



CHOOSING BEHAVIOUR OF CONSUMERS TOWARDS ONLINE SHOPPING

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E commerce was started in 1970 when Electronic Data Interchange (EDI) and telephonic were come in to use. But use of internet for public makes it easier from 1991. First online shopping was made by Entrepreneur Michael Aldrich in 1979 in UK. His system was marked in 1980 and it was used in UK, Ireland and Spain. Following this and widely use of internet in public, Charles M Stack started his online book shop. This online shop change in to a big retailer online shop in 1995. Later in stage many more companies came in to this filed like Flipkart, Myntra, Jiomart, Ajo, Tatacliq, etc.

But without secure payment and online payment it was not possible to make this business fully online and this was made by Payment Card Industry Security Standard Council (PCI) in 2004. PCI made many efforts to make payment more and more secure day by day. Still now everyday efforts are on to make it secure but now online shopping and payments become common now. The organization was setup to secure account data of consumers.

Future of e commerce is looking very secure and according to E-marketer,s this business will pass \$5 trillion business at the end of 2022 and up to 2025 it will pass the mark of \$7 trillion. In India its growth rate is very high according many researchers and it is predicted it will growing at the 21.5%.

Here it is become very important for companies and e marketers to know what is choosing pattern of consumers in small cities like Bhiwani, because growing future of this industry lies in small cities and rural areas. This study will help many ways to new entrepreneurs and existing big organisations.



OBJECTIVES OF THE STUDY:-This study's main goal was to synthesise the representative available research on consumer web purchasing attitudes and behaviour, which will be accomplished via an analytical evaluation of the literature. In doing so, the researchers want to offer a complete picture of the current state of this subject, as well as identify limits and potential research areas for further investigation.

Ultimately, the purpose of this study was to find out about web consumer behaviour, which will offer E-marketers with a constructional framework for fine-tuning the tactics of their E-businesses.

The precise goals of this study were as follows:

1. To identify important variables affecting web shopping purchasing behaviour.
2. To determine the effectiveness of web shopping. The second goal is to discover the variables that may account for the variations in web purchasing behaviour across various types of web purchasers.
3. The challenges and stumbling blocks that e-commerce companies face.

SCOPE OF THE STUDY:-Low internet time opened up amazing new opportunities. Impossible is no longer a name. India has also joined Bandwagon and the numbers themselves do all of this. The latest statistics show that 250 million people regularly access the Internet in India. Extensive web communication is used for three purposes:

1. Communication about the company's performance with the products and services it provides.
2. Do research to find out about existing and potential customers.
3. Marketing and promoting goods and services web.

LIMITATIONS OF THE STUDY:-

The study's primary limitation was the selection of current research to examine. Due to time constraints, we were only able to search a small number of articles. This may exclude several other well-known empirical researches from consideration.

REVIEW OF LITERATURE:-In the present literature on consumer web purchase decisions, researchers mostly focused on finding the variables that influence a customer's desire to engage in Internet shopping. In simple words, in the field of consumer market research, there are broad theories of purchasing behavior, which describe the process that consumers go through while making a shopping choice. This type of model is extremely valuable to marketers since it has the



capacity to explain and forecast the purchasing behavior of customers.

Using the trust model, Mayer and colleagues [1995] created a model that blends traditional marketing philosophy on customer desire to purchase with traditional trust model. Buyers' trust inclination (a personality characteristic), which is an essential antecedent of trust in this model, is a significant determinant of trust. There is little information accessible to buyers prior to making a purchase when they shop on the internet since the vendor is anonymous. Customers who trust more readily are more likely to become customers than buyers who have a lesser proclivity for trust.

Mayer and colleagues [1995] suggested that ability, kindness, and honesty are the most important characteristics of trustworthiness. The term "ability" refers to the abilities, competences, and traits that a salesperson has in a certain field. In this environment, vendors must persuade customers that their firms are capable of operating in the electronic shopping mode. The extent to which the vendor is seen by the customer as wishing to "feel easy" is referred to as benevolence. Sellers must persuade consumers that they are truly interested in doing good for them rather than simply trying to maximize profit margins.

