

CHANGING PATTERN OF CONSUMER BEHAVIOUR WITH RESPECT TO ONLINE SHOPPING

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ABSTRACT

Online shopping or E-commerce is far better than traditional shopping as everything is available to us at our door step just with the availability of internet. Consumers need not to go to crowded markets, standing in queues and spending hours searching for apropos purchases. Online shopping is beneficial not only for buyers but also sellers, as they get detailed information about the product pinned together with the reviews of existing users. Online shopping is like a web-mart where all the goods are available. Online shopping portal provides us with benefits to shop every item extending from minor purchases of books, grocery, clothing, footwear etc. to that of major supplies like furniture, electronics, cars, residential buildings etc.

The Internet has brought a sweeping revolution in the way we shop or buy products today. Today companies have entered this online space to tap its enormous potential. Players like Flipkart, Amazon, Snapdeal, e-Bay to name a few are very active in this space. This study focuses on the paradigm shift in consumer behavior from store shopping to online shopping with the penetration of Internet facility.

Key Words: Consumer buying behavior, online shopping, Internet, Websites or Applications, Consumer attributes, Consumer goods, E-commerce.

OBJECTIVES OF THE STUDY

The main objective of the study is:

To understand the changing pattern of consumer behavior towards online buying.

The other objectives of the study are:

1. To analyze the reasons for the shift towards online shopping.
2. To study the attributes and habits that influence customers to buy online.

3. To analyze the type of goods bought online.
4. To understand the impact of a website or mobile application for influencing consumers.

HYPOTHESIS

H₀ Buyers do not prefer online shopping over store shopping.

H₁ Buyers prefer online shopping over store shopping.

RESEARCH METHODOLOGY

Research Universe	Mumbai Region
Sampling Method	Convenient Sampling
Sample size	100
Method of Data Collection	Primary and Secondary Data
Method of Primary Data	Questionnaire
Method of Data Analysis	Percentage and Weighted Score

REVIEW OF LITERATURE

Smith and Rupp (2003) directed the study "Key online buyer basic leadership utilizing the transformational force of the web". The study finds that the 'age factor' mainly determines the purpose to be online, and make the purchases or not. They strongly mentioned that the younger people conversant with computers were likely to make use of the internet than the older people those are not using the internet.

Wu (2003) in the study on "The relationship between consumer characteristics and attitude toward online shopping" highlights four types of consumer aspects. These are demographics factors, choices for purchasing, views about the benefits and the lifestyle. It is observed that there strong correlations between consumers' characteristics and the views and opinions towards using online medium. Thus, attitude toward online buying is related with the extent of online shopping.

Dellarocas(2003); With online shopping consumers can buy products without an intermediary service. The changing role of the internet and the corresponding websites has a significant impact on companies. Consumers can make their opinions and experiences about products available on the internet.

SIGNIFICANCE OF THE STUDY

Online shopping or E-commerce has become a popular and easy way for customers. This

innovative type of shopping brings a great number and also wide range of merchandise to consumers at one click, it saves their time and effort while making a purchase; it also offers a huge market and numerous business opportunities. Therefore, this study analysesthe whether the consumers are comfortable in adopting the new trend in shopping behavior.

LIMITATIONS OF THE STUDY

Being a social science research, the study is not free from limitations since the study involves the use of primary data for drawing inference, the coverage of the study has been limited to Mumbai City.

Primary data is obtained from online shoppers based on convenience sampling. Most of the questions were answered on a basis of small recall of the experience of online shopping by the respondents. The trend of Online Shopping is still catching up in the remote areas because the reach of internet facility is limited. Therefore accuracy and reliability of the data is doubtful.

DATA ANALYSIS

Age wise Distribution of the Respondents

Shoppers at online websites or mobile applications comprise of different age groups. The sample respondents are classified on the basis of their age shown in the following table.

**Table No. 1
Age Group of the Respondents**

Age Group	Frequency	Percent	Cumulative Percent
15 years – 30 years	46	46	46
30 years – 45 years	37	37	83
45 years – 60 years	15	15	98
60 years and above	2	2	100
Total	46	46	

Source: Survey Data

Majority of the respondents belong to the age group '15 to 30 years' category constituting 46 percent of the total sample size; 37 percent of the respondents are in age group of '30 to 45 years', 15 percent of the respondents belong to the age group of '45 to 60 years' and 2 percent of the respondents belong to the age group of '60 years and above'. This shows online shopping is preferred by the youngest group of the sample size.

Distribution of Frequency of Online Shopping by the Respondents during a Year
 Frequency of online shopping determines the liking or preference of online shopping by consumers. The more is the frequency of online shopping of consumers during a year, the more they rely on the mode of online shopping.

Table No. 2

Frequency of Online Shopping during a Year

Frequency	Frequency	Percent	Cumulative Percent
More than 10 times	39	39	39
5 to 10 times	46	46	85
Less than 5 times	15	15	100
Total	229	100	

Source: Survey Data

This table shows the frequency of online shopping of respondents during a year. Majority of respondents have shopped 5 to 10 times during a year constituting to 46 percent of the sample size. 39 percent of the respondents have shopped online for more than 10 times during a year and 15 percent of the respondents have shopped online for less than 5 times during a year.

