A Study On Consumer Buying Behavior Towards Online Shopping

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Abstract:-

In India, electronic commerce is becoming more popular. Consumers of online retailers are divided into many sectors, and their purchasing habits while purchasing products online range from one consumer to the next. As a result, the purpose of this research is to evaluate customer purchasing behaviour when it comes to internet shopping using application. The study's goals are to investigate consumer purchasing behaviour while purchasing items and services online, to investigate consumer perceptions of online shopping, and to determine the degree of satisfaction with online shopping in application. This research was done among India. The sample was chosen using the convenience sampling approach. The primary data was gathered using a questionnaire from 200 respondents. Percentage techniques, chi-square methods, and weighted average methods were used to analyse the acquired data. The study's most important result is that the vast majority of respondents prefer to pay by cash on delivery. Finally, this study found that if online marketers focus more on creating awareness, branding, and providing the services that consumers expect to receive according to their convenience, consumers' buying behaviour will likely change in the future, allowing online marketers to market their products and services more profitably.

Keywords:-customer satisfaction, online products, purchasing behavior, consumer perception

1]INTRODUCTION

Electronic commerce includes online shopping, which enables customers to purchase products or services directly from a vendor through the internet. In 1979, Michael Aldrich pioneered the notion of internet buying. With rising internet literacy, India's prospects for online marketing are brightening. With the rise of internet shopping, general merchants have begun to make their items accessible on online shopping sites in order to expand their market share. In today's age of information and technology, the Internet has proven to be the most effective information medium for exchanging ideas and learning about the world quickly. Merchants have attempted to market their goods to consumers who spend time online since the dawn of the World Wide Web. Shoppers may purchase from the comfort of their own homes while sitting in front of the internet. Consumers may purchase a wide range of commodities from online sites, and firms who sell their products online can sell almost anything. Consumers may purchase hundreds of things from an online shop, including books, apparel, home appliances, toys, hardware, software, and health insurance. While this article discusses online shopping, it is generally known that this is the medium through which products or help materials are bought through the internet utilising internet-connected devices. Around the years, online shopping has risen in popularity all over the globe. People find it handy and simple to browse for bargains from the comfort of their own homes, offices, or any other location. The phrases B2B and B2C are abbreviations for Business-to-Business (B2B) and Business-to-Consumer (B2C), respectively (B2C). Both define the nature of products and services as well as the selling process. B2B items and services are sold from one business to another, while B2C products are sold from one business to the end user. In India, internet shopping is now the newest purchasing trend. The internet has completely transformed our way of life. Also, with the advent of the internet, we can claim that online shopping has become a vital part of our lives. Since everyone is on the internet, development is taking place every second in order to get a larger piece of the market. Companies may use EDI (Electronic Data Interchange) to conduct electronic transactions. Although the notion of e-Commerce did not reach the average Internet user until the 1990s, certain major companies began using EDI as early as 1960. The railroad sector was one of the first to see the value of EDI and implement it. Other transportation sector companies followed suit. But there was an E-commerce hero in 1979, and his name was Michael Aldrich. It was 1979, and Aldrich and his wife were strolling through a store. He appeared out of nowhere. Digital marketing is a kind of marketing that promotes goods and services via the use of internet and online-based digital technology such as desktop computers, mobile phones, and other digital media and platforms. Its evolution in the 1990s and 2000s revolutionised the way brands and companies utilise technology to sell themselves. Digital marketing campaigns have become more common as digital platforms have become more integrated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical stores, using a combination of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-

commerce marketing, social media marketing, Non-Internet channels that supply digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones, are included in digital marketing. Digital marketing differs from online marketing in that it extends to non-Internet outlets. The evolution of digital marketing is inextricably linked to the advancement of technology.

