

## A STUDY ON ONLINE CONSUMER BEHAVIOUR WITH REGARDS TO YOUTHS OF BANGALORE CITY

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### Abstract

*Consumer behaviour is considered to be the study of individuals, groups, or organizations and all the activities connected with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede these activities. This study is mainly carried on to understand the perception of youths in Bangalore. The sample size of the data collected is 190 respondents, where some of them were students whereas, the others were employed or working in different fields. Secondary data was collected from research papers, journals, magazines, websites and books. The analysis suggests that online shopping can be increased by quality improvement and after sales performances. Youths in Bangalore mostly prefer Flipkart for online shopping and they prefer offline shopping as majority faced issues such as low quality, improper after sales services and many more.*

**Key Words:** Consumer Behaviour, Sample Size, Secondary data, online shopping, offline shopping

### Introduction

Nowadays online shopping has bought a new trend in the field of shopping from A to Z products. It has also reduced the burden on customers where they physically travel to buy things in their busy life in today's world. Through online shopping customers can buy many products such as dresses, footwear's, electronic gadgets, toys, gifts, jewellery, Beauty products, books, stationaries etc. Online shopping enables the customers to choose from the various alternatives possible with better prices and easy price comparison to find the better deal. It has obtained most popularity in the 21<sup>st</sup> century as it enables the customers to shop just with a touch of a button.

As per the research made many of the respondents have responded in favour of online shopping sites. The respondents prefer to shop online because it reduces the time involved in shopping as well as it eliminates the intermediary services. Online shopping also provides after sales services as traditional shopping does therefore it is convenient to the customers to buy and return if the product are not satisfactory. Online shopping is a drawback for those who are uneducated or illiterate and for those who are unaware of these kinds of services available. Shopping online also creates some privacy issues where people hack the bank account details.

As per the research made by the researchers, it is clear that the customer's will to buy online products is increasing day by day with the increase in the number of online shopping sites.

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Therefore, online shopping spreads a kind of awareness to the customers as and when the new products arises. Online shopping has also made an advancement in the field of shopping medicines where people need not have to buy their medicines physically, rather it would be delivered to your footsteps

#### **Objectives:**

- To know the perception of consumers choice regarding online and offline shopping.
- To know the factors contributing for purchasing goods online.
- To know the problems faced while online shopping.
- To obtain suggestions to improve online shopping in India.

#### **Review of literature**

**Islam Rahman (2018)** in his research paper on online consumer behaviour in Bangladesh has highlighted that increases in the use of mobile phones and internet has influenced the ordinary citizens to shops using online websites. The paper focused on how ordinary citizen are influenced towards online shopping people's attitude towards online shopping, reason for choosing online shopping. The methodology adopted to understand the behaviour of online shopping is through a self-constructed questionnaire of 160 respondents from Dhaka city. The author found that consumer shop online to save time and for the options that is available to choose among various alternatives. The paper also found that both male and female have same attitude towards online shopping.

**Kumar Amith (2014)** in his research paper on the study of people's attitude towards online shopping. The author's present paper is based on the assumption of classical model behavior. The paper focused on the study of consumer perception and behavior towards online shopping. The author has also highlighted that people are shopping through internet is because shopping through online is time saving and convenient. The methodology adopted to collect the data includes both primary and secondary. Primary data was collected by means of survey. The author found that online shopping is getting popular among young generation as they feel it more comfortable, time consuming and convenient. The paper also found that when individual decided to make online purchase, he/she will be affected by multiple facts.

**Kaur Anupreet(2016)** in her research paper on study of behaviour of consumer towards electronic shopping. The authors have highlighted that internet is growing rapidly during the past decade, especially online shopping is rapidly growing in e-commerce are. The paper identified that people moving towards electronic shopping because of easy availability of internet access both at work place and at home. The paper focused to establish a preliminary

assessment evaluation and understanding of the characteristics of online shopping. The methodology adopted to collect the data is through primary and secondary source. The primary data was collected through questionnaire. The paper found that most of the online shopping use internet for searching product information.

**Dani Jimila (2017)** in her research paper online consumer behaviour, the author explained that due to the innovation and modernization in technology online shopping is gaining more importance and becoming more popular in the minds of general public. The paper focused on factors influencing the consumer to shop online and also to find out who are online shoppers in terms of demography. The paper is a descriptive as well as survey research. The author has used both qualitative and quantitative research methods. The paper found that price of the product and services and discount is the important factor that influence customer to shop online. Convenience is another important factor that influence to go for online shopping.

