

# Understanding the Consumer Behaviour and Attitude towards Online Shopping in Ratnagiri

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## ABSTRACT

In the present time of web multiplication, the predominance of web based shopping has expanded. Web has made the exchanges smoother, speedier, quicker and less demanding and both the purchasers and dealers get profited by his technology. The developing utilization of web in India has made a reason for enormous prospects for online retailers; learning of components influencing buyer purchasing conduct can enable retailers to build up their marketing systems to change over their potential shoppers into dynamic one. Web based shopping is a quickly developing internet business territory. An effective web store isn't only an attractive site with dynamic specialized highlights, recorded in many web crawlers however it generally search forward for buyer fulfillment. An exertion has been made to research online buyer conduct, which thusly furnishes E-marketers with a constructional system for tweaking their E-businesses' methodologies. With the expanding web education, the possibility of web based marketing is expanding. There are a huge number of individuals online whenever and they all are a potential shopper in the online market. Since there are such huge numbers of providers, the most vital thing for organizations is to comprehend what are customer needs and needs in this focused business environment. Client purchasing practices are affected by various factors, for example, culture, social class, references group connection, family, pay level and pay independency, age, gender and so forth thus they show distinctive client practices. These studies clarify web based shopping imperative and customer purchasing conduct in web based shopping.

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## 1. Introduction

Web is changing the manner in which shoppers shop and purchase products and ventures and has quickly developed into a worldwide wonder. Numerous organizations have begun utilizing the Internet with the point of cutting marketing costs, in this manner decreasing the cost of their items and services so as to remain ahead in very aggressive markets. Organizations additionally utilize the Internet to pass on, impart and spread data, to sell the item, to take input and furthermore to direct fulfillment reviews with customers. Customers utilize the Internet not exclusively to purchase the item on the web, yet in addition to look at costs, item includes and after deal service offices they will get on the off chance that they buy the item from a specific store. Numerous specialists are hopeful about the possibility of online business. Notwithstanding the huge capability of the E-trade market, the Internet gives a one of a kind chance to organizations to all the more effectively achieve existing and potential customers. It has been over 10 years since business-to-customer E trade originally developed. Researchers and professionals of electronic business continually endeavor to pick up an improved understanding into purchaser conduct in the internet.

As a rule the pattern of web based business has been expanded quickly in the ongoing years with the improvement of web and because of the simple openness of web utilization. Simple access to web has driven customers to shop on the web. All around in excess of 7271 million individuals have done web based shopping up until this point; World's greatest online customers incorporate Germans and British. Books,

aircraft tickets/reservations, garments/shoes recordings/diversions and other electronic items are the most prevalent things obtained on the web. Through electronic marketing and web correspondence business firms are planning diverse marketing exercises, for example, market investigate, item improvement, educate customers about item includes, advancement, client services, client criticism, etc. Web based shopping is utilized as a mode for correspondence and electronic trade, it is to increment or improve in esteem, quality and engaging quality of conveying client advantages and better fulfillment, that is the reason web based shopping is more comfort and step by step expanding its prevalence.

### 1.1 Online Shopping and E-Commerce in India

The quick development of web based business in India throughout the most recent two decades, rising web and cell phone infiltration has changed the manner in which we impart and work together. Web based business is generally a novel concept. It is, at present, vigorously inclining toward the web and cell phone upheaval to in a general sense modify the manner in which businesses achieve their customers. The development is relied upon to be driven by expanded customer drove buys in durables and gadgets, array and embellishments, other than traditional items, for example, books and sound visuals. The birth and development of Internet has been the greatest occasion of the century. Web based business in India has progressed significantly from a tentative start in the 1999-2000 to a period where one can sell and discover a wide range of stuff from a top of the line item to a small shelled nut on the web. Most partnerships are utilizing

Internet to speak to their item range and services with the goal that it is open to the worldwide market and to contact a bigger scope of their group of onlookers. PCs and the Internet have totally changed the way one handles everyday exchanges; web based shopping is one of them. The Internet has achieved far reaching developments in the buying propensities for the general population. In the solace of one's home, office or digital bistro or anyplace over the globe, one can sign on and purchase pretty much anything from attire, books, music and precious stone adornments to advanced cameras, cell phones, MP3 players, computer games, motion picture tickets, and rail and air tickets. Straightforwardness, effortlessness, comfort and security are the key components turning the clients to purchase on the web.

