

A STUDY ON CONSUMER TRENDS TOWARDS ONLINE SHOPPING

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ABSTRACT:

This study aims to investigate consumer trends towards online shopping and perceived risks associated with it. Growth of Globalization and Digitalization has generated many positive benefits for the people worldwide in terms of travelling and shopping. Products and services are just one click away. Availability of wide range of products with customization, changed lifestyle and discounts have made people prefer online shopping over offline one. With wide variety of goods or services at their disposal the consumers can compare and choose the best deals for themselves. Online shopping which refers to the process of buying goods directly from seller without any third-party intermediation offers many advantages, however, there are certain risks associated with them which caution the consumer during online shopping.

Keywords: Consumer, Online Shopping, Perceived risks.

INTRODUCTION

The rapid advancement of technology shifts the people towards online shopping. Online shopping is considered as one of the most convenient, feasible and favored mode of shopping these days. As the numbers of internet users are increasing, the opportunities for online shopping are also expanding. To captivate customers retailers try their best strategies and make their online stores environment more realistic, entertaining and attractive.

As India is a developing nation but its E-Commerce market grew at a staggering rate. The number of consumers buying online and the amount of time spend online has been increasing. Buying online becomes more popular among customers as its convenience and time saving. Moreover, long working hours and busy schedules also make online shopping more convenient and time saving over traditional shopping.

Online shopping offers the benefits of convenience, time and money savings. On the other hand, there are additional risks associated with online shopping which affects the internet users. Perceived risk is defined as the degree to which a person expresses uncertainty about a product or service. Despite the population is growing for online shopping but for online consumers perceived risks such as risk of privacy, product risk and convenient risk are considered as a fundamental concern of decision making.

REVIEW OF LITERATURE:

Hasan, Apoorv, Bhatia and Mohanta (2021) studied factors affecting buying behavior of Indian consumers towards online purchase of FMCG products. It was concluded that respondents chose neutral from set of choices regarding online or offline mode of purchase FMCG products.

Bhagyasree JD, Venugopal JS (2021) analyzed the impact of COVID19 on online shopping and concluded that consumers often find online shopping more convenient than the traditional method of shopping due to no time constraint.

Jacob, Monachan (2021) highlighted the fact that youngsters are mostly attached to online shopping as compared to elder ones. The study revealed that majority of the customers buys books online due to economical through online shopping.

Venkatesh, Thiruchelovam (2021) conducted the survey and revealed that there is a positive attitude and behavior towards online shopping even by those consumers who still like traditional stores. The outcome of this study underscores the need for businesses to take online market seriously.

Dharamveer, Chanda Kiran (2021) studied the effects of perceived risk on consumer's attitude towards online shopping. It has been found that various risks like product risk, financial risk, social risk and delivery risk affect the buying decisions of the consumers.

Aryani, Nair, Hoo Yue et al, (2021) investigated Malaysian and Indian consumers preferred ways of shopping and problems faced during COVID19. The study revealed that more than half of the respondents give preference to both traditional and online shopping methods during pandemic.

Daroch, Nagrath and Gupta (2020) analyzed the problems faced by consumers during online shopping. There are various factors which limit consumers to buy online such as fear of bank transaction, services, insecurity, and lack of trust and so on.

Sharma, Anupam, Jhamb and Deepika (2020) explored the impact of epidemic from toilet tissue rolls to baby gear and many more daily necessities of life. The results showed that online marketing and shopping will go back to normal soon.

Ali Jamal Bayad (2020) examined how COVID 19 has encouraged Iraqi consumers to adopt technology. The result showed that online shopping rate has been increased drastically in Iraq during pandemic.

Sudhamathi and S. Soniya (2017) concluded that consumers are more focus on quality instead of price as well as health is significant factor which consumer focuses to do online shopping.

Kanwal Gurleen (2012) conducted a survey of 400 respondents from three cities of Punjab and analyzed various reasons for adoption and non- adoption of online shopping.

