A STUDY ON ONLINE SHOPPING AND BUYING BEHAVIOR OF CONSUMERS

[1]Prof. Manjunatha K, [2]Mr. Chethan Gowda R, [3]Mr. Pavan kumar P, [4]Ms. Sanjana M S, [5]Ms. Nisha S

[1]Professor, [2]Student, [3] Student, [4]Student, [5]Student

[1]Department of Commerce and Management,

[1]Mangalore Institute of Management and Science, Ullala, Bengaluru, India.

Abstract: In today's interconnected world, the ubiquity of information and technology has established the internet as a dominant platform for sharing ideas and accessing global knowledge effortlessly. Capitalizing on the widespread availability of internet services and the bustling lifestyles of Bangalore's residents, online shopping has emerged as a preferred and convenient mode of retail. Online shopping, the process of procuring goods and services over the internet leverages the vast expanse of the World Wide Web, allowing online retailers to cater to a diverse audience. Consumers can effortlessly browse and purchase a wide array of products from the comfort of their location. Over the years, online shopping has experienced substantial growth worldwide. This research endeavour aims to explore the motivations behind online shopping, evaluate the associated risks, delve into consumer attitudes, and assess their level of satisfaction. A comprehensive survey was conducted, featuring a self-constructed questionnaire administered to 70 respondents in Bangalore, employing a random sampling technique that encompasses various age groups, including students, professionals, business individuals, and homemakers, among others. The collected data was analysed and interpreted using statistical methods, tables, graphs, and charts. The study's findings underscore that the ease of internet access and the convenience of online shopping have led the people of Bangalore to increasingly embrace this digital retail trend. Nevertheless, challenges such as the inability to physically interact with products, phishing scams, and deceptive practices are noted as significant concerns among online shoppers. Overall, the level of satisfaction among online shoppers falls short of expectations. The study recommends that businesses explore innovative strategies to address these concerns, thereby gaining a competitive edge and delivering complete customer satisfaction, ultimately fostering customer retention.

Index Terms – Consumers, online shopping, factors influcing, Buying behavior.

I. INTRODUCTION

Owing to the continuous advancements in the realm of information technology, the concept of online shopping is progressively gaining prominence. In Bangalore, the capital city of Karnataka, the pace of growth in online shopping is remarkable due to its convenience, making it an ideal solution for the fast-paced lifestyles of its residents. Modern life is characterized by a whirlwind of activities, leaving individuals with little to no time to physically visit brick-and-mortar stores for their purchases. Consequently, people are seeking alternative methods of shopping. Nowadays, individuals lean towards the online shopping experience, preferring to make payments with credit or debit cards and desiring doorstep deliveries at

competitive prices. The younger generation in Bangalore, in particular, is embracing novel shopping approaches, contributing to the surge in the popularity of online shopping in the city.

Online shopping operates as a retail format where retailers and customers engage through an interactive electronic network. Consumers, from the comfort of their location, have access to a vast array of products and services. Consumer behavior is inherently dynamic and interactive, characterized by three components: cognition, affect, and behaviour, either in isolation or collectively, constantly in flux. These components continually influence and interact with one another and with the environment, shaping consumption patterns and behaviours, which are highly fluid. The study of consumer behaviour delves into comprehending the consumption patterns and behaviours of consumers. Online shopping behaviour is influenced by various determinants, including age, customer experience, internet connectivity, transportation, a dependable delivery system, perception, attitude, the process of learning and decision-making, and the educational level of consumers. This research is conducted with a focus on understanding the purchasing behaviour of the average residents of Bangalore in relation to online shopping, where computer literacy plays a crucial role."

Various factors influence for growth of online shopping in Bangalore:

The city's diverse populace, consisting largely of individuals who have relocated for employment opportunities in the IT and BT sectors, find online shopping particularly appealing. This is due to the convenience it offers, eliminating the need to visit brick-and-mortar stores amid hectic schedules. The accessibility of a wide range of products, competitive pricing, the ease of product comparison, enticing deals, time and energy savings, and straightforward online payment options further bolster the attractiveness of online shopping. Additionally, the internet's user-friendly nature and robust search functionality empower customers to effortlessly locate items that meet their specific requirements, ultimately enhancing their purchasing experience.