2]OBJECTIVES

- TO INVESTIGATE CUSTOMER'S PURCHASING HABITS WHEN IT COMES TO INTERNET SHOPPING
- TO DETERMINE HOW PEOPLE FEEL ABOUT INTERNET BUYING
- DETERMINE THE AMOUNT OF CLIENT SATISFACTION WITH ONLINE PURCHASING

3] LITERATURE REVIEWS

DR.E. MuraliDharshan and JapaAsritha reddy (2019)

Their primary goal was to research consumer attitudes regarding online shopping and to determine the major characteristics that influence online shoppers while evaluating and making purchases. The study's key conclusions are that trust, price, and convenience are the three most important elements influencing customer behaviour. Their research found that if online shopping is correctly employed, with guaranteed transaction safety and security, it will survive in a highly competitive and dynamic environment in the future, and online shopping is destined to develop in a significant manner.

In Raipur, Sri ShtiDixena and SumanSahu (2018)

investigated consumer satisfaction with online buying from Flip kart. Their major goal was to determine the amount of online consumer satisfaction based on product and site features. The key conclusions of this survey were that the majority of respondents are happy with the availability of high-quality items that are delivered on time. Satisfied with Flip Kart's purchase return policy and payment security, the research found that online buying from Flip Kart is the best option. The research looked at the many areas of client satisfaction with flip kart's online purchasing.

Poonam Deshprabhu, Sadekar, and Naila Pereira (2018).

Their major goal was to figure out what elements impact people's preferences for internet purchasing. Securely worth the money, comparison, money saver, and individualised attention were shown to be the most important characteristics in inducing consumer satisfaction towards online purchasing in this research.

Dr. Shefali Tiwari and Dr. Shraddha Sharma (2017).

The primary goal of their research was to determine customer attitudes regarding internet buying. In addition, it is necessary to comprehend the impacts of the various components.

Professors Pritam P. Kothari and Shivganga S. Maindargi (2016)

The Indian consumer's attitude toward internet purchasing and its influence. Their primary goal was to investigate the elements that influence consumers' attitudes regarding internet buying. The main conclusion of their research was that the majority of consumers have utilised internet shopping and are eager to continue, while just a small percentage have done so before and are not willing to continue. At the conclusion of the research, it was discovered that a consumer's employment is unrelated to their online buying habits.

According to ROWLEY (2001),

online marketing is defined as advertising that utilises the Internet to attract clients by delivering messages via websites or advertising banners on other prominent websites that direct online users to a company's website. To attract more target clients, the corporate website must be well-organized, well-designed, and user-friendly.

DAVE CHAFFEY, (2002)

"The application of digital technologies that form online channels (Web, e-mail, statistics and databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of consumers (within a multi-channel buying process and consumer lifecycle) each and every step of the way through improving our consumer knowledge (of their profiles, behaviour, value, and trust") each and every time through improving our consumer knowledge (of their profiles

CHAFFEYET.AL, (2003),

"The use of the Internet and associated digital technologies to fulfil marketing goals and support the current marketing idea." Internet media and other digital media such as wireless mobile, cable, and satellite media are examples of these technologies."

LEMPERT, VOLLMER, and PRECOURT (2006),

The internet has evolved into a mass media tool for consumer-sponsored communication. It is presently the most popular source of media for clients at work and the second most popular source of media at home. Customers are abandoning conventional advertising mediums such as radio, television, magazines, and newspapers. Customers also desire greater control over their media consumption on a regular basis. They expect instant and on-demand access to information at their leisure. Customers are increasingly using a variety of social media platforms to perform information searches and make buying choices.

JOBBER (2007),

The dissemination of goods, information, and promotional incentives to target consumers via interactive communication in a fashion that enables reaction to be assessed is the best technique to measure response. Direct contacts with precisely chosen individual clients are accounted for in order to gain a quick reaction and nurture a long-term customer relationship.

POWNALL (2013),

Internet commerce in India has a very bright future. In India, attitudes regarding internet purchasing are improving. Consumers may purchase anywhere, anytime, and for anything via the internet, with simple and secure payment choices. Consumers may compare items as well as online retailers while buying. This research focuses mostly on Internet elements and explores the factors that influence consumers' online buying habits. The study focuses on online consumer behaviour and Internet purchasing (including the nature of online shopping, E-commerce websites, and online security, privacy, trust, and trustworthiness) (include background, shopping motivation and decision making process). Those elements were investigated in order to determine their impact on online customer behaviour. In addition, past studies were utilised to aid researchers in gaining a more thorough understanding. Furthermore, the customer's decision-making process was examined.