**Wuhil Normilia and Nadra Nurul (2018)** in their paper on major concerns towards online shopping. The study aims to provide the needed information to understand the barriers for university students to shop online. The methodology adopted to collect the data is through self-Administered questionnaire. The main findings of this study are that non online shoppers are unlikely to buy online as they prefer to shop traditionally and self-users the quality of the goods before they buy their study also emphasis that traditional sellers provides better customer services and employ better sales person.

### **Research methodology**

The present study is a descriptive type of research. The sources of data used for the study includes both primary as well as secondary sources. The primary data was collected through a structured questionnaire which was designed exclusively for the study. The sample size of the data collected is 190 respondents, where some of them were students whereas, the others were employed or working in different fields. The secondary data was collected from research papers, journals, magazines and websites and books.

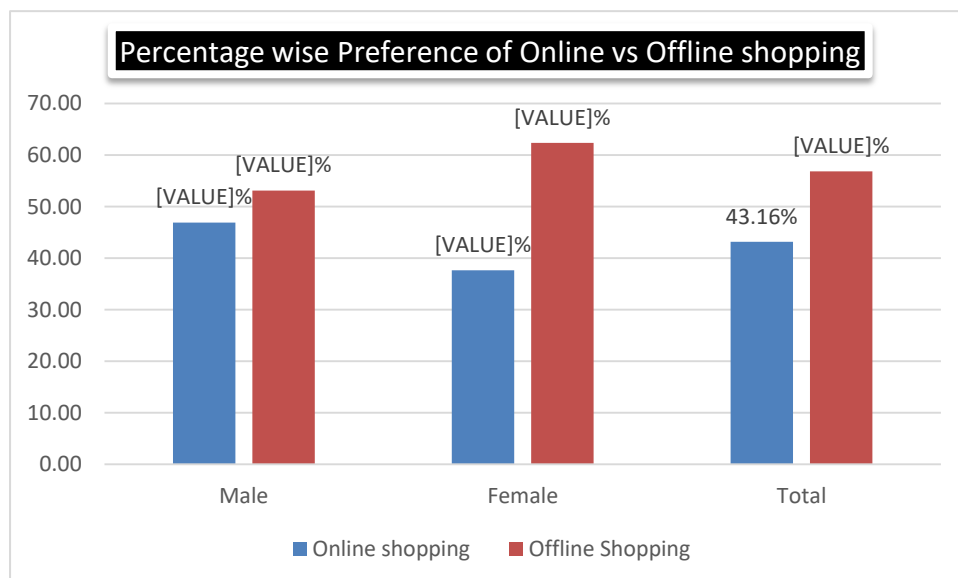
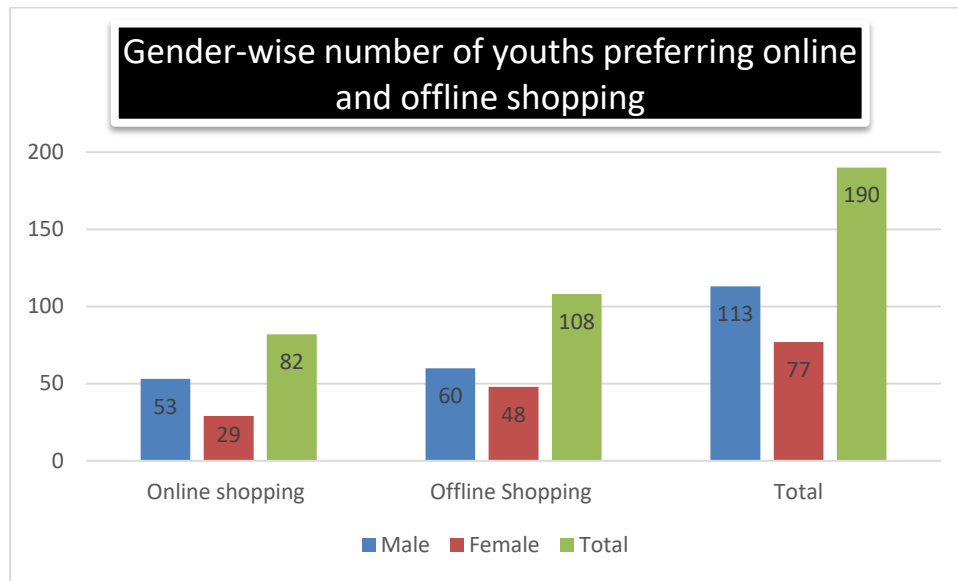
### **Analysis and Interpretation**