Mohammad Hossein Moshref Javadi et al, (2012) analyzed the factors affecting on online shopping behavior of consumers. The outcome of this study is that financial risks negatively affected attitude towards online shopping whereas innovativeness, attitude of consumers positively affected online shopping behavior of consumers.

Limbu et al. (2011) concluded that when it comes to online retailers, some websites provide very little information about their companies and sellers, due to which consumers feel insecure to purchase from these sites.

Soonyong Bae, Taesik Lee (2010) examined whether there are gender differences in responding to online consumer reviews. The study concluded that effect of online consumer reviews on purchase intention is stronger for females than males.

Shergill et al. (2005) concluded that various factors such as commodity value, quality, and convenience and so on affects the customer's behavior towards online shopping.

Research Gap:

This research project is based on Punjab state only and if any research scholar is willing to research for different state, he/she can work on same parameter to obtain the result by accepting the same questionnaire. Moreover, the data was collected from the different colleges in Punjab state.

Research Methodology:

The significance of the current paper has increased from two angles. First, the analysis is based on the consumer demographics for both offline and online buying. Second, it asserts the numerous risks and difficulties that customers confront. The precise goals of this study are:

- To Analyze how consumers view internet purchasing; and
- Discover the various hazards that customers experience.
- To examine the leading e-commerce websites.

The current study is a descriptive one, and 202 customers were polled as part of a well-written questionnaire that helped the researchers reach their goal. The majority of the sample was gathered from students, teachers, management, and members of the local community. For the purpose of analyzing consumer impression, a 5-point Likert scale item based on a scale from "most important" to "least important" was utilized.

DATA ANALYSIS AND INTERPRETATION:

Pie chart 1-4 shows the respondents' demographic data. It shows that, of the 202 responders, 50.5% of them noticed ladies, while the rest were men. According to the respondents' age, 17.3% were under the age of 20, 72.8% were between the ages of 21 and 30, 8.4% were between the ages of 31 and 40, and the remaining respondents were between the ages of 41 and 50.

Additionally, around 55.4% of respondents identified as students, 40% as private employees, and 3% as self-employed. The bulk of respondents' monthly income was less than INR 20,000, with 70.8% of them earning less than INR 20,000, 15.3% earning between INR 20,000 and INR 30,000, and 7.9% admitting they make between INR 30,000 and INR 50,000.

Pie chart 9-12, indicates that 33.2% respondents purchase daily need items, 19.3% purchase apparels, 18.8% purchase electronic products and 5.4% book their travel tickets through online mode. 49.8% respondents agreed that their main motive is to focus on branded products. 23.9% rated on important and only 4% rated on least important. Whereas maximum

44.6% respondents rated on most important, 25.2% rated important that indicates their main motive of shopping depend on discounts and offers. In pie chart 12, 54% respondents preferred cash on delivery, 32.2% debit/credit card and 13.4% rated on net banking as a mode of payment for online shopping.

A maximum of 87.1% of respondents preferred mobile apps for online shopping, according to pie chart 13-15, which shows the majority of 98% of respondents agreed that there was an increase in demand for online shopping after Covid-19. When asked to rank the significance of the social risk aspect when purchasing online, 22.4% of respondents rated as important, 18.9% as most important, and 9.8% as neutral. The top three E-commerce sites, according to respondents, are shown in bar chart 1; it is clear that Amazon came out on top with 58% rating, followed by Myntra (48%), and Flipkart (33%). The majority of respondents preferred all E-commerce websites.

According to bar chart 2, 123 respondents evaluated time savings as most important, whereas only 48 and 24 respondents designated it as important and neutral, respectively.

