

A Study on the Impact of Online Shopping on Consumer's Buying Behavior

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Abstract: This paper is an exploration of the buying behavior of consumers while shopping online. The Internet has transformed the way people shop and it is considered as an effective tool for business transactions. Internet access has become a necessity for everyone just like food, water, air, shelter, education etc. More and more people prefer online stores over brickandmortar stores due to numerous advantages. Customers conduct in-depth research about the products online before approaching a salesperson. Convenience and time saving are the two most important factors which persuades the customers to shop online. Customers also get the advantage of comparing the prices of different products. The most important aspect of online shopping is that customers get the option to purchase at any time of the day as online shopping sites are available 24/7. This study aims at determining the various factors affecting the buying behavior of consumers while shopping online.

Keywords:

1. Introduction

Technology has evolved rapidly and so has the shopping trends. The advancement of technology has transformed the way people shop and has pivoted towards online shopping. Online shopping is synonymous with the terms electronic shopping, virtual shopping, digital, shopping, electronic commerce, home shopping etc. It refers to the act of purchasing goods and services from a vendor over the internet through the use of a web browser or mobile application.

Undoubtedly, the Internet has become a primary element of our day-to-day operations. With online shopping, people can purchase anything under the sun and the checkout process is a lot easier than a brick and mortar store. Consumers can do online shopping anywhere and at any time. Predominantly, consumers do online shopping to save time. Consumers find online shopping more convenient than in-store shopping as it saves time, effort and money.

Online shopping lets the consumers compare different products with the help of product specifications as well as product reviews by other consumers. It also aids in finding out the brand which offers exceptional quality of products at an affordable price. Furthermore, consumers get attracted to lower prices set by online retailers.

Consumer buying behavior means the decisions taken by a consumer before buying any product. Buying behavior of a consumer is dependent on certain factors like age, gender, needs and wants, etc. It involves a lengthy process including determining one's own needs, researching about the product, evaluating the alternatives and then making a purchase decision

2. Review of Literature

Venkatesh (2000) stated that perceived convenience given by online vendors showed a positive impact on the consumer's attitude towards online shopping as they stated the Internet as a medium that magnifies the result of their shopping experience.

ToñitaPerea y Monsuwé Benedict G.C. Dellaert Ko de Ruyter, (2004) stated that perspective towards online shopping and intention to shop online are not only affected by facility of use, usefulness, and enjoyment, but also by exogenous factors like consumer characteristics, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

Shergill et al. (2005) stated that, the customers can be attracted to the shopping website depending on its commodity value, quality of service and customers' service, convenience, experience of using online shopping websites, and finally payment security and privacy. These factors influence customers' behavior when shopping online.

Sahney, S Shrivatsava&Bhimalingam R.(2008) stated that current retailing trends depicts a budge from traditional store retailing to online retailing which would serve the customers 24/7. It also helped to determine what the customer expects from an online store.

Mostaghel (2006) argues that Heskett et al. (1994) highlights consumer satisfaction as a key to gain better financial performance of service companies, which is the second most important thing for them, after earning a profit. Companies saw the fast development of technology as a chance to attain customer satisfaction and faith much easier and with lower costs. Many research studies showed that e-commerce has remarkably changed the way business operates.

Dawn, S.K & Kar, U(2011) suggested that consumers are always craving for modern ways of shopping. The e-tailers in India must attract a growing segment of customers who are technologically competent, place a high significance on convenience and are willing to pay a premium price if they discover the product they are looking for. Therefore, e-tailers of India need to improve convenience and value for consumers and assist them in overcoming their fears around security. Customer care should be a top priority in leading online companies.

GurviderShergill and Zhaobinchuan (2005) discussed that website security, privacy, web design, website reliability fulfillment and website customer service are the four commanding factors which impact consumer perception of their online purchasing experiences.

Hasanov Jasur, Khalid Haliyana (2015) stated that website quality is not the only determining factor that could expand consumer purchasing desire. Other qualities such as good customer service, efficient product distribution and logistics and also positive reviews from customers also play an important part.

3. Objectives of the study

1. To determine the factors affecting consumer's buying behavior.
2. To identify the perception of consumers on online shopping.
3. To analyze the impact of COVID19 on online shopping.

4. Research Methodology

A questionnaire consisting of demographic factors and other factors related to consumer buying behavior was prepared and data was collected. The number of respondents included 100. The data was analysed using percentage analysis.

