

# A study of consumer behavior towards online shopping: An analysis of Commerce students.

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## ABSTRACT

*With the advent of internet and information technology, the present age has become more habitual of using internet and electronic devices for their daily use. It has become a crucial part of our daily life. Traditionally, brick and mortar model was followed in the businesses for gaining the market. But now the changing Technology has given ample opportunities to the businesses by providing them a platform of online market by creating a website or by having contract with online retailers. A past study has revealed that the Indian market is growing fast in terms of consumerism and trend towards online shopping. This paper seeks to identify the factors affecting growth of online shopping and the level of customer satisfaction from online shopping. Further, this paper will help the Corporates and researches in getting the knowledge of attitude of students towards online retailers and the causes for any dissatisfaction. The research data collected by telephonic interview has shown various factors behind the growth of online shopping and increase in the spending on latest products. Further, the causes for dissatisfaction from online shopping websites has also been identified from the opinion given by the respondents. The respondents has further suggested few measures to improve the online shopping experience.*

**Keywords:** Online shopping, cashback, customersatisfaction etc.

## INTRODUCTION

The present era is being dominated by advancement in technology and a consistent innovation in the field of marketing. Online shopping websites are the biggest innovation in the field of online marketing. With the invent of internet, the businesses has started to increase their limits and market by targeting more customers with the help of online marketing as well as by the online shopping websites. A report has revealed tremendous growth in the online shopping in India during past 5 years. As the internet user base is increasing everyday in India, it is a biggest opportunity for the online shopping websites that they can target such people in near future. Online shopping can be done through various modes but basically the shopping through online websites such as Amazon , Flipkart, Myntra, Paytm, Snapdeal etc. the online stores of various companies through their own websites have been covered for the purpose of this study

In simple words, online shopping means purchasing the products over the internet from some e-commerce website or the website of a company. Online shopping has definitely provided us lots of benefits, but at the same time some limitations or problems have been faced by the customers as well. This paper seeks to identify the overall performance of online shopping according to the Commerce students in some selected areas and it will try to suggest the measures to improve the online shopping experience.

## OBJECTIVES OF THE STUDY

- To have knowledge of the attitude of Commerce students towards online shopping.
- To check the level of satisfaction from online shopping.
- To find out the causes of dissatisfaction from online shopping and suggesting the suitable measures to improve the online shopping.

## RESEARCH METHODOLOGY

For the purpose of our study, both the primary and secondary data have been used in this research. A sample of 80 Commerce students was taken from various areas like Abohar, Malout, Patiala and Chandigarh etc. for the purpose of collection of primary data through telephonic interview. The data was collected and it was analyzed to find out the attitude and behavior of the Commerce students towards online shopping. Further, secondary data have been used from various online sources such as journals, articles, news etc.

## REVIEW OF LITERATURE

**Solomon (1998)** studied the Consumer behaviour and said that it is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires. In view for the Internet to spread out as a retail channel, it is imperative to realize the consumer's mind-set, intention and conduct in light of the online buying practice.

**Sultan and Henrichs (2000)** in his study concluded that the consumer’s willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

**Vijay, Sai. T. &Balaji, M. S. (May 2009)**, revealed that Consumers, all over the world, are increasingly shifting from the crowded stores to the one- click online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred form of shopping in India.

**CAUSES FOR THE GROWTH OF ONLINE SHOPPING IN INDIA**

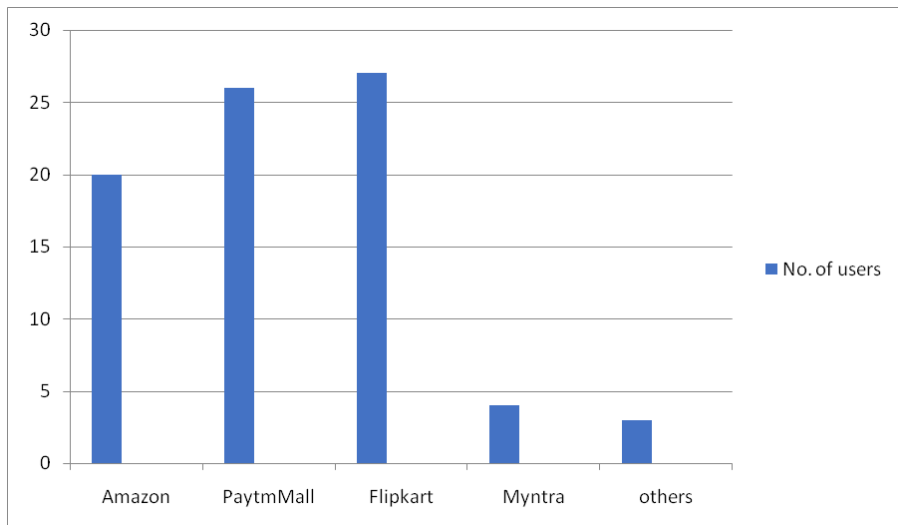
- 24\*7 availability.
- More convenient.
- Easy to choose any product out of a number of products available.
- Low cost products as different websites can be accessed at the same time.
- Changing attitude of people.
- Life becoming more hectic.

**DATA ANALYSIS**

The sample of 80 students have revealed the following facts about their attitude towards online shopping.

