for commercial used in 1991. In 1994 other advances took place, such as online banking and the opening of a online pizza shop by pizza hut. During that the same year, Netscape introduces SSL encryption of data transferred online, which has become essential for secure online shopping. Also in 1994, the German company intership introduced its first online shopping system. In 1995, Amazon launched its online shopping site and in 1996, e-bay appeared.

E-Business probably began with electronic data interchange in the 1960s (Zwass, 1996). However, (Melao, 2008) suggests that it was only in the 1990s, primarily via the Internet, that e-Business has emerged as a core feature of many organizations. In his opinion, the hope was that e-Business would revolutionize the ways in which organizations interact with customers, employees, suppliers and partners. Some saw e- Business as part of a recipe to stay competitive in the global economy.

**Christy M. K. Cheung, Lei Zhu, Timothy Kwong, Gloria W.W. Chan, MoezLimayem,(2002)**, The topic of online consumer behavior has been examined under various contexts over the years. Although researchers from a variety of business disciplines have made significant progress over the past few years, the scope of these studies is rather broad, the studies appear relatively fragmented and no unifying theoretical model is found in this research area. In view of this, provide an exhaustive review of the literature and propose a research framework with three key building blocks (intention, adoption, and continuance) so as to analyze the online consumer behavior in a systematic way. This proposed framework not only provides us with a cohesive view of online consumer behavior, but also serves as a salient guideline for researchers in this area.

**Burke, R.R. (2002)**, Trust is a key factor that determines the success of Business to Consumer (B2C) e-commerce transactions. Previous researchers have identified several critical factors that influence trust in the context of online shopping. This research focuses on available security measures which assure online shoppers safety and great sales promotions and online deals which stimulate customers to online shoppers.

**RESEARCH METHODOLOGY**

Research methodology states what procedures were employed to carry out the research study.

**RESEARCH DESIGN**

In case of research design we used exploratory as well as descriptive research design for this study.

**RESEARCH INSTRUMENT**

For this study we used structured questionnaire as a research instrument.

**SAMPLING TECHNIQUE**

The convenience sampling method was applied in this case study. Source of the sample is limited to Mysuru city. Keeping in mind the questionnaire was prepared for the purpose of collecting primary data. A part from variables like: gender, age and overall customer satisfaction were collected and percentage method used for this study.

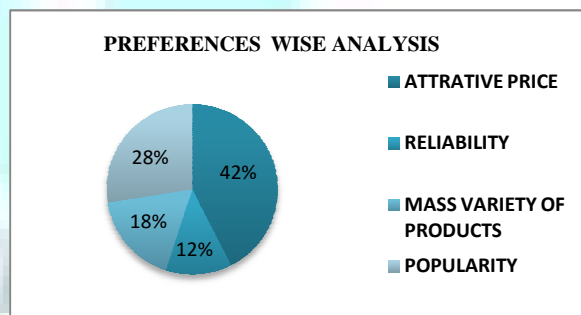
**DATA TYPES**

In the context of the current study we used both primary and secondary data.

**DATA ANALYSIS AND INTERPRETATION**

1. **Why did you choose flipkark.com for online shopping?**

Particulars	Frequency	Percentage
attractive prices	17	42.50
reliability	05	12.50
mass variety of products	07	17.50
popularity	11	27.50
Grand total	40	100.00

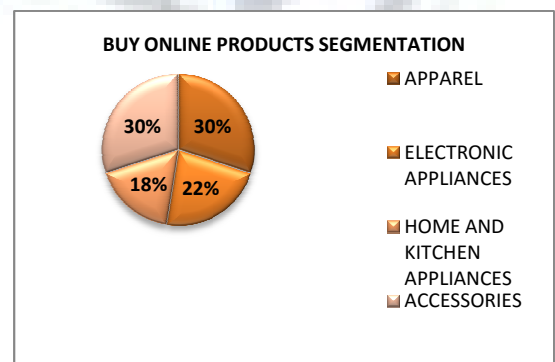


**Interpretation**

From the above Table 1 and Figure 1, we try to interpret that why respondents choose flipkart.com for online shopping. It is clear that maximum 42% respondents said that they choose online shopping with flipkart.com for attractive prices, 28% choose flipkart.com for its popularity, 18% respondents choose flipkart.com for mass variety of products and rest minimum 12% respondents said that they choose flipkart.com for its reliability.

2. **What would you like buy on online shopping with flipkart.com?**

Particulars	Frequency	Percentage
Apparel	12	30
Electronic appliances	9	22.50
Home and kitchen appliances	7	17.50
Accessories	12	30
Grand total	40	100.00

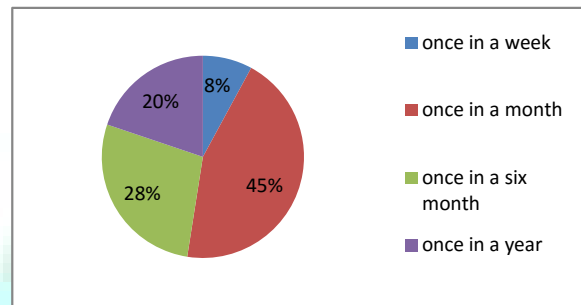


**Interpretation**

From the above table 2 and figure 2, it is clear that 30% Respondents bought Apparel from flipkart.com and same percentage & no. of respondent purchased Accessories (Like : perfumes, make-up kit, watches etc.) from online shopping via flipkart.com, 22% Respondents like to purchase Electronic goods and Least 18% Respondents like to buy home & kitchen appliances from flipkart.com.

