

Consumers' Preference Towards Online Shopping

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Abstract: Online websites allow customers to transact with sellers directly, without the need of an intermediate provider, and purchase products or services. In recent years, online shopping has seen a radical transition in India. Consumers are switching to online shopping for the convenience of being able to purchase products and services from anywhere at any time over the internet and to save money and time. This report's primary goal is to uncover the elements that drive customers to buy things from online retailers or websites.

1. INTRODUCTION

Due to people realising how convenient and simple it is to purchase online, internet retail is becoming more and more popular. Given that the internet is so easily accessible and that there are more people using it every day, online shopping is on the rise. India is now the third-largest Internet user in the world with over 250 million subscribers. With these figures, it would seem that India is fully embracing the Internet revolution. Many individuals in India now consider online shopping to be a necessity. The ever-growing acceptance of internet retailers, who undoubtedly provide significant benefits over traditional brick and mortar establishments.

It is challenging for consumers to purchase things online rather than in-person. Because customers need to locate items at reasonable prices and certain products may not be accessible in all cities, they can explore more websites online and can also easily find unique products in online stores with the aid of the internet.

2. STATEMENT OF THE PROBLEM

Statistics show that a growing number and diversity of businesses and organisations are taking advantage of and generating new business possibilities on the Internet. With this new area of buying, marketers are becoming more interested in finding out what drives people to purchase online. Online shopping is becoming more and more popular since it is a new medium. Marketers must understand

customer behaviour in the area of online shopping and the kind of things people wish to purchase in order to obtain a competitive advantage in the marketplace. In order to meet customer needs, it is crucial to research and pinpoint the variables that motivate people to purchase online. In addition to the variables that drive customers to purchase online, the demographics of online shoppers—their age, gender, income, and level of education—are crucial in defining their strategy.

3. SCOPE OF THE STUDY

The attitude toward online shopping and desire to shop online are influenced by a variety of factors, including product distinctiveness, consumer individuality, situational factors, previous online shopping experience, faith in online shopping, and other factors in addition to ease of use, usefulness, and enjoyment. Therefore, it is crucial for both e-marketing managers to grasp who the consumers are and why they choose to utilise or avoid the Internet as a distribution channel.

4. OBJECTIVES

- to research how customers' preferences for online buying are influenced by their socio-demographics.
- To identify the critical variables influencing customers' online purchasing decisions.
- To determine the factors that influence consumers' desire to make an online purchase.

5. METHODOLOGY

SAMPLE SIZE: This study has a sample of 60 respondents, which is selected at random to know the online shopping preference towards consumer.

TOOLS FOR ONLINE SHOPPING: Primary data and secondary data have been used. Primary data were collected through the structured questionnaire and the secondary data were collected from various Books, Journals, Articles, Newspapers, Magazines and Websites. The data collected were further analyzed by using statistical tools like percentages, T test and Chi square test.

PERIOD OF THE STUDY: The data were collected for the month of May 2020-April 2021.

REVIEW OF LITERATURE:

DAVIS (2002). Their research suggests that if more alluring internet shops were created. This brings up the question of looking into what influences customers' decision to purchase online. Therefore, a framework is required to organise the intricate web of effects created by these many aspects and to provide a thorough knowledge of consumers' attitudes regarding online shopping and their plans to engage in it. According to this study, we developed such a framework based on earlier research on how consumers adopted new self-service technology and online payment methods. According to the study, the immediate consequences of pertinent online shopping features are what influence customers' perceptions of online buying initially.

ZHANG (2009). The "enjoyment" component in our theory effectively captures the intrinsic drive for online buying. The appreciation of an event for its own sake, independent of any potential consequences, is what gives it intrinsic worth or "enjoyment."

YING (2006) looked at online buying behaviour over the course of numerous shopping sessions in his work, "Essay on modelling consumer behaviour in online shopping settings." The bane of many e-commerce websites is shopping cart abandonment. He looked at abandoned shopping carts in an environment of online food purchasing. He created a joint model specifically for the cart, order, and buy amount choices. The correlations between the error terms represent the interdependence between the three judgments. According to empirical research, not all shopping cart abandonments lead to lost sales. Regularly, customers retrieve abandoned carts and complete the outstanding orders.

MENON (2010). argues that customers are more likely to accept the Internet as a buying medium if they have a good attitude about online shopping and like their online shopping experience. Escapism, pleasure, and arousal are three hidden elements of the "enjoyment" construct that we identify in our theory. The delight that results from participating in activities that are engrossing to the extent of providing an escape from the obligations of the everyday world is expressed in the term "escapism." In online buying, "pleasure" refers to how wonderful, joyous, glad, or pleased a person feels.

A study on "Consumer Attitude Toward Online Shopping in Selected Regions of Gujarat" was conducted by ASHISH BHATT in 2014. The study's primary emphasis was on the many considerations that internet shoppers would use while making purchases. Data samples were gathered in accordance with the researcher's adaptation of a descriptive investigation. Following the analysis, some of the conclusions were that 49.5 percent of users in both regions agreed that the product information provided online is sufficient, 32 percent strongly agreed that online transactions are secure, 46.5 percent of users in both regions pay with cash on delivery, 29.5 percent of users in both regions bought computer accessories, 40.5 percent of users in both regions are buying products through the internet for more than Rs. 2500, and the average price of computer accessories. Finally, the researcher came to the conclusion that internet shopping is becoming more and more popular with people, particularly with the younger generation, and has grown popular with people of all ages.

