

Behavior of Customers' Towards Online Shopping In India

Dr. Sonal Kala

Assistant Professor

School of Business and Management
Jaipur National University, Jaipur (Rajasthan)
soniuttranchal@gmail.com

Rajesh Kumar Sharma

Sr. Software Engineer

Metacube Softwares
Sitapura, Jaipur (Rajasthan)
mailto:raj.mca@gmail.com

Abstract

Internet is one component which has recently become the key element of quick and rapid lifestyle. Be it for communication, connecting with people or for official purposes, 'internet' has become the central-hub for all. While interactions in the real world shopping are mainly based on face-to-face activities between consumers and service providers, interactions in electronic commerce take place mainly through the retailer's website. This study investigated the relationship between various characteristics of online shopping and customer purchase behavior. Results of this study shows about the behavior of customers' towards online shopping and future of online shopping in India.

Keywords: *Online shopping, E- commerce, Customer behavior*

I. Introduction

Online shopping or electronic shopping is a part of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet. Michael Aldrich invented online shopping concept in 1979. The prospect of online marketing is increasing in India with the increasing internet literacy. Online shopping is also known as: e-web-store, e-

International Journal Of Core Engineering & Management (IJCEM)
Volume 2, Issue 4, July 2015

shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business to- consumer (B2C) online shopping. The popular online retailing companies in India are Myntra, Jabong, Alibaba.com, Snap deal, Amazon.com and e-Bay.

With the growth of online shopping, the general retailers also make available their products on online shopping sites to capture the market more. The five dominant factors which influence consumer perceptions for online shopping are information, easy to use, satisfaction, security, proper utilization of available information to compare the different products.

II. Literature Review

Ramírez Nicolas (2010) state that "The Internet has changed many facets of our daily lives: the way we relate and communicate with one another, how we interact with a bank, read newspapers or watch television. Even the way we buy and sell. These changes have occurred due to the constant flow of companies offering new business models and innovative formulae. Discount coupons have always been a powerful marketing tool. Whether inserted in printed media or posted through letter boxes, they attracted new customers and were also offered at the time of purchase to endorse customer faithfulness by encouraging repeat purchases.

According to Sharma and Mittal (2009) in their study "Prospects of e-commerce in India", mentions that India is showing marvellous growth in the Ecommerce. Undoubtedly, with the population of millions of people, online shopping shows unlimited potential in India. Today E-commerce is a common word in Indian society and it has become an essential part of our daily life. There are websites providing a number of goods and services. Then there are those, which provide a specific product along with its allied services. Multi-product ecommerce- These Indian E-commerce portals provide goods and services in a variety of categories. To name a few: Apparel and accessories for men and women, Health and beauty products, Books and magazines, Computers and peripherals, Vehicles, Software, Consumer electronics, Household appliances, Jewellery, Audio/video, entertainment, goods, Gift articles, Real estate and services.

Donald Rogan (2007) explains the relationship between consumer behaviour and marketing strategy. He states that strategy is about increasing the probability and frequency of buyer behaviour. Requirements for succeeding in doing this are to know the customer and understand the consumer's needs and wants. The expectation-confirmation model (Oliver 1980), on the other

International Journal Of Core Engineering & Management (IJCEM)
Volume 2, Issue 4, July 2015

hand, focuses on the post-purchase behaviour. It is a widely used model in the consumer behaviour literature, particularly in explaining consumer satisfaction and repeat purchase.

Satisfaction is the central conception of this model and it is formed by the gap between expectations and perceived performance (Oliver 1980). The expectation-confirmation theory suggests that if the perceived performance meets one's expectation, confirmation is formed and consumers are satisfied.

Bhattacharjee (2001) stated that satisfied users are more likely to continue the IS use. Thus, we point that adoption and continuance are connected to each other through several mediating and moderating factors such as trust and satisfaction.

