

A Study on Consumer Behaviour Towards Online Shopping in North Gujarat

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ABSTRACT

The rising in the number of internet users in our country gives great hope for online shopping. If Internet marketers know the factors that influence customer behavior and relationships, they can create marketing strategies that change people's ability to reach loyal customers and retain existing online customers. This research paper is available on Amazon, Flipkart, myntra etc. It focuses on the consumption habits of people in the North Gujarat who do business online through e-commerce sites. As the Internet has changed the way consumers do business, many companies facing the digital revolution have changed their business services online by making purchases easy and accessible while offering customers more discounts to compete in a competitive environment like Shopping.

Keywords- Online trends in India, Consumer behaviour in North Gujarat.

I. INTRODUCTION

In the last two years, the Internet has developed rapidly, and the digital economy driven by Information technology has also developed around the world. With the development of the internet for a long time, network users have increased rapidly, internet connection has been fast and some new technologies have been developed. Images of products and services from the website. There are many reasons for the rapid development of online shopping, the main ones being the benefits of the network. First of all, the Internet offers various conveniences to consumers.

Obviously, consumers don't need to go out and search for product information because the Internet helps them to search online websites and also helps them do reviews on various sites to accept the cheapest price. In addition, the Internet can increase the efficiency and effectiveness of consumers who use products to meet their needs compared to other channels. Thanks to different search engines, customers save time to get information about nutrition. The information combines

pictures, audio and detailed descriptions to help consumers learn and choose the most suitable product while, online shopping is risky for customers, as is payment security and after-sales service. Due to the development of Internet technology, Internet payment has recently become a way to purchase goods on the Internet.

While paying on the Internet increases efficiency, it reduces the security of Internet due to its virtual features. After-sales service is another way to discourage customers from purchasing online. It is not like traditional stores where customers take risks and some after sales services require face to face service especially for some products. Over the past two years, many e-commerce websites have popped up and competed with free shipping, coupons, free gifts, easy return policies, and more. According to the latest data jabong, Amazon, Snapdeal, Paytm, Myntra, eBay, Flipkart, Shopclues, Homeshop 18 and Infibeam are the top TEN e-commerce sites in India. Flipkart is the largest e-commerce and one of the best e-commerce sites in India.

II. LITERATURE REVIEW

There are a number of research works have been done by researchers but only a few has been given, related to the paper. Brown (1987) has suggested that the costs of a retail format refer to consumers' costs. Consumers incur non-monetary costs - time, effort and psychological costs - as well as monetary costs. Savings in non-monetary costs are especially emphasized by non-store formats. Their appeal to consumers has been the ease and convenience of shopping, freed from location and other constraints.

According to Rao (1999), E-commerce offers increased market activity for retailers in the form of growing market access and information and decreased operating and procurement costs. The consumers can gain better prices due to the competition and also can enrich their knowledge on goods and services

Zhang and von Dran (2000) have found that certain aesthetic elements of a web-site are considered as purchase motivators, while other aesthetic elements serve as hygienic factors (i.e., necessities) in purchase decisions from e-retailers. The colour and background images of web-page are also found to affect consumer choice. Tractinsky and Rao (2001) have argued that computer users, particularly those who seek online substitutes to the physical Shopping experience, would value aesthetic designs just like consumers of other commodities.

Ratchford et al. (2001) have told that through Internet, consumers can gather information about merchandise and they compare a product across suppliers at a low cost. They also can effectively analyze the offerings and easily locate a low price for a specified product.

Eroglu et al. (2001) have advocated that the most important thing in the traditional retailing is physical store setting. According to them, it is largely determined by the cost of real estate and the various physical objects required creating different sounds, aromas, colors and lighting Online constraints tend to be related to the screen resolution and the hardware that exists at the consumer end of the channel. The hedonic factors in designing the web-site interface can be enhanced with symbolic, nonverbal elements, which can be created by images, colours, fonts and videos and music.

Zeithaml (2002) has defined that the success of e-tailing depends on the efficient web site design, effective shopping and prompt delivery. The other e-store services are delivery on real time, return and replacement process, period of filling out online orders form, speed of response time to e-customers' queries.

Kim and Lee (2002) have suggested that the design of e-store influences consumers' access to e-store. In the e-store, website design, design of product and service comparison and information, time to complete online order form, easy of searching product

and service, screen layout, screen complexity, page composition, information retrieval methods, information display, use of colour and background, assistance to the user and speed of accessing the e-store are notable factors attracting e-customers.

Doolin (2004) has specifically pointed out that e-tailing is the sale of products and services to individual customers. According to him, the definition of e-tailing encompasses the sales of products or services online.

III. OBJECTIVE

The main aim of the research is:

- To find out consumer behaviour towards online shopping in North Gujarat.
- The secondary objectives of the research are:
- To identify consumers perception towards online purchasing
- To identify consumers online buying behaviour
- To identify consumers preference towards different websites
- To identify consumers perception towards payment mode.

