



A STUDY ON ONLINE SHOPPING BEHAVIOUR AMONG THE PEOPLE OF PATNA

Pragati Pallavi

Adjunct faculty, Amity University, Patna

ABSTRACT

Online Shopping is an emerging trend that has hiked up the domain of E-Business. Rise in internet service and smart phone has opened the possibilities of online shopping among the consumers. Consumer does shopping with an ease with the help of various online shopping app such as Myntra, Amazon, Flipkart etc. The increase in the technology provides good opportunities to the seller to reach the consumers with variety of offers which allure the consumers for online shopping. Theory of Planned behaviour is applicable in this research paper for understanding online consumer behaviour. This research paper aims to study the online shopping behaviour and the satisfaction level among the consumers in online shopping among the people of Patna. The methodology of this research is Survey where 50 respondents ageing between 30-45 residing in a particular locality of Patna has been chosen under the convenient sampling for the study.

Keywords: Consumers, Online Shopping, E-Business, Diffusion of Innovation theory

INTRODUCTION

Online shopping is widely used medium for purchasing products over the internet. Through internet you can conveniently buy products or services online. End number of websites is available where consumers could buy products online sitting at home or with their comfort. These shopping websites provide consumers detailed information regarding the product and price as well. Now a days online shopping websites are mushrooming so consumers are getting wide range for selection of products and as well they can compare the price of the products from different websites, thus, buying products online has become rising trend in present era among consumers. With various research in this area we could say that Consumer behaviour is taking a paradigm shift from traditional form of shopping to online shopping due wide growth of internet. Kotler(1994) defines consumer behaviour as how people buy, what people buy, when people buy and when people buy. Factors like convenience, time, variety etc. are contributing factor in paradigm shift of consumer behaviour towards online shopping leaving behind the conventional or traditional style of shopping. Keeping this definition in the mind

market is revolving every activity around the ultimate consumer and gauges their behaviour deeply. India is also witnessing noticeable growth in online shopping and e-commerce. In various researches it has been found that India's online market is increasing year by year and in India people spending high on apparels and mobile phone in online shopping. India has internet users of about 450 million that is 40% of the population as of July 2017 and among that 69 million consumers purchase online. This growing use of internet in India has changed the way of consumers shopping and buying and selling goods and services in India also. This paper aims to study the online shopping behaviour of the people of Patna and to find out the level of satisfaction in online shopping. The study was done in order to provide an understanding of the influencing factors affecting a consumers' decision before they are indulging in an online purchase. This study is a pilot study to understand the online shopping behaviour of the people of Patna to add knowledge to the research area of online shopping behaviour and e-commerce in the country by providing an up to date assessment of the sector.

LITERATURE REVIEW

Last three decades have seen a phenomenal growth of World Wide Web. A wide acceptance of internet technology in the field of business has changed the traditional retail format to the new form popularly known as internet shopping or online shopping. The internet is a platform that provides the customer with purchase characteristics as no other medium. A significant amount of research has been conducted in the world regarding consumer behaviour in online shopping. These researchers conducted study on economic factor characteristic of online medium which is inclining consumers towards online shopping, demography, convenience in online shopping, varieties available on online medium etc. Some of the review of literature on these factors has been added further in the study. There are certain characteristics which make internet a more convenient & attractive place to shop for consumers as compared to the traditional way of shopping, such as the facility to view and purchase products any time, visualize their needs with products, compare between different brands of products, discuss products with other consumers, option to pay on delivery etc. (Jiang, Ling (Alice, Yang, Zhilin, Minjoon Jun, 2013) The researcher wanted to find the motivational factor for online shopping & result discloses that convenience of shopping plays very important role for decision of online shopping. In another study it was found that economic benefits, product availability, security risk are also important factors in classifying online shoppers. (Kanchan. U et. al, 2007). Price is also one factor which allures the consumers for online shopping. Sarkar, S., & Khare, A. (2017) in their study "Moderating effect of price perception on factors affecting attitude towards online shopping" found that discount coupons, various offers attract the consumers more towards online shopping. Sam, Sharma (2015) explores the factors affecting consumers' decision to shop online, and how the decision can be affected by product type. The results showed that an important factor influencing the consumer's decision to buy online is an availability of product information on websites. Ease of use is another encouraging factor to buy online. It was also found that products such as movies, music and videogames are more acceptable items for online shopping.