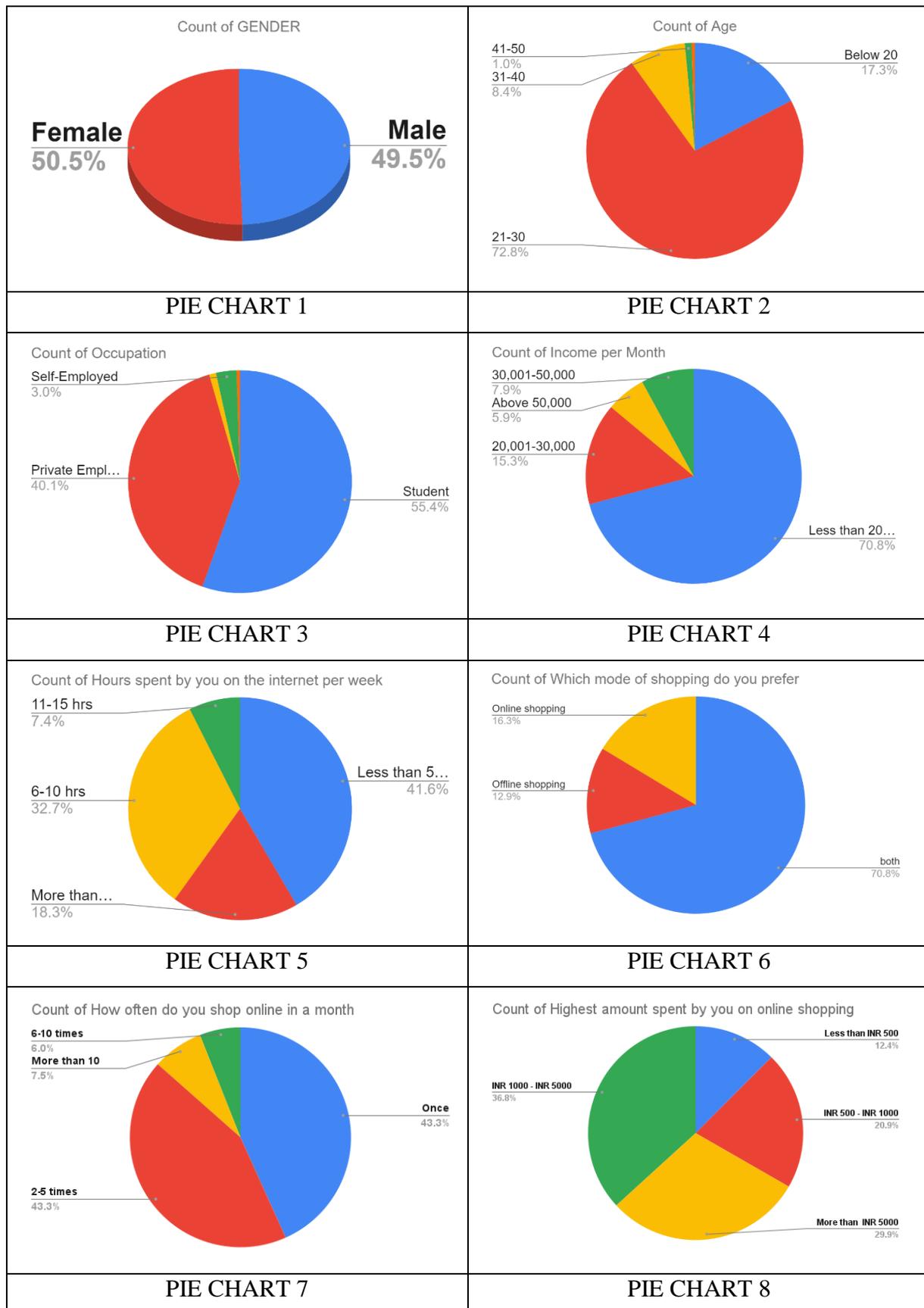
According to this table, the majority of survey participants thought that buying online genuinely saves time.

