

AN ANALYSIS OF CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING: A CASE STUDY OF CUTTACK CITY

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Abstract

The World Wide Web has propelled in no small extent of changes in the attitude and behaviour of the people all over the world. Due to this blessing, online shopping has emerged which influenced the lives of ordinary citizens. The growing no. of users in India provides a bright prospect for online shopping. Internet shopping is a phenomenon that is growing rapidly now days. E-shopping is the form of electronic commerce which allows consumer to buy goods and services over the internet using web browser. India is the third largest country worldwide after, America and China. Michael Aldrich is the man who invented online shopping in 1979. The present paper is an attempt to study the consumer behaviour towards online shopping in Cuttack City. The objectives of the study are to study the behaviour of the consumer towards online shopping and to conduct Percentage analysis, Chi square analysis and SWOT analysis. To achieve the objectives, Null hypothesis is product purchase by consumer are independent their occupation and Alternative hypothesis is Product purchase by consumer are dependent their occupation was tested. The present study has been conducted among the consumers of Cuttack City Convenience sampling method has been used to select the sample. The primary data was collected from 100 respondents by means of a self-constructed questionnaire having 15 questions. The collected data was analysed using Excel. The major findings of the study are about most of the male (65%) are purchasing from online comparing to female (35%). Cash on delivery is found most popular payment method for online shopping among the consumers. The price of the products has the most influencing factor on online purchase & online shopping is getting popular in the young generation. Majority of the respondents buys from fipkart.com which is thus one of the leading online websites in India. Online shopping is very popular for the clothes items. Unreliable online delivery system as well as personal privacy or security concerns have a significant impact on Online shopping. The main barrier in the process of online shopping is the payment of safety & privacy issue.

Key words- E-marketing, Digitalisation, Cashless economy, Online shopping

INTRODUCTION

Consumer behaviour is the study of individual groups or organisation and processes they use to select, secure & disposes of products, services, experiences or idea to satisfy needs and the impacts that these processes have on the consumers and the society. It blends elements from psychology, sociology, anthropology, marketing and economies. Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intention and decision regarding the consumers behaviour in the market place when purchasing a product or services. The study of consumer behaviour draw upon social science discipline of anthropology, psychology, sociology and economies. Online consumer Behaviour also called online Buying Behaviour and Internet Shopping Buying Behaviour. It refers to the process of purchasing product or services via the internet. Again, online shopping attitude refers to consumer's psychological state in terms of making purchases on the internet. "Online consumer behaviour" describes the process of online shopping from a consumer's perspectives. It is often described as the study of trends, including the influence of online advertising, consumer willingness to click on links, the prevalence of comparison shopping, among others. The decision-making process of an online consumers is often very different from that of a consumer in a physical store. Companies are increasingly studying online consumer buying behaviour in order to adopt their sale and marketing strategies to appeal to the internet purchaser.

LITERATURE REVIEW

Review of literature provides the information of research work already done by researcher relating to the topic of study. The work related to the study may support or conflict with present results. A number of research papers and articles provides a detailed insight about the consumer buying behaviour toward online shopping. The finding from the literature are presented below:

Dr. V. Santhi and Dr. L. Nanda Gopal conducted a research on the title "The consumer Behaviour towards Online shopping in Coimbatore city- Exploratory study" with the objectives to study relationship between Demographic variables an consumer attitude. Sample size 250. Both primary & secondary data used in this research. The author conclude that Understanding the consumer's needs and desire for online buying, the selling has become challenging task for marketers.

Prof Pritam Kothari and Prof. Shivganga S. Maindargi (2016) conducted a research on the title 'A study on consumer Attitude towards Online shopping in India and its impact: With special reference to Solapur city with the objectives to study present status of online shopping in India and to analyse the factors that affects customer attitude towards online shopping in India. Primary data is collected from 100 respondents. Research methodology- Pie chat, Tables and Chi-square. The author conclude that Online shopping gives customer best alternative to save money and time. Success of online shopping depends upon its popularity and brand.