OSWAL & DESHMUKH, (2013)

investigate whether customers' behaviour patterns are more or less similar, especially in terms of quality, choice, and decision-making. However, it is clear that the current methods for attracting clients' attention are insufficient. The findings revealed that customers are picky about the suitable distribution system, indicating that there is a pressing need for reform in the distribution system. It is not always accurate to

suggest that customers react in the same manner since much relies on the kind of product, its quality, and its price. As a result, the manufacturer must be given particular consideration, at the very least in terms of pricing and distribution system, in order to serve a big number of clients. This is mostly due to the fact that consumer purchasing power may not be equivalent to purchasing power.

JONNA LORD (2014),

online shopping is a recent phenomena that has grown in relevance in the contemporary corporate climate. The rise of internet purchasing has created new opportunities to profit from and gain a competitive edge over competitors. This article looked at several aspects of internet buying. The goal of this study is to give a theoretical contribution to understanding the current state of online purchasing and to investigate the elements that influence it. The research reveals information about customers' online buying habits and preferences. Furthermore, the article identifies the challenges that buyers experience when attempting to make the internet their primary buying medium. To examine the notion of online shopping, the current research is a descriptive study based on a careful evaluation of previous relevant studies connected to the different concepts of online shopping. Consumers benefit from the ease of internet buying, according to the findings.

MS. DIPTI JAIN, MS. SONIA GOSWAMI, MS. SHIPRA BHUTANI, (2014)

Investigate the four aspects of online shopping as seen by Indian customers, as well as the many demographic parameters that serve as the major foundation for market segmentation for retailers. The major goal of this study is to see how Perceived Risk, Perceived Pleasure, Perceived Utility, and Perceived Ease of Use influence customers' online buying behaviour.

DR. SHUCHI SINGHAL and SHASHI SHEKHAWAT (2015),

Is the sum of a consumer's outlooks, likes, objectives, and choices at the moment of acquiring any product or service. Many researchers have conducted numerous sorts of studies on consumer purchasing behaviour both online and offline. The objective of this research is to give a complete evaluation of prior studies' considerable literature from 1999 to the present. The extraction of many aspects impacting online behaviour has been based on the examination of diverse literatures over the previous fifteen years.

MCKINSEY (2019)

Finds that the younger population in India is increasingly using the internet, which presents a new opportunity for online shops. If online merchants understand the elements that influence Indian consumers' purchasing behaviour, as well as the relationship between these factors and the types of online purchasers, they may improve their marketing efforts to convert prospective customers into active ones. The purpose of this research is to look at the characteristics of internet consumers' buying habits. Various socio-economic characteristics were used to investigate consumer purchase behaviour when it came to internet shopping. The information was gathered via a questionnaire. The findings of the research found that several demographic parameters such as age, gender, education, and income had a substantial impact on internet purchasing in India. It also aids merchants in comprehending the drivers of consumers' attitudes and goals for shopping on the internet, as well as customer impressions of ease of use and utility.

URBAN GLEN, (2019)

stated that the perceptions of online shopping in India are recognised, as well as the many demographic aspects that are the major foundation of market segmentation for retailers. The four important characteristics that impact customers' opinions of online buying were identified to be overall website quality, commitment factor, customer service, and security. The research found that online consumers' perceptions are independent of their age and gender, but not of their education and gender, nor of their income and gender. Finally, the findings of this study may contribute to the future expansion of Indian internet shopping. The findings of our research revealed that online consumers' perceptions are independent of their age and gender, but not of their qualification or gender income. Our study's analytical findings also show correlations between consumers' views of the elements that impact their propensity to purchase online. Consumers' judgments of customer service, dedication, and web security of online purchase have substantial correlations with their inclination to buy online.

DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation in terms of mean return, standard deviation, variance, correlation coefficient, and beta and alpha of the chosen vehicle businesses are covered in this portion of the study report.depicts the factors that impact internet purchasing. The majority of respondents prefer to purchase online to save time, 78 percent like a greater selection, 66 percent prefer availability, and 74 percent prefer diversity. depicts the respondents' preference for Amazon. The majority of respondents, 45 percent, prefer variety of items when purchasing things online, 25 percent prefer after-sales services, and 30 percent favour product dependability. According to 70% of respondents prefer electronic, 68 percent prefer apparel, 56 percent prefer home utilities, and 47 percent prefer to purchase groceries when purchasing items. According to the majority of the 35 percent respondents choose the quality element, 40% prefer the pricing factor, and 10% prefer the brand factor when purchasing a product. According to the above,

product reviews are important to 55 percent of respondents, 30 percent of respondents, and 15 percent of respondents. The above depicts the issue that Amazon customers experience while purchasing a goods. The majority of customers have issues with EMI, 20% have issues with extended delivery times, and 15% have issues with cancelling orders due to product shortages. The online payment mechanism is seen in the graph above. 65 percent of respondents feel online payment is secure, 25% do not believe it is secure, and 10% have no idea. The above depicts the most common way of payment used by customers. Cash on delivery is used by 55% of respondents, net banking is used by 10%, debit cards are used by 50%, and credit cards are used by 20%. Consumer satisfaction with online shopping features such as 'Discounts and offers' is ranked first, 'Searching products in websites' is ranked second, 'Availability of product information' is also ranked second, 'Visual appearance in websites' is ranked fourth, 'Mode of payments' is ranked fifth, 'Safety and Security' is ranked sixth, 'Description of terms and conditions' is ranked seventh, and 'Packaging' is ranked eighth. Thus, when it comes to customer satisfaction with online purchasing features, 'discount and offer' takes the top spot.

H0: Online purchases are unsatisfactory.

H1: Online shopping makes people happy.

Online shopping related statements	Mean Score	Rank
Shopping on Internet its Saves Time	2.87	8
Shop at any Time	3.29	2
Online Shopping is Risky	2.81	9
Selection of Goods Available	2.75	10
Products Shown on very Accurate	2.93	5
Long Time required for product Delivery	2.91	6
Information about product Sufficient	3.13	3
Prefer Cash on Delivery	3.31	1
Product return to seller with easy Procedures	2.88	7
Necessity of Online Payment facilities	2.92	4

According to the above table, consumers' opinions on online shopping-related statements such as 'Prefer cash on delivery' is ranked first, 'Shop at any time' is ranked second, 'Information about products is sufficient' is ranked third, 'Necessity of online payment facilities' is ranked fourth, 'Products Shown on Very Accurate' is ranked fifth, 'Long Time Required for Product Delivery' is ranked sixth, 'Product Return to Seller As a result, customers' opinions on online shopping-related phrases such as "prefer cash on delivery" are ranked top.

- . Consumers' satisfaction with the benefits of online buying

Online shopping features	Mean Score	Rank
Discounts and Offers	4.05	1
Searching Products in the Websites	3.79	2
Availability of Product Information	3.79	2
Description of Terms and Condition	3.37	7
Safety and Security	3.39	6
Visual Appearance of websites	3.56	4
Mode of Payments	3.40	5
Packaging	3.24	8
Product Delivery System	3.11	9
After sales services	2.97	10

Consumer satisfaction with online shopping features such as 'Discounts and offers' is ranked first, 'Searching products in websites' is ranked second, 'Availability of product information' is also ranked second, 'Visual appearance in websites' is ranked fourth, 'Mode of payments' is ranked fifth, 'Safety and Security' is ranked sixth, 'Description of terms and conditions' is ranked seventh, and 'Packaging' is ranked eighth. Thus, when it comes to customer satisfaction with online purchasing features, 'discount and offer' takes the top spot.

