

Consumer Buying Behavior of Online Shopping - A Study

T.Kavitha

Assistance Professor Department of Commerce (S.F) Vivekananda College ,Agasteeswaram, Tamilnadu

Abstract : *The new technology has radically changed the tradition way of doing online Shopping business. Online Shopping has become new type of retail Shopping. Online Shopping strengthening their sale base an financial resources by developing their own e-product and service to suit changing needs of the customer. The main objective of this study is to analyze buying behavior of customer towards online Shopping and to examine the problems of Consumer while doing with Online Shopping. The advancement in the technology paved new ways of delivering shopping goods facilities to the customer, such as Online Shopping. Online Shopping has become a popular shopping method over since the internet has declared to take over.*

Keywords : *Consumer, Buying, Behaviour, Online, Shopping*

I. Introduction

Online Shopping is a form of electronic commerce where by consumers directly buy good or services from a seller over the internet without an intermediary service. Online Shopping becomes more popular into people's daily life lot of people prefer online shopping to normal shopping. Online shopping is easy and convenient for people to pickup the product they want using internet people just need to click the mouse to finish the whole shopping process. Online shopping makes shopping easy and life become easy too. There are various reasons of shifting the customers buying patterns towards online retail shop. The facility of comparing your product with competitive products on the basis of price, colour, size and quality is one of the biggest benefits of online shopping.

This movement has been broken up into two main sector: business-to-business (B2B) and business-to-customer (B2C) E-Commerce comprises core business processes of buying, selling goods, services and information over the internet is huge and still growing. Online Shopping provides many choices to customer than the traditional bricks and mortar retail stores. Online shopping is shopping while online or while on the interest. A lot of shoppers are using the internet now a days as Internet provides a lot of advantages to shopper. It is save times and enables them to avoid crowd. Certain products are substantially cheaper and allow customers to purchase product from anywhere anytime in the world. By shopping online customers are able to compare prices easily many large retailers display altiliates link and will refers their customers to similar product. Which again adds to the variety of products available there. The process of buying products through an online store has become rather refined Business provides customer care by answering their queries sending e-mail after purchase and follow up after the post purchase. Consumer can also visit websites if they have any clarification with the product usage or performance.

Impact of Technology in online shopping has brought a revolution in shopping industry on the whole. Online Shopping is booking delivery of a new and traditional sale products and service to the customer through electronic channels. It facilitates receiving prompt information on financial products and services. For the customers the important benefits are anywhere purchasing through internet and mobile. It has also facilitated the use of secured Debit card and Credit card and online bank transaction and cash on delivery. The major focus of the study was the majority of internet users are youngsters. The majority of goods and services demanded are related to only this segment. The e-stores are frequently visited by the shopper 24×7 has made very easy shopping for consumer world wide.

II. Review Of Literature

Gurvider Shergill and Zhaobin chan (2005) discussed that E-marketing researches concerning the factors which cause consumer satisfaction in online purchasing experiences according to them this paper found that website security, privacy, web design, website reliability fulfillment and website customer service are the four dominant factors which influence consumer perception of their online purchasing experiences. Saad Akbar and Paul T.J.James they have discussed along with high growth of online shopping this rapid growth is impressed to many retailers for selling production (or) service online which is the important channel to expand their market. The marketing manager should understand the customer behavior in order to make decision to purchase the online products or services than can create better marketing strategies .

Chayapakataweta waraks, Cheg Luwang(2011). They have discussed Online stores may offer customer an e-wallet which transfers balance from customer's online bank account to the store payment system. This may help sellers to gain more sales from those do not want to use their credit card online.

Nago Tan Vukhanh, Gwangy Ong Gim(2014). They have discussed to promote Online Shopping in vietnam is to increase the ability to recognize the benefit of trading products on the internet, addition to the usefulness of online payment. Note minimize risks. When buying & Selling transaction on internet the development of e-camera in Vietnam is very difficult the fean of risk taking when dealing on the Internet. According to Jwala Douge and Vinay kumar investigated intention and adoption of online shopping while continuance behavior is seriously under-researched filtering elements and then filleted buying behavior frame work as a basis to empirically explore the factors attracting the online consumer purchasing process.

III. Objectives Of The Study

The following are the objectives of the study

- ✚ To study the buying behavior of customer towards online shopping
- ✚ To examine the problems of consumer while dealing with online shopping.
- ✚ To analysis the level of satisfaction of consumers towards online shopping.