6. DATA ANALYSIS AND INTERPRETATION:

Table 1: Demographic profile of the respondents

DEMOGRAPHICS	No of respondents	Percentage
AGE		
21 to 30	45	75
31 to 40	9	15
41 to 50	3	5
51 & above	3	5
GENDER		
Male	28	46.7

Female	32	53.3
EDUCATIONAL QUALIFICATION		
HSC	13	21.7
Under Graduate	18	30
Post Graduate	16	26.7
Professional	10	16.7
Diploma	3	5
OCCUPATION		
Private employee	28	46.7
Government employee	10	16.7
Business	7	11.7
Professional	6	10
Others	9	15
ANNUAL INCOME		
100000 to 200000	29	48.3
200000 to 300000	17	28.3
300000 to 400000	8	13.3

400000 and Above	6	10
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75% of the online shoppers are in the age group of 21 to 30, 46.7% of the respondents are Male, 30% of the respondents are graduates, 53.3% of the respondents are female, 46.7 of the respondents are private employees and 48.3% of the respondents earn annual income ranging from 100000 to 200000.

Table 2: Preference regarding customer purchase goods through online shopping.

Products	No.of respondents (n=60)	Percentage (n=100)
Groceries	4	6.7
Cosmetics	6	10
Books	10	16.7
Jewelry	5	8.3
Furniture	2	3.3
Clothes	12	20
Electronic products	17	28.3
Fitness equipments	4	6.7

28.3% majority of the respondents are preferred to purchase electronic products and clothes 20%, books 16.7%, cosmetics 10%, jewelry 8.3%, fitness equipment and groceries 6.7%, furniture 3.3%.

TABLE 3: Relating to consumers preference towards online shopping.

Factors influence customer preference towards online	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
shopping	0	0	7(11.7%)	32(53.3%)	21(35%)
Shopping through the	0	0	5(8.3%)	26(43.3%)	29(48.4%)
internet saves time	5(8.3%)	27(45%)	14(23.3%)	11(18.3%)	3(5%)

Any time and any day shopping	1(1.7%)	15(25%)	21(35%)	19(31.7%)	4(6.7%)
Difficulty in purchasing	0	9(15%)	14(23.3%)	30(50%)	7(11.7%)
Through online	0	7(11.7%)	9(15%)	32(53.3%)	12(20%)
Risk	4(6.7%)	17(28.3%)	14(23.3%)	20(33.3%)	5(8.3%)
Online shopping eventually Supersede traditional shopping	2(3.3%)	1(1.7%)	17(28.3%)	34(56.7%)	6(10%)

56.7% of the respondents agree that description of products shown on the website by the online retailer are very accurate and this influence to make online purchase and 53.3% of the agreed that their precious time are saved to make shopping over the internet.

TABLE 4: Overall Online Shopping Preferences.

Particulars	No. of respondents (n=60)	Percentage (n=100)
Low	33	55
High	27	45
Mean: 117.95 / Median: 114.50 / S.D: 11.322 / Min: 89 / Max: 146		

The overall online shopping preferences with reference to Cuddalore district are low.

7. FINDINGS:

Majority (28.3%) of the respondents are preferred to purchase electronic products through online shopping.

90% of the respondents felt that delivery time is very important while purchasing through online.

68.3% of the respondents are said that reputation of the company is very important while making purchase decision through online.

Most (65%) of the respondents said, it is very important that the company should give proper description about their product.

Majority (81.7%) of the respondents are said that security is very important while purchase the product through online.

53.3% of the respondents are agreed that online shopping saves consumer's time 48.3% respondents are strongly agreed that online shopping enable to shop any day and anywhere.

50.0% majority of the respondents agreed that online shopping eventually super speeded traditional shopping.

53.3% majority of the respondents agreed that online price is lower than the actual price.

8. SUGGESTIONS:

Consumers should get adequate instruction on how to do online transactions and the measures they should take.

Online buyers should be guaranteed sufficient security during transactions and a secure environment. Government need to be a major factor in promoting internet commerce.

When developing their online product strategy, e-marketers must take security and time-saving information about products and services into consideration.

According to the report, internet shoppers give careful consideration to ease, accessibility, scope, appeal, dependability, experience, and clarity.

The consumer's purpose to safeguard product-related information while using the new technology is included in the consumer's use of the internet.

Banking should encourage the use of credit and debit cards for online purchases.

9. CONCLUSION

This research looks at the factors that influence customers' decisions on which online shopping sites to use while making purchases of goods. Additionally, the research was advanced by drawing conclusions from the empirical survey and creating innovations crucial for online shopping platforms. The research findings demonstrate that customers preferred to use online shopping websites for their purchases if they felt that factors such as product preference via the relevant websites, range of alternatives offered there, and the ease of online shopping were in their favour. This study demonstrates that internet buying in India has a highly promising future. In India, attitudes regarding internet purchasing are improving. Customers may purchase online anytime, anywhere, and with a variety of simple and secure payment methods. Customers may compare prices between items and internet retailers.

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