Dipti Jain, Sonia Goswami & Shipra Bhutani conducted a research on title "Consumer behaviour towards Online shopping: An Empirical study from Delhi" with the objectives to study the impact of Perceived risk, enjoyment & usefulness on online shopping behaviour of consumer in Delhi. The author conclude that Perceived risk is the most significant factor that may affect online shopping behaviour of consumers in Delhi.

Priyanka Sharma conducted a research on title "Consumer Behaviour Towards Online Shopping- With special reference to Bhiwani City, Haryana with the objectives to identify relationship between demographic factors that influencing Online shopping. Research Methodology- Primary data collected from 100 respondent's in Bhiwani City. The author concludes that cash on delivery, Flipkart, Price & Electronic items are the most important factor in this study.

OBJECTIVES

- To study the consumer buying behaviour towards online shopping.
- To conduct Percentage analysis, Chi square analysis & SWOT analysis.

RESEARCH METHODOLOGY

The present study is based on Empirical research design. It tries to explain the cause, facts and know the characteristics of individual respondents' unit. The primary data for the study was collected by administering well structure questionnaire among the respondents as well as with the help of personal interview & telephonic interview. The secondary data for the study was collected from the books, journals, Previous research work & internet. Populations refers to the finite and infinite collection of population. The population selected for the study is within Cuttack city. The sample size is taken for the study is 100. Non- Random Sampling: convenience sampling has been used for the present study. Questionnaire method was used for the collection of Primary data. Questionnaire were constructed taking into account the research objectives. here were fact which could not be revealed by filling up the questionnaire so those facts were unveiled through interview and discussions with the respondents. This method was also applied to gather information for the research study. Some of the respondents for the study were not available for filling up the questionnaire or to conduct personal interview so the needed information being collected from them through telephonic interview. The collected data have been analysed by using Microsoft Excel, various diagram, Tables & pie- chat. The present study has been conducted by the researchers in Cuttack City. The time taken by the researcher to complete the research work is 30 days (From 13 January- 13 February). The statistical tools used for data analysis are Percentage analysis, chi square analysis and SWOT analysis

LIMITATION OF THE STUDY

- The Sample taken for the study may not be true representation of the population.
- It was difficult to induce the respondents to provide complete information.
- The survey is conducted only in selected area in Cuttack City sample size is limited to 100.
- The psychological temperament varies from respondents to respondents

DATA ANALYSIS AND INTERPRETATION

Analysis of data means computation of certain measures or indices along with searching of patterns for relationship that exist among the data group. Interpretation of data refers to the task drawing inference from the collected facts after an analytical or experimental study. Data analysis & interpretation is one of the most interesting and challenging tasks of the research study. It facilitates in finding out the outcome from the data or information those have been collected from the field survey. The significant parameters of the study have been analysed under:

Percentage Analysis

Table -1 Showing Gender of the respondents.

Gender	Frequency	Percentage
Male	65	65%
Female	35	35%
Total	100	100%



Table-2 Showing age of the respondents.

Age	Frequency	Percentage
Below 20 years	8	8%
Between 21-25	24	24%
26-30	29	29%
31-35	25	25%
36 years more	14	14%
Total	100	100%