Peterson et al. [1997] said that the Internet is still in its infancy in terms of development. The Initial phase of consumer buying, the applicable market structures, and the features of the product in issue will all have an impact on the decision sequences. Consumers' attitudes regarding internet shopping are a significant role in determining their actual purchasing behaviors. It contained a number of variables that fell into four major classifications: the value of the products, the buying experience, the quality of service provided by the website, and the perceived risks associated with web retail purchasing.

In a study done by Vellido et al. [2000], nine variables related with users' perceptions of web purchasing were identified and analyzed. Among these characteristics, it has been proven that the risk perception of consumers is the most significant differentiator between those who buy web and people who do not buy web. Other distinguishing criteria were the capacity to exert control over and convenience in the buying process, the price of the product, the quality of customer support, and the simplicity with which the shopping site could be navigated.

According to Jarvenpaa and colleagues [2000], in yet another study, they evaluated a theory of consumer towards certain web-base businesses, in which perceptions of the store's goodwill and size



were believed to make consumer's trust in the retailer. Positive relationships were found between the amount of trust and attitudes toward the store, whereas negative relationships were found between the level of trust and perceptions of the dangers associated with shopping at that particular business. Jarvenpaa and colleagues [2000] came to the conclusion that the consumer's attitude toward risk and perception of risk influenced his or her desire to purchase from the shop.

As earlier mentioned that it is very difficult to mention every research related to this topic but this definitely help marketers in analyzing consumer behavior towards online shopping.

RESEARCH METHODOLOGY

The purpose of the current study was done by conducting market research. Descriptive Research design is adopted in this study. In this case, those studies are considered as relevant to describe the characteristics of a particular person and status of group. This study is based on Primary Data but were ever there was required secondary data are also collected.

Sample Size:-The number of sample units selected from the Bhiwani City's population is called the sample size. The sample size of this study is 200. Of them, 88 are men and 112 are women.

Questionnaire:-In this study the researcher used a questionnaire consisting of twelve optional questions.

Study Time:-The survey was conducted from 15 Feb 2018 to 10 June 2018 in Bhiwani city.

DATA ANALYSIS AND INTERPRETATION

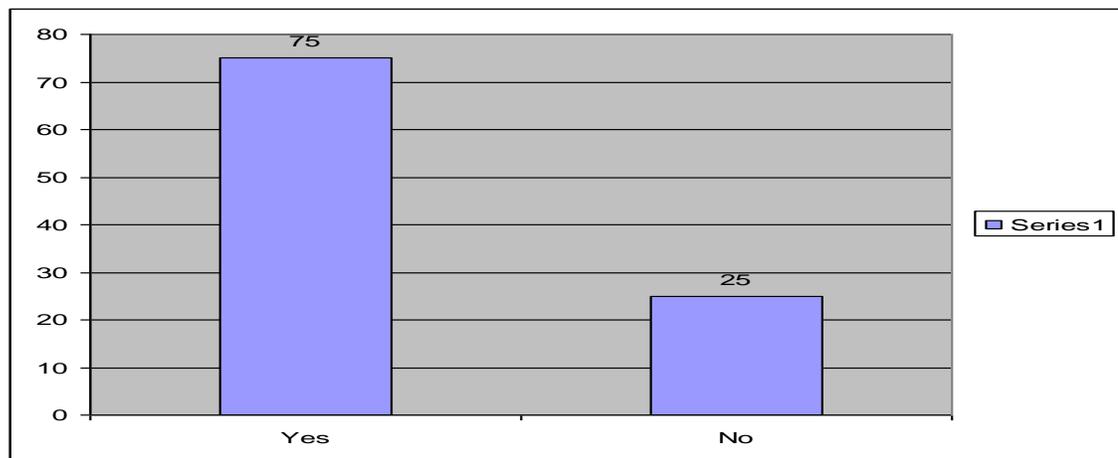
From various parts of the city data is collected. Raw data must be compiled, analyzed and interpreted carefully before a complete and detailed explanation can be obtained. Analysis can be considered as ordering segmentation and the use of data to find the answer to a research question.

From the context of the decision all the final recommendations and decisions are based on an analysis of the data obtained from the study.