ONLINE SHOPPING PLAYERS IN INDIA

- **Amazon:** Amazon was started by Jeff Bezos in 1994 and the headquarters is in Seattle. The original name of the company was Cadabra.com but was changed to Amazon because it sounded like the word "cadaver". The store is named after the world's second longest river. Amazon is an online store that sells books, movies, games, DVDs, music CDs, computer software etc. items. It is the largest online retailer right now.

- **Flipkart:** Flipkart is an e-commerce company based in Bangalore, India. The company was founded by Sachin Bansal and Binny Bansal in 2007. Company initially focused on book sales, before expanding into other product categories such as consumer electronics, fashion, and lifestyle products. As on March 2017, Flipkart held 39.5% market share of India's e-commerce industry. Flipkart is dominant in the sale of apparel and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones. Flipkart also owns PhonePe, a mobile payments service based on the Unified Payments Interface (UPI).

- **ShopClues.com:** is an online marketplace, headquartered in Gurgaon, India. The company was founded in California's Silicon Valley in 2011. It has over 12,000 registered retail merchants 2, 00,000+ products on the platform to over 42 million visitors every year across 9500 locations

in the country. ShopClues joined as 35th entrant in the Indian e-commerce in 2011. The company employs about 700 people across different locations.

- **Snapdeal:** is an Indian e-commerce company based in New Delhi, India. The company was started by Kunal Bahl, (a Wharton graduate as part of the dual degree M&T Engineering and Business program at Penn), and Rohit Bansal, (an alumnus of IIT Delhi) in February 2010. Snapdeal currently has 275,000 sellers, over 30 million products and a reach of 6,000 towns and cities across the country.

- **Myntra:** Myntra is an Indian fashion e-commerce company headquarters in Bengalure, India. The company was founded in 2007 by Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena. Myntra sold on-demand personalized gift items. It mainly operated on the B2B (business-to-business) model during its initial years.

- **eBay:** is a multinational e-commerce corporation, facilitating online C2C and B2B sales. Company's headquartered in San Jose, California. eBay was founded by Pierre Omidyar 1995. Today it has a multibillion-dollar business with operations in about 30 countries. The company manages eBay.com, an online auction and shopping website in which people and businesses buy and sell a broad variety of goods and services worldwide. In addition to its auction-style sales, the website has since expanded to include "Buy It Now" shopping; shopping by UPC, ISBN, or other kind of SKU number online classified advertisements online event ticket trading (via StubHub); and other services. It previously offered online money transfers via PayPal, which was a wholly owned subsidiary of eBay from 2002 to 2015. The website is free to use for buyers, but sellers are charged fees for listing items and again when those items are sold.

II. REVIEW OF LITERATURE

- **(veena p, 2019)** the objective of this study is to know the demographic profile of college students & factors influencing to buy products in online. Majority of students (58%) shop products through online & spend less than I hour & they majorly prefer Flipkart for online shopping. This study finally conclude that college students prefer to shop online & buy the products from several brands because no need to visit shop, more choice, no need to bargain, without wasting money & time. This study collected data from Sample size, sampling design, both primary & secondary data and the tools like percentage analysis, Garret rooking technique.

- **(G Anuradha, 2021)** The purpose of this study is to know the risk involved in online shopping and understand customer attitude and satisfaction towards online shopping. They found that 50% of customers at the age of 20-50 years are mainly using online shopping. Majority of customers says that inability to touch and feel the product, technical problems; fake online stores are the risk involved in it. The studies conclude that the percentages of online customer are increasing day by day and no doubt in future days Bangaloreans may be the part of global market. The study collected the data from Primary source and also Secondary source and they get sample unit of randomly selected peoples in

Bangalore city and sample size is 120 respondents. The statistical tools used are Simple percentage, table, graph and charts.

- **(vaibhavi j mehta, 2022)** The purpose of this study is that the online shopping plays a great importance in the modern business environment and to know the factors that influence consumers. It is found that the online shopping is third most popular activity on the internet after email using and web browsing. The study of this research selected 250 online shoppers, keep in view of the problem, scope of the study and convenience. Sampling methods are also selected. The research is totally based on the primary data collected through a questionnaire and statistical tools such as qualitative and quantitative techniques are used. Primary data collected were analyzed by percentage method and statistical test. The study concludes that online shopping breaks all geographic and physical store requirements and proved best way to develop any business.