According to industry body Assocham. "India's online business market was worth about USD 3.8 billion of every 2009, it went up to USD 17 billion out of 2014 and to USD 23 billion out of 2015 and is relied upon to contact whopping USD 38 billion imprint by 2016,". Expanding web and versatile entrance, developing worthiness of online installments and positive socioeconomics has given the web based business sector in India the one of a kind chance to organizations interface with their customers. There would be over a five to seven crease increment in income produced through online business when contrasted with a year ago with all marked clothing, embellishments, gems, endowments, footwear are accessible at a less expensive rates and conveyed at the doorstep. The purchasing trends amid 2016 will observe a huge upward development because of forceful online limits, rising fuel cost and more extensive and plentiful decision will hit the internet business industry in 2016. Versatile trade (m-business) is becoming quickly as a steady and secure enhancement to the web based business industry.

"Shopping on the web through advanced mobile phones is ended up being a distinct advantage, and industry pioneers trust that m-trade could contribute up to 70 percent of their absolute incomes," the announcement included. In India around 60-65 percent of the all out online business deals are being produced by cell phones and tablets, expanded by 50 percent than the most recent year and furthermore liable to proceed upwards, it included. In 2015, 78 percent of shopping inquiries were made through cell phones, contrasted with 46 percent in 2013.

Then again E-business has been become quick due to numerous preferences related with purchasing on web in view of lower exchange and inquiry cost when contrasted with different kinds of shopping. Through web based shopping buyers can purchase quicker, more options and can arrange item and services with comparative most reduced cost. Along these lines Marketers have cautiously broke down the purchasers' disposition and conduct towards the web based shopping and burn through billions of dollars to encourage every one of the socioeconomics of online customers.

### 1.2 E-Commerce Activities

The Internet has entered the standard cognizance over the previous decade. This has happened essentially on the grounds that the web has a graphical interface and Internet

has moved from administrative control to private hands. The exercises which are going on the Internet are email and texting, general web surfing or perusing, perusing news, pastime seeks, diversion hunts, shopping and purchasing on the web, therapeutic data looks, travel data looks, following credit cards, and playing recreations. Correspondence for example email, visit or text is the essential movement for which Internet is utilized. It is the absolute most essential explanation behind individuals to go on the web. Email gives the chance to impart all the more frequently with an a lot more extensive hover of individuals than one can reach by phone or via mail helpfully. In India also email comprises the significant movement on the Internet. It was discovered that all the more older individuals are progressively utilizing email when contrasted with the more youthful generations.

### 1.3 Factors Affecting Consumer Behaviors

Consumer behaviors can be explained in four dimensions which are personal characteristics, psychological characteristics, social characteristics and cultural characteristics.

- Personal Characteristics
- Psychological Characteristics
- Social Characteristics
- Cultural Characteristics
- Customer Loyalty
- Trust

## 2. Review Of Literature

**Schiffman, Scherman, and Long (2003)** in his investigation looked into that "yet singular dispositions don't, without anyone else's input, impact one's aim and additionally conduct. Rather that aim or conduct is a consequence of an assortment of frames of mind that the shopper has about an assortment of issues important to the current circumstance, for this situation web based purchasing. After some time the Internet purchaser, when thought about the pioneer or early adopter, has changed. While once youthful, proficient guys with higher educational dimensions, salaries, resistance for hazard, economic wellbeing and a lower reliance on the broad communications or the need to disparage built up retail channels (Ernst and Young, 2001; Mahajan, Muller and Bass, 1990),

**Vijay, Sai. T. and Balaji, M. S. (May 2009)**, uncovered that Consumers, everywhere throughout the world, are progressively moving from the swarmed stores to the single tick internet shopping group. Be that as it may, regardless of the accommodation offered, internet shopping is a long way from being the most favored type of shopping in India. An overview among 150 web clients, including the two clients and non-clients of internet shopping, was done to comprehend why some buy on the web while others don't. The outcomes recommended that accommodation and sparing of time drive Indian customers to shop on the web; while security and protection concerns prevent them from doing as such.

## 3. Objectives of the study

The objective of this research study is to investigate online consumer behavior, which in turn provides E-marketers

with a constructional framework for fine-tuning their E-businesses' strategies. The specific objectives of this research are:

- To analyze the consumers awareness about online shopping.
- To know the various factors which motivate a consumer towards online shopping.
- To analyze the kind of goods they purchase online.
- To know the problems they face during online shopping.

**4. Research methodology**

The exploration depends on essential and secondary information both. The essential information was gathered through a survey planned solely for the investigation. Secondary information was taken from research papers, Journals, magazines and sites.