RESEARCH METHODOLOGY

Research design

Descriptive research

Research equipment

Questionnaire

Sampling method

Non-probability technique

Sample design

Data has been presented with the help of bar graphs, pie-chart etc
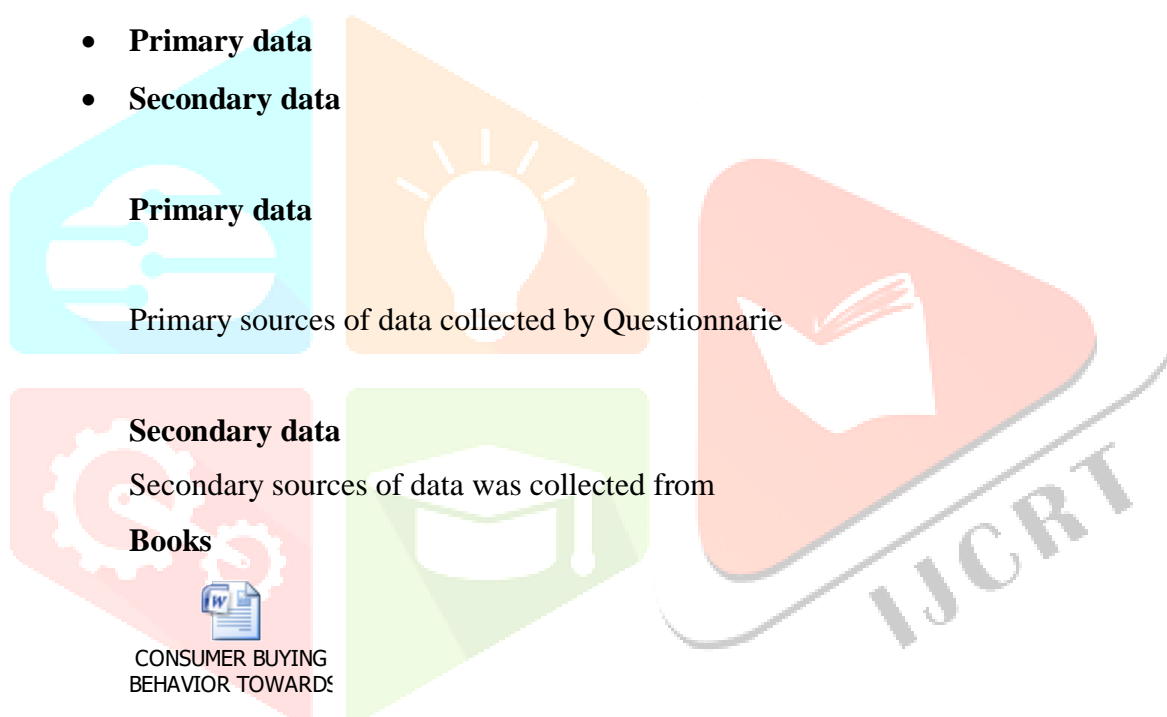
Sources of data

Both the primary sources and secondary sources of data have been used to conduct the study

Plan of analysis

- Digrammatic representation through graphs and charts
- Suitable inferences will be made after applying necessary satisfied tools.
- Findings& suggestions will be given to make the study more useful

Methods for data collection

- **Primary data**
- **Secondary data**

Primary data

Primary sources of data collected by Questionnarie

Secondary data

Secondary sources of data was collected from

Books

CONSUMER BUYING
BEHAVIOR TOWARDS

Journal

Magazines

Website

Sample size

The sample size for this research was 200

Findings

1. From the graph above, it can be seen that 100% of the respondents prefer to purchase online.

2. The graph above depicts the factors that impact internet purchasing. The majority of respondents prefer to purchase online to save time, 78 percent like a greater selection, 66 percent prefer availability, and 74 percent prefer diversity.

3. The graph above depicts the respondents' preference for Amazon. The majority of respondents, 45 percent, prefer variety of items when purchasing things online, 25 percent prefer after-sales services, and 30 percent favour product dependability.

4. According to the graph above, 70% of respondents prefer electronic, 68 percent prefer apparel, 56 percent prefer home utilities, and 47 percent prefer to purchase groceries when purchasing items.

5. According to the above graph, the majority of the 35 percent respondents choose the quality element, 40% prefer the pricing factor, and 10% prefer the brand factor when purchasing a product.

6. According to the graph above, product reviews are important to 55 percent of respondents, 30 percent of respondents, and 15 percent of respondents.

7. The graph above depicts the issue that Amazon customers experience while purchasing a goods. The majority of customers have issues with EMI, 20% have issues with extended delivery times, and 15% have issues with cancelling orders due to product shortages.