- **(HD Nandisha, 2021)** the purpose of this study is to know the consumer's habits, culture, lifestyle, and to know consumer's behavior and expectations. The study found that the people who cannot go to markets for buying products are using online shopping. But most of the consumers have the ease of purchasing through online that is nearly 50%. The study collected the data from the primary and secondary sources and sampling methods are also followed that is sample sizes is limited to 100. Statistical methods and tools are used such as graphs, diagrams and percentage. The study concludes that online shopping is one of the great aspects of the internet today.

- **(A, 2019)** the purpose of this study is to analyse consumer awareness and to know the problems towards online shopping in Bangalore City. Most of the online shoppers are in between the age of 20 to 30 years. Amazon is the most favourite shopping site of the respondents. The research is based upon both primary and secondary data which is through questionnaire and journals. Samples are collected from consumer and buyers in Bangalore and 100 targets are set. Charting and Tabulation tools are used to analyse data. This study suggests that accurate mode of payment, offers quality must attract the customers. The study concludes that E-COMMERCE will become a huge industry in further years.

- **(Muhammed Muntaqheem, 2019)** this research aims to understand the comparison between online shopping & physical store shopping. The primary objective of this study is to do comparative study of online shopping and physical store shopping. In this study, research design followed is Descriptive Research Design, as it a conclusive and structured study to find out the characteristics of problem. In this study, sampling design followed is clustering sampling, as we have done online survey and have covered heterogeneous kinds of people. The study is descriptive in nature and uses primary data to analyse and interpret the results. The study is based on primary data and uses a sample of 100 people the type of method followed for data collection is primary data collection, as we have collected the information directly from the people. They have collected information from online reviews.

- **(Hemanth kumar s, 2018)** This study shows that the internet has made the world a smaller place and the users are finding more and more options regarding the purchase of products through online B2C retailers. Usually people tend to believe that online shopping has made them more advanced. The main objective of this study is to understand the consumer buying behaviour of consumers shopping online

and also to examine the factors influencing the consumers to switch from traditional shops to online markets. The data collected is basically the primary data using a questionnaire.

III. OBJECTIVES OF THE STUDY

- To know the Factors influencing the consumer attitude with reference to online shopping.
- This research has also been conducted to find out the factors influencing the buyers to switch from traditional shops to online Markets.
- To know the consumer attitude towards Online shopping experiences.
- To understand consumer attitude towards online shopping and their satisfaction.

IV. SCOPE OF THE STUDY

Online Shopping have some scope that is customers does the web research about the products he needs and finds the products listed on the sites of different market or stores. He can check specification of products and features of the products, such as pirce, quality, delivery status etc. Various studies have been conducted in urban and rural area, the present research study particularly emphases on consumer behaviour of online shopping, factors influence on consumer about online shopping. There is a huge demand and scope for online shopping in global market. The present study is focused on only Bangalore city region to found what are the problems faced by customer during online shopping.

V. RESEARCH METHODOLOGY

The methodological aspect includes selection of study area, sample size, sources and collection of data and statistical tools for analyzing the data.

- **Primary sources**: - The first hand information is collected from the respondents directly through self-constructed questionnaire and through personal interaction.
- **Secondary Sources**: - Secondary source of information was gathered from published documents, websites, reference books, journals.
- **Sample unit**:-For studying consumer buying behaviour towards online shopping samples were randomly selected from Bangalore city.
- **Sample size**: - 70 respondents were selected from Bangalore city of different age group and profession.
- **Statistical tools**: - Data gathered from respondents are analyzed and interpreted with the help of simple percentage, table, graph and charts.