**4.1 Sample size and area**

Tests were gathered from buyers and purchasers of web based shopping of Ratnagiri city. A target of 100 respondents was set, and every one of them return total poll with their reasonable decision. Along these lines every one of the 100 surveys were engaged for definite analysis and information translation.

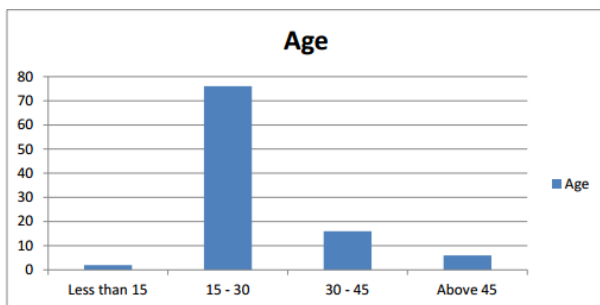
**4.2 Tools for analysis**

For data analysis, simple charting and tabulation tools are used to understand the behavior of the respondents for online shopping.

**5. Data analysis**

**Table 1 Age of respondents**

Less than 15	15-30	30-45	above 45
2	76	16	6



**Figure 1 Age of respondents**

From the above diagram, it is interpreted that maximum respondents are from the age between 15 to 30 where as the respondents of age 30-45 are relatively low.

**Table 2 Occupation of respondents**

Service	Profession	Self employed	Others
25	11	6	58

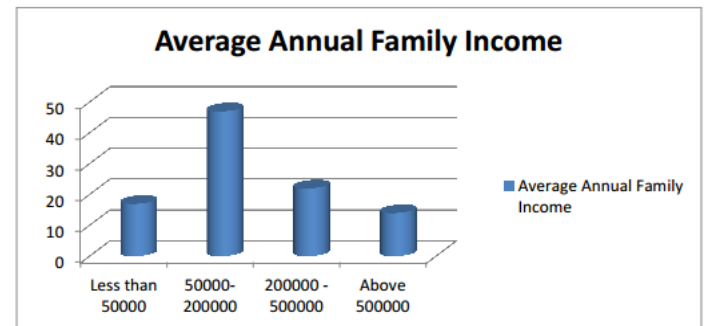


**Figure 2 Occupation of respondents**

The above figure shows that the occupation of maximum shoppers falls under the category of others which consist of students and other occupations. The second highest category of online shoppers is having the occupation of service.

**Table 3 Average annual Family Income**

Less than 50000	50000-200000	200000 - 500000	Above 500000
17	47	22	14

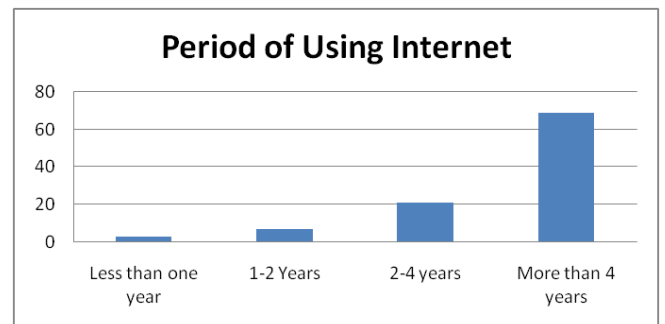


**Figure 3 Average annual Family Income**

The above graph and outline demonstrates that the customers having normal family pay in the middle of 50,000-2,00,000 for every annum gives more inclination to internet shopping. This might be a direct result of appealing limiting offers offered by shopping destinations. Likewise the customer whose yearly family normal pay is in the middle of 2,00,000-5,00,000 additionally spends more on web based shopping

**Table 4 Period of Using Internet**

Less than one year	1-2 Years	2-4 years	More than 4 years
3	7	21	69



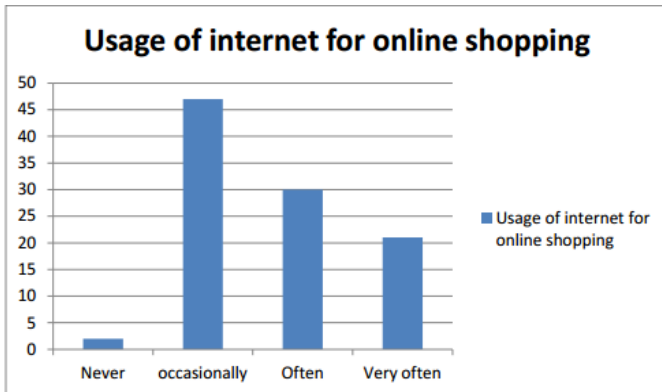
**Figure 4 Period of Using Internet**

It is interpreted that out of the total respondents 3% are using the internet less than a year. 7% of the respondents are

using for the past 1-2 years. 21% of the respondents are using internet for the past 2-4 years whereas majority of respondents that is 69% have been using the internet for more than 4 years.