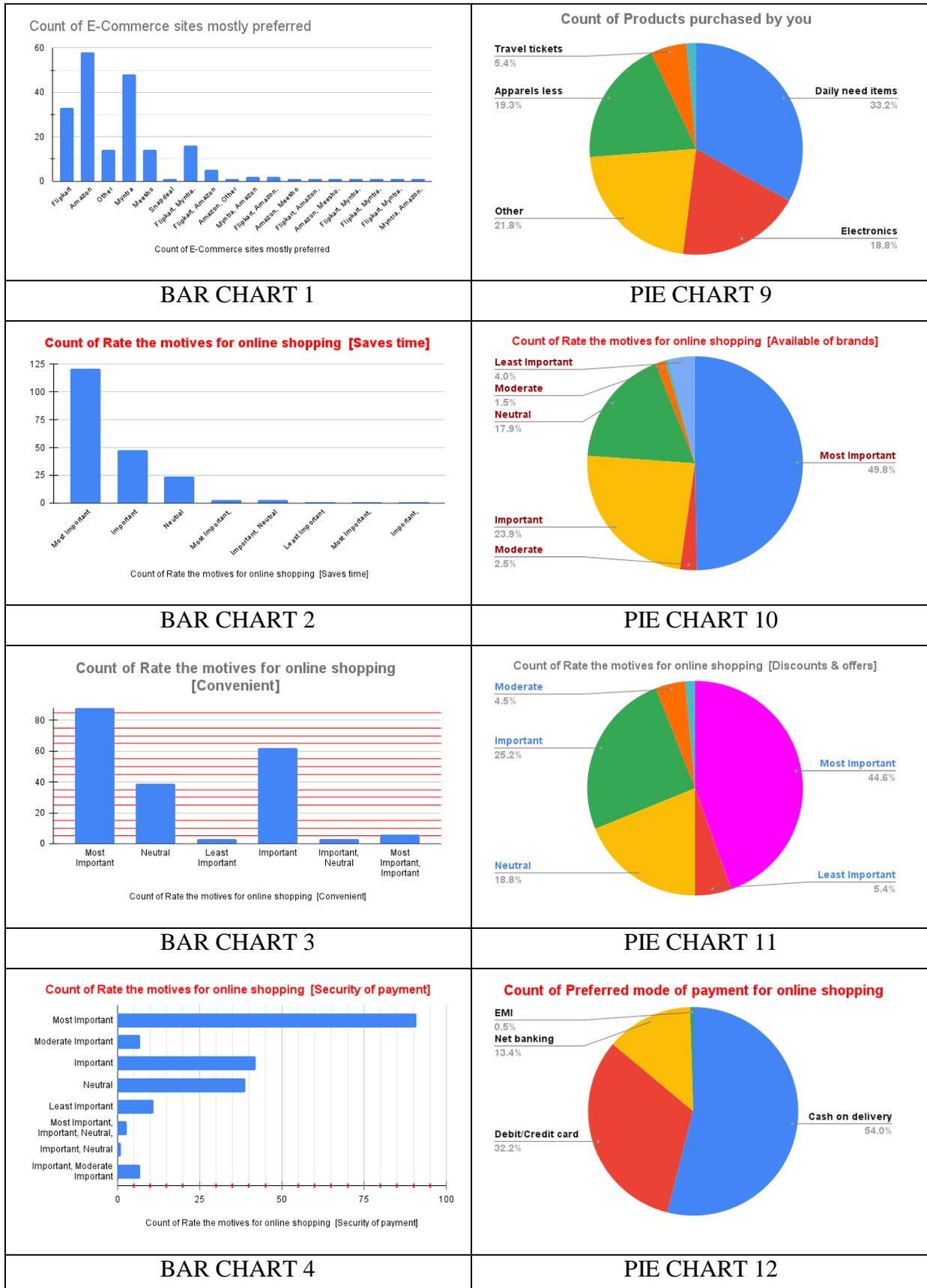
In bar chart 3, which shows respondents' reasons for purchasing online, the data shows that 86% of respondents evaluated convenience as most important, 64% as important, and 38% as neutral. Online purchasing is more convenient than offline shopping, according to this survey.

According to bar chart 4, which shows the reasons why people shop online based on payment security, 92% of respondents assessed payment security as being very important, 42% as being important, and nearly 38% as being neutral.