IV. PROBLEM STATEMENT

A research problem in general refers to some difficulty, which a researcher experience in the context of either a theoretical or practical situations and wants to obtain a solution for the same. Online websites such as flipkart, Amazon, irctc.in, myntra have become very popular and communication tool for networking, communication and business. A person spends hours on online shopping websites doing search for particular products. Sellers are now becoming active about online shopping that how people are now shopping online and through which websites they are surfing and purchasing. As of increasing numbers of online shopping from websites like Amazon, Flipkart, Myntra to look for increasing trend of online shopping in North Gujarat, we took this research topic: "A Study on Consumer Behaviour towards online shopping in North Gujarat."

Factors Influencing customers trust for online shopping through E-Commerce websites Online Shopping is a form of electronic commerce whereby customers directly buys goods or services from seller over the internet without any intermediary services.

- Easy to find
- Products can be cheaper
- Save time and Energy
- Integrity
- Security and Privacy
- Important Information
- Convenience in use
- Web Design
- Mouth to mouth publicity
- Logistics and Supply chain

- Payment and Commission
- Market size

Challenges faced by Indian Consumers Internet speed

- Language Barrier
- Plastic Money
- Inefficient and delayed service
- Overpricing of products
- Return and exchange of goods
- After sales services

Measures to be taken to make it popular in India

- E-Commerce awareness
- Varied payment options
- Awareness regarding security measure
- Highlight the benefit of shopping at home
- Make the prices more competitive
- Stress on special offers
- Emphasis on after sales service
- Cyber law due diligence in India

V. RESEARCH METHODOLOGY

Our aim in this study is to reveal the behavior of online consumers from various websites in the North Gujarat. Consumers' approval of different product categories Post-purchase satisfaction and post-purchase differences E-commerce results Service offered, payment method, age from teenagers to adults How age affects online shopping, customers Satisfied, opinions on different sites Trust.

VI. RESEARCH DESIGN

Descriptive research design

Source of data:

The primary data is collected by survey only. The survey was done through a structured questionnaire which is in Google form.

Secondary data: The source of secondary data is in journals, articles, research papers, online sites, websites and many more sources which are available on online or offline platform.

Sampling Frame:

Our sample frame will be limited to the North. Gujarat (Gujarat State) in which we will include people with different age groups.

Sample Size:

The sample size will include minimum of 100 responses from people of different age group from North Gujarat.

Sample unit:

The age limit of respondents will be 20-35 and above.

Method of data collection: Questionnaire

Sampling Technique:

Selection of respondents will be done by convenience sampling (non-probability)

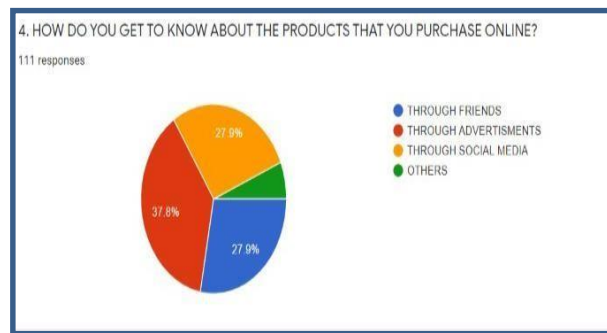
Statistical tools for analysis:

Percentage method and graphical method have been used to analyze the data.

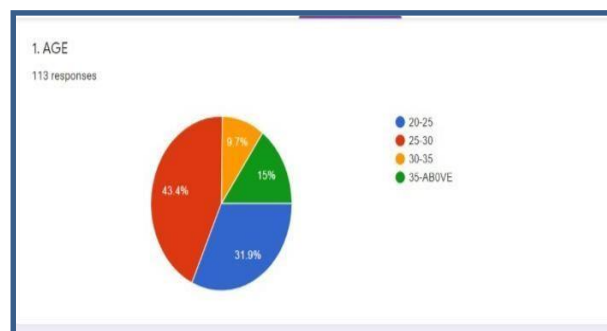
VII. LIMITATIONS OF THE STUDY

As with any research this study has limitations. All respondents that participated in the study are from North Gujarat so data produced from this study may not fully represent the general population throughout India.

