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Phal anx-A Quarterly Review for Continuing Debate

Vol-18, No.2 (April - June) 2023

ISSN: 2320-7698 Peer Reviewed Refereed UGC Care Listed Journal

Impact Factor: 5.6

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A CRITICAL ANALYSIS OF IMPACT OF ONLINE SHOPPING ON CONSUMER BEHAVIOUR.

¹Mr. Amit Chhotelal Gupta ²Mrs. Urmila Arjun Singh Chauhan

Abstract

The traditional methods of people shopping and purchasing goods and services have been altered by the internet. Becoming digital is the current trend during this present period of rapid change. To exist in the market and stay competitive, every physical store is now trying to have an online presence. Customers utilise the internet for more than just online shopping; they also use it to compare costs, product features, and post-purchase support options. Online shopping, commonly referred to as e-shopping, is a type of electronic commerce that enables customers to make direct purchases from sellers using a computer browser and the Internet. The traditional method of shopping has been replaced by online shopping. It has simplified the way shopping is done by the consumers. It had also affected the customer's behaviour. Consumers prefer online purchasing due to the convenience, quick and reliable delivery, and easy access from any device, among many other factors. Information on the Impact of online shopping on consumer Behaviour is included in the research. The research includes online customer satisfaction in addition to the factors that influence consumers' choices for particular websites and forms of payment.

Keywords: Consumer Behaviour, Consumer Satisfaction, Payment Options.

Introduction

People live today in the era of Technology which enables consumers to pursue greater customization of goods, services, and media usages. Since the last two decades, the internet has grown speedily, and a global digital economy driven by information technology is also being established. There is no doubt that technology has streamlined our lives and transcended time and space. Additionally, technology gives consumers the freedom to research products, to equally label and criticize them, and more. Modern developments have more drastically and quickly changed the way of life. It allows individuals from all walks of life to bring the whole range of products, financial centres, and retail outlets to a desktop or to a shirt pocket, the growth of internet usage has created the new manner of marketing and distribution of goods and services. According to the (IAMA, 2009 report) Internet usage has increased dramatically in India as a result of the variety and amount of information that consumers can simply obtain and share online.

Simply said, online shopping is the act of a customer making an online purchase of a good or service. Customers can purchase any goods or services at anytime from anywhere in the world while using the internet to enjoy online shopping. Online shopping is also more user-friendly than in-store purchasing because customers can fulfil their desires with just a mouse click without leaving their home (Jusoh and Ling, 2012). India has more than 100 million internet users, with more than half choosing to make transactions online. The percentage is growing rapidly each year.

The internet has become a crucial part of our daily lives since it allows us to communicate with individuals who are physically located on the other side of the world, send mail whenever we want, search for information, and even make purchases. Peer opinions on social

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media are a crucial source for customers who choose products and services (Sharma and Kalra, 2011). Online shopping is presently growing more and more popular in India due to convenience and a number of other considerations (Suresh et.al, 2011). Internet shopping is becoming more and more popular since it is more convenient and easier to use than traditional methods of shopping (Rehman et.al, 2011).

Consumer Behaviour

The study of people, groups, or organisations involved in the acquisition, use, and disposal of goods and services along with the customer's emotional, mental, and behavioural responses is consumer behaviour. It is focused on all dimensions of consumer behaviour, including pre- and post-purchase activities as well as consumption, analysis, and disposal activities. According to Engel et.al (1968) consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption.

In addition, consumer behaviour studies how a given good or service's purchasing decisions are influenced by emotions, attitudes, and preferences. The characteristics of individual customers, including their demographics, personalities, and lifestyles, as well as behavioural traits like usage patterns, occasions for usage, brand loyalty, and propensity to recommend products, are all examined in consumer behavioural research. The consumer behaviour also looks into how the consumer is influenced by social groupings like family, friends, and reference groups, as well as society at large.

Consumer buying behaviour has been defined as "a process, through which inputs and their use age process and actions lead to satisfaction of needs and wants of the ultimate buyers" by Enis (1974). Consumer behaviour is the study of the processes involved when individuals or groups choose, buy, use, or discard goods, services, ideas, or experiences to fulfill needs and desires, according to Solomon et al. (2006). Hawkins and Mothersbaugh's definition of consumer behaviour serves as the foundation for all marketing decisions (2007).

Literature Review

A study on 'Consumer's Perception towards Online Shopping' The Case of Punjab" was undertaken by Kanwal Gurleen in 2012. The study finds that India has more than 100 million internet users, of whom 50% choose to make purchases online, with the number substantially increasing each year. More people are becoming accustomed to shopping online as the number of online shoppers grows faster than the number of internet users. The majority of consumer durables, such as designer lingerie, consumer durables, and clothing and shoes are increasingly being bought online in addition to the usual online purchases of plane, rail, and cinema tickets, books, and electronics.