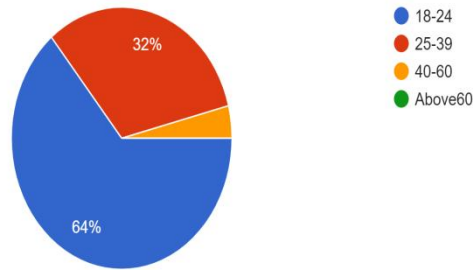
5. Data Analysis

1.Classification of the respondents on the basis of age group

Age group	Frequency	Percentage
18-24	64	64%
25-39	32	32%
40-60	4	4%
Above 60	0	0%
Total	100	100%

Figure 1 below, exhibits that out of the total number of respondents, 64% are youngsters aged between 18-24 years followed by 32% in the age group of 25-39 years. This depicts that youngsters prefer online shopping.

Figure 1: Age group of the respondents
100 responses

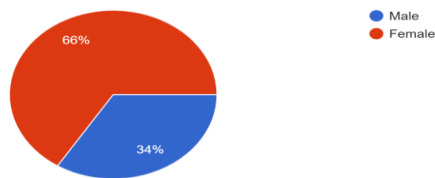


2. Classification of the respondents on the basis of gender

Gender	Frequency	Percentage
Female	66	66%
Male	34	34%
Total	100	100%

Figure 2, shows that 66% of the respondents are females and 34% are males.

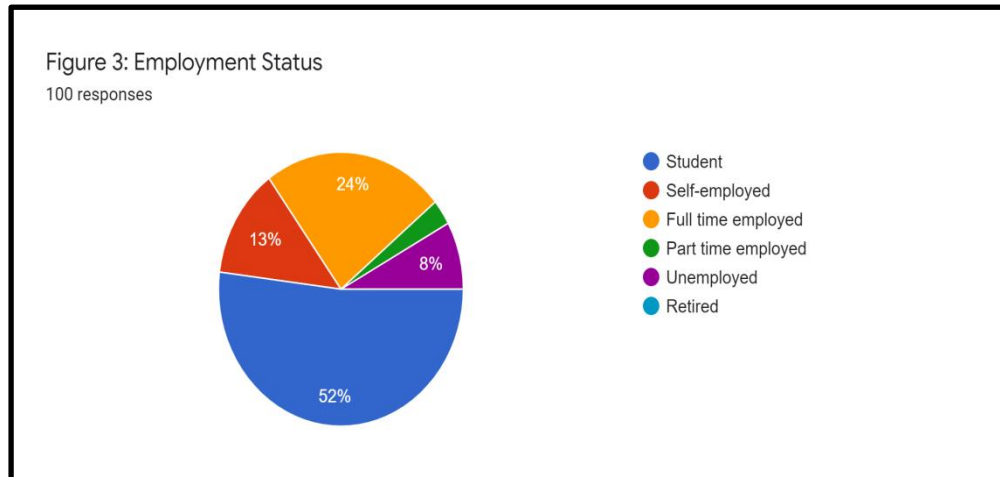
Figure 2 : Gender
100 responses



3. Classification of the respondents on the basis of employment status

Employment status	Frequency	Percentage
Student	52	52%
Self employed	13	13%
Full time employed	24	24%
Part-time employed	3	3%
Unemployed	8	8%
Retired	0	0%
Total	100	100%

Figure 3 below, shows that 52% of the respondents are 'students', 24% belong to the 'full time employed' category, 13% belong to the 'self employed' category and 8% belong to the 'unemployed' category



4. Classification of the respondents on the basis of shopping site preferred for online shopping

Shopping site	Frequency	Percentage
Amazon	34	34%
Flipkart	45	45%
Myntra	15	15%
Ajio	6	6%
Big basket	0	0%
Total	100	100%

Figure 4 below, depicts the sites preferred by the respondents.45% of the respondents prefer Flipkart and 34% prefer Amazon.