**3. How frequently do you buy products/items from flipkart.com?**

Particulars	Frequency	Percentage
Once in a week	03	7.50
Once in a month	18	45.00
Once in a six month	11	27.50
Once in a year	08	20.00
Grand total	40	100.00

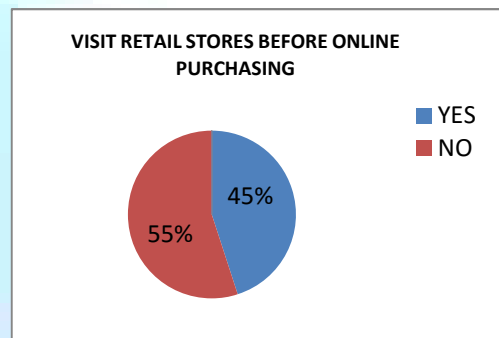


**Interpretation**

From the above Table 3 and Figure 3, We can analyze that majority of the respondents i.e. 45% of respondents have bought products online once a month. 28% of respondents bought online items once in a six months. 20% of the respondents bought online product once in a year, and least 8% of the respondents bought products online in a week.

**4. Do you visit retail stores first before online purchasing with flipkart.com?**

Particulars	Respondents	Percentage
Yes	22	55%
No	18	45%
Total	40	100%

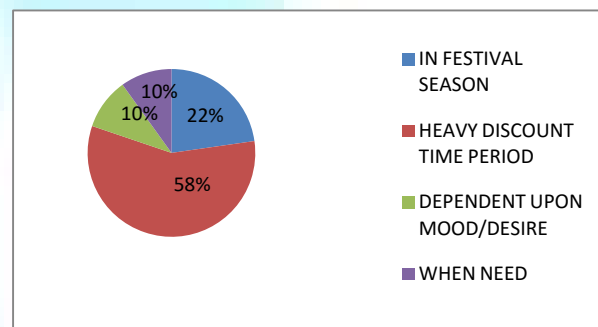


**Interpretation**

From the above Table 4 and Figure 4, 45% of the respondents said that they visit retail stores before online purchasing with flipkart.com to see and check actual product face, Prices etc, maximum 55% of the respondents do not visit retail stores before online purchasing with flipkart.com.

**5. When do you like online shopping with flipkart.com?**

Particulars	Respondents	Percentage
In Festival seasons	09	22.50
Heavy Discount Time Period	23	57.50
Dependent Upon Mood/ Desire	04	10.00
When Need	04	10.00
TOTAL	40	100

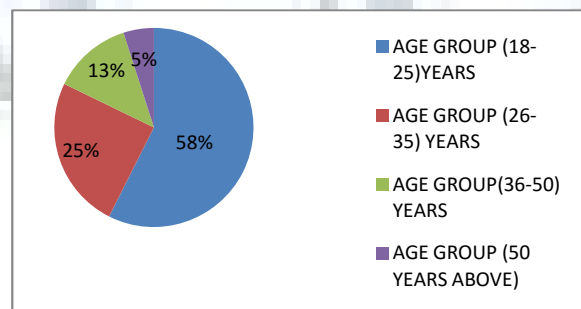


**Interpretation**

Above table 5 and figure 5 clearly shows that most of the 58% of the respondents do like online shopping with flipkart.com in a heavy discount time period. Whenever 22% (Approx.) of the respondent do shopping with flipkart.com in festive seasons and 10% of the respondents like shopping with flipkart.com when they have need and same 10% respondents do shopping when they have desire

**6. Which age groups of people in your family do most online shopping with flipkart.com?**

Particulars	Respondents	Percentage
Age group (18-25) years.	23	57.50
Age group (26-35) years.	10	25.00
Age group (36-50) years.	05	12.50
Age group (50 years & above)	02	5.00
Total	40	100

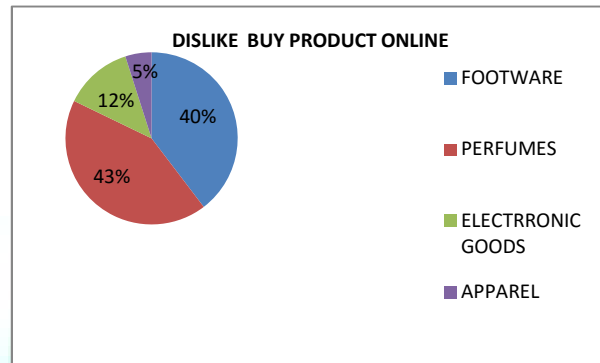


**Interpretation**

From above table 6 and figure 6, we can easily analyze that most of the 58% of the respondent said, that (18-25) Age group of family members like do most online shopping with flipkart.com. 25% of the respondents says that (26-35) Age group of family members like online shopping with flipkart.com. Whenever 12% respondent said that (36-45) Age group of family members like buy products via flipkart.com and least 5% of the respondents said that in (45-65) Age group of family members like do online shopping with flipkart.com.

