



## Consumer buying behavior towards online shopping: An empirical study on Hisar district

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### Abstract

Consumer buying behavior is total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the market place when purchasing a product or service. The study of consumer behavior depict upon social science in restraint of anthropology, psychology, sociology, and economics. Online shopping is the trouble-free solution for busy life in today's world. In the past decade, there had been a immense change in the manner of customer's shopping. Although consumers' persistence to buy from a physical store, the users or buyers feel very suitable to online shopping. This study is undertaken to understand the behavior of online shoppers through a self-constructed questionnaire of 50 respondents from hisar city. The study revealed that maximum of the respondent's motive to buy online for save time and comfortable. The respondents prefer to purchase electronic gadgets by male and whereas females buy health care and well-being product. Maximum 50% of respondents are satisfied with online shopping.

**Keywords:** consumer, anthropology, online, shopping

### Introduction

Online shopping consumer behavior is also called E-shopping consumer buying behavior. In recent times at present time online shopping is the new trend in India. Online shopping is confidential as a distance bond, which means that the vendor and the customer in lack of their physical existence enter into a contract not by meeting in person but only in an electronic way. Earlier day's food, cloth and shelter were called as most important need but today one more need is added in That is "internet".

Online shopping is the trouble-free solution for busy life in today's world. The understanding of consumer behavior facilitate the marketer to be aware of how consumers think, feel and select from substitute like products, brands and the like and how the consumers are inclined by their environment, the reference groups, family, and salespersons and so on. Consumers buying behavior is inclined by cultural, social, personal and psychological factors. Online shopping saves vital time for present people because they get so busy that they cannot or reluctant to spend much time shopping.

As of 2016, 26 % of the local population was using the internet; almost ten times the audience size from a decade prior. According to recent market research, mobile phone internet user penetration in India is projected to reach 37.36 % of the population in 2021, representing a huge potential in terms of digital and mobile buyer audience. Total internet audiences in India are estimated to surpass 635 million online users in 2021.

Unlike a physical store, all the goods in online stores depict through text, with photos, and with multimedia files. Many online stores will offer links for much additional

information about their product. The chief objective of a company is to recommend product and services that best serve up their consumer needs. A company which fulfills the customer needs with satisfaction very well is more successful than its competitors as satisfied buyers tend to make a repetitive purchase.

### Methodology

The present study has been conducted among the consumers of Hisar City. The study is explorative as well as descriptive in nature. This study will be helpful in investigate the consumers behavior towards online shopping. For the present study primary as well as secondary data has been used. The Secondary data has been collected from various books, journals, published research papers etc. The primary data was collected by means of a self-constructed questionnaire. Copies of the questionnaire were given personally to respondents. A Likert five-point scale ranging from strongly agree to strongly disagree been used to collect a quick response from the respondents. We have taken 50 respondents belong to different age-group, student, service holder, business person and the homemaker with various experience in online shopping. Therefore the purpose of this study is to understand the consumer behavior towards online shopping, their motive, preferences, and satisfaction level.

### Objectives

- To study the pattern of online shopping.
- To study the online shopping satisfaction level.

### Results

**Table 1:** Socio-demographic profile of respondents

Gender of respondent		
Male	25(50)	
Female	25(50)	
Age of respondents	Male(25)	Female(25)
Below 20 years	5(20)	5(20)
20-30years	13(52)	15(60)

31-40years	7(28)	5(20)
Occupation of respondent(n=50)		
Housewife	15(30)	
Service	23(46)	
Student	12(24)	
Income (n=50)		
0-10,000	5(10)	
10,001-20,000	10(20)	
20,001-30,000	17(34)	
30 above	7(14)	

\*Figure in the parenthesis show percentage

Table 1 indicate that maximum of 52% of male were in the age group of 20-30 years, whereas 60% of female were in the age group of 20-30 years. Maximum of the respondents 46% occupation were belonged to service. Maximum of the respondents 34% were income is 20,000-30,000.

**Table 2:** Online shopping frequencies (n=50)

Time period	No of respondents
Weekly	5(10)
Fortnightly	10(20)
Monthly	8(16)
Occasionally	27(54)

\*Figure in the parenthesis show percentage

Table 2 shows that maximum of the shoppers 54% buying frequency are occasionally followed by 20% fortnightly and 16% are buying monthly and the least buying frequency are 10% of shoppers.