**Table 5 Frequency of using internet for online shopping**

Never	Occasionally	Often	Very often
2	47	30	21

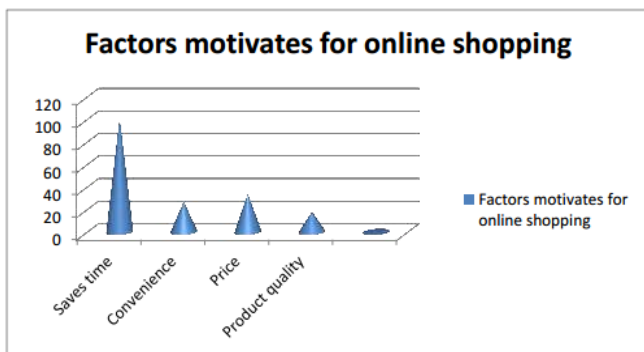


**Figure 5 Frequency of using internet for online shopping**

The above chart shows that 47% of the respondents use internet occasionally whereas 30% use often and 21% use internet very often.

**Table 6 Which factor motivates for online shopping**

Saves time	Convenience	Price	Product quality	Not Applicable
101	27	34	18	01

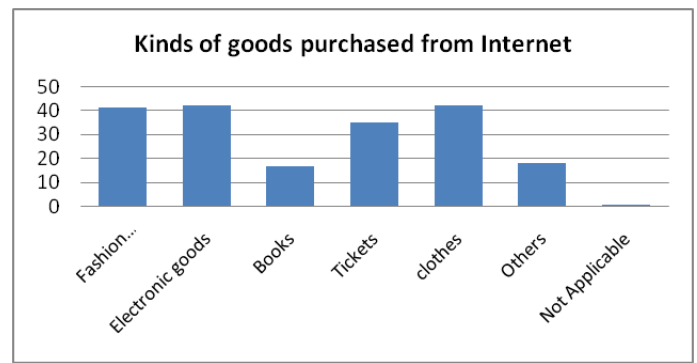


**Figure 6 Which factor motivates for online shopping**

The study showed that 100% of the shoppers prefers online shopping as it saves time whereas 34 % shoppers gets attracted towards prices offered. 27% shoppers who think convenience is the main driving force while 18% of the shopping had been done for whom quality was the main orientation for shopping online.

**Table 7 Kinds of goods purchased from Internet**

Fashion accessories	Electronic goods	Books	Tickets	clothes	Others	Not Applicable
41	42	17	35	42	18	1

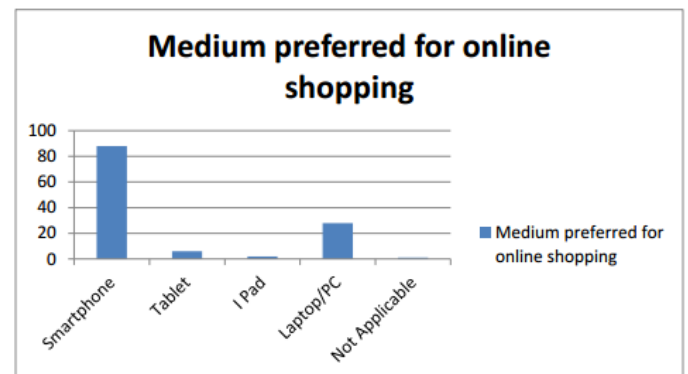


**Figure 7 Kinds of goods purchased from Internet**

It is depicted in the chart that the highest category of goods purchased by the respondents (42%) is Electronic goods and clothes. Fashion accessories are having similar demand among online shoppers. Whereas the lowest category of goods purchased online are books and others.