7. What would you dislike to buy on online shopping with flipkart.com?

Particulars	Respondents	Percentage
Footware	16	40%
Perfumes	17	42.50%
Electronic goods	05	12.50%
Apparel	02	5.00%
Total	40	100%

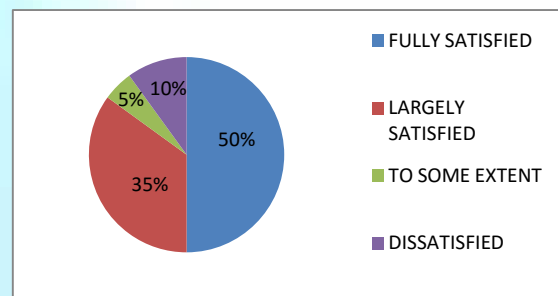


Interpretation

From the table 7 and figure 7, it is clear that most of the respondents i.e. 17 respondents (43%) dislike buy perfumes on online shopping with flipkart.com. Whenever 16 respondents (40%) dislike buy footwear on online shopping with flipkart.com 12% and 5% respondents dislike buy electronic goods and apparel from flipkart.com respectively.

8. How satisfied are you in online shopping with flipkart.com?

Particulars	Respondents	Percentage
Fully satisfied	20	50%
Largely satisfied	14	35%
To some extent	02	5%
Dissatisfied	04	10%
Total	40	100%

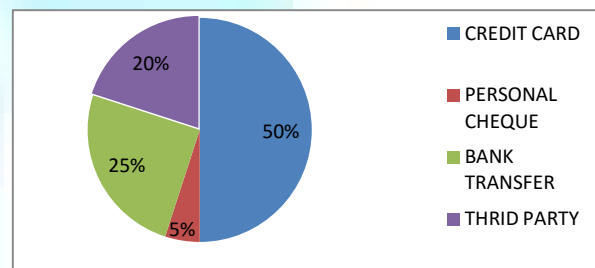


Interpretation

Above table 8 and figure 8, clearly shows that majority of the respondents i.e. 50% are agree that they are 100% satisfied from online shopping with flipkart.com, 35% respondents are 50% satisfied, 10% respondents can't say anything for this purpose and rest 5% respondents i.e. 02 respondents are unsatisfied from online shopping with flipkart.com

9. Mode of payment preferred during online shopping on flipkart.com?

Particulars	Respondents	Percentage
Credit card	20	50%
Personal cheque	02	5%
Bank transfer	20	25%
Third party	8	20%
Total	40	100%

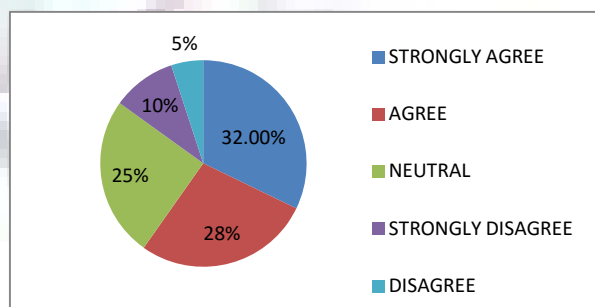


Interpretation

Above table 9 and figure 9, clearly shows that majority of the respondents i.e. 50% are credit card, 5% are personal cheque, 25% are bank transfer and 20% are from third party from online shopping with flipkart.com

10. Does cost of delivery affect the decision of online shopping on flipkart.com?

Particulars	Respondents	Percentage
Strongly Agree	13	32.5%
Agree	11	27.5%
Neutral	10	25%
Strongly Disagree	4	10%
Disagree	2	5%
Total	40	100%



Interpretation

Above table 10 and figure 10, clearly shows that majority of the respondents i.e. respondents 32% are strongly agree, 28% are agree, 25% are neutral, 10% are strongly disagree and 5% disagree from online shopping with flipkart.com.

**FINDINGS OF THE STUDY**

1. Now a day's everyone using the internet
2. People use to buy the products through online because of many reason such as its save money, time and we used to get huge information regarding any products.
3. Most of them feel secure while transaction through online.
4. Intention of buying the product through online does not differ according to age group.

**CONCLUSION**

This research shows that online shopping is having very bright future in India. Perception towards online shopping is getting better in India. With the use of internet, consumers can shop anywhere, anything and anytime with easy and safe payment options. Consumers can do comparison shopping between products, as well as, online stores.

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