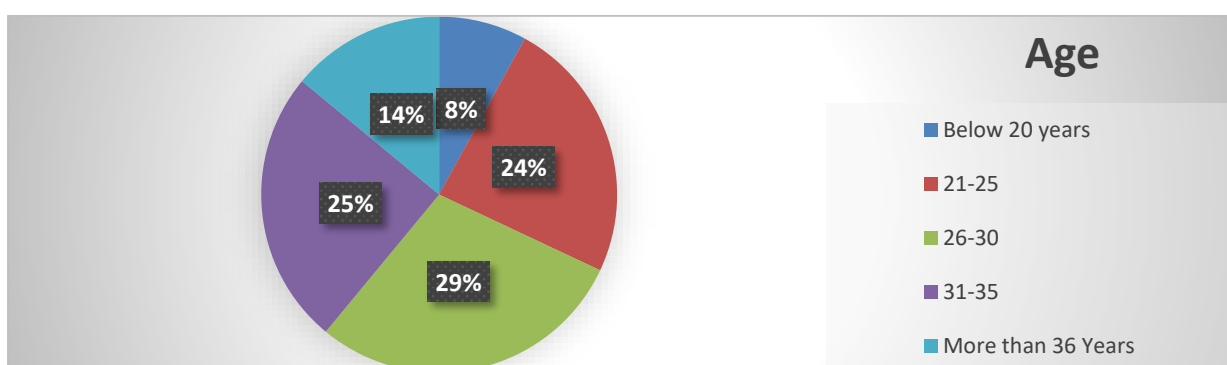


Table - 3 Showing Educational qualification of the respondents.

Educational qualification	Frequency	Percentage
Under Graduate	17	17%
Graduate	35	35%
Post Graduate	38	38%
Professional	10	10%
Total	100	100%

<https://www.gapgyan.org/>

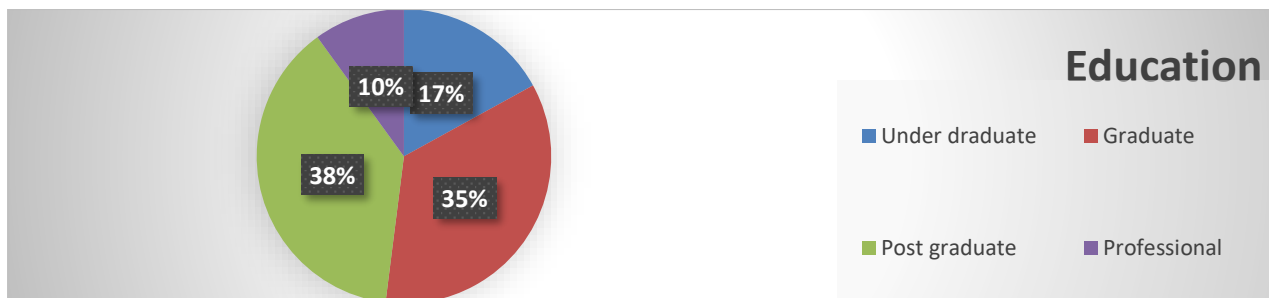


Table-4 Showing Occupation of the respondents:

Occupation	Frequency	Percentage
Students	36	36%
Business	19	19%
Home maker	6	6%
Professional	10	10%
Service	29	29%
Total	100	100%

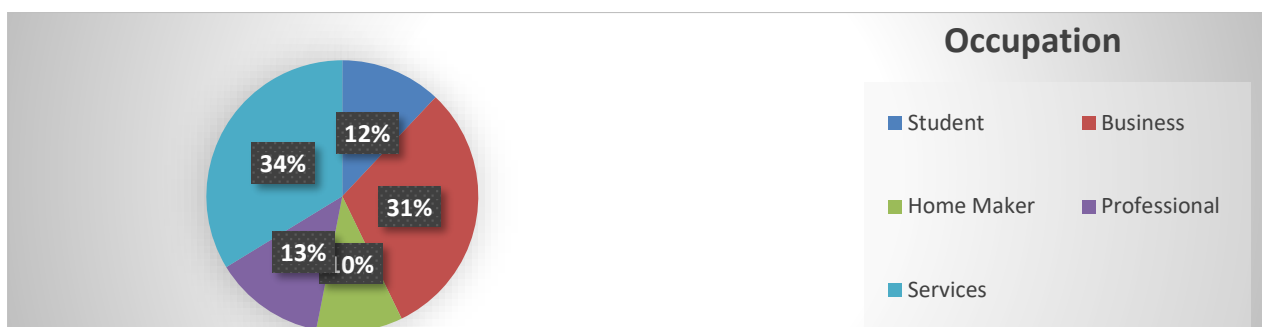


Table-5 Showing Income of the respondents.