VI. DATA ANALYSIS AND INTERPRETATIONS.

The data collected is represented in the form of a pie chart. A brief analysis is done, and an interpretation is given as follows:
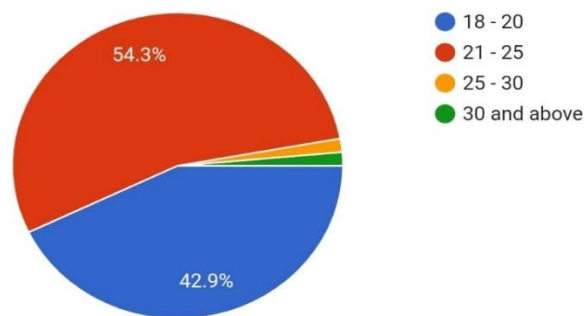
### Fig 1: Level of Education of Respondents
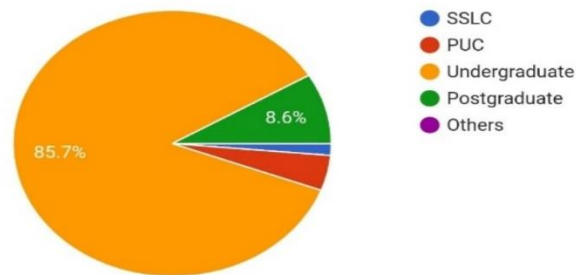
Interpretation:

We Can infer from the about chart and it is clear that 85.7% of the people are undergraduates and mainly there students and 8.6% of people are post graduates and people who have qualified PUC and SSLC are less than 8%.

Fig 2: Age group of Respondents

Interpretation: From the above table it is clear that 54.3% of people belonging to the age group 21-25 are the online shoppers.42.9% of online Shoppers belongs to age group 18-20.

Fig 3: Gender group of Respondents
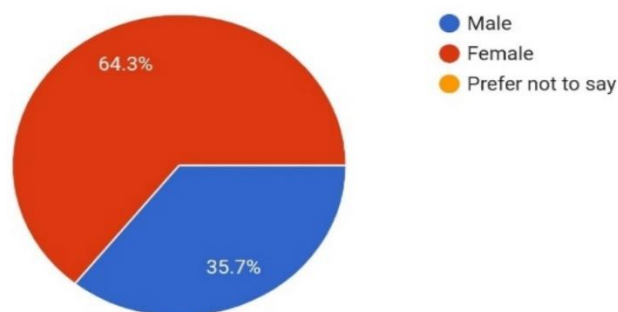
Interpretation: From the about chart we can in for that mainly the online shoppers are female who are of 64.3% and male online shoppers are of 35.7%.

**Fig 4: Income level of Respondents**
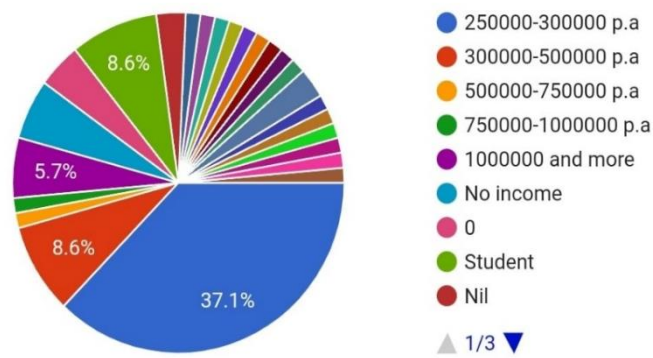
Interpretation: The Annual income of the online shoppers who belong to a category of 250000 to 300000 is 37.1% and income from 750000-1000000 is 5.7%.

Fig 5: No. of Respondents do Online Shopping.
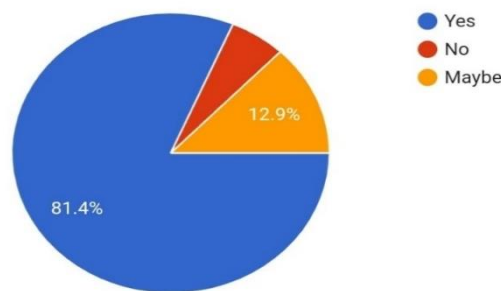
Interpretation: 81.4% people are online shopping and 12.9% of people may be online shoppers or may not be online shoppers