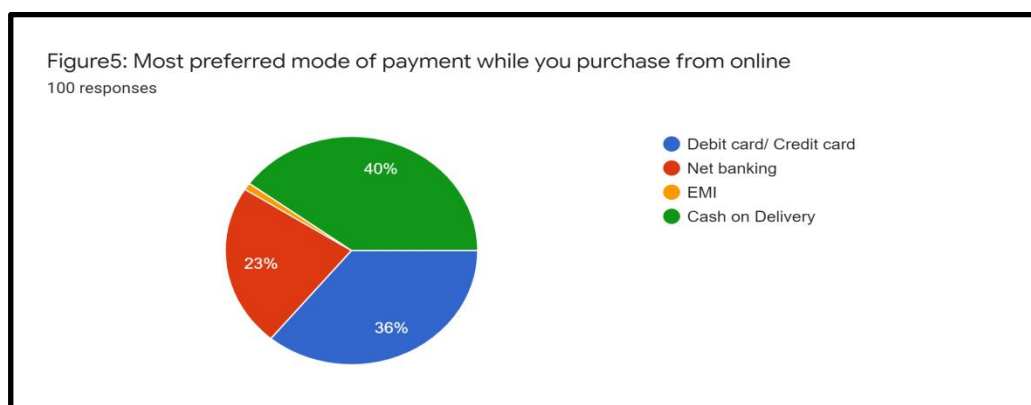


5. Preferred mode of payment

Mode of payment	Frequenc y	Percentage
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Debit card/ credit card	36	36%
Net banking	23	23%
EMI	1	1%
Cash on delivery	40	40%
Total	100	100%

Figure 5 shows that 40% of the respondents prefer 'Cash on Delivery', 36% prefer 'Debit card/credit card', and 23% prefer 'Net banking'

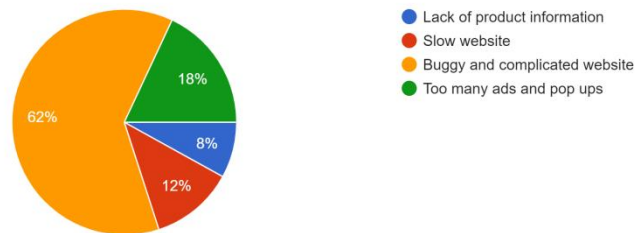


6. Most frustrating aspect of online shopping

Frustrating aspect	Frequency	Percentage
Lack of product information	8	8%
Slow website	12	12%
Buggy and complicated website	62	62%
Too many ads and popups	18	18%
Total	100	100%

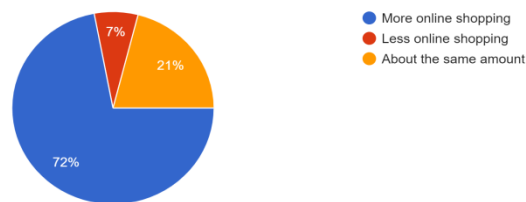
Figure 6 shows that the most frustrating aspect of online shopping is a buggy and complicated website. 62% of the respondents found buggy and complicated websites as a frustrating aspect while shopping online. 18% of the respondents found too many ads and popups as a frustrating aspect followed by 12% of the respondents who are annoyed by slow websites and 12% of them who find that there is a lack of product information.

Figure 6: Most frustrating aspect of online shopping
100 responses



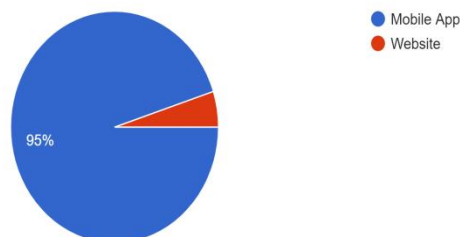
7. **Figure 7** below, shows that the amount of online shopping has increased post COVID 19 Outbreak.

Figure 7: Compared to the amount of online shopping you did prior to the COVID19 outbreak, would you say you have been doing more, less or about the same amount of shopping online?
100 responses



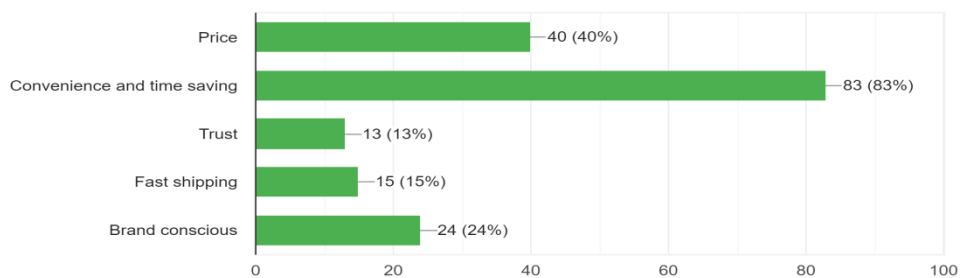
8. **Figure 8** depicts that 95% of the respondents prefer mobile application to websites. Customers prefer mobile application because certain actions can be performed much more quickly than a website.