**Table 3:** Motive for choosing online shopping (n=50)

Motive	Male (n=25)	Female (n=25)
Save time	13(52)	11(44)
Comfortable	6(24)	5(20)
Product comparison	4(16)	5(20)
Availability variety	2(8)	4(16)

\*Figure in the parenthesis show percentage

Table 3 revealed that maximum of respondents choose online shopping for save time.20% of female choose for comfortable and product comparison and 16% for available variety whereas male 24% are choosing for comfortable and 16% for product comparison and 8% for available variety.

**Table 4:** Preference for product/service for online shopping (n=50)

Product	Male (n=25)	Female (n=25)
Clothes	5(20)	5(20)
Online tickets	5(20)	2(8)
Accessories	2(8)	5(20)
Healthiness and well being	5(20)	8(32)
Electronic gadgets	8(32)	5(20)

\*Figure in the parenthesis show percentage

Table 4 revealed that 20% of respondents preferences for clothes whereas 20% of male respondents preferences for online tickets, healthiness and well-being and maximum of

**Table 8:** Online shopping satisfaction by respondents (n=50)

Satisfaction by respondents	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Number of respondents	6(12)	25(50)	10(20)	6(12)	3(6)

\*Figure in the parenthesis show percentage

respondents 32% are using the service of electronic gadgets. 20% of female are using online shopping for accessories and electronic gadgets and maximum female are using for buying health and well-being product for e.g. cereals, pulses, steamer etc and online 8% are for online tickets.

**Table 5:** Factors for liking online shopping (n=50)

Liking	Male (n=25)	Female (n=25)
Easiness of order	10(40)	10(40)
Available option	5(20)	2(8)
Discount offer	3(12)	5(20)
Home delivery facility	7(28)	8(32)

\*Figure in the parenthesis show percentage

Table revealed that maximum of respondents 40% like the online shopping due to the reason of easiness of order followed by 28% and 32% for the home delivery facility followed by 20% available option for male and 12% for discount offer whereas in female 20% liking for discount offer and 8% for available option.

**Table 6:** Disliking for online shopping (n=50)

Disliking	Male (n=25)	Female (n=25)
High price	8(32)	10(40)
Poor return policy	3(12)	5(20)
Lack of after sale service	5(20)	3(12)
Inability to touch and feel	7(28)	7(28)

\*Figure in the parenthesis show percentage

The table 6 indicate that maximum of the respondents 32% and 40% dislike online shopping due to high price followed by 28% due to inability to touch and feel followed by 12% and 28% by poor return policy and lack of after sale service.

**Table 7:** Mode of payment (n=50)

Online payment method	No of respondents (n=50)
Credit Card	7(14)
Debit card/net banking	13(26)
Cash on delivery	30(60)

\*Figure in the parenthesis show percentage

Table 7 depicts that maximum of the respondent's uses the mode of payment by cash on delivery 60% followed by 26% by debit card and only 14% were using credit card as a method of doing online payment.

Tables 8 indicate that 50% of online shoppers are satisfied whereas 12% are dissatisfied. 20% of shoppers were neither satisfied nor dissatisfied. 12% of them are highly satisfied whereas 6% were highly dissatisfied.

### Conclusion

Now days people having so much busy schedule and having no more time to go for market and buy the products so they prefer more online shopping. For doing online shopping the feel comfortable and save time, home delivery, variety of products for clothes, accessories and much more. From the above study we concluded that maximum of the respondents were in the age group of 20-30 years (52% male 60% male) followed by 31-40 years (28% male 20% female). Maximum of the respondents occupation are in service and maximum income group belong to 20,000-30,000. Maximum of the respondents shopping frequency are occasionally followed by monthly. The maximum respondents main motive for choosing online shopping were due to save time and being comfortable in buying goods and services. Maximum of respondents have preferences for buying electronic gadgets whereas maximum female buy health care and well-being products followed by apparel. 40% of the respondents like the online shopping for easiness of order and 40% dislike due to high price. Mode of payment maximum 60% are using cash on delivery system followed by 26% debit card for online mode of payment. 50% of respondents were satisfied by online shopping followed by 20% were neither satisfied nor dissatisfied.

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