Fig 6: Type of products purchased through online shopping
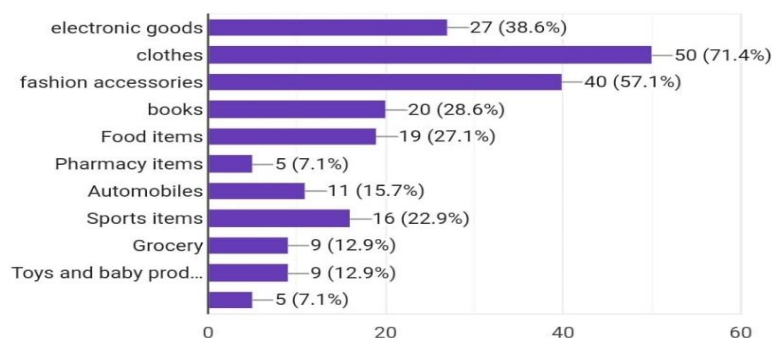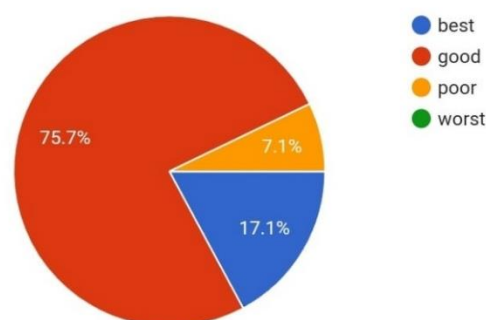

Interpretation: From the above graph we can notice that most of the people that is more than 50% of people purchase clothes and fashion accessories through online platforms 25% to 40% of people purchase electronic goods, books, food items, sports items. 10% to 15% of people purchase pharmacy items, groceries, toys and baby items.

**Fig 7: Information provided in online shopping is sufficient**
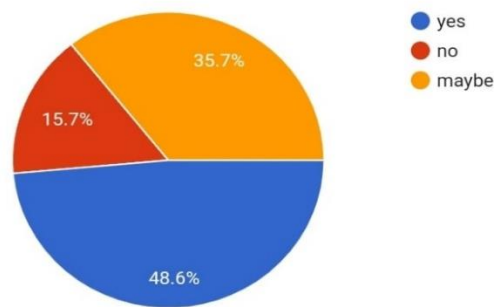
Interpretation: From the above graph we can get to know that the information about the product in online is sufficient or not as the chart shows that 48.6% of online shoppers say that the information provided about the product in online sufficient and 15.7% of people say that the information provided is insufficient and 35.7% of people say maybe sufficient or may not be.

**Fig 8: Preference of Online Shopping over Offline Shopping**
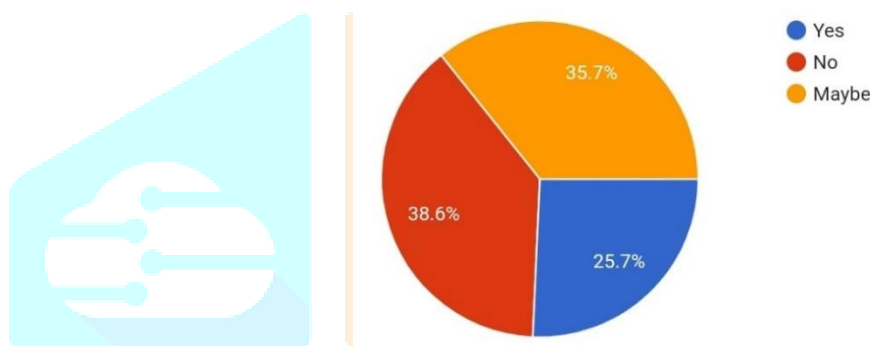
Interpretation: 38.6% people are comfortable in traditional shopping and 35.7% people prefer neither online shopping nor traditional shopping and 25.7% people prefer online shopping from this we get to know that people are more comfortable in traditional shopping than online shopping.

Fig 9: Experience of Online Shopping.

Interpretation: Most of the people opinion in online shopping is good that is up to 75.7% and 17.1% of people's opinion is best and 7.1% people's opinion is poor.