Figure 8: Which platform do you prefer for online shopping?
100 responses

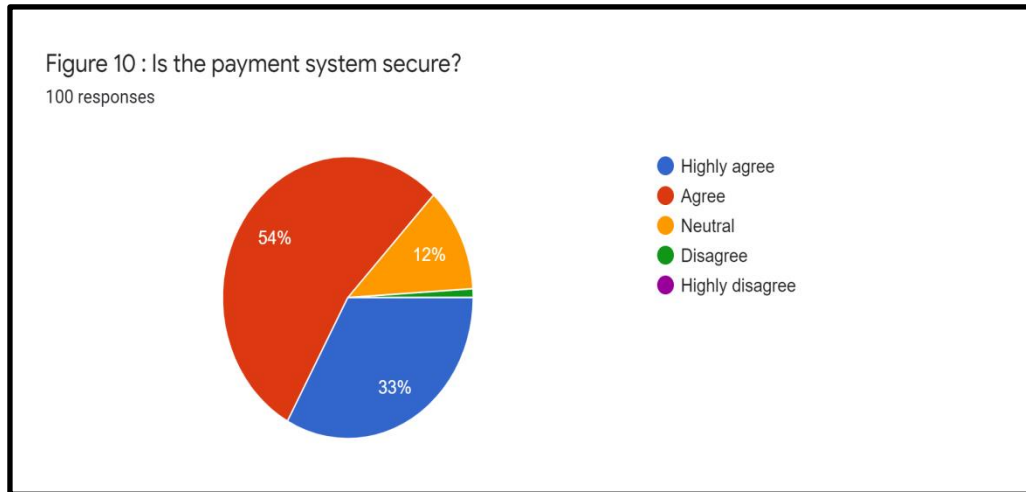


9. **Figure 9** exhibits that the main reasons for online shopping are convenience and time saving.

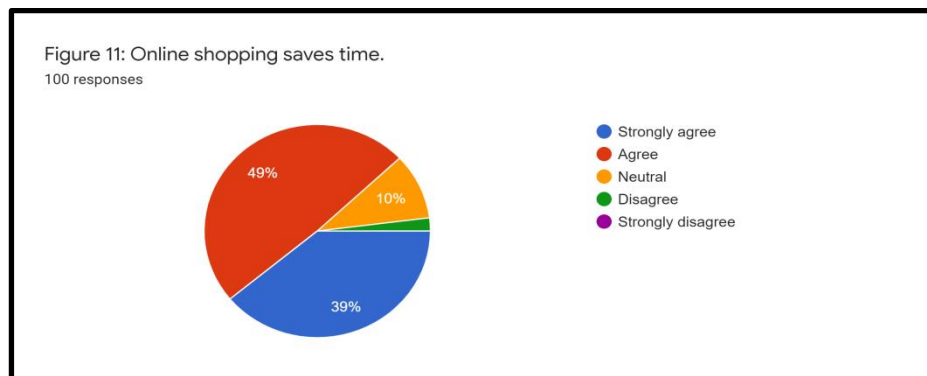
Figure 9: Main reasons for online shopping
100 responses



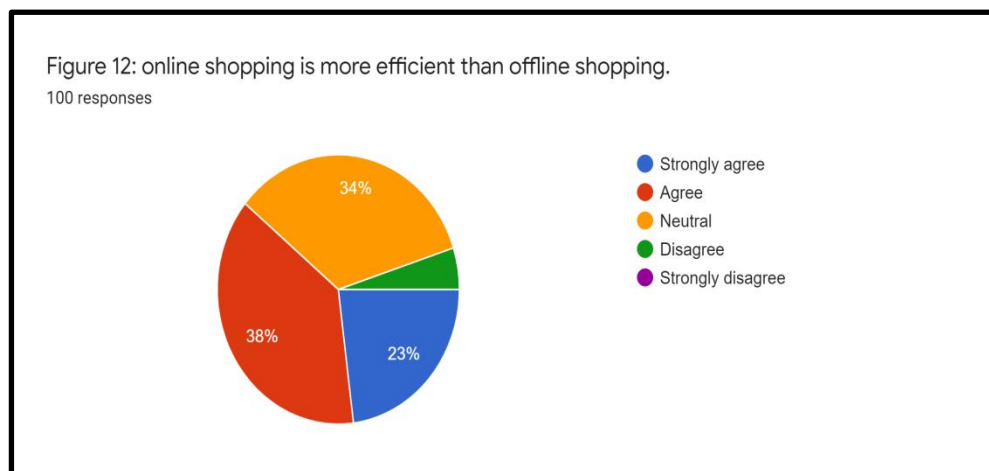
10. **Figure 10** represents the security of the payment system. 54% of the respondents 'Agree' that the payment system is secure and 33% 'highly agree' with that statement. This shows that most of the customers trust the payment system



11. **Figure 11** exhibits that 49% of the respondents 'Agree' that online shopping saves time and 39% 'Strongly agree'. This shows that online shopping aids in saving time.



