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To Study and Survey of Consumer Behavior in Online Shopping

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Abstract: **Online shopping has obtained a very important position in the 21st century as most of the people are busy, loaded with a hectic schedule. In such a situation online shopping became the easiest and most suitable mode for their shopping. The Internet has changed the way of consumer's store and has rapidly developed into a global perspective. An online shop arouses the physical similarity of buying products as well as services from an internet shop and this process of shopping is called business-to-consumer online shopping. The present paper is based on the assumption of classical model behavior. This paper examines the behavior and perception of online customers in Kanpur**

Keywords: **Online shopping, e-marketing, e-store, customer satisfaction**

1. Introduction

Online shopping is a form of e-commerce which permits consumers to directly purchase goods or services from a seller by using the Internet. Other names are e-shop, e-store, Internet shop, web-store, virtual store and online store. An online shop arouses the physical similarity of buying products as well as services from an internet shop and this process of shopping is called business-to-consumer online shopping. Online shopping is the practice in which consumers decide to buy the product through the internet. The Internet has developed into new distributive channels for many products. Using the internet to shop online has become a primary reason to use the internet, combined with searching for products and finding information about them. Therefore the internet has developed a highly competitive market, where the competition over consumers is fierce.

In some social networking site like E Bay, e-shopping is being done, where some retail online shops are available. The use of the Internet in India offers a growing prospect for e-shopping. If E-customers know the factors that affect online behavior, and the relationships between these factors, further they can build their new marketing strategies to transform probable customers into lively customers, Consumer behavior is treated as an applied discipline because some decisions significantly affect customers' behavior and expected actions. The two main views that seek solicitation of its awareness are societal and micro. The Internet has changed the way of consumer's store and has rapidly developed into a global perspective. Many companies started using online shopping with the aim of reducing marketing costs, that will lead to reducing the price of their products in order to stay forward in very highly competitive markets. Companies also use the Internet to deliver, connect and distribute information and products. The customer uses the Internet in so many ways not only for buying the products, but also to compare product structures, prices, warranties and delivery services. Many specialists are positive about the future of online marketing business. In accumulation to the wonderful potential of the E-market, the Internet provides a unique opening for companies to additional effects to reach existing and possible customers. Although maximum income of online dealing comes from business-to-business trade, the practitioners of business-to-consumer trade should not lose their confidence. Researchers and practitioners of e-commerce regularly struggle to develop an improved vision into consumer behavior. Along with the development of E-retailing, scholars continue to explain E-consumers' behavior from a diverse perspective. Many of the studies have assumptions which are based on classical models of consumer behavior, and then study the validity of e-marketing.

2. Literature survey

Kuester, Sabine (2012) in his study considers, Consumer behavior as the study of individuals, groups, process and organizations they use to secure, select, and a range of experience, products, services, experiences, or ideas to satisfy the consumer and society. It balances components from sociology, psychology, management and economics. It tries to know the decision-making processes of consumers, both exclusively and in clusters. It makes emphasis on individual consumers and their characteristics such as demographics and behavioral variables to understand customers' want. It also tries to assess the effects on the consumer from family, friends, groups, and also society in general.

Petrovic Dejan (2006) in his study on Analysis of consumer behavior online explained that the most appropriate behavioral appearances of online customers and inspect the ways they find, associate and estimate product information. Comparison of survey data with the present customer performance theory stemmed in the detection of a number of issues related to an explicit customer group. The objective of this report is to

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transform these results into a set of execution activities at a strategic and technical level. Implementation of these recommendations will end in the better adaptation of customers.

Shun &Yunjie (2006) in their study revealed that there are different kinds of product, which are additional possible to be sold online such as a book, software, electronics and music. The motive for such belongings is that when buying these kinds of products, one does not need individual examination, if not all products, can be drawn in the product explanation and descriptions. Most goods in the mobile phone family fit this group. According to the new study on customer behavior, there are four different customer groups with diverse purposes and motivations. They also found that regular efficient collection of music videos. A great level of technical assurance inside this cluster tends to be a hopeful feature when it comes to product evidence research online.

Anita Desai (2003) in her study E-tailing is the practice of selling retail goods on the Internet explores that e-marketing is the reduced version of "electronic retailing" which basically creates business to buy business. While the concept of e-tailing is no longer in its budding stage; it remains to change, as progressive e-commerce requests act as a strong promoter in developing e-marketing. The idea of e-marketing differs from a diverse range of products and services as against direct shopping experience. Therefore, e-tailing/online marketing is just not restricted to consumers purchase. As consumers are well-informed, they can make good decisions. This includes a fair price comparison, product research, and proving the credibility of the e-store online shopping.

Jarvenpaa, Tractinsky and Vitale (2000) explore how customers professed store size and status inspire their trust in risk perception, attitudes and willingness to purchase from the specific store. They realize that there is a positive correlation between customer belief in internet stores and the stores supposed reputation and scope. Higher customer belief correspondingly decreases perceived risks related to internet shopping and produces more promising attitudes near to shopping at a specific store, which in turn raises readiness to buying from the store.

Li, H., Kuo, C., and Russell, M. G. (1999), in his study found that consumers who are buying from internet stores more frequently are more suitability oriented and less practice concerned. These customers respect suitability throughout shopping as the most significant factor in buying decisions since they have a time constrained and do not notice purchasing products without touching or sensitivity.

3. Objectives of the study

The present paper focuses on the study of consumer perception and behavior towards online shopping.