Fig 10: Preference of Online shopping Payments
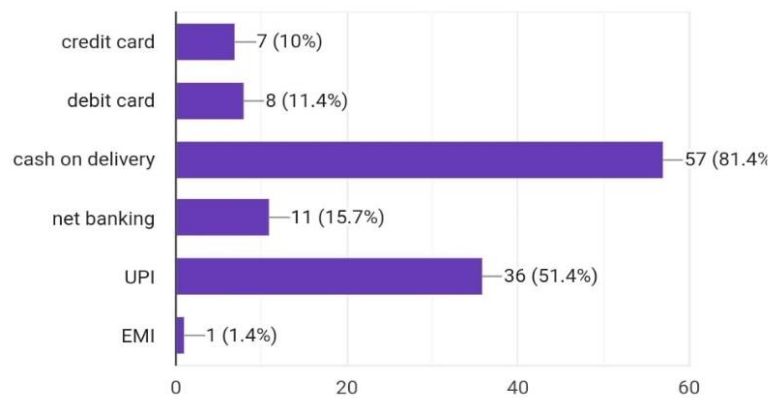
Interpretation: From the above graph we can get to know that 81.4% of people prefer cash on delivery payment method and 51.4% of people prefer UPI payment method and 10 to 15% of people prefer debit card credit card and net banking method.

**Fig 11: Factors influence for Online Shopping**
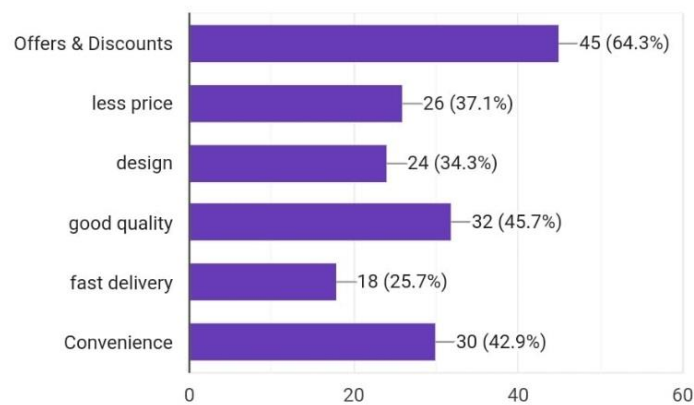
Interpretation: From the above graph we can in for that most of the people who shop online are shopping for offers and discounts and even for less price good quality fast delivery and convenience but in the category 64.3% of people shop for offers and discounts and even 40 to 45% of people shop for good quality and convenience and 25 to 35% of people shop for less price design etc. these are the factors which influence the online shoppers to shop online.

Fig 12: How often do you shop Online?
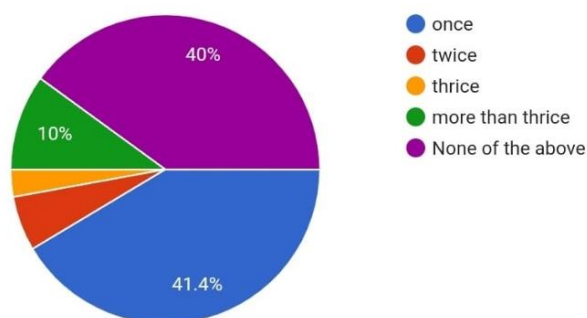
Interpretation:

From the above chart we can get to know that the online shoppers may prefer once, twice, thrice, more than thrice, none of the above to shop online in a week 41.4% of people prefer once to shop online. 40% people prefer not to shop online in a week. 10% of people shop online more than thrice in a week.

Fig 13: Satisfaction level of online Shopping
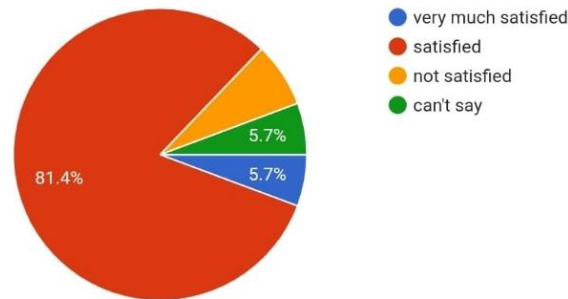
Interpretation: From the above chart we can get to know that the online shopper's satisfaction level of online shopping is' satisfied' that the percentage of 81.4%and' very much satisfied' are 5.7%.