Statistical Analyses and Interpretation of data:-

1. Have you ever made a web purchase?

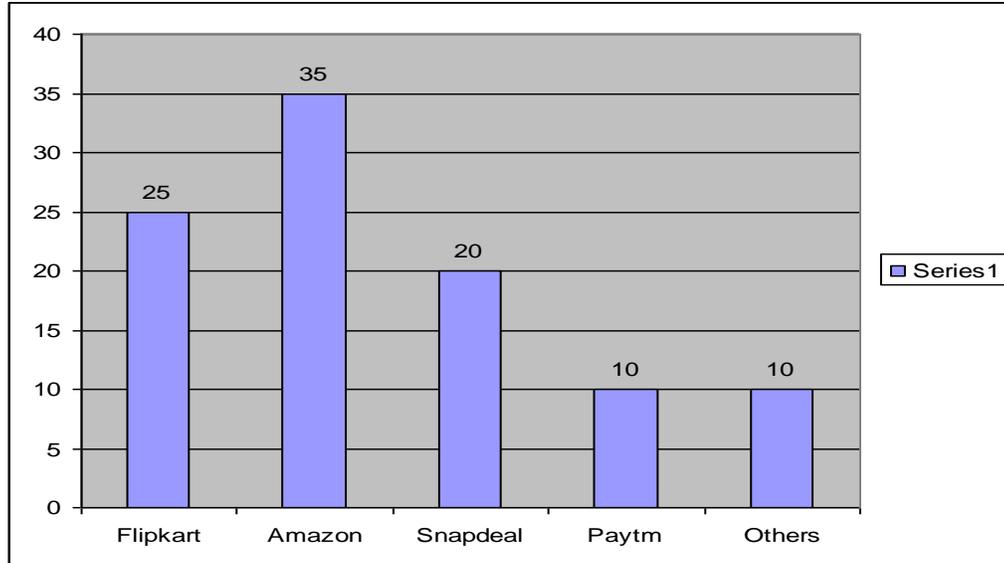
RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
Yes	125	75
No	75	25
Total	300	100



INFERENCE: 75% of the respondents are yes with the Web Shopping s in company and around 25% of them No with the web.

2. What is favorite web site?

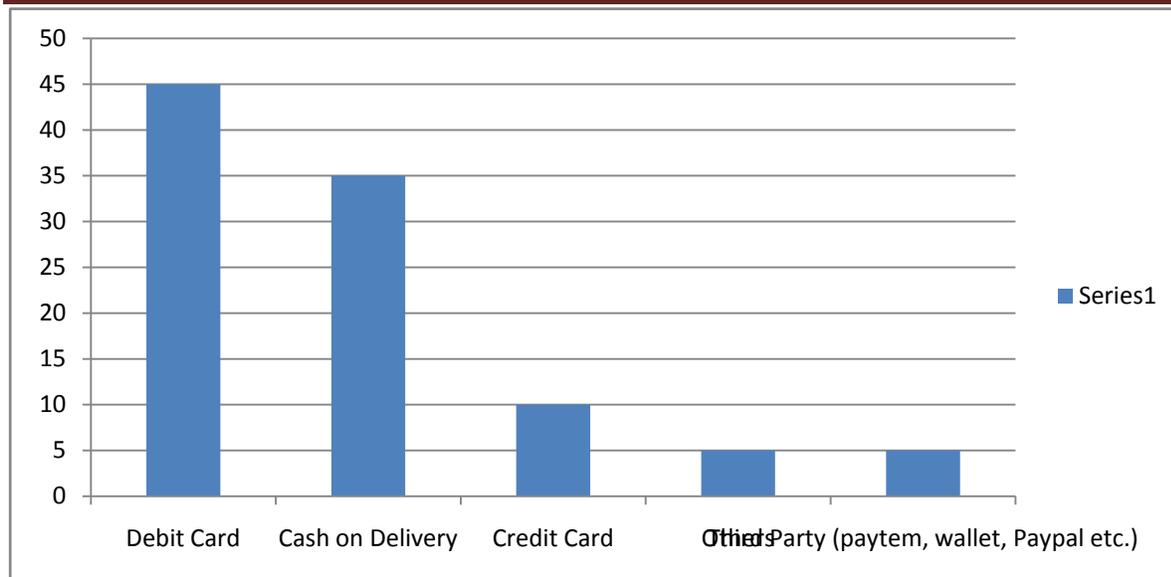
N.	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
	pkart	75	25
	nazon	105	35
	apdeal	60	20
	ytm	30	10
	hers	30	10
		300	100



INFERENCE: 25% of the respondents Flipkart with the Web Shopping in company, 35% of the respondents are Amazon, 20% of them are in a Snapdeal.

