

CONSUMER BEHAVIOUR IN ONLINE SHOPPING

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ABSTRACT

Retailers from over the world are increasingly looking to India as a high-potential source of revenue. Since the recent economic changes, Indian customers have just recently began to realise the advantages of utilizing the Internet to purchase. However, the increasing number of Internet users has not been reflected in online sales growth. As a result, it is critical to determine the aspects that influence Indian customers' online purchasing habits in order for us discover a solution to encourage their online shopping. The goal of this research is to find out what influences Indian customers' attitudes regarding online purchasing by looking at Indian consumers' views of online shopping risks. We investigated a wide range of variables, including previously recognised ones such as convenience risk, product risk, financial risk; perceived behaviour control; return policy; subjective norm; attitude and technology specific innovativeness; as well as new ones that were generated for this research. This study also failed to reveal a dynamic pricing strategy since the manipulation control question was too broad, but it did provide a route for future academics' investigation. Finally, this research underlines the need of creating trust between customers and online merchants, which means that long-term cooperative partnerships and mutual benefit are predicted to ensue.

KEYWORDS: *Online shopping, Marketing, customer satisfaction*

INTRODUCTION

Internet-based retailing involves the exchange of information between the retailer and the consumer through an electronic network. Many things are available for purchase online from the comfort of your own home or office. It is important to note that consumer behaviour is always changing and interconnected. It's impossible to predict what an individual or a group will do in terms of intellect, emotion, and conduct. Each of the three components interacts with the environment on a constant basis. This has a profound effect on consumption patterns and behaviour, which is always changing and dynamic. Consumption patterns and consumer behaviour are the focus of consumer behaviour research. Age, customer experience, net connection, transportation, a dependable delivery system, perception, attitude, learning and decision making, and education level of customers all influence online purchasing behaviour.

LITERATURE REVIEW

Shengyu Gu et.al (2021) E-commerce is becoming more important in light of the COVID-19 epidemic and the growing significance of consumer online behaviour research. Methodological approaches for assessing relationships were the goal of this work. Based on Cattell's questionnaire and correlation analysis, the study approach was used. Surveys were utilised in this research to get a sense of how consumers think about online shopping before they actually make a purchase. Online

customers from the ten fastest-growing e-commerce markets were polled. Online customers' buying behaviour may be assessed using the suggested methodological toolbox, which identifies the most relevant elements and gives a chance to examine the dynamics of their activity during the research period, to identify major trends and define changes in their behaviour.

Faize Ali Shah et.al (2020) Customers' shopping habits have changed over time, and this has led to the development of a variety of wired marketplaces. Consumers have been exposed to a world of information thanks to the internet's capacity to reach even the most distant regions and to provide precise information about items. Online shoppers have developed a sense of self-consciousness as a result of the high level of exposure they have received. Individuals that are self-conscious tend to be hyperaware of their surroundings and make purchasing judgments as a result of this inclination.

Anurag Pandey et.al (2019) Online shoppers in Kanpur, India, were selected as subjects for a descriptive research utilising a judgemental sampling method. A questionnaire was used to gather the information. The nonparametric test was employed for hypothesis testing after factor analysis was completed. There are a number of factors that influence consumers' online shopping behaviour, such as their demographics, social statuses, their online shopping experience, their knowledge of the internet and computers, their use of social media, their website design, and their knowledge of how to use social media to connect with others. There isn't enough data to draw any conclusions about all online shoppers based on this study's sample size and data collection location.

Mohammad Anisur Rahman et.al (2018) People's attitudes and behaviours have changed significantly as a result of the Internet. Consequently, the rise of internet shopping has had a profound effect on the life of the average person. Bangladesh has begun internet shopping as well, although people there haven't become used to doing so on a regular basis just yet. A survey of 160 people in Dhaka, Bangladesh, is being conducted to learn more about how they purchase online. Consumers purchase online to save time and to access a wider range of items and services, according to a poll. Both men and women behave in the same way when it comes to favouring and hating characteristics; they like the convenience of home delivery and despise the inability to hold and feel the goods. They learn about online shopping through various websites, mostly social media, and make purchases of clothing and accessories primarily using the cash on delivery payment option. Online shoppers have conflicting feelings about their entire experience because of their concerns about the safety of the payment method.