#### **Perception of consumer's choice regarding online and offline shopping**

Table showing gender-wise choice of youths preferring between online and offline shopping

	Male	Female	Total
<b>Online shopping</b>	53	29	<b>82</b>
<b>Offline Shopping</b>	60	48	<b>108</b>
<b>Total</b>	<b>113</b>	<b>77</b>	<b>190</b>

Graphs showing gender-wise and percentage-wise choice of youths preferring between online and offline shopping



Analysis of the above table and graph data indicates that out of total 190 respondents, there were 113 males, which is around 59.47% and 77 females, which is around 41.53% of the total respondents from which the information was collected. Out of the total respondents, 82 of them are favouring online shopping, which is about 43.15% and 108 of them are in favour of offline shopping, which is almost 56.85%.

Further analysis also reveals that among the total 113 male respondents, 53 of them prefer offline shopping, which contributes 47% and 60 of them prefer online shopping, which is about 53%. Also among the 77 female respondents 29 of them prefer offline shopping, which contributes 37.77% and 48 of them prefer online shopping, which is about 62.33%.

The above analysis clearly shows that majority of youths feel that offline shopping is better than online shopping.

**Priority of factors considered for shopping goods online**

**Table showing Priority of factors considered for shopping goods online**

<b>Factors considered</b>	<b>No of respondents</b>	<b>%</b>
Quality of products	78	41.05
Delivery on time	29	15.26
Choices of goods	27	14.21
After sales services	35	18.42
All the above factors	21	11.06
<b>Total</b>	<b>190</b>	<b>100</b>

**Graph showing Priority of factors considered for shopping goods online**



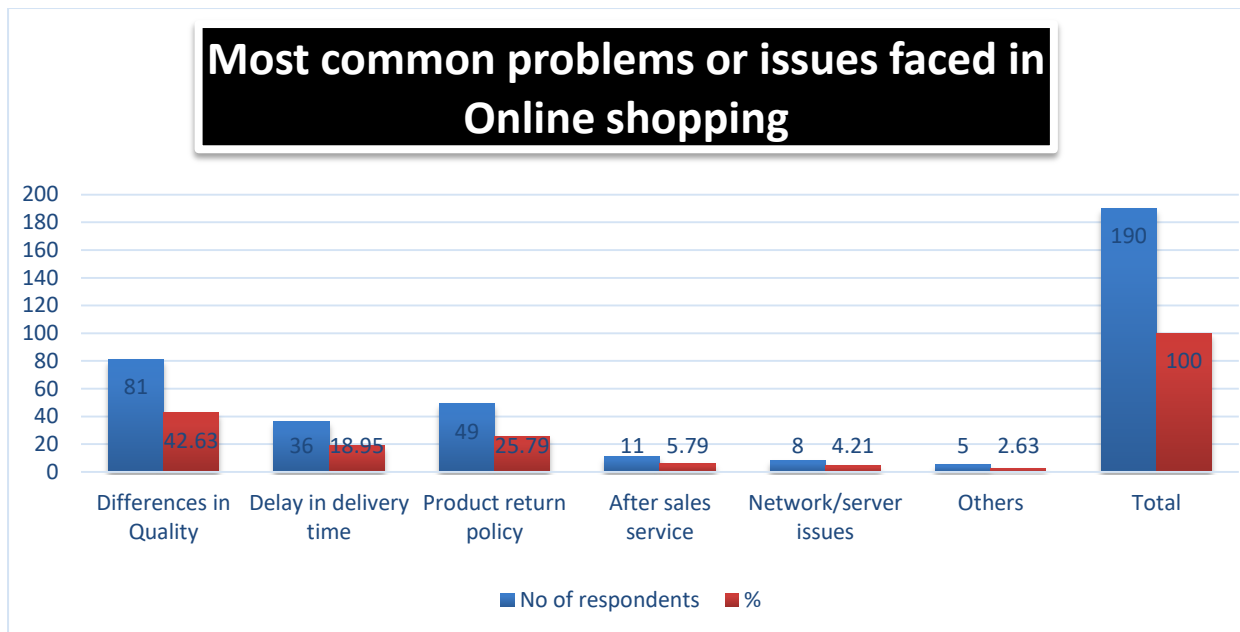
From the above graph, it is clear that most of the respondents feel that the quality of products should be given most priority, i.e. 41.05% of them have same opinion. Some respondents think that delivery on time of the product should be given importance that is 15.26% of them think as such, whereas, some prefer that the choices of goods should be given more priority, which is around 14.21%. About 18.42% of respondents are of the opinion that services after the delivery of products should be given priority whereas, 11.06% of respondents feel that all the above factors should be given priority.