A study on the 'Factors Influencing Consumers' Attitude towards E-Commerce purchases through Online Shopping' conducted by Zuroni MdJusoh GohHai Ling (2012). With the aim of determining how socio-demographic parameters like age, income, and occupation affect consumers' attitudes about online shopping, the researcher examined the elements influencing Consumers' attitude towards E-Commerce purchase through online shopping. it will look at how factors like the type of goods purchased, e-commerce experience, and hours spent online affect consumers' attitudes towards online shopping, as well as how factors like product perception, customer service, and consumer risk affect consumers' perceptions of online shopping. The results indicate that there are numerous benefits to online shopping, including its increased convenience and the absence of crowds when doing so. It is evolving into a significant trend in today's tech-savvy world. Clear information regarding security and



customer service, time savings, convenience, and on-time delivery are all essential concerns for online shoppers.

An Empirical Study on Behavioural Intent of Consumers in Online Shopping" analysed the theory of planned behaviour, a study by Malik and Gupta (2013). The study's outcomes showed that while income and education may have some influence on customer purchase intentions, gender and employment had no direct influence on consumers' online purchasing behaviour.

Research by Deepjyoti Choudhury and Abhijit Deyin 2014, examined youth attitudes towards online buying. The study, which was done among university students, aimed to determine whether the five variables—internet literacy, gender, educational attainment, website usability, and pricing of online goods—had any bearing on online buying. The study's findings indicate that gender, internet literacy, and online product price are significantly correlated with online shopping, but the remaining educational attainment and website usability are not significantly correlated.

The 'Consumers' Buying Behaviour towards Online Shopping' studied by Prashanth Singh in (2014) shows that e-retailers in India have a very promising future. E-retailers provide customers the best option to save money and time by making online purchases within their price range. The best rates for goods and services are available on Flipkart.com, along with a completely hassle-free buying experience. The article came to the conclusion that the entire idea of online shopping has changed in terms of consumers' purchasing or buying behaviour and that an e-success retailer's in India depends on its reputation, brand image, and distinctive policy.

'A study on the Role of Consumers' Gender and Age on Online Shopping', carried out by Poonam Chahal (2015) and the results indicate that age and gender of consumers have a significant role in online shopping. The study found that young people between the ages of 20 and 25 had a keen interest in internet shopping. Also, it was shown that male customers are very enthusiastic about online purchasing.

Puja Gupta (2015) a comparative study on 'Online shopping and offline shopping' identified some of the key elements that have a substantial impact on both types of purchasing in different ways. The study also noted that consumers in the modern day have access to a wide range of channels in addition to numerous retail options. Understanding what prompts customers to buy from one channel as opposed to another is becoming increasingly crucial for channel design and management as more channels are launched and channel rivalry continues to rise.

Objective

1. To learn about students' online shopping usability and customer satisfaction.
2. To investigate and evaluate academic and empirical research on online customer satisfaction.
3. To determine consumer preferences for various websites.
4. To determine consumer perceptions of payment modes.

Hypothesis

1. Ho: - There is no significant relation between payment mode and average spending amount on online shopping



2. Ho: - There is no significant relation between reasons and risk taken for online shopping.
3. Ho: - There is no significant relation between online shopping making comparison easy and problems faced during online shopping.
4. 1.Ho: There is no significant relation between payment mode and average spending amount on online shopping

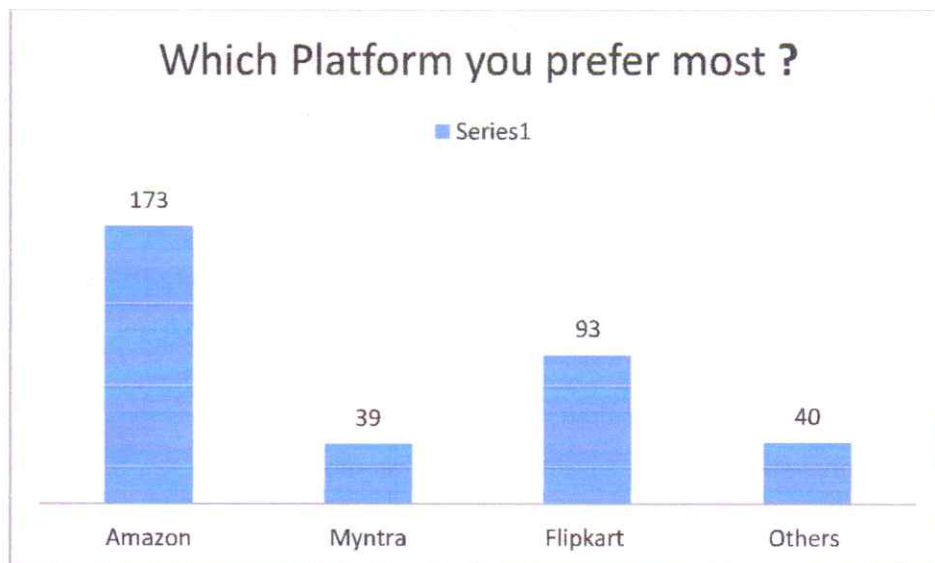
Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
preferred payment mode	345	760	2.202899	1.551736		
Average amount in rupees spent for internet shopping in one year	345	1164	3.373913	1.211527		
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	236.5449	1	236.5449	171.207	4.28	3.85501
Within Groups	950.5623	688	1.381631			
Total	1187.107	689				