**Table 8 Medium preferred for online shopping**

Smartphone	Tablet	I Pad	Laptop/PC	Not Applicable
88	6	2	28	1

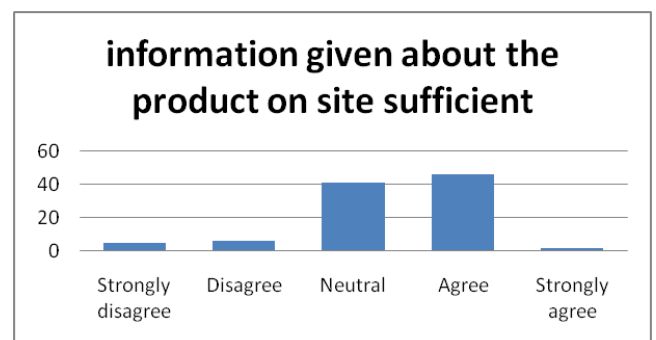


**Figure 8 Medium preferred for online shopping**

According to the chart 88% of the respondents use Smartphone for online shopping, 28% use laptop and PC, 6% use tablets whereas 2% use I pads for online shopping.

**Table 9 Is the information given about the product on site sufficient?**

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
5	6	41	46	02

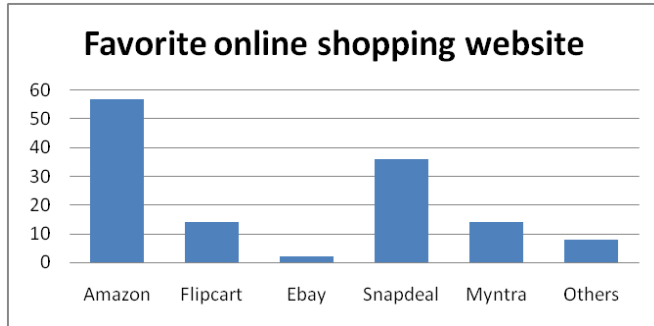


**Figure 9 Is the information given about the product on site sufficient?**

As indicated by the examination, it is depicted that 2% of the respondents unequivocally concur that the data given about the item on the site is adequate. 46% of the respondents concur with the announcement, 41% are nonpartisan, 6% differ while 5% of the respondents unequivocally can't help contradicting the announcement.

**Table 10 Favorite Online shopping site**

Amazon	Flipkart	Ebay	Snapdeal	Myntra	Others
57	14	2	36	14	8

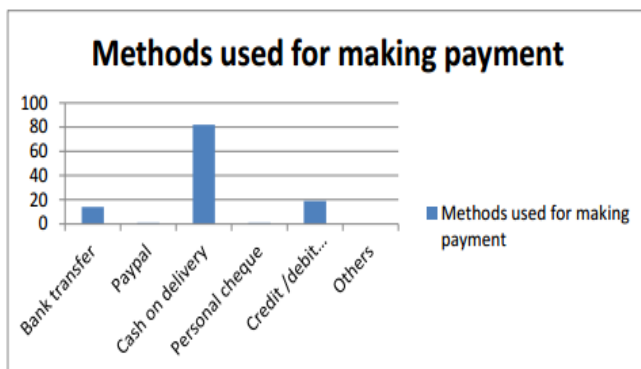


**Figure 10 Favorite Online shopping site**

According to the research, 57% of the respondents prefer Amazon, 36% prefer Snapdeal, 14% prefer Flipkart and Myntra, 2% prefer Ebay whereas 8% prefer other sites for online shopping.

**Table 11 Methods used for making Payments**

Bank transfer	PayPal	Cash on delivery	Personal cheque	Credit /debit card	Others
14	1	82	1	19	-



**Figure 11 Methods used for making Payments**

The above diagram depicts that greater part of the respondents that is 82% use money down choice for installment, 19% use credit cards, 14% use bank exchange, 4% use bank exchange while 15% utilizations individual check and different techniques for installment for web based shopping.

**Table 12 Satisfaction level of online shopping**

Satisfied	Very much satisfied	Not satisfied	Can't say	Not Applicable
68	10	3	20	2



**Figure 12 Satisfaction level of online shopping**

The investigation served to establish out that 68% of the respondents were happy with web based shopping, 3% were very little fulfilled, and 20% were impartial though 2% of the respondents were not happy with internet shopping.

**Table 13 Problems faced in online shopping**

Delay in delivery	Cheap quality	Product Damage	Other	Not Applicable
41	26	17	22	2

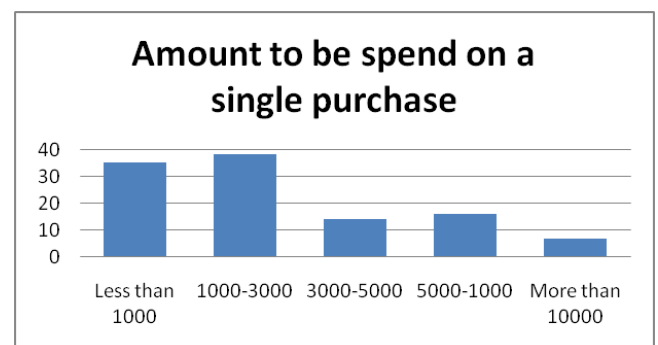


**Figure 13 Problems faced in online shopping**

As per the diagram 41% of the respondents felt the deferral in conveyance as the issue of web based shopping. 26% of the respondents see shoddy quality item as the issue. 17% of the respondents respect item harm to be one of the issues of internet shopping though 22% feel that there are different issues related with web based shopping.