According to bar chart 5, which shows the issues respondents had with online shopping, 84% of respondents agreed that there are too many ads displayed, 71% said there isn't enough information shared about the products, 32% said their surfing is slow, and 10% said there are insecure websites for online shopping.

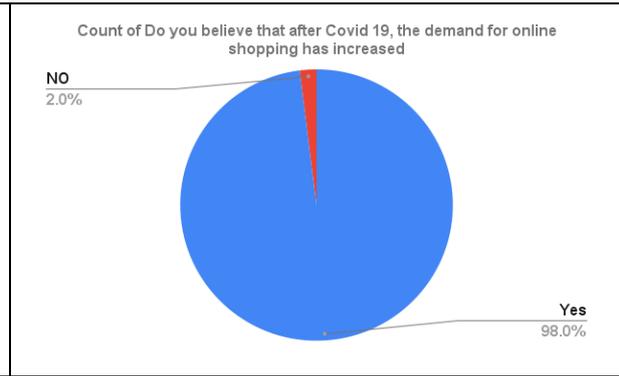
According to Bar Chart 6, 95% of respondents agreed that online shopping payment security was important, whereas 75% rated as agreed and 28% did not react. In bar chart 7, that indicates, how often people search for products online, 66% of respondents said they only do so when the products are expensive in-store, while 58% said they only use websites when they don't have the time to go to stores. In contrast, 48% and 28% of respondents said they always prefer to buy things online when they can't find them in stores.



