Consumer's buying behavior towards online shopping

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Abstract

This study portrays the consumer's attitude towards online shopping. Today, marketing is not a mere physical process of activities concerning exchanging of goods. Modern marketing is primarily concerned with creation of consumers in other words, identification of the needs of consumers and then organizing the business activities to satisfy the consumers' needs. The present day business men aim at 'consumers delight' rather than consumer satisfaction. In fact modern marketing enhances all the activities involved in identifying the needs of present and potential consumers' for goods and services, in procuring the goods from production centre and distribution through transfer of ownership. Marketing is in brief supplying what the consumers' want, when they want, at the place they want, at the price they can afford and thereby resulting in the creation of a satisfied consumers'. The success of any online shopping company in India is depending upon its popularity, its branding image, its unique & fair policies, and its customer relations etc.

Keywords: Consumer Buying behavior, Online Shopping, Perception about brand

Introduction

Today, marketing is not a mere physical process of activities concerning exchanging of goods. Modern marketing is primarily concerned with creation of consumers in other words, identification of the needs of consumers and then organizing the business activities to satisfy the consumers' needs. The present day business men aim at 'consumers delight' rather than consumer satisfaction. In fact modern marketing enhances all the activities involved in identifying the needs of present and potential consumers' for goods and services, in procuring the goods from production centre and distribution through transfer of ownership. Marketing is in

brief supplying what the consumers' want, when they want, at the place they want, at the price they can afford and thereby resulting in the creation of a satisfied consumers'. Electronic commerce has become one of the essential characteristics in the Internet era. Internet and Web technologies have fundamentally changed the way businesses interacted, transacted and communicated with consumers. It has become a dynamic virtual medium for selling and buying of information, products or services because, the growth and development of retail brands has experienced considerable change over the last few decades. For many retailers the strategy of offering lower quality and lower price on brand alternative has changed to a policy of directly competing with manufacturer brands in terms of quality, design and packaging. The Internet has also changed the way we consume products and our means of satisfying the demands for our comfort. The Internet has made it easier for us to acquire the goods. Internet commerce exploded and became a normal part of day to day life of consumers. It provides both organizations and consumers, with endless options to choose from, for various transactions. Online commerce has many advantages when compared to regular shopping. The most fundamental advantage is the convenience.

The term "Online shopping" is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. Internet marketing and online shopping are directly related to one another. Internet or online marketing is the most effective way to brand the product line or services and to increase the visibility on line. It follows that a properly marketed and visible online business will experience a growth of shoppers and a higher conversion rate. In order to be truly successful online, a website must use all of the tools available to increase their visibility and their rankings. The most effective manner of increasing the visibility of a website is through the process of Search Engine Optimization (SEO). Online reputation or branding must also be considered. While the Internet has made it considerably easier for an average person to start a small business and succeed, it has also made it easier for every consumer to find any piece of information imaginable.

Scope of Study

It was proposed that instead of taking a wide coverage and making a broad study, this work should narrow down its focus and go deep into inquiry. Online shopping includes variety of products, no. of companies and wide range of customer base present in industry. It is difficult to

researcher to do segment customers, companies and very important customers for selection as a sample of study. Therefore the study undertaken by researcher was focused on "Consumer behavior on online shopping".

Brief Literature Survey

A brief literature would be of immense help to the researcher in gaining insight into selected problem. The researcher would gain good background knowledge of the problem by reviewing certain studies. A reference to these entire studies will be related in the contest of the shaping the present study. There are very limited studies, which are directly relevant to the study concerned. They have been taken from journals, articles, PhD thesis and unpublished research work.

Weber, K. and Roehl, W. S. (1999), conducted a study on those who search for or purchase travel products through on-line with the age group of 26 to 55 years. Results on the basis of the study concerns about credit card security, evaluation of product quality, and privacy issues are the main problems faced while on-line purchase of travel products, were made.

Armstrong and Kotler, (2000), a person's shopping choices are influenced by four major psychological factors: motivation, perception, learning and beliefs and attitude. This means that, through motivation and perception, attitudes are formed and consumers make decisions. Attitudes serve as the bridge between consumers' background characteristics and the consumption that satisfies their needs.

Goldsmith and Bridges (2000), found that consumers who felt that it was easy to buy over the web were more likely to buy, implying that confidence leads to greater purchase likelihood. A positive relationship between Internet experience/confidence and amount of shopping is thus found in his study.

Kanokwan Atchariyachanvanich (2006), has analyzed what keeps online customers repurchasing through the Internet. By expanding the existing customer satisfaction/continuance model based on the expectation confirmation model identifies the factors involved in online repurchasing. The results of an online questionnaire of 1,215 Japanese online customers pointed out that not only basic factors of confirmation, satisfaction, perceived usefulness, and perceived

incentives, but a new factor, customer loyalty, are factors significantly influencing the online customers' intention to repeat purchase through the Internet.

Venkatesh (2008), is his article analyzed the new trends in marketing and observed that several developments in technology have completely transformed the world and made life easier for people on the transactions of business and work. Notable among these is called "Internet and Online Marketing". In essence, this activity enables buyers and sellers of goods and services to get their task accomplished without the necessity to travel. In internet marketing, the users access the products of their choice but it is not possible to trace and test all aspects of the marketing campaign.

Amar Cheema and Purushottam Papatla (2009), made an attempt to study the relative importance of online information versus offline information for internet purchase. The study found that relative importance of online information is higher for utilitarian products such as computer hardware and software than for hedonic products such as books, music and movies, the relative importance of online information decreases with increasing consumer internet experience and consumers' trust of online search engine information decreases with increasing internet experience.