Kuester, Sabine (2012) in his study mentioned that Consumer behaviour is the study of satisfying the society, individuals, groups, process and organizations they use to secure, select, and arrange of experience, products, services, experiences, or ideas. It maintains equilibrium in the components from sociology, psychology, management and economics. It invades into what consumers are making decision. It focuses on individual consumers and their characteristics such as demographics and behavioural variables to understand what consumers want. It also finds the effects on the consumer from family, friends, groups, and also society in general. Butler & Peppard, 1998 in their study talked about the advantage of internet shopping that it gives detailed information and multiple choice so that consumer can compare the product and price online. The more the choice and convenience, it is easier to get the choice of your product. Yu & Wu, 2007 in their research found that online shopping provides more satisfaction to those consumers who are looking for convenience in shopping. Brown et al., 2003 in their study found some different shopping motivations in online shopping which is pushing customers towards online shopping such as personalizing shoppers, recreational shoppers, economic shoppers, involved shoppers and convenience shoppers. NagraGagandeep and GopalR (2013) in the International journal of scientific and research publications, A study of factors affecting online shopping behaviour of consumers, the researcher works on the impact of demographic factors of consumers on on-line shopping parameters like satisfaction with on-line shopping, future purchase intention, frequency of on-line shopping, numbers of items purchased, and overall spend on on-line shopping. The results of study reveal that on-line shopping in India is significantly affected by various demographic factors like age, gender, marital status, family size and income. Kumar, V., & Kumari, K. (2014) in their study A shift Paradigm of Consumer towards online shopping which was based on Patna found that 80% people who are opting for online shopping belong to low income group that is between 10000-30000. Only 28% people in high income group prefer online shopping. Online Buying in Patna is popular in Books, Clothing, Cinema/Concert Tickets, Electronics, Gifts & Accessories. Flipkart & Jabong are the popular site with 42% & 35% people prefer respectively. Price discounting, Brand accessibility & availability are the main attraction of the online shopping as 38%, 32% & 24% preference by people of Patna.

(Kibet 2015) As far as conceptual framework is concerned Theory of Planned behaviour is taken into account for the situations where the individuals are not in absolute control of their behaviour. It asserts that actual usage is established by perceived behavioural control and the behavioural intention. Velarde (2012) states that behavioural intention is determined by three factors which include subjective norm, attitude and perceived behavioural control where every element has its own belief structures and attributes. In the pretext of shopping online, subjective norm is about the internal or external influences that affect individual towards online shopping. Attitude is the overall feelings by buyers on how good or not online shopping is towards them. Perceived behavioural control is about the facilitating conditions that enable one to shop online and the confidence levels of buyers in shopping online. A major advantage of this model is that it studies behaviour aspect of individual and their eventual behaviour towards a certain technology. The main disadvantage of this theory is that it does not include the adoption aspect of technology as proposed in TAM model by Davis (1989). Summarizing the Literature Review this research is to assess if there is a paradigm shift in the purchase patterns

of consumers from store visits to online shopping. It seeks to understand what are the triggers for this shift and the critical success factors for online shopping among people of Patna. Moreover, the theories analyzed looked at the adoption of new technologies and the planned behaviour of the consumers.

APPROACH OF DATA

This research was conducted in the city of Patna, Bihar. This is Kind of Pilot study through which researcher wanted to gather data on online shopping behaviour of people of Patna residing in a society. The type of study adopted is empirical in nature. Descriptive Survey Methodology has been incorporated in this research. Descriptive Survey Attempt to describe current condition and discover the current situation in the area of study. The respondents consist mainly consists of people of Patna who are presently residing in an apartment.