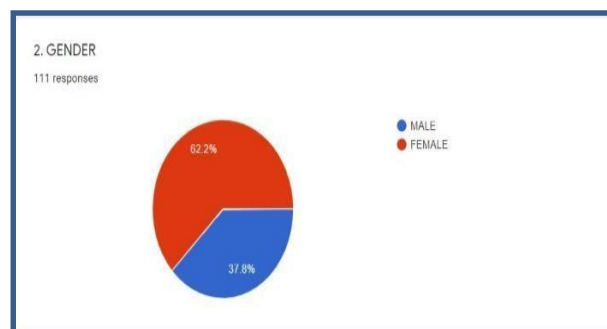
VIII. DATA ANALYSIS



From the all 113 respondents 43.4% was of 25-30 age groups, 31.9% was 20-25 age group, 9.7% was 30-35 age group and 15% were 35-above



Among the all 111 responses 37.8% were Male whereas 62.2% were Female



Below Pie Chart shows that how frequently customers used to buy through E-Commerce websites. How do people of north Gujarat get to know about the products that they purchased online and according to responses 37.8% respondents get to know by advertisements, 27.8% by friends and 27.9% by social media.



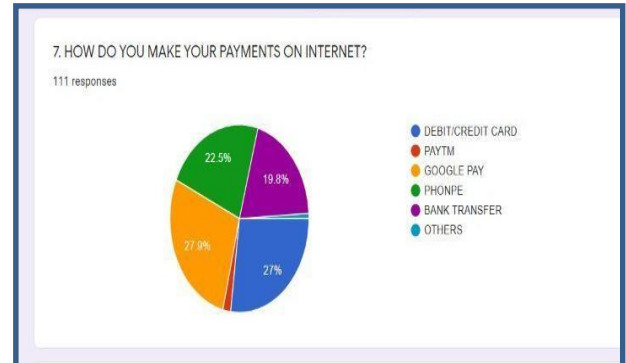
According to the responses 38.7% respondents prefer to buy from the Myntra for Shopping, 27% prefer Flipkart, 23.4% prefer Amazon and 9.9% Snapdeal while remaining 1% prefer other websites.



What motivates people to buy product online and among all the responses 41.4% respondents admit that they save a lot of time and energy as they didn't need to travel to shop, 23.4% respondents say as there is no hidden cost they prefer shopping online, 28.8% respondents say that they have wide range of products and variety which helps them choose better product and deal.



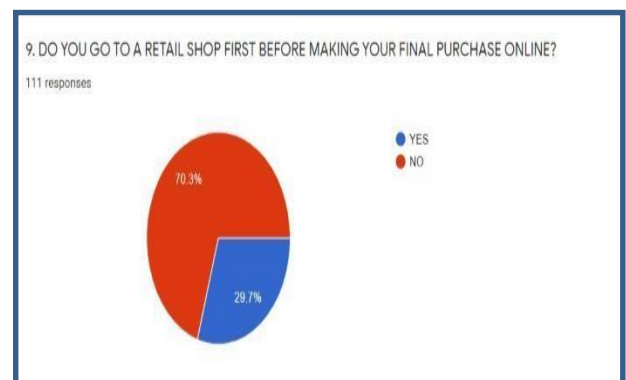
Among all the responses 27.9% respondents prefer Google pay for their payments, 22.5% use Phonepe, 27% use Debit/Credit card, 19.8% use Paytm.



What are the crucial factors that affect people's decision while shopping online and making the final purchase and among all the responses 32.4% respondents choose online platform as the products are not available in local stores, 30.6% say that it is convenient and time saving, 18% respondents purchase as they are offered best prices compared to local stores, 12.6% respondents prefer online shopping as all the product reviews are available.



Among all the responses 70.3% respondents visit retail shop before final purchase of product, while 29.7% were don't visit retail shop before the final purchase.



What are the products they normally purchase online and as per the responses 39.6% respondents purchase Clothes, 36.9% purchase electronic products and 23.4% include other categories of products.

What are the main barriers that keep people away from online shopping and among all the responses 24.3% is have refund policy, 20.7% is prefer safety of payment, 18.9% is prefer high shipping cost, 18% is prefer value added tax, 9.9% is prefer warranty and claims of product after purchase.



Among all the 132 responses 54.5% respondents experience was Good after online shopping, 23.5% respondents experience was an Average and 20.5% respondents experience was an excellent after purchasing product online.



IX. CONCLUSION

On the basis of the present study and all the responses collected by Questionnaire concludes that customers of north Gujarat region are overall satisfied through online shopping as compared to offline purchase.

Some of the restriction that affected consumer behaviour in online shopping is safety of payments, value added tax in some products, high shipping cost and warranty claims of products.

The buying pattern is observed mostly in two to three months which shows that consumer who has best

knowledge about the shopping mostly prefer online shopping for buying clothes, electronics products and other products.

Online shopping has best tools for all types of shopping. Despite of this fact that it is highly convenient and time saving and to certain it also cost cutting exercise as one need not step out of his/her home for doing shopping.

The main focusing area is the limited internet usage and the language problem in rural areas but that has only been improving as India is moving towards digital India and making internet available at every region of India.

As in North Gujarat people are switching towards online shopping compared to offline shopping, during the Covid Pandemic and to protect themselves from COVID 19, people who are living in north Gujarat region preferred to purchase most of products from Amazon, flipkart, Myntra to protect themselves by going out from home.

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