VII. FINDINGS OF THE STUDY

- The majority of consumers in Bangalore have internet access which makes them do Online shopping conveniently.
- Only half of the customers shop online frequently and People aged between 20-30 years predominantly use online shopping.
- Most customers dislike online shopping due to the inability to touch, feel products and risks in online shopping such as technical issues, fake online stores, and phishing scams.
- Professionals and young individuals are the primary online shoppers, which they perceived benefits motivate people to shop online.
- Customers are not completely satisfied with online shopping.
- Shopping in Bangalore is typically a family outing, and people don't feel rushed when shopping with loved ones.

VIII. SUGGESTIONS

- Utilize social networks like Facebook and Twitter for advertising, enabling customers to 'Like' or 'Follow' retailers for discounts and tips on deals.
- Online retailers should implement measures to mitigate risks in online shopping and build customer trust.
- Companies should diversify their product offerings to attract and retain online shoppers, ensuring complete satisfaction.
- Encourage people to enhance their computer and mobile app knowledge as the world shifts towards digitalization.

- Offer a free trial period of one week for online shoppers to evaluate products, with payment only upon satisfaction or return if not.

- Considering that many individuals lack familiarity with technology, E-commerce companies should prioritize efforts to enhance knowledge among those who are unfamiliar with the process.

- The majority of consumers find e-commerce beneficial in offering an improved shopping platform. Therefore, providing introductory information to every customer can enhance their website navigation experience.

- During the survey, it was observed that consumers utilize e-commerce for various purposes such as banking, travel, stock exchange, clothing, and everyday items. To establish a high level of trust among these users, companies should focus on ensuring a secure and reliable transaction pathway.

IX. LIMITATIONS OF THE STUDY

- The study is limited to only Bangalore City and it can't be generalized.
- Variables identified in this study may not be sufficient.
- Time and other resources are limited during the study period.
- The respondent's opinion may differ due to poor memory power or bias which would not be eliminated.

X. CONCLUSION:

In conclusion, this study primarily examines factors influencing consumer behaviour in E-Commerce. The younger generation is more inclined towards online shopping due to their tech-savings, with platforms like Flipkart and Amazon being their preferred choices. The variety of options at reasonable prices is driving the increasing demand for online shopping, especially in clothing and fashion accessories. Key factors such as website quality, trust, and privacy were investigated, along with prior research to gain clarity on the subject. The customer's purchase decision-making process emphasizes the importance of information search for finding suitable products or services. Online retailers should focus on providing detailed product information and efficient search capabilities.

During the purchase stage, customers consider the reputation of the e-commerce website and payment security, while post-purchase, after-sales service becomes vital. To enhance online consumer behaviour, internet-based factors must be carefully addressed by online retailers through effective marketing communications to support the customer's decision-making process and improve overall performance. The percentage of online customers is steadily increasing day by day, driven by the convenience it offers compared to traditional shopping methods. However, businesses face challenges in retaining customers, primarily due to the absence of face-to-face interactions, a lack of product familiarity, and the inherent risks associated with online shopping. If businesses can develop innovative strategies to mitigate these risks and address the factors customers dislike, there is great potential for Bangalore residents to catch up with the global market in online shopping adoption. In such a scenario, people in Bangalore would not only be willing to embrace online shopping but also recommend it to others, potentially transforming the local e-commerce landscape.

REFERENCES

- *veena p, N. r. (2019). a study of consumer behaviour towads online shopping in bengalore. international journal of research and development, 11 to16.*

- *G Anuradha, R. S. (2021). online shopping perspective of college students in gudalur. international journal of managment, 104 to 111.*

- *vaibhavi j mehta, H. D. (2022). a study of online shopping behaviours of customers of rajkot city. jounal of emerging technologies and innovative research, 775 to 785.*

- *HD Nandisha, M. G. (2021). a study on impact on online shopping in bangalore city. international journal of multidisciplinary educational research, 95 to 100.*

- *A, C. (2019). a study of consumer behaviour towards online shopping with speciasl reference to bangalore city. international journal of advanced research, 488 to 498.*

- *Muhammed Muntaqheem, S. D. (2019). a study of consumer behaviour towards online and offline shopping . IRE journals, 56 to 62.*

- *Hemanth kumar s, U. S. (2018). influence of e commerce on buying behaviour of customers. international jourbnal of economic and business review, 1 to 12.*

- *https://www.researchgate.net/publication/368654016*