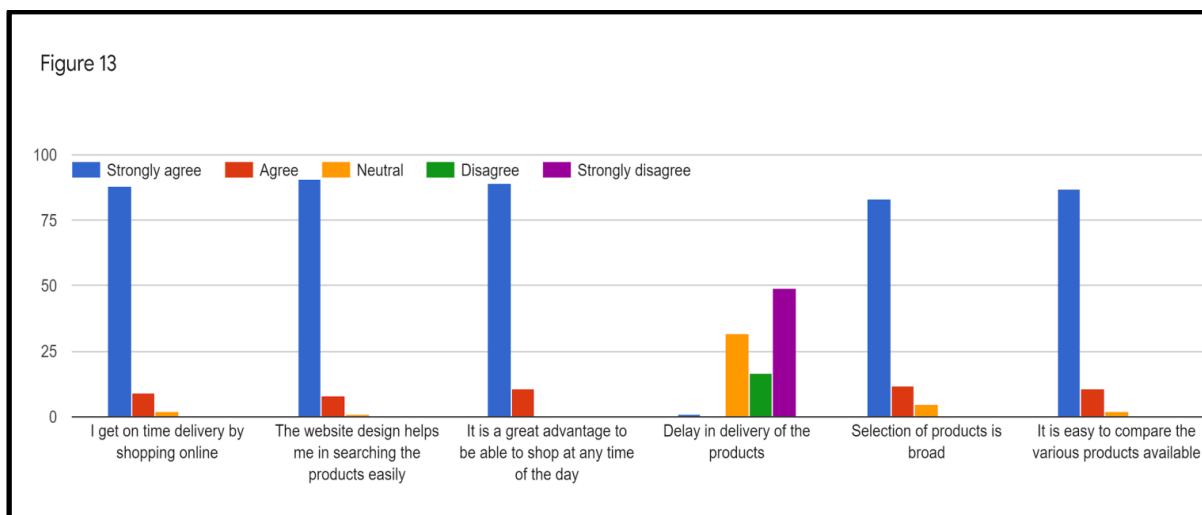
12. **Figure 12** exhibits that 38% of the respondents agree that online shopping is more efficient than offline shopping ,23% strongly agree and 34% Neutral



13. **Figure 13** shows that

- Most of the respondents strongly agree that the website design helps them to search the products easily and it is easy to compare the various products available.
- 89% of the respondents strongly agree that it is a great advantage to be able to shop at any time of the day and the selection of the products is broad.

- 49% of the respondents faced delay in delivery of the products.



6. Findings And Conclusion

.Findings of the study

- Out of the total number of respondents, 64% are youngsters aged between 18-24 years.
- Majority of the respondents are females.
- Most of the respondents belong to the 'students' category.
- The most preferred site for online shopping is Flipkart.
- Majority of the respondents are satisfied with online shopping and agree that online shopping is more efficient than offline shopping.
- 54% of the respondents agree that the payment system is secure.
- Most of the respondents agree that online shopping saves time.
- 95% of the respondents prefer mobile application to websites.
- Most of the respondents prefer cash on delivery.
- The main reason for shopping online is time saving and convenience.
- The most frustrating aspect of online shopping is buggy and complicated websites.
- Most of the respondents(88%) strongly agree that they get timely delivery of the products while shopping online.
- Compared to the amount of online shopping done prior to the COVID 19 Outbreak, Most of the respondents have agreed that they are doing more online shopping now.
- Most of the respondents strongly agree that the website design helps them to search the products easily and it is easy to compare the various products available.
- 89% of the respondents strongly agree that it is a great advantage to be able to shop at any time of the day and the selection of the products is broad.
- 49% of the respondents faced delay in delivery of the products.

B. Conclusion

Online Shopping has become so popular these days due to the numerous benefits it provides. The various advantages of online shopping include time saving, convenience, facility of price comparison, lower prices, variety of products etc. From the above study it can be concluded that Consumers often find online shopping more convenient than traditional shopping as time is not a barrier. People can shop online anytime and anywhere. This feature makes it unique from traditional shopping.

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