3. How do you pay when you shop web?

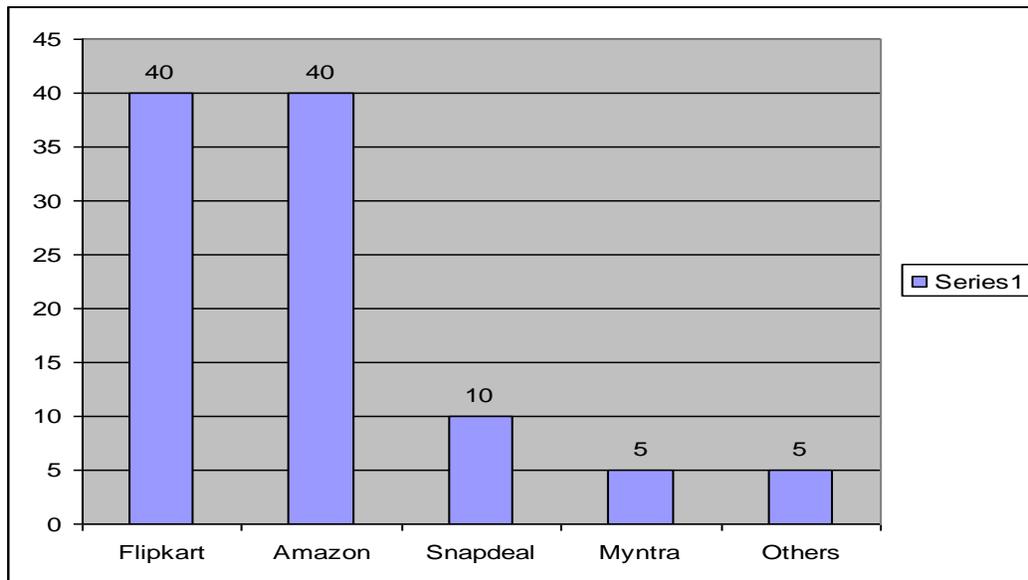
N.	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
	bit Card	135	45
	sh on Delivery	105	35
	edit Card	30	10
	hers	15	5
	ird Party (Paytm, wallet, PayPal etc.)	15	5
		300	100



INFERENCE: 45% of the respondents Debit Card with the Web Shopping in company, 35% of the respondents are Cash on delivery, 10% of them are in a Credit Card.

4. Which web service is more satisfied during product development customer care and delivery services?

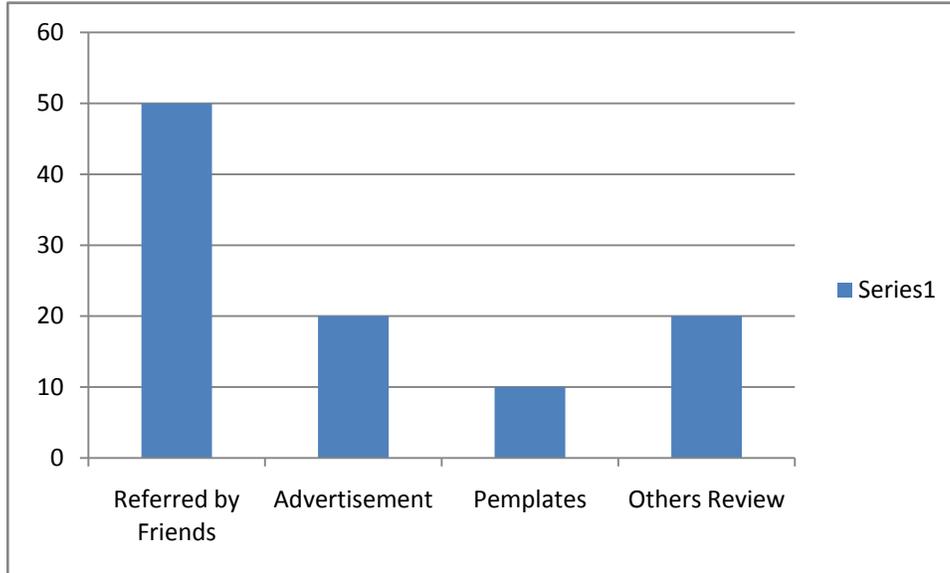
N.	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
	pkart	120	40
	nazon	120	40
	apdeal	30	10
	yntra	15	5
	hers	15	5
		300	100