8. Respondents watch a product-related ad, as shown in the graph above. The majority of respondents saw advertisements when they visited the internet, with 15% receiving them very often, 10% receiving them very seldom, and 5% receiving none at all.

9. The online payment mechanism is seen in the graph above. 65 percent of respondents feel online payment is secure, 25% do not believe it is secure, and 10% have no idea.

10. The graph above depicts the most common way of payment used by customers. Cash on delivery is used by 55% of respondents, net banking is used by 10%, debit cards are used by 50%, and credit cards are used by 20%.

11. The graph above depicts why respondents prefer online payment over cash on delivery. The majority of respondents (40%) pay online because of the discount option, 25% because of the EMI facility, and 35% for other reasons.

12. According to the above statistics, 10 percent of respondents prefer to buy things online using the e.bay website. The Amazon website is used by 55 percent of the respondents to buy things online 25 percent of those polled prefer to shop for items on the Flipkart website. The Snapdeal website is used by 10 percent of the respondents to buy things online 5 percent of those polled prefer to shop for items on the Jabong website. For buying things online, 55% of respondents prefer to buy things online via the Amazon website.

13. According to the above table, consumers' opinions on online shopping-related statements such as 'Prefer cash on delivery' is ranked first, 'Shop at any time' is ranked second, 'Information about

products is sufficient' is ranked third, 'Necessity of online payment facilities' is ranked fourth, 'Products Shown on Very Accurate' is ranked fifth, 'Long Time Required for Product Delivery' is ranked sixth, 'Product Return to Seller As a result, customers' opinions on online shopping-related phrases such as "prefer cash on delivery" are ranked top.

14. Consumer satisfaction with online shopping features such as 'Discounts and offers' is ranked first, 'Searching products in websites' is ranked second, 'Availability of product information' is also ranked second, 'Visual appearance in websites' is ranked fourth, 'Mode of payments' is ranked fifth, 'Safety and Security' is ranked sixth, 'Description of terms and conditions' is ranked seventh, and 'Packaging' is ranked eighth. Thus, when it comes to customer satisfaction with online purchasing features, 'discount and offer' takes the top spot.

SUGGESTION

1. MAINTAIN A COMPETITIVE PRICE ADVANTAGE

Inventory, logistics, customer service, and pricing all play a role in winning Buy Box.

2. USE DISCOUNTS TO ATTRACT CUSTOMERS

Discounts are a powerful tool for attracting customers. Promotions and discounts can propel you to the top of the category while also increasing your chances of being featured in Amazon's 'Hot Deals' and 'New & Noteworthy' sections, which can drive significant traffic to your page, increase the visibility of related products, and encourage customers to buy more

3. MAKE YOUR BRAND REMARKABLE AND FAVORABLE

All the major companies have a great deal of success in making consumers understand who they are and what they do.

4.MAINTAIN A HIGH SELLER RATING

There are several little criteria that Amazon considers when evaluating your overall seller rating, and how much attention you give to the minutiae typically impacts the kind of customer experience purchasers receive.

5. EMI FACILITY ON DEBIT CARD: Consumers must be provided with an EMI facility on their debit cards. So that people may readily purchase. This aids in the rise of sales.

LIMITATIONS OF THE STUDY

1. The research's results are solely relevant to customers in the

2. Study regions and cannot be extrapolated to other countries.

Conclusion

With the increased use of the internet, online shopping has become increasingly popular in recent years. Understanding the needs and desires of internet shoppers has become a difficult undertaking for marketers. Understanding the purchasing behaviour of consumers toward online shopping, improving the elements that encourage consumers to shop online, and focusing on aspects that inspire consumers to shop online can help marketers achieve a competitive edge over their competitors. As a result, internet marketers must concentrate on raising knowledge of their business and product availability across all sectors and segments of customers, as well as providing unique discounts and offers to all segments of consumers based on their age groups in these regions. So that their items can appeal to people of all ages. Because most customers anticipate to acquire items through pay on delivery in regions, marketers may need to establish more permanent cash on delivery locations. As a result, this study concluded that if online marketers focus more on raising awareness, branding, and providing the services that consumers expect to receive according to their convenience, consumers' buying behaviour will likely change in the future, allowing online marketers to market their products and services more profitably in these areas.

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