The sample size that is taken here for the study is fifty which comprises of both males and females ageing between 30-45. Primary Data was collected by administering a Structured Questionnaire to the selected sample group by applying convenience sampling method based on judgement. Analysis of data is done through quantitative approach. Percentage analysis has been incorporated for analysis of data. Secondary Data Collection was collected through the use of published journal, articles by authors who highlighted their views about this topic and reports published in the newspapers.

FINDINGS AND DISCUSSION

Gender of the Respondents

| | PERCENTAGE |
|---------------|-------------------|
| MALE | 44% |
| FEMALE | 56% |

Table 1.0

From the above table and figure it is clear that 56 percent of the total sample taken for the study is Female and 44 percent were male. It is inferred from the table that, majority of the respondents is female.

Income of the respondents

| | PERCENTAGE |
|---------------------------|------------|
| Rs.0-50,000 | 24% |
| Rs. 50,000-1lakh | 32% |
| More than one lakh | 44% |

Table 1.1

Preference of shopping for above mentioned income group

| Shopping preference | Percentage |
|---------------------------|-----------------------------|
| 0-50,000 | 12%(online) |
| Rs. 50,000-1lakh | 24%(online) |
| More than one lakh | 40%(both, online and store) |

The earning of the individual also impact on the online shopping decisions. Income influences the spending capacity of the individual. Hence considered as an important criterion in understanding consumer buying behaviour. The above table shows that respondents of income between Rs. 0-50000 and between 50000-1 lakh prefer online shopping more than shopping in store and respondents of income above than Rs. one lakh. Prefer both online and shopping in store.

Frequency of online shopping among consumers

| | PERCENTAGE |
|-------------------------------------|------------|
| Once in a week | 14% |
| Once in a fortnight | 50% |
| Only during sales and offers | 22% |
| Rarely | 14% |

Table 1.2

From the above table it interprets that maximum people are involved in online shopping once in a fortnight and 22% shop online during sales and offers, and then 14% do online shopping rarely.

Expenditure on online shopping in a month (in Rs.)

| | PERCENTAGE |
|-------------------|-------------------|
| 500-1000 | 28% |
| 1000-1500 | 18% |
| 1500-2500 | 34% |
| Above 2500 | 26% |

Table 1.3

As far as expenditure in online shopping is concerned 28% is spending between Rs. 500-1000, 18% are spending between Rs. 1000-1500, 34% are spending between Rs.1500-2500 and 26% are spending above Rs. 2500 in a month in online shopping.

Preferred online website

| | PERCENTAGE |
|------------------|-------------------|
| Amazon | 40% |
| Myntra | 20% |
| Flipkart | 12% |
| Jabong | 12% |
| Any other | 16% |

Table 1.4

Table 1.2 says that Amazon is the most preferred website among consumers, 40% consumers choice is Amazon, which is followed by Myntra, Flipkart and jabong with 20%, 12% and 12% respectively. 16% consumers said that they visit any other website for online shopping.

Factors attracting online shopping

| | PERCENTAGE |
|-----------------------------|-------------------|
| Variety | 16% |
| Price | 12% |
| Hassle free shopping | 16% |
| Time saving | 16% |
| All of the above | 40% |

Table 1.5

Above table describes the factors which are affecting online consumers which says that 40% of consumers are attracted by all the factors given in the option i.e. Variety, price, hassle free shopping and time saving, where as

16% are attracted by variety of products available online, 12% are attracted by price, 16% are choosing online shopping because its hassle free and 16% thinks that it saves time.