Income	Frequency	Percentage
0-10000	45	45%
10001-20000	6	6%
20001-30000	9	9%
30000 - 40000	13	13%
Above 40,000	27	27%
Total	100	100%

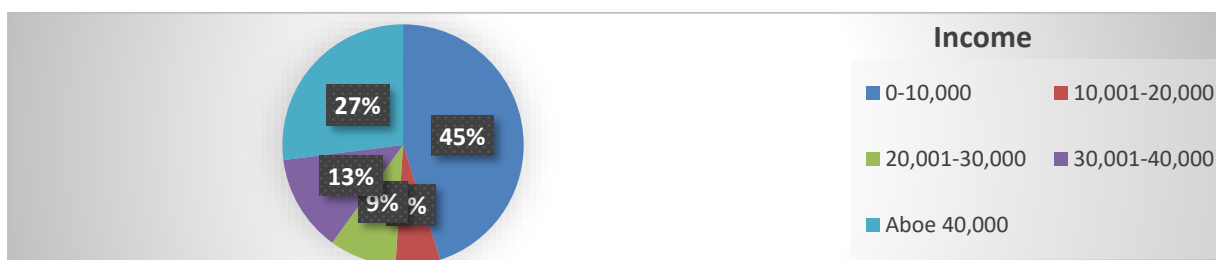


Table- 6 Showing Sources of information by which respondents are know about online shopping.

Sources of information	Frequency	Percentage
Family/ friends	41	41%
TV advertisement	09	09%
Website advertisement	18	18%
Newspaper/ Magazine	13	13%
Others	19	19%
Total	100	100%

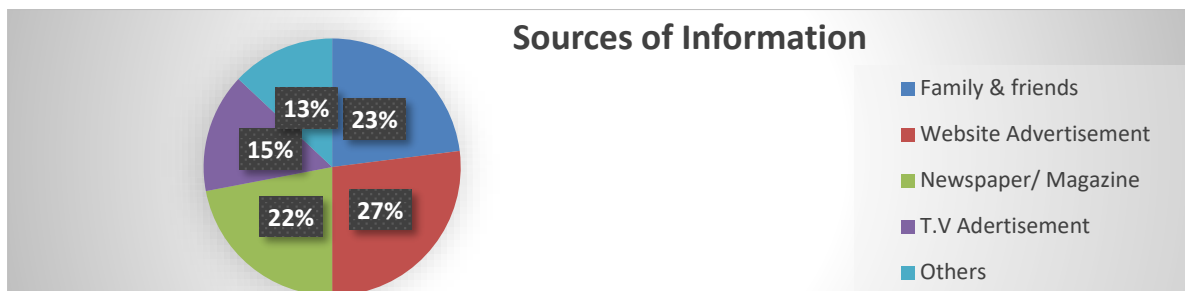


Table-7 Showing Frequency of buying on Online.

Time	Frequency	Percentages
Very Often	29	29%
Often	31	31%
Sometimes	23	23%
Rare	17	17%
Totals	100	100%

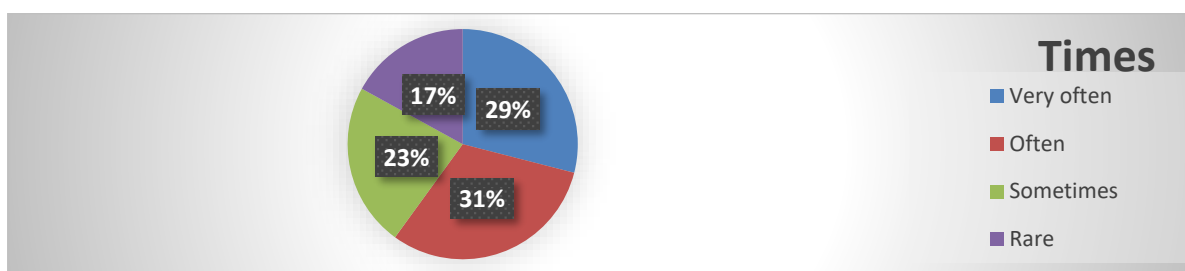


Table - 8 Showing reasons that helpful to the consumers for liking on Online shopping.