**Most common problems or issues faced in online shopping**

**Table showing most common problems or issues faced in online shopping**

Issues faced	No of respondents	%
Differences in Quality	81	42.63
Delay in delivery time	36	18.95
Product return policy	49	25.79
After sales service	11	5.79
Network/server issues	8	4.21
Others	5	2.63
<b>Total</b>	<b>190</b>	<b>100</b>

**Graph showing most common problems or issues faced while online shopping**



On analysing the data collected it is seen that the major issue faced by customer while shopping online is relating to differences in quality of products delivered which is said by 42.63% of the respondents, whereas other issues encountered by them include issues related to delay in delivering product on certain date and time (18.95%), product return policy (25.79%), after sales services provided (5.79%), Network/server issues for online payment (4.21%) and other issues (2.63%).

### **Most Preferred site or platform for online shopping**

**Table showing most Preferred site or platform for online shopping**

Online sites used	No of respondents	%
Amazon	64	33.68
Flipkart	96	50.53
Snapdeal	23	12.11

Others (Paytm mall, Tatacliq etc.,)	7	3.68
<b>Total</b>	<b>190</b>	<b>100</b>

Graph showing most Preferred site or platform for online shopping



The analysis of the above information reveals that almost half i.e. 50.53% of the customers opt for Flipkart when going for shopping online and Amazon is the second most and best preferred shopping site chosen by customers with 33.68% of them opting for the same, whereas Snapdeal and other shopping site which could include Paytm mall, Tatacliq etc., contribute only 15.79% of the customers.

### Suggestions for improving online shopping in India

An attempt was made to get suggestions from the younger generation regarding improvement of online shopping considering the present situation and their experiences in shopping online and the respondents suggested that the customers who buy products online prefer availability of good quality products at reasonable price, expects faster delivery of product, good after sales services, safety of the goods in transit, better and more clear product return policies, so the online dealers and vendors must take necessary steps and measures ensuring the customers in receiving all these benefits so that customers will be able to buy the products online fearlessly and also help the companies in promoting the products by spreading positive message through 'Word of Mouth'.

### Findings and Suggestions:

1. As per one of the major objectives considered under study, it is clearly observed that majority of the consumers prefer offline shopping when compared to Online among the 190 respondents.

2. The study also projects that quality of goods is given much importance when purchasing goods, which is believed by 41.05% of the customers, when compared to other factors like delivery on time, after sales services, choice of goods and around 11 % of the customers are of the opinion that all these factors are relevant.
3. The survey also depicts that the most common issue faced while online shopping is Differences in quality of products following along with other problems of dissatisfactory product return policy, delay in time, improper after sales services and server issues during online payment.
4. It is found in the study conducted that Flipkart is the most opted online site by majority of the customers when it comes to online shopping and Amazon also not being left far behind.
5. The study also states that online shopping can be improved only through better services in terms of quality of the products, timely delivery of goods and availability of proper services after sales.
6. The ultimate factor known from this study is that that the younger generation in Bangalore will prefer online shopping only if the online shopping platforms takes all the suggestions that are stated by them which satisfies the needs and requirements of the people.

**Conclusion:**

Technology in the field of online shopping has made a significant progress over the years in order to provide the customers a better shopping experience and will have a greater progress in the coming years with many new technological implementations. The number of sites for online shopping will also increase in the coming days as per the demand of the customers. As per the research made it is clear that many of the customers have done online shopping but the rest are aware off but have never tried with it. The research also concludes that even though many respondents shop through online but majority of them prefer to shop offline because in online shopping they cannot feel or touch the product. Online shopping has brought many changes in the field of shopping where people are able to buy the products including medicines, vegetables or grocery items through online, which they had never thought of buying online. Online shopping has made the individuals to try with the new products that enter into the market with just one click. The research was made to know about how the customers are enjoying the online shopping or how it has been a drawback for them and the end results obtained includes that many of them are happy with the services provided whereas



some are not. Therefore the technological impact on online shopping is more and is assumed to be still better in the coming future days.

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