INFERENCE: 40% of the respondents Flipkart with the Web Shopping in company, 40% of the respondents are Amazon, 10% of them are in a Snapdeal

5. How do you choose web shopping site?

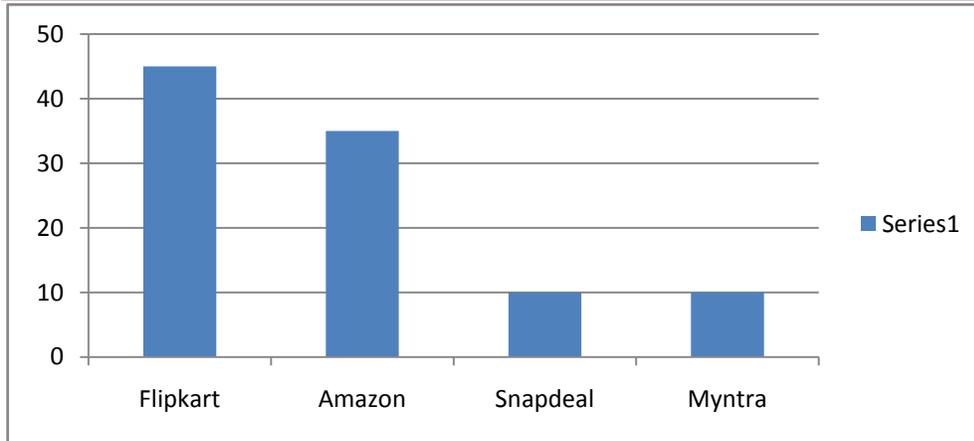
N.	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
	ferred by Friends	150	50
	vertisement	60	20
	mples	30	10
	hers Review	60	20
		300	100



INFERENCE: 50% of the respondents Referred by Friends with the Web Shopping in company, 20% of the respondents are Advertisement, 20% of them are in a others review.

6. Have your had problems which buying a site web if so which one?

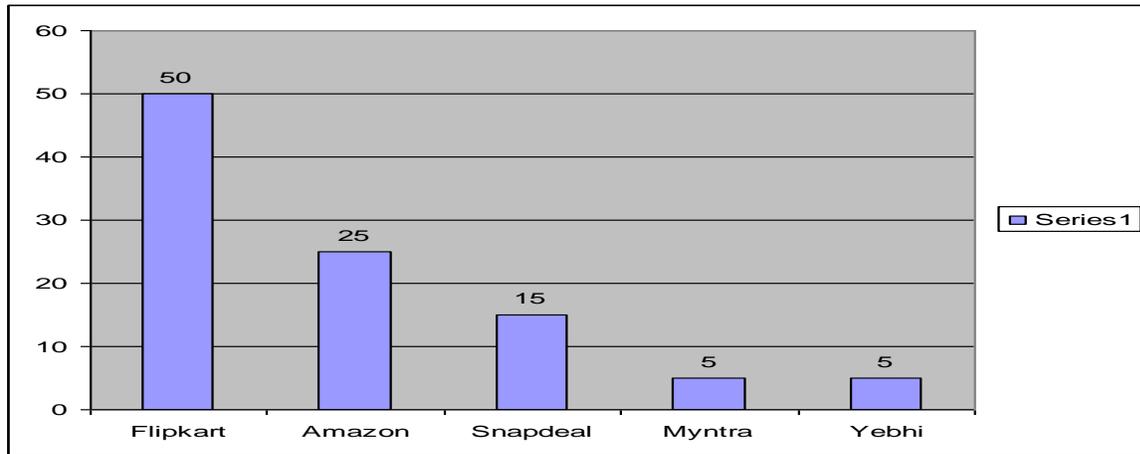
N.	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
	pkart	135	45
	nazon	105	35
	apdeal	30	10
	yntra	30	10
		300	100



INFERENCE: 45% of the respondents Flipkart with the Web Shopping in company, 35% of the respondents are Amazon, 10% of them are in a Snapdeal