A consumer can purchase his requirements of regularly used products from offline (store) or online (non-store) retail formats. It is useful to understand the reasons why consumers prefer online shopping over offline shopping. The respondents were given a choice of 6 reasons (namely- time saving, discounts, variety of goods, convenience, saves traveling cost or latest trend) asked to pick the 3 most important reasons for shopping online.

Most Important Factors for Shopping Online

Table No. 3

First Reason for Shopping Online

	Frequency	Percent	Cumulative Percent
Saves Time	42	42	42
Discounts	21	21	63
Range/Variety of Products	11	11	74
Convenience	12	12	86

Saves Traveling Cost	4	4	90
Latest Trend	9	9	100
Total	229	100	

Source: Survey Data

The above table shows the first and foremost important reason of shopping online which is 'saves time'. Respondents believe that online shopping is easy and quick as compared to visiting a store physically and making a purchase thus leading to a choice of 42 percent of the sample size.

Table No. 4
Second Reason for Shopping Online

	Frequency	Percent	Cumulative Percent
Saves Time	21	21	21
Discounts	32	32	53
Range/Variety of Products	21	21	74
Convenience	10	10	84
Saves Traveling Cost	11	11	95
Latest Trend	5	5	100
Total	100	100	

Source: Survey Data

This table shows the second important reason of shopping online which is 'discounts ad offers'. Respondents believe that online shopping is easy and quick as compared to visiting a store physically and making a purchase thus leading to a choice of 32 percent of the sample size.

Table No. 5
Third Reason for Shopping Online

	Frequency	Percent	Cumulative Percent
Saves Time	18	18	18
Discounts	18	18	36
Range/Variety of Products	23	23	59
Convenience	14	14	73

Saves Traveling Cost	18	18	91
Latest Trend	9	9	100
Total	100	100	

Source: Survey Data

This table shows the third important reason of shopping online which is 'wide range or variety of products offered by website/application'. Respondents believe that online shopping is easy and quick as compared to visiting a store physically and making a purchase thus leading to a choice of 23 percent of the sample size.

The table below shows the top most reasons for giving online shopping a preference over store shopping. The top 3 reasons stated by the respondents for shopping online is 'saves time, followed by 'discounts and offers' and 'range and variety provided by website'.

Table No. 6
Preference for Online Shopping over Store Shopping

Weights	Saves Time	Discounts	Range/Variety of Products	Convenience	Saves Traveling Cost	Latest Trend
0.5	48	24.5	13	14	4.5	10.5
0.3	14.7	21.9	14.1	6.9	7.2	3.9
0.2	8.2	8	10.4	6.6	8.4	4.2
Total	70.9	54.4	37.5	27.5	20.1	18.6

Survey: Primary Data

Distribution of Preference of Favorite Website or Application during Online Shopping

There are various websites and mobile application for online shopping. In order to study consumer's favorite website or application online shopping of electronic

goods, respondents were asked to choose from the following namely, Flipkart, Amzaon, eBay, Snapdeal, Naaptol, HomeShop18, Ezone, Infibeam and others. They were asked to give 3 preferences out of the websites listed above.

Table No. 7
Products Shopped Online by the Respondents

Particulars	Apparels	Shoes	Electro nics	Fashion Accesso ries	Home Furnitu re	Kitchen ware	Cosme tics	Others	
Percent	16	18	29	14	5	9	8	1	100

Source: Survey Data

The above reveals that the respondents have bought a wide range of categories of products online. 29 percent of the respondents have bought electronic products, 17.6percent of the respondents have bought shoes, 16 percent of the respondents have bought apparels, 14 percent of the respondents have bought fashion

accessories, 9 percent of the respondents have bought kitchen ware, 8 percent of the respondents have bought cosmetics, 5 percent of the respondents have bought home furniture and percent of the respondents have bought other goods such as medicines, automobile accessories, insurance policies, groceries, etc.

Table No. 8
Top 3 preferences of Websites for Online Shopping

Weights	Flipkart	Amazon	Snapdeal
0.5	33	73.5	3
0.3	39	19.2	4.8
0.2	3.8	2.6	24
Total	75.8	95.3	31.8

Source: Survey Data

The above table shows, weights given to the first, second and third preference of websites for online shopping of electronic goods, which is Flipkart, Amazon and Snapdeal respectively. They believe that these websites have a wide range of products and discount offers for online shopping out of the other websites which are eBay, HomeShop18, Naaptol, Alibaba, Ezone, Infibeam, etc.

CONCLUSIONS OF THE STUDY

It has been analyzed from the survey study that majority of the respondents shop online. Therefore, we reject H_0 which states that buyers do not prefer online shopping over store shopping. The respondents have shopped mostly 5-10 times in a year, which shows that the frequency of online shopping is positive and there is a change in shopping behavior of customers and they do not prefer shopping in the traditional pattern anymore. Majority of the respondents belong to the age group of 15 years to 30 years, this indicates that online shopping is a familiar trend for the younger age group. Therefore, it can be concluded that E-commerce offers many advantages to customers, business

and society, some of them are listed as follows: wide range of products and services, convenience, saves money, saves time, adequate information and it is here to stay and grow rapidly.

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