

Consumer Behaviour on Online Shopping

P. Rajitha

Faculty in Commerce, Telangana Tribal Welfare Residential Degree college for Women, Asifabad, India

Abstract: Online shopping is the activity of buying goods and services over the internet. Online shopping is a form of electronic commerce which allows Consumers to directly buy goods and services from a seller by using a mobile app or web browser from the internet. The main purpose of this study is to examine the consumer's behaviour towards online shopping. In modern world the people are very busy with their works, loaded with hectic schedule and most of the people were interesting on online shopping. Consumer behaviour towards online is the process of how consumer make decisions to purchase products in e-commerce. Online transactions are rapidly increasing by the availability of products, delivery transparency, affordable shipping and buying. This study aims to understand how the consumer behaviour through online purchases.. For this purpose the primary data has collected from the survey conducted on 100 working women's in Asifabad.

Keywords: Online shopping, e-commerce and satisfaction of consumers

1. Introduction

Online shopping is the easy solution to the customers for select, buy, use goods and services through the internet. These goods and services to satisfy their needs and wants. Ecommerce is changing the way consumers shop and buy goods and services. Consumer's behaviour examine how emotions, attitudes and preference affect buying behaviour. The survey reveals that consumers shop online to save time and for available varieties of products and services. Purchasing of goods and services through the web is a very easy task to do. It is playing a very important role in every body's life especially to working women because of working women with a very busy life schedule and women are most powerful consumer in the world.

Objectives of the study:

This study helps to find out which factors are affect on Consumer behaviour towards online shopping. The following are the objectives of the study:

- 1) To study consumer behaviour on online shopping.
- 2) To identify consumer performance on various websites.
- 3) To examine which factors affect on purchasing decision.

Data Sources:

The research included both primary and secondary data was collected by survey conducted on 50 members working women's in Asifabad, Kumuram Bheem district in Telangana. The questionnaire was used to collect primary data. Secondary data data has been collected from various books, journals and internet.

The behaviour of the consumer may be influenced by the various factors. For this purpose classification of the customers presented in following table.

Profile of the classification of customers and influenced variable;

S. No.	Factor	Classification	No. of Respondents	%
1	Occupation	Government employees	32	32
		Private employees	45	45
		Business entrepreneurs	23	23
2	Purchased item	Clothes	44	44
		Jewellery	10	10
		Books	21	21
		Electronic items	15	15
		Tickets	10	10
3	Mode of payment	Credit card	12	12
		Debit card	20	20
		Net banking	10	10
		Cash on delivery	42	42
		Others	16	16

Source: Primary data

The above table shows that 45% respondents are private employees, 44% of the respondents are purchased clothes and 42% of the respondents are payment as cash on delivery.

Factors affecting on online shopping:

In this study we found that there are various factors that affect consumer's online shopping buying behaviour. These factors are;

- Perceived ease of use
- Perceived risk
- Perceived usefulness
- Effect of website design
- Economic factor
- Availability of products
- Customer satisfaction
- Easy change of damaged product
- Availability of alternative
- Convenience and easy buying

Customer satisfaction towards online shopping:

The various factors influencing the satisfaction of online shopping. These factors are good price, time saving, discount offers, combo package, wide variety, return gifts, quick service, cash on delivery etc...

2. Limitations of the Study

Internet provides a quick and easy way to purchase a product; some people prefer to use this technology only in a limited way. They regard internet as a means for gathering more information about product before buying it in a shop. Some people also fear that they might get addicted to online shopping.

The major disadvantages of online shopping are as follows.

- Delay in delivery
- Lack of significant discount in online shops
- Frauds in online shopping
- Less quality, colour
- Delivery charges
- Receiving wrong product
- Absent of touche and feel of merchant
- Interactivity in online shopping

3. Conclusion

Online shopping is becoming more popular by usage of World Wide Web. It becomes a challenge for marketers to understand customer needs, requirements and attitudes towards online shopping. Online will help marketers to overcome the competition with others.

Through online shopping society will continue to intensity success in the future.

References

- [1] Jarvenpaa, S. L., Tractinsky, N., and Vitale, M. (2000), Consumer trusts in an Internet store, *Information Technology and Management* (1), pp, 45-71.
- [2] Kuester, Sabine (2012): *MKT 301: Strategic Marketing & Marketing in Specific Industry Contexts*, University of Mannheim, p. 110
- [3] Li, H., Kuo, C., and Russell, M. G. (1999), the impact of perceived channel utilities, shopping orientations, and demographics on the consumer's online buying behavior, *Journal of Computer Mediated Communication* (5:2).
- [4] Petrovic Dejan (2010) Analysis of consumer behavior online retrieved on oct 22, 2013 from <http://analogik.com/articles/227/analysis-of-consumer-behaviouronline>
- [5] A study on customer satisfaction towards online shopping, P. Jayasubramanian, D.Sivasakthi, Ananthipriya K, *International journal of Applied Research* 2015;1(8):489-495.
- [6] Consumer buying behaviour of online shopping- A study, T.Kavitha, *IJRMBS*, 2017,ISSN:23486503.
- [7] A study on customer's E-shopping behaviour and satisfaction: Special reference to working women in Chennai, S. Tamilrasi and R.Angayarkanni, *SEUSL journal of marketing*, vol. 1, No.2,2016ISSN 2513-3017
- [8] Consumer Behavior in Online Shopping: A Study of Aizawl
- [9] Dr. Amit Kumar Singh, Malsawmi Sailo, *IJBMR*, volume 1, issue 3, pages 45-49, December2013,ISSN:2347-4696