



A Study On Consumer Behaviour Towards Online Shopping

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Abstract

Consumer behavior in the context of online shopping encompasses the choices and actions individuals undertake when acquiring products or services via digital platforms. The swift expansion of e-commerce has significantly boosted online shopping, allowing consumers to explore options, compare prices, and complete transactions from the ease of their own homes. Research indicates that various elements, such as product quality, website aesthetics, pricing, convenience, and security, play a pivotal role in shaping consumer behavior in this domain. Additionally, social influences, including customer reviews and recommendations, further impact purchasing decisions.

The recent pandemic has further accelerated the trend towards online shopping, as more consumers recognize the convenience and safety it provides. Consequently, businesses have been compelled to modify their marketing approaches to align with this evolving consumer behavior. Ultimately, grasping consumer behavior in online shopping is essential for businesses aiming to deliver a smooth and satisfying online shopping experience, which in turn fosters customer loyalty and enhances profitability.

Keywords- E-commerce, purchasing patterns, decision-making processes,

Promotional tactics.

INTRODUCTION

❖ Online shopping represents a segment of electronic commerce that enables consumers to purchase goods or services directly from sellers via the Internet, utilizing either a web browser or a mobile application. Shoppers can discover products of interest by navigating directly to a retailer's website or by utilizing a shopping search engine, which aggregates information on product availability and pricing from various e-retailers. This mode of shopping is accessible through a variety of devices, including desktop computers, laptops, tablets, and smart phones.

❖ Individuals across diverse age groups, genders, and socioeconomic statuses are increasingly turning to online platforms for their purchasing needs. To meet their demands, many consumers find it more convenient to search for and acquire specific products online (Lewis, 2006). A significant advantage of this shopping approach is that it allows buyers to access comprehensive product information and reviews from previous customers, aiding them in making informed purchasing decisions.

Objective of the study:

❖ The objective is to determine the primary elements that affect consumers' decisions to engage in online shopping, including aspects such as convenience, pricing, variety of products, and security measures. Additionally, it aims to comprehend the decision-making process that consumers experience during online transactions, which encompasses stages such as information gathering, alternative assessment, and evaluation after purchase.

❖ Furthermore, the study seeks to investigate the correlation between online shopping habits and factors such as consumer satisfaction, loyalty, and the likelihood of repeat purchases. Lastly, it aims to identify possible obstacles to online shopping and propose strategies to mitigate these challenges, including enhancements in website design and improvements in security protocols.

Scope of the study:

The research focuses on online consumers in India. A selection of online retailers, such as Amazon, Flipkart, Myntra, and Nykaa, has been made for this investigation. To collect insights, online surveys are employed, and individuals younger than 16 years are excluded from participation in the study.

Limitation of the study:

❖ The research may lack a representative sample of the population under investigation, potentially impacting the generalizability of the results. Additionally, the study might depend on self-reported data from participants, which could introduce biases and inaccuracies.

❖ Furthermore, the focus of the study may be limited to specific elements of online shopping behavior, such as consumer attitudes towards privacy or the frequency of purchases. This narrow focus may neglect other significant factors influencing online shopping behavior, including the impact of social media and the importance of product reviews.

Literature Review

Researcher: Chandra Sekhar Patro **Institution:** Andhra University **Research Title:** Online Shopping Behavior: An Examination of the Impact of Perceived Benefits and Risks on Consumer Shopping Behavior. **Study Objectives:** The specific objectives of this research are as follows:

1. To analyze the effect of demographic variables on the perceived benefits and risks of online consumers.
2. To identify the factors that influences the perceived benefits of online consumers.
3. To Sample Size: determine the factors that affect the perceived risks of online consumers.
4. To investigate the relationship between consumers' perceived benefits and their perceived risks.
5. To propose recommendations where applicable.

Research Methodology: To achieve the aforementioned objectives, data was collected and analyzed from both primary and secondary sources. Secondary data was utilized to examine online marketing trends and to profile the leading three e-retailers.

A total sample size of 384 consumers was utilized for this study.

Key Findings: - A significant portion of respondents, 58.5 percent, falls within the age range of 18-35 years. - Among the participants, 54 percent are male and 45 percent are female. - The educational background indicates that 76.81 percent of respondents are either graduates or postgraduates. - In terms of occupation, employees make up the majority at 53.47 percent, followed by students at 37.71 percent. - A notable 71.28 percent of respondents have over two years of experience with online shopping. - Additionally, 77.9 percent of respondents reported spending, on average, less than 45 minutes on online purchases. - Furthermore, 34.4 percent of respondents prefer cash on delivery (CoD) as their payment method.

Conclusion: The study's findings suggest that online shoppers generally hold a favorable view of online retailing. Nevertheless, there are specific areas where enhancements are needed to improve the quality perceptions of online shoppers.

Research Methodology:

1. Sample Type and Size The sample comprises individuals aged 17 to 30 years and older, with a total of 86 respondents participating in the study.
2. Source of Data This research is founded on primary data gathered through the administration of structured questionnaires.
3. Sampling Method The sampling technique employed is simple random sampling, which ensures that each element or unit has an equal opportunity to be included in the sample.
4. Data Collection Data was collected from individuals within the age range of 17 years to 30 years and older. The questionnaire included closed-ended questions to facilitate responses.

Conclusions:

- Recent data and research indicate a notable transformation in consumer behavior regarding online shopping. An increasing number of individuals are opting for online purchases, drawn by the convenience, extensive selection, and affordability that this mode of shopping provides. While online consumers often exhibit heightened price sensitivity, they also prioritize factors such as ease of access, diverse product offerings, and prompt delivery.
- In summary, online shopping is poised to remain a dominant force and is expected to gain further traction as technological advancements continue and consumer preferences evolve. Retailers must adjust their strategies to align with the shifting expectations and needs of online shoppers to maintain a competitive edge in the marketplace.