T.Kavitha (2017) The traditional technique of doing internet business has been fundamentally altered by modern technologies. Online shopping has emerged as a brand-new category of traditional retail. Increasing their client base and financial resources by creating their own e-products and services to meet their ever-changing wants is a key strategy for online retailers. The primary goal of this research is to investigate the purchasing habits of customers and the issues they face when using internet shopping. As technology progressed, new means of distributing things to customers, such as Online Shopping, were developed. Since the internet established its dominance, online shopping has grown in popularity.

METHODOLOGY

All of the data gathered during and after the study is a combination of first- and second-hand sources.

Primary data:

An online questionnaire was designed and then sent out over WhatsApp in order to get a clear picture of how much this ecommerce platform's online buying assists consumers in times of need. There are a total of 120 people from Bhubaneswar participating in this survey. There were reactions and criticism from people of all ages.

Sampling

Probability sampling and non-probability sampling are the two most common methods of sampling. Stratified sampling, cluster sampling, and multistage sampling are some of the other methods of probability sampling that have been discussed. Comparative sampling includes methods such as random sampling, convenience sampling, and self-selection as alternatives to the nonprobability sampling techniques. Furthermore, according to Saunders et al., convenience sampling is the simplest and easiest method for researchers to use. Despite the fact that Saunders et al. claim that non-probability sampling, or concrete convenience sampling, is problematic since it cannot be scientifically represented and generalises research findings to the whole population, this thesis makes use of it. When there is just a little variation in the population, Saunders et al. said, these difficulties with convenience sampling may be overlooked since the sample itself is sufficiently organised to serve as a pilot study.

Sample design

The sample design refers to the process used in a specific study to choose a sampling technique (Kent). The sampling strategy utilised in this study is a hybrid of both quantitative and qualitative approaches. This method of data collection necessitates the delivery of questionnaires to participants both in person and online.

DATA ANALYSIS

This survey uses a 1-5 point Likert scale for data analysis: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree). Empirical data is evaluated using this data analysis tool. In quantitative research, the Likert scale is often used for questionnaires. Using a Likert scale tool is a good way to get respondents' attention. To some extent, respondents find the Likert scale to be engrossing, and they generally have a good time using it. Neuman cites the real strength of the Likert scale, which is its simplicity and ease of use, as a further advantage. One technique used to disseminate the questionnaire was an online survey, while the other way used to give the questionnaire by hand to participants resulted in 16 surveys being completed. Because the respondents were requested to complete the survey online in person, the little distortion that may

have occurred may be overlooked. We then used kwiksveys.com's online survey software to generate frequency, graph, pie chart, and table graphs from our raw data.

RESULT

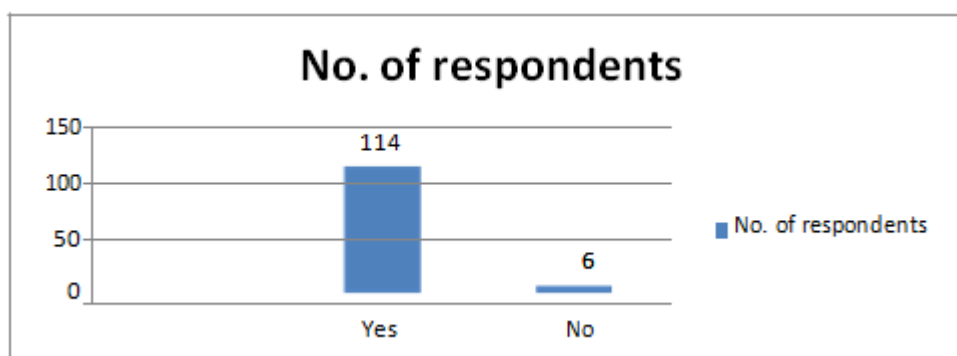
In order to get data for the research, a questionnaire was sent to students, and those students responded with their thoughts on internet shopping and how much it helped them survive lockdown.

Table 3: Do you prefer online shopping?

Response	No. of respondents	% of respondents
Yes	114	95%
No	6	5%

95 percent of respondents indicated they favoured internet shopping, while just 5 percent said they didn't.