**Table 14 Approximate amount to be spent on a single purchase in (Rs):-**

Less than 1000	1000-3000	3000-5000	5000-10000	More than 10000
35	38	14	16	7

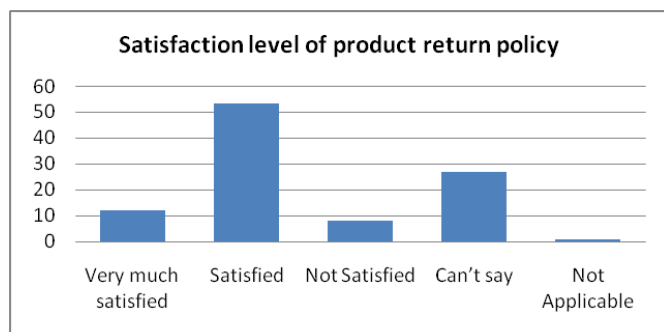


**Figure 14 Approximate amount to be spent on a single purchase**

The estimated sum willing to be spent on a solitary online buy by greater part of the respondents that is 38% is around Rs1000-3000. 35% of the respondents are prepared to spend under 1000 though 16% are prepared to spend around Rs5000-10000. The % of respondents who are eager to burn through 3000-5000 is 14% while 7% of the respondents are prepared to spend increasingly 10,000 on a solitary buy.

**Table 15 Satisfaction level of product return policy**

Very much satisfied	Satisfied	Not Satisfied	Can't say	Not Applicable
12	53	8	27	1



**Figure 15 Satisfaction level of product return policy**

From the above graph and outline it is clear those most extreme respondents that 53% are happy with the item merchandise exchange of internet shopping though 27% of the respondents are unbiased about merchandise exchange.

**6. Findings Of The Study**

- Most of the online customers are in the middle of the age of 15 to 30 years.
- The customers having normal yearly family salary between Rs 50000 to 200000 favored internet shopping.
- The analysis demonstrated that the customers use web for internet shopping incidentally.
- Majority of the respondents that is 46% concur that the data given about the item on different destinations is adequate for the customer. 41% of the respondents are nonpartisan, 6% are differ though 5% as firmly oppose this idea.

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- Amazon is the most loved shopping site of the respondents.

**7. Conclusion**

Web based shopping is becoming progressively mainstream step by step with the expansion in the use of World Wide Web. Understanding client's requirement for internet selling has become test for marketers. Uncommonly understanding the shopper's dispositions towards web based shopping, making improvement in the variables that impact buyers to shop on the web and taking a shot at components that influence purchasers to shop online will assist marketers with gaining the focused edge over others. The web based business is one of the greatest things that have taken the business by a tempest. It is making a totally new economy, which has an enormous potential and is on a very basic level changing the manner in which businesses are finished. It is trusted that electronic business will become an enormous industry in the coming years and web based shopping is currently becoming a critical piece of the customer's everyday life to meet their endless prerequisites helpfully. Web based shopping is getting and is becoming a pattern. More purchasers are reveling into web shopping as observed by the examination in light of the incentive it offers to a client, for example, comfort, 24x7 shopping, doorstep conveyance, a wide item choice and the consistently extending scope of extraordinary and abnormal blessing thoughts just as expanded buyer trust in shopping on the web is expanding. The primary motivating component seen amid the exploration was the comfort and client service which drives the general population to internet shopping. Therefore today they are purchasing aircraft and railroad tickets, books, home machines, electronic contraptions, motion picture tickets, and so forth by signing on to a site, than driving up to a store. As the exploration recommends that expansion in use of web expands the web based shopping so there is a need to increment in broadband entrance as it quickens the development of online exchange. An immense purchasers and venders crosswise over socioeconomics are shopping on the web in light of the changing ways of life and shopping propensities. It is seen that in spite of the tremendous conceivable outcomes accessible on the web it is basically utilized for mailing, visiting and surfing. Email applications still establish the main part of net traffic in the nation.