Reason	Frequency	Percentage
Saves time	14	14%
Price	37	37%
Product Comparison	21	21%
Availability of Variety	19	19%
Easy to Purchase	9	9%
Total	100	100%

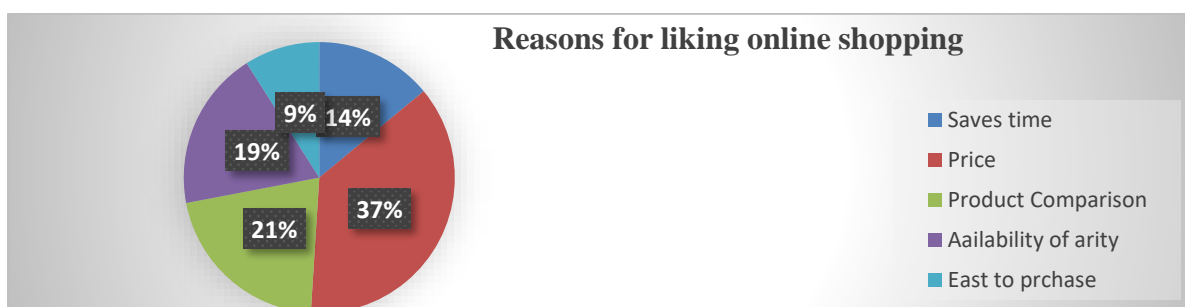


Table - 9 Showing Favourite Online Shopping Websites of respondents.

Site	Frequency	Percentage
Flipkart	52	52%
Amazon	22	22%
Myntra	13	13%
Snapdeal	8	8%
Others	5	5%
Total	100	100%



Table- 10 Showing Product brought by respondents from Online.

Product	Frequency	Percentage
Cloth	41	41%
Electronic	20	20%
Cosmetic	15	15%
Accessories	24	24%
Total	100	100%

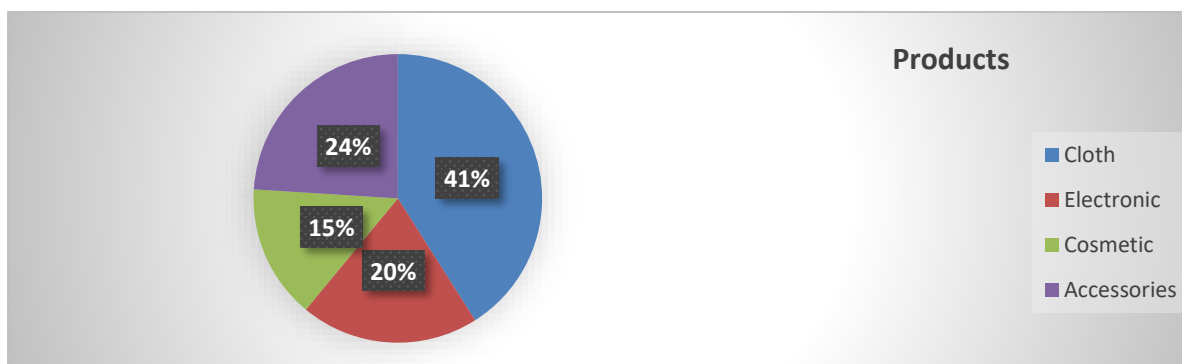


Table- 11 Showing Modes of payment prefer by respondents.

Modes of Payment	Frequency	Percentage
Cash on delivery	49	49%
Credit card/ Debit card	27	27%
Mobile Banking	8	8%
Others	16	16%
Total	100	100%