Chart 1: Do you prefer online shopping?



There were 114 people who indicated they favoured online buying, compared to only six people who said they didn't like internet shopping in Chart 1.

ANALYSIS OF ONLINE FACTORS

Online factors are examined and discussed in this part after a detailed description of each factor's findings. The researcher will next aggregate the averages of all the variables under each of the online factors to arrive at an overall average. It's a good idea to use the average since... In the words of...

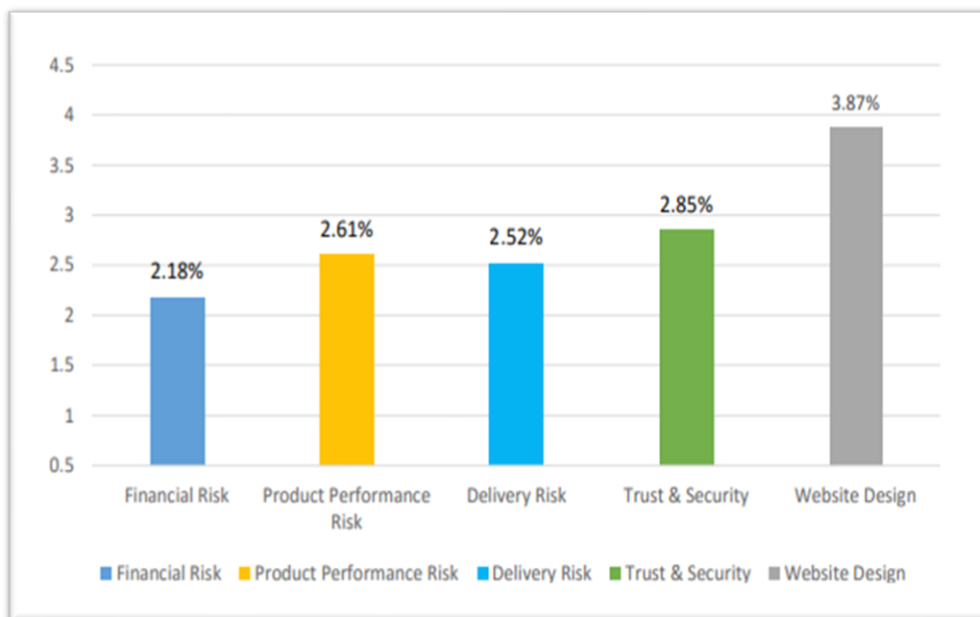
Accordingly, the findings... are good statistical tools. It has been determined that the mean of each factor has been calculated:

$$\bar{x} = \frac{1}{n} \sum_{i=0}^{\infty} x_i$$

There are three variables that make up the financial risk factor: 2.30+2.05+2.20=6.55, and the average of those three is 6.55/3=2.18. The same approach will be used for the other online elements. Finally, the average of all factors will be compared to find out which one has the most impact on online purchasing habits. Financial risk has three factors, product performance risk has three variables, delivery risk has two variables, trust and security has four variables, and website design has four variables from table 1 .

This suggests that customers' online buying habits aren't affected by financial danger since it's the second lowest average score, which is a hint that financial risk isn't an essential concern for respondents when shopping online. A similar conclusion was reached by Almousa, who found that there is no substantial impact on customer behaviour when it comes to online buying due to financial and psychological risk.

Figure 2. Comparative Analysis of Online Factors



This research found that there was a significant difference in internet buying habits between rich and low-income nations. Online purchasing behaviour is impacted by the website design, which is contrary to prior research in low-income countries, where financial risk and trustworthiness are the most important factors in online shopping behaviour.

CONCLUSION

Consumers' internet shopping habits were examined as part of this research. According to the study, there is a strong and favourable link between pricing and product diversity, and online purchasing behaviour. Customers' purchasing decisions are influenced directly by factors such as pricing and product selection when they purchase online. Because internet shopping offers a wider selection of products at cheaper prices than conventional retail outlets, customers are more likely to make a purchase there. On the other side, there is no correlation between online buying behaviour and factors like ease of use, security, dependability, or site design. This demonstrates that these characteristics have little impact and will have no direct impact on online purchase behaviour.

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