Consumer's preference in online shopping

| | PERCENTAGE |
|---------------------------|------------|
| Apparel | 48% |
| Electronic Goods | 8% |
| Groceries | 4% |
| Household products | 12% |
| All of the above | 28% |

Table 1.6

Above table says that 48% of consumers are going online for buying apparel, 8% are buying electronic goods, 4% are buying groceries, 12% are buying household products and 28% percent are buying all of the above mentioned products online.

Comparison of price

| | PERCENTAGE |
|------------------|------------|
| Always | 16% |
| Sometimes | 12% |
| Never | 16% |

Table 1.7

As far as comparison of price is concerned above table says that 16% of consumer always compares the price from different website while purchasing, 12% of consumer sometimes compares the price and 16% of consumer never compare the price while doing online shopping.

Online shopping experience of consumers

| | PERCENTAGE |
|---|------------|
| Highly Satisfied | 20% |
| Satisfied | 64% |
| Neither Satisfied nor dissatisfied | 16% |

Table 1.8

Table 1.6 says that 20% consumers are highly satisfied in doing online shopping, 64% consumers are satisfied and 16% consumers neither are satisfied nor dissatisfied.

Satisfaction level of consumers in online shopping.

| Level of satisfaction based on different criteria of online shopping (on the scale of 1-5) | Marks obtained |
|--|----------------|
| Convenience | 233 |
| Delivery of the product | 210 |
| Quality of the product | 206 |
| Online interactivity | 204 |

Table 1.9

Here in table 1.7 there shows various satisfaction level based on different criteria of online shopping among consumers based on the scale of 1-5 where convenience in online shopping tops the list with 233 marks followed by delivery of the product with 210 marks, quality of the product with 206 marks and online interactivity with 204 marks.

The objective of this paper was to assess the online shopping behaviour of the people of Patna and to find out the level of satisfaction in online shopping. As per the secondary data in literature review it has been found that due to growth of Internet in India traditional shopping has taken place of online shopping among consumer. Most of the time people use internet for communication purpose i.e. for e-mail, chatting, social networking etc. but people also use internet for entertainment, information gathering and shopping purpose. Various other

researchers in their research have found that due to convenience, time saving, and variety of products at one place consumers are inclining towards online shopping more. As far as research on online shopping behaviour of people of Patna is concerned in a literature review it has been found that people of Patna are also inclining towards online shopping. Customers are showing interest in buying online towards products like Books, Clothing, Cinema/Concert Tickets, Electronics, Gifts & Accessories. Reputation & performance of the online website is important for selection or preference for online selection, like Flipkart & Jabong are the popular choice for online shopping in Patna region. In the present study also, researcher found that more percentage of people are involved fortnightly in online shopping and also during sales and offers they are doing online shopping and Rs. 500-100 they are spending in it. Amazon is the most used website for online shopping among consumers. Variety, price, hassle free shopping and time saving are some variables which are attracting the consumers towards online shopping and among these variety and time saving are the most attracting variables for online shoppers. In this study it has been found that consumer are buying most the apparel then household goods and then electronic goods and then groceries from online shops. As far as satisfaction level is concerned most of the respondents are satisfied by online shopping and others are highly satisfied in doing online shopping. When their satisfaction level was judged certain criteria at 1-5 scale it was found that convenience in online shopping satisfy them most then delivery of the product, quality of the product and online interactivity satisfy them. The result of the study reveals a paradigm shift among consumers from brick and mortar to online mode of shopping.

With the invention of Information and Technology there is a paradigm shift from traditional way of people doing shopping. Virtual space given by internet makes the shopping easy and now people are indulged in shopping sitting at home also. Due to asynchronous factor of internet, it allows the customer to shop at anytime and at any place. This research revealed that online shopping has become a new trend among the people of Patna and they are now more inclined towards online shopping. Research shows that they are spending time on online shopping. There is several online shopping website which has become popular among people of Patna and they are visiting those websites for fulfilling their shopping need. Amazon is the most popular website for shopping and other than these Myntra, Flipkart, Jabong are also among the websites which are fulfilling the need of the customer and popular among the people of Patna. Settle and Alreck (1991) sees that today people are facing issues with time management. Every individual finds himself in lacking time as relative to the daily task of living and they are hand full with too much of work. Online shopping is saving time of the consumers when they are busy with other work. This time factor is pushing the consumers towards the online shopping. Other than time product variety, hassle free shopping, price are also factors in online platform which is really alluring the consumers towards online shopping. As far as satisfaction is concerned the data reveals that most of the people are satisfied by online shopping. Research also revealed that convenient in online shopping is satisfying the most to the customer. They are also satisfied by the delivery of the product, quality of the product and from the online activity provided by the online shopping website.