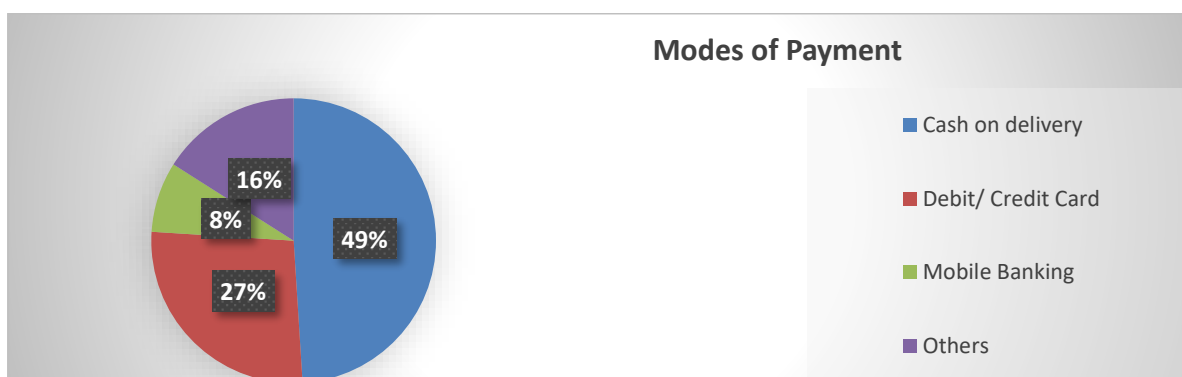


Table - 12 showing amount spent by respondents on purchasing from online at last time.

Amount spent	Frequency	Percentage
Less than 500	10	10%
500-1,000	30	30%
1,000-2,000	18	18%
More than 2,000	42	42%
Totals	100	100%

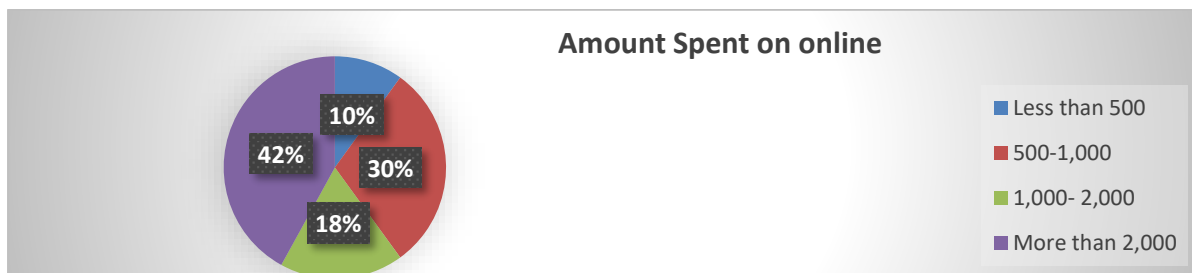


Table - 13 Showing level of satisfaction

Level of Satisfaction	Frequency	Percentage
Highly satisfied	27	27%
Satisfied	42	42%
Neutral	13	13%
Dissatisfied	14	14%
Highly Dissatisfied	4	4%
Total	100	100%

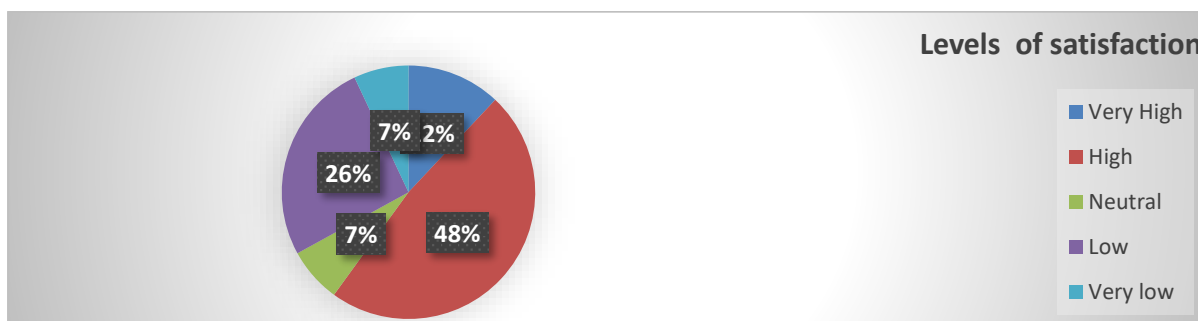


Table -14 Showing Problem faced by respondents in Online Shopping.