4. Research methodology & data collection

The method selected by the researcher for exploring the consumer perception and behavior towards online shopping is survey research. The research starts with the identification of different variables related to responsible for building consumer perception. The research included both primary and secondary data. Primary data for this study were collected by means of a survey conducted in Kanpur, the sample size was 500. The Questionnaire was used to collect primary data.

5. Analysis and interpretation

A. Age wise distribution of customer

Table 1
Customer's age

Under 18	18-25	26-33	34-41
50	165	185	100

The above Table shows us the percentage in the age of respondents. As it shows that from age under 18 years the number of respondents is 50 and from age of 18 to 25 it is 165 and from 26 to 33 it is 185, lastly is 34 to 41, it is 100.

B. The profession of online customer

Table 2
Customer's profession

Student	Professional	Govt. employee	Self-employed	unemployed	other
85	50	165	65	0	135

This table helps us to know the occupation of the respondents, this is to know that which segment of people is buying more products on the internet whether they are the segment of students or government employees or professional, the above table shows that the numbers of the govt. employees is165, are using the internet and use to buy the online product.

C. How the frequency of online purchase

Table 3
Customer's profession

Once in a six month	Frequently or at least once a month	Once a year
165	135	200

From the above table, the purchase of the product is highest where the online consumer buys once a year i.e. 200 of the respondent which shows us that products are not purchases frequently i.e. 135.

D. Main Reason for Online Shopping

Table 4
Online shopping reasons

Brand conscious	trust	Fast shipping	Convenience and time saving	price
85	50	0	165	200

The above table shows that online shopping is mainly opted by the respondents due to the price as 200 utilizes online shopping

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and 165 are mainly due to the convenience and time saving while fast shipping and trust are very low in online shopping.

E. Methods of payments

Table 5
Payment methods

Credit and debit card	Personal cheque	Third party eg. PayPal	Bank transfer	Other
300	50	85	50	15

This table shows that most people use a credit card and debit cards to pay their payments 300 people use to pay by credit/debit card and 50 through bank transfer and 85 through pay pal and 50 by personal cheques.

F. Motivational factors to buy a product online

Table 6
Motivational factor

A wide range of product	No travel to shop	No hidden cost	Easy payment
85	150	35	230

This table shows us what motivates the people to buy internet, as from the above result we found out that easy payment is the main thing which motivates the people to buy products online. Easy payment and avoidance of travel is a big motivational factor in online shopping.

G. Prices between websites prior to making your purchase decision

Table 7
Price Comparison

no	Can't say	yes
65	135	300

From the above table, 300 of the respondent compares prices between websites selling the same product while making the final purchase decision and 65 does not make any other references.

H. Satisfactions with using online shopping in terms of payment, delivery, and product

Table 8
Online customer's satisfaction

Can't say	No	Yes
135	65	200

With regard to the overall satisfaction of making a purchase online, 200 of the respondents are quite satisfied with the price, delivery etc. and 135 are not so sure and lastly 65 are dissatisfied.

I. Online shopping vs. shopping at physical brick

Table 9
Opinion about online shopping

Can't say	Physical brink as a better option	Online as a better option
85	30	385

After analyzing the above table shows that the people are in favour of that online shopping is better than a physical store, the percentage of people who says online shopping is better is 385 and the people who say it not good is 30. Still, the percentage of people who says yes is more than other who says no.

6. Results & discussion

There are some factors which are affecting online shopping which is given below.

- Online shopping is getting popular among the young generation as they feel it more comfortable, time-saving and convenient. It is analyzed from the survey that when a consumer makes a mind to purchase online goods he or she is affected by multiple factors. The main crucial identified factors are time-saving, the best price and convenience.
- People compare prices in online stores and then review all feedbacks and rating about a product before making the final selection of product and decision.
- The main barrier in the process of online shopping is the safety issue.
- The online shopping is overall satisfied with the prices, delivery etc. in comparison with the location of the city.
- From the age of 18 to 33, online shopping is being more used as there is more influence of the internet generation, and online shopping has become an emerging trend among this age group to most of the online shoppers are employed therefore they have the necessary independence to shop online as most of them have different levels of income.
- The number of times internet is being used for online shopping where some respondent has shown that they have shopped online only once in a year or in five months etc.
- The online shopping is much easier mean of purchasing products where 23 respondent as yes because in online shopping there is a less physical movement of the consumer as products are being ordered and are being delivered at doorsteps. Eg Jabong .com.
- Online shoppers are more motivated to buy online as it is easy in payment, and it is time-saving.
- Online shopping helps in comparison of products from different online shopping websites also to a certain level the comparison of products on websites and the physical market in terms of quality, price etc.

7. Conclusion

Increased Internet penetration, annoy free shopping environment and very high levels of Net savings to see Indians online shopping. But at the same time, the companies want to decrease the risks associated with the customer. The objective is not to convert all shoppers to online procuring but to display

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them it's a choice. In totaling to above, efforts want to be taken to teach the online consumers on the stages that need to be started while creating an online buying. Furthermore, the response of an online customer should be taken to classify defects in service transfer. This can be done over online people and blogs that assist as marketing and advertising apparatuses and a basis of response for enterprises. Thus, online selling increases more subjects than the benefits it presently proposes. The quality of products obtainable online and dealings for service delivery are yet to be uniform. Till this thing will be done, the buyer is at great risk of frauds.

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