From the above analysis null hypothesis has been rejected .

There is significant relation between payment mode and average spending amount on online shopping.

According to the survey results, show that mode of payments is the most important factor that affects users when they shop online as per this survey. According to the survey results about 55% of the respondent replied that they online payment is the important factor that attract users when they shop and 25 % people said that option available on the products has impact on buying behaviour and how a website used to show their product online that attract them when they shop online

2. Ho: There is no significant relation between reasons and risk taken for online shopping.



Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
What is your reason for online shopping?	345	911	2.64058	1.975093		
Do you think online shopping is risky?	345	882	2.55652	0.933569		
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1.218841	1	1.218841	0.838076	0.360268	3.85501
Within Groups	1000.58	688	1.454331			
Total	1001.799	689				

From the above analysis null hypothesis has been rejected .

There is significant relation between reasons and risk taken for online shopping.

According to the survey results, a show that 29% of people believe it is risky to pay for online purchases. 14% of respondents stated that they are unfamiliar with the internet. 57% of respondents stated that they do not prefer online shopping for any other reason. According to the survey results, shows that 45% of respondents prefer to do online shopping 24/7, while 25% and 20% prefer to variety are available, respectively. 5% of respondents said they preferred less risky.

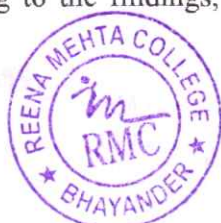
3. Ho: - There is no significant relation between online shopping making comparison easy and problems faced during online shopping.

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Do you feel that online shopping makes comparison easy?	345	729	2.113043	1.315672		
Have you faced problems on shopping online?	345	661	1.915942	0.6121		
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	6.701449	1	6.701449	6.952532	0.008559	3.85501
Within Groups	663.1536	688	0.963886			
Total	669.8551	689				

From the above analysis null hypothesis has been Accepted p-value is less 0.05

There is no significant relation between online shopping makes comparison easy and problems faced during online shopping.

Anova test is used to test those variables after identifying the factor and dependent variables. According to the findings, the p-value for web design is 0.008559, which is less than the



significance value (0.05), and the p-value for delivery time is 0.556, which is also greater than the significance, implying that web design and delivery time have no effect on consumers' future purchases. However, the p-value for last experience is 0.016, which is less than 0.05, indicating that consumers' future purchases are influenced by previous purchases.

Conclusion

In the age of internet technology, wi-fi services, and smart-phone gadgets, online promotion tools are very effective in reaching out to the target audience because they are perceived to be effective, informative, and credible. Online promotions have the potential to engage the audience in impulsive behaviour. The beauty of technology can be seen through the use of visuals and information, so businesses should use this feature of the internet by using coloured pictures and images of the entire product. Online promotions can be very useful in describing the entire product and service. Because all types of products and services have the potential to be promoted and sold via the internet, businesses must ensure that they promote their products and services.

In conclusion, the study's findings met its objectives. When it comes to factors that influence consumers' online shopping experiences and satisfaction, they believe that convenience and trust are the most important variables, followed by price and product quality. These are the most important factors for customers when they decide to shop online. According to the responses gathered, they are extremely suspicious. And the source of this could be Internet cheating and fraud.

This research can assist many consumers in understanding all of the benefits that online shopping provides, in seeing that there are other options for doing shopping instead of going to traditional stores, and in becoming an initiator for using e-commerce. So, based on this information, we can conclude that there is a positive and significant relationship between e-satisfaction and e-loyalty. And that the study's findings could confidently improve general knowledge and awareness of e-commerce, as well as serve as a guideline for some future studies.

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Phalanx: A Quarterly Review for Continuing Debate
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