7. Depending on the award you are satisfied with any web shopping site?

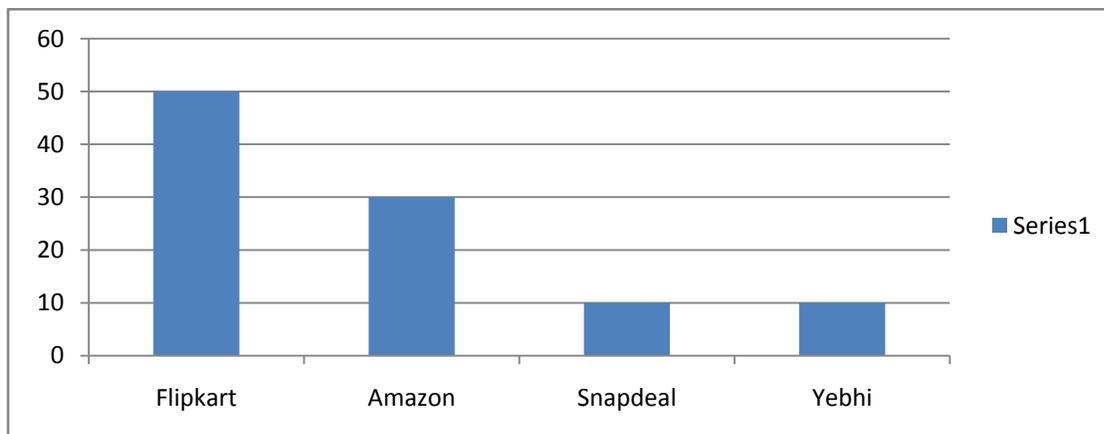
N.	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
	Flipkart	150	50
	Amazon	75	25
	Snapdeal	45	15
	Myntra	15	5
	Others	15	5
		300	100



INFERENCE: 50% of the respondents Flipkart with the Web Shopping in company, 25% of the respondents are Amazon, 15% of them are in a Snapdeal

8. What web shopping site will you recommend to your family and friend?

N.	RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
	Flipkart	150	50
	Amazon	90	30
	Snapdeal	30	10
	Yebhi	30	10
		300	100





INFERENCE: 50% of the respondents Flipkart with the Web Shopping in company, 30% of the respondents are Amazon, 10% of them are in a Snapdeal

FINDINGS

In accordance with the model's predictions, three of the five dependent variables (consumers' attitudes, intentions, and purchasing behaviour) and three of the five independent variables (interpreted applications, usefulness and ease of use, perceived enjoyment, information on on-line buying, safety & security and privacy, and quality of internet connection) receive the greatest amount of consideration. This appears to be the primary focus of current study in this field, according to the evidence.

Individual variables such as vendor/service/product qualities and website quality, as well as website quality, are proven to have a substantial impact on web purchasing attitudes, intentions, and behaviour.

When it comes to the external environment, demography, web purchasing decision-making, and consumer happiness, the proposed model falls short of the mark. Consumer happiness may be influenced by a variety of elements, including the features of the vendor/service/product, the quality of the website, the attitude toward web shopping, the intention to shop web, the choice to buy web, and the actual act of purchasing web. Furthermore, the degree to which customers are happy is strongly connected to opinions regarding web buying in general, as well as attitudes toward individual Internet retailers.

Customer happiness with web purchasing should be investigated more, given the relative importance of this element in shaping such consumer behaviour as repeat purchases.

CONCLUSION

Enhanced electronic penetration, a doubt-free shopping space, and high levels of web savvy are all contributing to an increase in the number of Indians who buy web. Nonetheless, businesses must take steps to mitigate the dangers associated with customer ineptitude, such as making purchasing websites easier to browse and providing Internet kiosks, laptops, and other assistance at retail locations. The objective is not to convert all customers to web shopping, but rather to demonstrate to them that it is an alternative. In addition to the foregoing, efforts should be made to educate web purchasers on the procedures that must be followed while making a web purchase. More



importantly, the feedback of a web buyer should be recorded in order to detect problems in the service delivery process. This may be accomplished through the use of web forums and blogs, which act as promotion and marketing tools for businesses as well as a source of feedback for them. We find that it is very hard for Web-Shoppers to modify low frequency electronic consumers into regular purchasers by creating a successful website and resolving concerns about dependable performance, which we classified as a problem. This means that while internet shopping provides certain benefits, it also creates more concerns than it solves. The qualities of items available for purchase on web, as well as the methods for service delivery, have yet to be established. The buyer is exposed to a greater risk of fraud until this is accomplished.

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