Problem faced by consumers	Frequency	Percentage
Can't touch & seen	25	25%
Receiving wrong products	10	10%
Colour & quantity variation	35	35%
High delivery charge	14	14%
Delay in delivery	16	16%
Total	100	100%

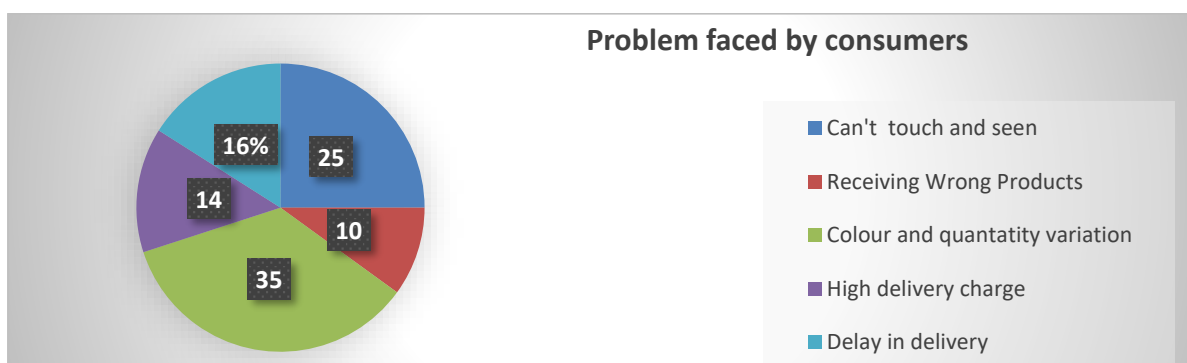
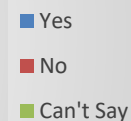
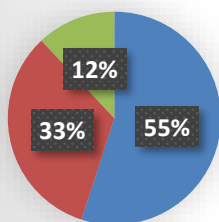


Table -15 Showing favour of respondents that online shopping is better than physical stores.

Particular	Frequency	Percentages
Yes	55	55%
No	33	33%
Can't say	12	12%
Totals	1000	100%

Is online shopping better than physical stores



CHI-SQUARE ANALYSIS

Hypothesis

H0: Product: There is no significant association between Occupation and Product purchased by consumers in online shopping.

H1: There is significant association between Occupation and Product purchased by consumers in online shopping.

Table showing that Occupation and types of Product

Occupation/ Product	Clothes	Electronic Appliance	Cosmetic	Accessories	Total
Student	22(16.4)	5(8.00)	5 (6.00)	8 (9.6)	40
Home Maker	2(2.87)	1(1.4)	2 (1.05)	2 (1.68)	7
Services	8(9.43)	6(4.6)	2 (3.45)	7 (5.52)	23
Business	7(8.61)	5 (4.2)	3(3.15)	6 (5.04)	21
Professional	2(3.69)	3(1.8)	3 (1.35)	1 (2.16)	9
Total	41	20	15	24	100

Values indicated in brackets are expected values.

Level of Significance = 0.05 at 5%

Value of chi square = 11.22

Df = 12

P Value = 0.5102

Since $P > .05$ Null Hypothesis is accepted and Alternative Hypothesis Rejected.

Hypothesis

H0- There is no significant association between gender and shop online.

H1- There is significant association between Gender and Shop online.

Gender/ Frequency of Online Shopping	Very Often	Often	Sometimes	Rarely	Total
Male	20 (8.8)	21 (20.1)	15 (14.9)	9 (11.05)	65
Female	9 (10.15)	10 (10.85)	8 (8.05)	8 (5.95)	35
Total	29	31	23	17	100

Level of Significance- = 5%

Degree of freedom = 3

Chi square value = 1.35

P value = 0.71

Since $P > .05$ Null Hypothesis is accepted and Alternative Hypothesis Rejected. Thus there is no association between Gender and shop Online.

FINDINGS

a) Percentage Analysis

- From the above analysis the majority of the respondents are Male (65%) & Female (35%).
- The Majority (29%) of respondents are belongs to the age between 26-30. And 8% of respondents are belongs to the age below 20 years.
- The majority 38% of total respondent's educational qualification are post graduate, 35% respondents are graduate, 17% are undergraduate and 10% are professional.
- 40% of the respondent's occupation status are Students, 23% respondents are Services, 21% are Business, 9% are professional and 7% are Home makers.