IV. Methodology

The study is analytical in nature based on survey method. primary data for this study has been collected with the help of a well structured interview schedule. Secondary data has been collected from various books ,journals, magazines and internet.

V. Sampling Size

The size of the sampling is determined by the researcher is 100 respondents on the basis of random sampling method. The data collected have been analyzed with the help of percentage analysis and ranking method.

VI. Result And Discussion

Demographic classification is based upon the Characteristics such as sex, age, marital status and education level. The attitude of the customer may be influenced by the demographic variable which influenced the researcher to classify the respondents based upon demography which is presented in following table.

TABLE:1 Demographic Profile of the Respondent

	Factor	Classification	Number of Respondents	Percentage
1	Gender	Male	55	45%
		Female	45	45%
2	Age	Below 25	20	20%
		25-35	35	35%
		35-45	30	30%
		Above-45	15	15%
3	Education Qualification	up to SSLC	20	20%
		Graduate	30	30%
		Post graduate	50	50%
4	Income	Below-20,000	15	15%
		20,000-30,000	20	20%
		30,000-40,000	42	42%
		Above - 40,000	23	23%
5	Occupation	Govt.Employee	21	21%
		Private Employee	20	20%
		Business man	32	32%
		Others	27	27%
6	Item Purchased	Book	15	15%
		Ticket	13	13%
		Electronic Equipment	18	18%
		Clothing	16	16%
		Computer hardware	17	17%
7	Mode of Payment	Others	21	21%
		Credit card	10	10%
		Debit card	18	18%
		Online bank transaction	32	32%
		cash on delivery	40	40%

Source:Primary data

Inference:

Regarding the personal profile of the respondents, the above table 1 shows that 55% of respondents are male, 35% of respondents are having the age group lies in between 25-35 years, about 50% of respondents are post graduate 42%, of the respondents the earned income between 30,000-40,000, 32% of the respondents are Businessman, 30% of the respondents are purchased cloth and 40% of the respondents are payment as cash on delivery.

Factor motivation on Online Shopping

Factor motivating to buy the product through online shopping is analyzed with the help of Ranking method. The important factors for motivation are convenience and easy buying, Time saving, Variety of Product, Reasonable price, No shipping charge, Discount, Friends and relative motivation, Cash on delivery, Debit/ Credit card acceptance/Digital payment system, Quick delivery, Easy change of damaged product, Availability of alternative .

TABLE:2 Factor motivation on Online Shopping

	Factor	Total Score	Mean score	Rank
1	Convenience and easy buying	359	23.9	III
2	Time saving	362	24.13	I
3	Variety of Product	348	23.2	VII
4	Reasonable price	360	24	II
5	No shipping charge	337	22.46	VIII
6	Discount	357	23.8	IV
7	Friends and relative motivation	352	23.46	V
8	Cash on delivery	347	23.13	VI
9	Debit/ Credit card acceptance/Digital payment system	325	21.6	XII
10	Quick delivery	334	22.6	IX
11	Easy change of damaged product	330	22	XI
12	Availability of alternative	328	21.8	X

Source: Primary & Calculated data

It is observed from the table 2 that the major important factor motivate online shopping problem faced by the respondents in Timesaving which got to I rank, Reasonable price goes to II rank, Convenience and easy buying goes to III rank, Discount goes to IV rank, Friends and relative motivation goes to V rank, Cash on delivery goes to VI rank, Variety of Product goes to VII rank, No shipping charge goes to VIII rank, Quick delivery goes to IX rank, Availability of alternative goes to X rank, Easy change of damaged product goes to XI rank, Debit/ Credit card acceptance/Digital payment system goes to XII rank. Time saving is important factor impact the purchase of product from online.

Customer satisfaction towards Online Shopping:

In this section, an attempt has been made to identify the various factors influencing the satisfaction of online shopping. To study the customer satisfaction towards online shopping ten statements have been undertaken by the researcher, such as, convince, time saving, wide variety, good discount/low price, no crowds, can send gifts more easily, better price combo back, fewer expenses, price comparison, buy older unused items at low price .Weighted ranking technique is used to evaluate the customer satisfaction towards online shopping .The result are presented in Table.3

TABLE:3 Customer satisfaction towards Online Shopping

	Factor	Total Score	Mean score	Rank
1	Convince	362	24.13	I
2	Wide variety	350	23	III
3	Time Saving	360	24	II
4	Good discount / Lower price	350	23.33	IV
5	No crowds	340	22.66	VI
6	Can send gifts more easily	320	21.33	VIII
7	Better price/ Combo back	340	22.66	V
8	Fewer expenses	330	22	VII
9	Price comparison	325	21.6	X
10	Buy older unused items at low price	340	22.66	IX