**Q- Which website do you use the most for online shopping?**

Answer:



The response of the respondents were as follows:

- 27 persons rated the Flipkart as mostly used website.
- 20 persons said Amazon to be best.
- 26 persons rated Paytm mall as best.
- 4 persons rated Myntra as best.
- 3 persons rated other websites such as Snapdeal, Jabong etc.

**Q- What is your average expenditure per month on online shopping?**

Answer:

| Amount                | Number of persons |
|-----------------------|-------------------|
| Below Rs. 1000        | 19                |
| Between Rs. 1000-3000 | 33                |
| Between Rs. 3000-5000 | 18                |
| Above Rs. 5000        | 10                |

**Q- Why you consider a particular website as best for online shopping?**

Answer: The data was as follows

- 20 persons said that they prefer a particular website because of exclusively available products.
- 24 persons said that they prefer a website because of attractive cashback offers.
- 26 persons said that they prefer myntra for special promotional offers and huge discount on special days.

- 10 persons said that wide availability of products affected them for going at that website.

**Q- What is the amount of a average expenditure per month on online shopping?**

Answer: The data was as follows:

- 28 persons said that they spend about Rs. 2000 per month.
- 16 persons said that they spend about Rs.2000- 4000 per month.
- 12 persons said that they spend between Rs. 4000-6000 per month.
- 24 persons said that they spend more than Rs. 6000 per month on online shopping.

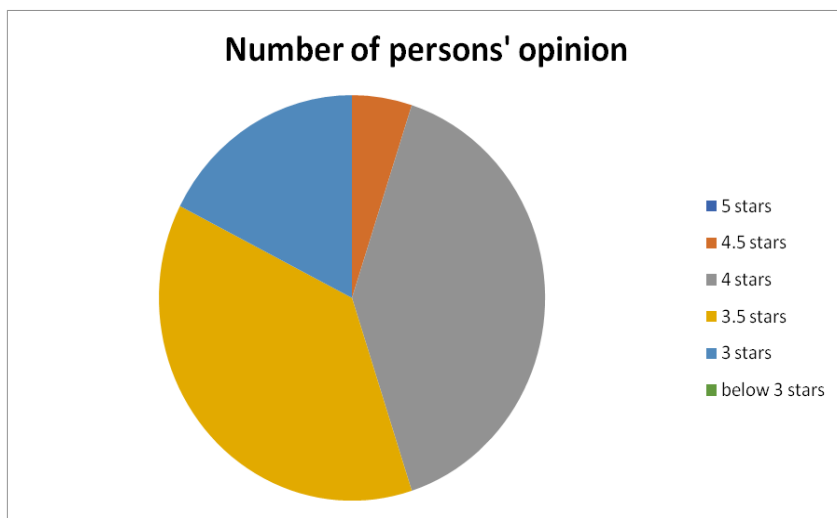
**Q- Have you ever felt any dissatisfaction from online shopping?**

Answer: The common factors reflected by respondents were:

- Lack of refund policy on some products in case of wrong products delivered.
- Less amount of incentives even on large amount of shopping.
- Delivery of wrong items or defective items.
- Delivery period was more in some cases.
- Delivery charges on small shopping increases the final cost of products purchased.

**Q- Please rate your overall online shopping experience out of 5 stars.**

Answer:



Interpretation:

- 4 persons rated their experience 4.5/5 stars.
- 32 persons rated their experience as 4/5 stars.
- 30 persons rated their experience as 3.5 stars out of 5 stars.
- 14 persons rated their experience as 3 stars out of 5 stars.

**Q- On what things you spend the most on online shopping?**

Answer: The data was as follows:

60% of the amount spent was on clothes and related articles.

25% of the expenditure was made on electronic items.

15% expenditure was made on other items.

**FINDINGS**

- 1- The study reveals that major factors attracting the customers for online shopping are cashback offers, free e-cash like Paytm cash or goibibo cash, discounted prices, freebies etc.
- 2- Most of the online shoppers said the e-commerce companies sometimes deliver wrong products which causes them frustration and dissatisfaction.
- 3- Some online shoppers have revealed that they purchase the products online only in case of emergency, rather they like to have shopping through dealers/shopkeepers.
- 4- Many users have said that the policy of some e-commerce companies regarding no refund of money in case of return of items and instead the replacement offered by e-commerce companies for electronic items is major cause of dissatisfaction for them.
- 5- Many of the users said that they use Flipkart and Amazon for the reason of products exclusively available at these online shopping websites.

### SUGGESTIONS

- 1- The Companies should provide the products as per the specifications and as shown on their website.
- 2- The companies should assure safety and security of their products shipped to their customers.
- 3- The companies should try to avoid shipping charges on all kind of products rather than beyond a certain amount.
- 4- The companies should conduct regular surveys on customer satisfaction and they must make sure that the complaints of customers are resolved at the earliest.

### CONCLUSION

At last, it can be concluded that the overall experience as rated by the customers about online shopping is above average. The factors contributing to such experience are lack of quality in some cases, wrong delivery of products, delay in processing the payment, less options of refund in case of electronic items etc. To cater the needs of customers more better, the e-commerce companies should try to improve their policies and they can collect the customer opinions about the causes of any dissatisfaction. Further, this paper provides a base for researchers to conduct further studies in the field of online shopping as the industry is at growing stage and there is a lot of hidden potential in it for future.

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