REFERENCE

Badre, D.S.B. (2020). Study on Factors Affecting online Shopping Behaviour of Consumers. *Our Heritage*, 68(9), 949-962. Retrieved from <https://archives.ourheritagejournal.com/index.php/oh/article/view/2996>

Brown, M., Pope, N., & Voges, K. (2003). Buying or browsing? An exploration of shopping orientations and online purchase intention. *European Journal of Marketing*, 37(11/12), 1666–1684. Doi: 10.1108/03090560310495401

Butler, P. and Peppard, J, (1998). Consumer purchasing on the internet: Processes and prospects, *European Management Journal*, 16(5), 600-610.

Davis, F.D., Bagozzi, R.P. and Warshaw, P.R., 1989. User acceptance of computer technology: a comparison of two theoretical models. *Management science*, 35(8), pp.982-1003

Hooda Sanjay and Aggarwal Sandeep (2012), “Consumer Behaviour Towards EMarketing: A Study Of Jaipur Consumers”, *Journal of Arts, Science and Commerce*, Vol. III, Issue 2(2), pp. 107-118.

Jiang, Ling (Alice), Yang, Zhilin, Minjoon Jun. (2013). Measuring consumer perceptions of online shopping convenience. *Journal of Service Management.*, Vol. 24 Issue 2

Kanchan, U., Kumar, N., & Gupta, A. (2015). A study of online purchase behaviour of customers in India. *ICTACT Journal on Management Studies*, 1(03), 2395-1664.

Kibet, K. A. (2016). *SCHOOL OF COMPUTING AND INFORMATICS* (Doctoral dissertation, University of Nairobi).

Kumar, V., & Kumari, K. (2014). A shift Paradigm of Consumer towards Online shopping. *Journal of Business and Management Research*, 16.

Nagra Gagandeep , Gopal R(2013), “An study of factor affecting on online shopping behavior of consumers,” *International journal of scientific and research publications*, Vol.3, Issue 6, ISSN 2253-3153

Rao. B. (1999): “The Internet and the revolution in distribution: A cross-industry Examination”, *Technology in Society*, vol. 21, no. 3, pp. 287-306

Sam Ch., Sharma Ch. 2015. An Exploration into the Factors Driving Consumers in Singapore towards or away from the Adoption of Online Shopping. *Global Business and Management Research: An International Journal*, Vol. 7, No. 1, p. 60-73.

Sarkar, S., & Khare, A. (2017). Moderating effect of price perception on factors affecting attitude towards online shopping. *Journal of Marketing Analytics*, 5(2), 68-80.

Settle, R. B. and P. L. Alreck (1991). F-A-S-T: A Standardized Measure of Time Traits. Special Conference on Time and Consumer Behavior, *Val-Morin*, QC, Canada.

Sharma..A (2012), “A study on e-commerce and online shopping issues and influences” (IJCET), ISSN0976-6367 (Print), ISSN 0976-6375 (Online) Volume 4, Issue 1

Velarde, V.D.V., 2012. Determinants of online purchasing behavior: An empirical investigation using an extension of the Theory of Planned Behavior. *Business and Social Science*.

Yu, T. and Wu, G, (2007), Determinants of internet shopping behavior: An application of reasoned behavior theory, *International Journal of Management*, 24(4), 744-762, 823.