Source: Primary & Calculated data

It is observed from the table 3 The analysis shows that convenience goes to I rank, Time Saving goes to II rank, wide variety goes to III rank, Good discount / Lower price goes to IV rank, Better price goes to V rank, No crowds goes to VI rank, Fewer expenses goes to VII rank, Can send gifts more easily goes to VIII rank, Buy older unused items at low price goes to IX rank, Price comparison goes to X rank. The most important factors that determine the consumer satisfaction is convenience and time saving.

Problems on Online Shopping

Problems faced by the customers while on line shopping is analyzed with the help of weighted ranking method, For this purpose ten problems have been identified by the researcher. They are return problem, less quality, colour and size, Lack of special discount, absent of touch and feel of merchant, no Interactivity, delay in delivery, receiving wrong product, damaging product in transit, over formality, and additional charges .

TABLE:4 Problems on Online Shopping

	Factor	Total Score	Mean score	Rank
1	Return problems	359	23.9	III
2	Less quality, colour and size	362	24.13	I
3	Lack of special discount	348	23.2	VII
4	Absent of touch and feel of merchant	360	24	II
5	No Interactivity	337	22.46	VIII
6	Delay in delivery	357	23.8	IV
7	Receiving wrong product	352	23.46	V
8	Damaging product in transit	347	23.13	VI
9	Over formality	325	21.6	X
10	Additional Charges	330	22	IX

Source: Primary & Calculated data

It is observed from the table 4 that I rank goes to quality, colour and size , absent of touch and feel of merchant goes to II rank. Return problems to III rank, Delay in delivery goes to IV rank, Receiving wrong product goes to V rank, Damaging product in transit goes to VI rank, Lack of special discount goes to VII rank, No Interactivity goes to VIII rank, Additional Charges goes to IX rank, Over formality goes to X rank. The most important problems faced by the consumer is Less quality, colour and size , Absent of touch and feel of merchant .

VII. Suggestions Of The Study

Convenient and easy buying is important factor impact the online buying so that the marketer can take care additional effort in these area in order to improve the level of customer satisfaction.

To improve the online shopping behavior in the rural area, more advertisement can be conducted through various media.

It is also suggested that online store may offer customer an e-wallet which transfer balance from customer online bank account to the store payment system. This may help seller to gain more sales from these who want to buy online service but do not have credit card or do not want to use their credit card online.

The online marketers should deliver right colour, quality and quantity product order by the consumers .It will improve the customer satisfaction in order to increase online trading.

VIII. Conclusion

This study implies customer buying behavior of Online Shopping. Online Shoppers seek for clear information about product and service, time saving, convenience, wide variety and Better price on time are all important factor for online shopping. All Online Shopping should improve their promotional and service strategies to make aware the customer regarding Information Technology services and build up positive perception to improve the level of usage of Online Shopping with high level of satisfaction.

Reference:

- [1] Dr.Renuka Sharma, Dr.Kiran Mehta, Shashank Sharma 2014(Under standing online shopping behavior of Indian Shoppers). Dr.Renuka Sharman, Dr.Kiran Mehta, Shashank Sharma studied that (2014).
- [2] Journal of Electronic Commerce Research Vol.6, No:2, 2005. Web-based Shopping: Consumer' Attitudes Towards online shopping in New Zealand. Gurviders shergill and Zhaobin chen.
- [3] Consumer's attitude towards online shopping: Factor influencing employees of crazy domain to shop online. Saad Akbar and Paul it James.
- [4] Asian Journal of Business Research Vol-1 Nov-2 (2011). Online Shopper behavior: Influences of Online Shopping decision.
- [5] Factors Affecting the online shopping behavior: An Empirical Investigation in vietnam. (Ngo Tan Vu Khanh, Gwangyong Gim) Journal of Engineering Research and Application Vol.4 issue 2.
- [6] Affecting Online Buying "flow Online Shopping is Affecting Consumer buying behavior in Pakistan. International Journal of computer science issue, Vol 9, issue.3, No 1 May 2012.
- [7] E-Commerce - Dr.K.Abirami Davi, D.M.Alagammai - Maragham Publications, Chennai - 600017.
- [8] e-Commerce an Indian perspective Indrajitchatterjice, (pvt Ltd) SCI Tech Publications.