- The majority 45% of the respondents are earn an annual income between 0- 10,000, 27% of respondent's income are above 40, 000.
- 23% of respondents know about online shopping from Family & friends, 27% from Website advertisements, 22% from Newspapers, 15% from T.V Advertisements and 13% from others.
- 29% of respondents are buying from online Very often, 31% are often, 23% are sometimes and 17% of respondents are rarely buying from online.
- 14% of respondents says online shopping save times, 21% of respondents say it helpful for product comparison but in this study Price i.e 37% is an important factor for liking online shopping.
- Majority 52% of the respondents buying from Flipkart.com, 22% from Amazon, 13% from Myntra, 8% from Snapdeal and 5% from others.
- About 41% of respondents are buying cloth from online, 20% are buying Electronic, 15% of the respondents are buying are cosmetics 24% are accessories.
- Most of the respondents i.e 49% are preferred on cash delivery, 27% are preferred Debit/Credit card, 8% are preferred others payment methods.
- 10% of the respondents are shopping below 500, 30% are shopping between 500-1000 & ae 42% are shopping more than 2,000.
- High level of satisfaction of respondents are belongs to 48% and low level belong to 26%.
- About 35% of the respondents saying due to colour and quantity variation they faced problem in online shopping, 25% says can't touch and seen, 16% says delay in delivery, 10% says receiving wrong products and 14% says high delivery costs.
- 55% of the respondents are saying Yes online shopping is better than physical stores, 33% are saying No & 12% of the respondents are neutral.

b) Chi square Analysis

- The chi square value between Occupation and Prefer to purchase factor is 11.22 and P value is 0.514 which is significant at 5% level. Thus there is no association between Occupation and Prefer to Purchase.
- The chi square value between gender and shop online factor is 1.35 and P value is 0.71 which is significant at 5% level. Thus there is no association between Gender and shop online.

c) SWOT Analysis

Strength and Weakness are internal factors and therefore depend exclusively on you. Threats and Opportunities are the external factors that you can't do much about apart from bearing them in mind.

A developing country can be rationalised and Merchandised if it introduces e-commerce effectively and efficiently. It will enhance its output and gives competitive advantage. IT has boosted e-commerce worldwide. Now it is easier to enter to a new market and one can evaluate his/her product and company's performance. It reduces business overhead and enhances business management.

CONCLUSION

An attempt was made by researchers to study the present status of online shopping. 100 respondents from Cuttack City were selected. Opinion from these respondents was collected with the help of self-questionnaire. With the help of data analysis and interpretation finding were drawn by researchers. The following conclusion was drawn by researchers. The online shopping is becoming more popular day by day with the increase in the usage of internet. Understanding customer's needs and desires for online buying, the selling has become challenging task for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influences consumers to shop online. Therefore, our study has focused mainly on these research questions.

- 1) The classification of online shoppers in terms of demography.
- 2) The factors which influence consumers to shop online and see what factor are most attractive for online shoppers

We foresee that my findings will give a clear and wide picture to online retailers and will help them understand the specific factors that influences the consumers to shop online, so they can build up their strategies to cater the need of online shoppers.

SUGGESTION

Online Shopping is a new & Innovation way of exploring various products of diverse brand and purchasing it by sitting at home, just at the click of the computer mouse. To improve the shopping experiences of the consumers from the online retail stores the following steps may prove to be very helpful in this direction:

- The company can create a strategy to advertise their products focusing on women consumers.
- The company has to keep an eye on the consumer who are the above the age of 25 years by introducing various products through online marketing.
- Seller should provide brief description of the products so that customer can order accordingly.
- Most of the consumers are preferred cash on delivery because of more fraud so it will be suggest that the seller should be focused on the privacy or security system of online shopping because it will be helpful for cash less economy.
- The seller should provide right & colourful products.

According to this research study many consumers are from student category so the company can have good marketing strategy which provides the super service to attract all types of customers.

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