Objectives of the Study

The following objectives are drawn to fulfill the aim of the study:

1. To identify the factors influencing the consumers' preference for online shopping.

2. To assess the attitude of consumers behavior towards online shopping.

3. To analyze the consumers' satisfaction towards online shopping.

4. To examine the consumers' reliability towards online shopping.

Research Methodology

Research methodology refers to theoretical analysis of the methods appropriate to field of study or to the body of methods and principles particular to a branch of knowledge.

Sampling Technique

The convenience sampling method was applied in this case study. Keeping in mind the objectives of the study, a structured questionnaire was prepared for the purpose of collecting the primary Data. A part from variables like: Gender, Age and overall customer behavior were collected and percentage method used for this study.

Sample Size

In this study was conducted sample size we take 40 consumers (Respondents) of online shopping out of the total 40, 25 were females and rest 15 were males and the age group of the respondents between 20 to 70.

Research Instrument

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

Method of Data collection

Primary data have been collected with the help of structured questionnaire by respondent field survey method. In case of secondary data we used internet websites, journals, newspaper etc.

Research Results

Personal profile

In this study was conducted by using sample size we take 40 consumers (Respondents) of online shopping Out of the total 40, 15 were females and rest 25 were males and the age group of the respondents between 20 to 70. In this section the researcher analyzed the age profile, gender wise profile of the respondents. Age profile shows that 60% of the respondents belong to the age of 20 -45 years, 40% of the respondents in the age group 45 – 70 years, which together accumulated three quarters of the total sample size. The numerical value of standard deviation shows that there is not much variability of age across the number of samples. There is also general perception that people in the young age or middle age are more enthusiastic and involved in the usage of online shopping.

General Buying Behavior online shopping

We try to interpret that why respondents choose online shopping for their shopping. It is clear that maximum 43% respondents said that they choose online shopping because of attractive prices, 28% choose online shopping for its popularity, 17% (Approx.) respondents choose online shopping for mass variety of products and rest minimum 13% (Approx.) respondents said that they choose online shopping for its reliability.

Online products segmentation Analysis

From the study is clear that 30%, 12 Respondents bought Apparel from online shopping and same percentage & no. of respondent purchased Accessories (Like : perfumes, make-up kit, watches etc.) from online shopping 23%, 09 Respondents like to purchase Electronic goods and Least 17%, 07 Respondents like to buy home & kitchen appliances from online shopping.

Brand preference

This study also tries to identify the brand preference of consumer of online shopping. From the study we can clearly shows that majority of 38% of the respondents are like to continue online shopping with flipkart.com. 33% respondents are like to continue online shopping with amazon.com and 18% respondents are like to continue online shopping with yeppme.com.12% respondents is like to continue online shopping with other than above mentioned online shoppers.

Reliability of online shopping

From this study we try to find out online consumer reliability status among the flipkart.com users. Majority of the 20 respondents (50%) are said that flipkart.com is 100% reliable for online shopping. 14 respondents (35%) said that flipkart.com is 50% reliable for online and rest 06 respondents i.e. 15% respondents can't say for this purpose. Reliability play vital role in consumer buying behavior.

Level of satisfaction of online shopping

From the study we can interpreted clearly that majority of the respondents i.e. 20 respondents (50%) are agree that they are 100% satisfied from online shopping , 35%

respondents are 50% satisfied, 10% respondents can't say anything for this purpose and rest 5% respondents i.e. 02 respondents are unsatisfied from online shopping. Level of satisfaction also crucial for changes in consumer behavior.

Conclusion

Online shopping is a major part of the overall electronic commerce, or e-commerce, industry which consists of all the buying and selling of goods and services over electronic systems such as the internet and other computer networks by households, businesses and other agencies with the advances in the technology of networking, multimedia, data processing, electronic commerce brings new business opportunities for companies. Companies are spending millions of time and money in building new Internet business models and finding new channels for their revenues. Ecommerce, at the same time, offers specific benefits to online shoppers. Consumers not only have a more convenient way of shopping and have more choices, but also could interact with others and exchange ideas, views through online communities.

In the past, consumers had sufficient time to visit shopping centers, searching for various products. Many consumers prefer bargaining and decide the purchases after physical examination of the commodities. The entire process can range from a few hours to weeks depending on the product, quantity, quality and source of purchase. Today there is radical change in the entire scenario. Everything in today's world is Internet oriented. Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic environment.

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APPENDIX

Table 1: Personal profile

Age	%	Gender	%
20-45	60%	Male	62.50%
45-70	40%	Femle	37.50%
Grand Total	**100**		**100**

Table 2: General buying behavior

Particular	Frequency	Percentage
For Attractive prices	17	42.5
For Reliability	5	12.5
For Mass variety of products	7	17.5
For popularity	11	27.5
Grand Total	**40**	**100**

Table 3: Product segmentation

Particular	Frequency	Percentage
Apparel	12	30
Electronics Appliances	9	22.5
Home & Kitchen Appliances	7	17.5
Accessories	12	30
Grand Total	**40**	**100**

Table 4: Brand preference

Particular	Frequency	Percentage
flipkart.com	15	37.5
amazon.com	13	32.5
yeppme.com	7	17.5
Others	5	12.5
Grand Total	**40**	**100**

Table 5: Reliability

Particular	Frequency	Percentage
100% Reliable	20	50
50% Reliable	14	35
Can't Say	6	15
Grand Total	**40**	**100**

Table 6: Level of satisfaction

Particular	Frequency	Percentage
100% satisfied	20	50
50% satisfied	14	35
Unsatisfied	2	5
Can't Say	4	10
Grand Total	**40**	**100**