Benedict et al (2001) in his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by external factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

According to Vrechopoulos et al. (2001) youth are the main buyers who used to buy products through online. Dholakia and Uusitalo (2002) study examined the relationship between age and Internet shopping; found that younger consumers reported more linen to the online shopping. They also found that younger consumers searched for more products online and they were more likely to agree that online shopping was more suitable.

Venkatesh (2000) reported that perceived convenience offered by Internet Vendors has a positive impact on consumers' attitude towards online shopping, as they remark Internet as a medium that enhances the outcome of their shopping experience in an easy way. Online shopping holds a great budding for youth marketers.

III. Objectives

To compare the perception of customer towards online shopping among male and female management students of Jaipur National University, Jaipur , Rajasthan)

**International Journal Of Core Engineering & Management (IJCEM)
Volume 2, Issue 4, July 2015**

IV. Hypothesis

H01: There is no significant difference between the customer perception towards online shopping between male and female management students.

H02: There is a significant difference between the customer perception towards online shopping between male and female management students.

V. Research Methodology

Research Type: - Exploratory

Sampling Technique: - Convenience

Sample Unit: - Management students of Jaipur national university, Jaipur

Sample Size: - 100 (50 Male Students and 50 Female Students)

Tools for Data Collection: - Questionnaire based on 5 point Likert Scale

Tools for Data Analysis: - Independent sample test

VI. Results

Table 1 depreciates that p value is .990 therefore null hypotheses H01 cannot be rejected at 5% level of significance at 5% level of significance. Therefore no significant difference was found as far as the customer perception towards online shopping among male and female students pursuing graduation is concerned.

Group Statistics

	VAR02	N	Mean	S.D.	Standard error mean
VAR01	Male	50	3.05	0.294	0.042
	Female	50	3.16	0.259	0.037

VII. Conclusion

Online shopping has become extremely popular over the last decade. Utilized mostly by the "Net- Generation", this service is extremely convenient. Although online shopping can be very convenient and beneficial there are also some potential problems that can arise.

International Journal Of Core Engineering & Management (IJCEM)
Volume 2, Issue 4, July 2015

Consumers have been seen to reveal different buying behaviours when shopping online than, when they are shopping in a physical retail stores. After applying statistical techniques it was found that there is no significant difference among the response of male and female management students of Jaipur National University, Jaipur (Raj.). This makes it very important that retailers have to study the consumer behaviour and make changes in order to remain profitable and flourishing. The overall results prove that the respondents have perceived online shopping in a positive manner. This clearly justifies the project growth of online shopping. The results can also be used by various organizations to identify their target customer segments. India has a great future in online shopping.

References

1. ACNielsen (2007), Perception towards online shopping .An empirical study of Indian Consumer, Abhinav National Monthly Referred Journal Of Reasearch In Commerce & Management.3(1)
2. Berry, L. L. (1995). Relationship marketing of service: Growing Interest, emerging perspective, Journal of the Academy of Marketing Science,23(4)
3. Dr.Gagandeep Nagra, Dr.R Gopal(2013).A study of Factors Affecting Online Shopping Behaviour of Consumers ,International Journal of Scientific and Research Publications (IJSRP)
4. Oliver, R. L. (1980) .A Cognitive Model for the Antecedents and Consequences of Satisfaction, Journal of Marketing Research
5. Ramírez Nicolas (2010),Title, Asian Journal of management and research 3(2)
6. Sharma and Mittal (2009).Prospects of e-commerce in India, Asian Journal of management and research. 3(2)
7. Solomon (1998).A study of factors affecting online shopping behavior of consumers, International Journal of Scientific and Research Publications 3(6)
8. Ton~ ita Perea y Monsuwe(2004). What drives consumers to shop online? A literature review. International Journal of Service. 15 (1)
9. Peterson, R. A., Bal Subramanian, S., & Bronnenberg,B. J. (1997), “Exploring the implications of the Internet for consumer marketing”, Journal of Academy of Marketing Science, Vol. 24, No. 4