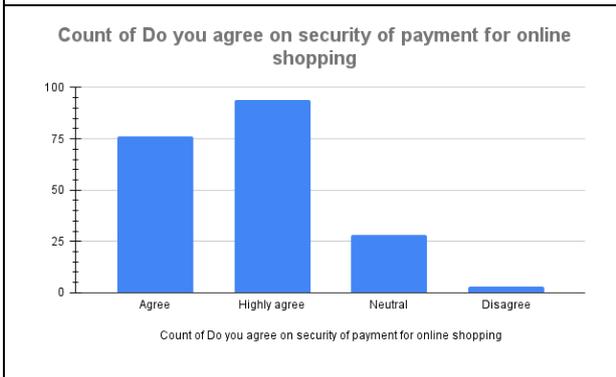




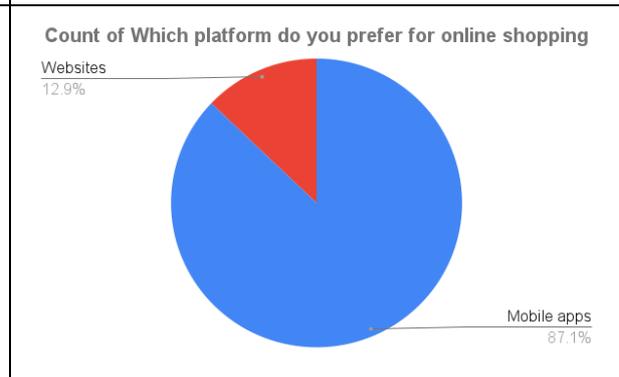
BAR CHART 5



PIE CHART 13



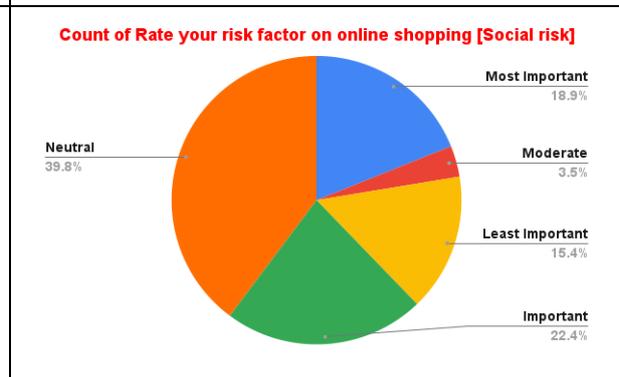
BAR CHART 6



PIE CHART 14



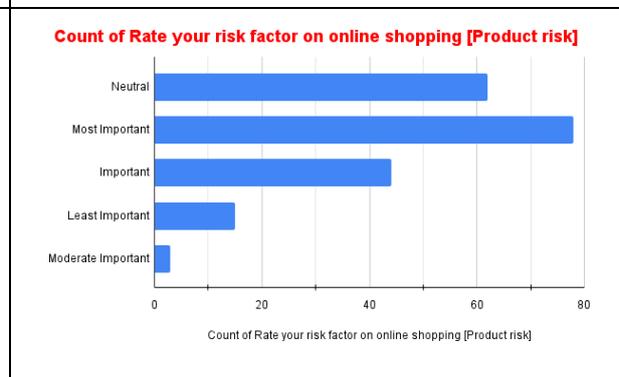
BAR CHART 7



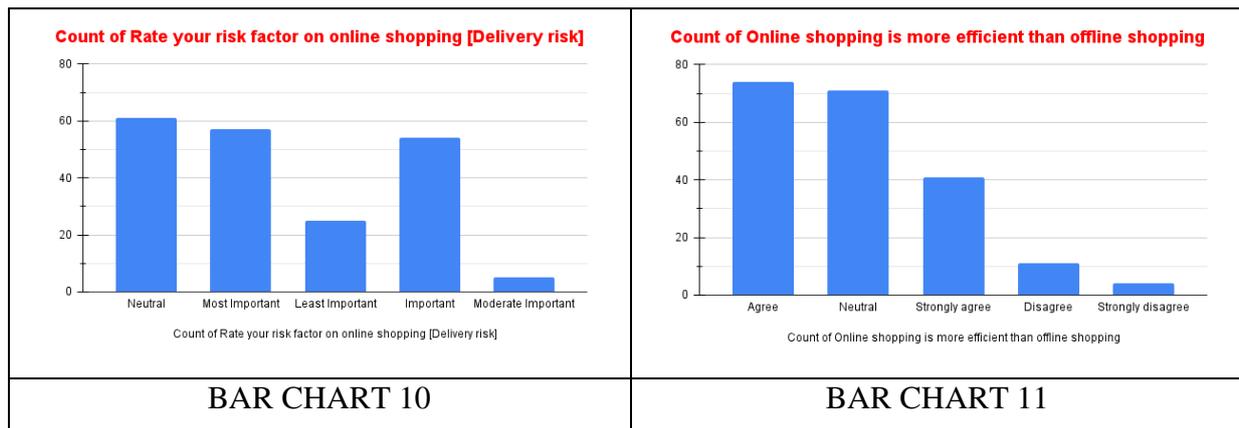
PIE CHART 15



BAR CHART 8



BAR CHART 9



Based on financial risk while purchasing online, bar chart 8 shows that 61% of respondents evaluated it as most important, while 59% stayed neutral and 50% rated it as important. Therefore, a significant consideration for respondents is financial risk.

The product risk is shown in bar chart 9; 78% of respondents ranked it as most important, 62% as neutral, 45% as important, and 15% as least important.

With regard to delivery risk when shopping online, bar chart 10 shows that 60% of respondents had no opinion, while 58% ranked it as most important, 53% as important, and 22% as least important.

According to bar chart 11, 40% of respondents strongly agreed with the statement that online shopping is more efficient than offline buying, while 70% of respondents were ambivalent.

CONCLUSION:

Online shopping is more convenient for customers since they don't have to travel to the store to buy anything; instead, they can place an order on websites like Amazon, Flipkart, and Mantra and have the goods delivered to their homes.

However, using the internet delivery method increases the likelihood of getting the erroneous merchandise. Dealing with, it is a difficult effort for the consumers. The price of the products is, however, unpredictable, and occasionally expensive if customers visit the market in person.

Hence, this study highlights the difficulties that consumers encounter when making purchases both online and offline. Online shopping is popular among consumers since it is more practical and effective.

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