

# Online Shopping Behavior of Consumers

Preeti Singh<sup>1</sup>, Prof. Radha Kashyap<sup>2</sup>

Research Scholar, Department of Home Science, The IIS University, Jaipur, India

Prof., Department of Fashion & Textile Technology, The IIS University, Jaipur, India

**ABSTRACT:** The main purpose of this study was to determine online shopping behavior of consumers. This study identifies the problems faced by consumers while shopping online and to improve the consumer experience. The study results indicate that females had positive attitudes to purchase online apparel as compared to males. Further results shows that working females had more inclined towards online shopping as compared to working males. The results also shows that respondents of younger age group between 20-30 years both male and female purchased apparel online as compare to male and female of 30-40 years, 40-50 years and 50 & above. The study further indicates that higher income groups of female were more inclined towards frequent online purchases as compared to male counterparts.

**KEYWORDS:** E-commerce, Internet shopping, Online buying Behavior, Male Attitude toward online shopping, Female Attitude toward online shopping

## I. INTRODUCTION

The growing use of internet provides a developing prospect for online shopping. Online shopping has become an advanced type of retail shopping. Online shopping is the process of buying goods and services from merchants who sell on the internet. Online shopping has become a popular way for consumers. This innovative pattern of online shopping not only brings a great number and wide range of merchandise to consumers; it also offers a huge market and numerous selling opportunities.

Online shopping has been growing because of the technological advancement, convenience, better purchasing capacity and the availability of different search engines and easier payment form. The accessibility of the quality of the information, various brands and products facilitate the customers to make a choice from a wider market. Customers use the internet not only to buy the product online, but also to compare prices, product features and after sale service facilities before purchasing the product from a particular store.

Online shopping allows consumers to buy faster, more alternatives and can order products and services with comparative lowest price (Cuneyt & Gautam, 2004). All the products in online stores are described through text, with photos and with multimedia files. Many online stores provide links for extra information about their products. They often make available, safety procedures, instructions, specification and demonstrations. Scope of E-commerce has grown at a great pace because of many advantages related to buying over the internet like discounts offers and convenience of shopping around the clock etc.

### Online Shopping Behavior and Consumer Attitude

Online shopping behavior is defined as the process a consumer takes to purchase a service or product over the internet. In other words, a consumer may at his or her spare time buy from the ease of their own home products from an online store.

Consumer attitude in term of online shopping is defined as consumer's positive or negative way of thinking when they are about to make the purchasing decision. Consumer attitudes are affected by their purchasing intention. The relationship between intention and behavior is based on the assumption that consumers' effort to make rational decisions based on information available to them. Therefore, an individual's behavioral intention to perform or not to perform certain behavior is the immediate determinant of that person's actual behavior (Fishbein and Ajzen, 1975).

# International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

Vol. 4, Issue 10, October 2015

Customers' attitude toward online shopping for services depends on familiarity with the service provider and customers' experience with the Internet. Monswue (2004) state that customers' attitudes toward online shopping was not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like customer personality, situational factors, product uniqueness, earlier online shopping experiences, and confidence in online shopping. Customers' approach toward online shopping is strongly associated with Internet acceptance. The perceived ease of use and perceived usefulness determine customers' attitudes toward online shopping, however, perceived usefulness did not affect user acceptance of online shopping models.

This study is important as online shopping offers a lot of tangible advantages. For example, reduction in Buyer's sorting out time, enhanced buyer decisions; less time is spent in resolving invoice and order discrepancies and finally increased opportunities for buying option products. Besides consumers can enjoy online shopping for 24 hour per day. This is because online shopping is open for 365 days and never close even for a minute. E-commerce also stretched out geographic state because consumers can purchase any goods and services anytime and everywhere. Therefore, online shopping is more environmental friendly compared to purchase in store because consumers can fulfil his desires with a click of mouse without going out from house by taking any transportation. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office and time saving. One of the most appealing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item. A collection of products and services are available on the internet, and more are being added every day if not every hour.

## II. MATERIAL AND METHODS

**Locale of the study:** The respondents involved in this research study were selected from the Jaipur city with the condition of having had experience in online shopping.

**Population and sample size:** The population of this study includes online shoppers who have purchased different apparel products from online shopping. It involves a sample size of 200 experienced online shoppers. The sample included both male and female respondents.

**Data collection:** Primary data was collected with a standard questionnaire. Secondary data was collected from articles in e-journals related to online shopping. Convenient sampling technique was used to identify people having online shopping experience.

**Survey instrument:** The study used the scale women's attitudes towards online apparel shopping developed by Varimax (2003) were referred. It has already been tested and validated. The section contained fifteen questions that covered variables on attitude of male and female towards online shopping. The scale comprises three different major sections (I) Ease of use, (II) Security (safety) and User's relative advantage. A five point Likert scale will be used for analyzing the data. The scale include: (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree and (5) Strongly Agree. The scale has both positive and negative statements.

**Analysis of data:** On the basis of scoring data was analyzed. This data was analyzed through percentage analysis.

# International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

Vol. 4, Issue 10, October 2015

## III. RESULTS AND DISCUSSION

**Table 1: Distribution of online respondents on the basis of Age**

Age (in years)	Male		Female	
	N	%	N	%
20-30	55	27	67	34
30-40	24	12	32	16
40-50	8	4	7	3
50- above	4	2	3	2

The results of above table show that the female respondents belonging to 20-30 years age group prefer online shopping (34%) as compared to male counterpart (27%). The female respondents belonging to 30-40 years age group also prefer online shopping (16%) than the male respondents (12%). In the age group of 40-50 years and 50 & above, males had a higher preference for online shopping as compared to females. In age group 40-50 years, 4% males preferred online shopping as compared to 3% females. In the age group of 50 years & above 2% males and females prefer shopping online. Hence largest group of respondents (61%) belongs to 20-30 years. Further the table results indicate that younger generation is likely to go for online shopping more because of their exposure towards internet as opposed to the older generation.

**Table 2: Distribution of online respondents on the basis of Work Profile**

Work Profile	Male		Female	
	N	%	N	%
College Students	54	27	37	19
Service	30	15	67	34
Self-Employed	0	0	5	3
Others	6	3	1	1

The results of the above table show that online shopping is mainly done by employed females (34%) as compared to males (15%). In the category of students, males (27%) were found to be more inclined towards online shopping as compare to their females counterparts (19%). Only a few numbers of females (3%) who were self-employed shopped online. In the other category 3% males and 1% females prefer online shopping. Further, the results of table indicate that employed females and males prefer online shopping as compared to students because they had purchasing power of their own.

## International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

Vol. 4, Issue 10, October 2015

**Table 3:- Distribution of online respondents on the basis of Income Groups**

Annual Family Income (in Rs.)	Male		Female	
	N	%	N	%
Less than 3,00,000	27	13	23	12
3,00,001 -5,00,000	29	14	35	18
5,00,001 -7,00,000	9	5	26	13
More than7,00,000	14	7	37	19

The results of above table show that females (19%) with income of more than 7 lacs prefer online shopping as compared to males (7%). Thirteen percent females with income between 5-7 lacs prefer online shopping compared to males (5%). On the contrary females with income group of 3-5 lacs shop more (18%) as compared to males (14%) of same income group. There is a very little difference between male (13%) and female (12%) respondents of income group with less than 3 lacs of yearly income. The results further revealed that higher income group of female respondents had more inclination towards online purchases as compared to male counterparts.

**Table 4: Distribution of Marital Status of online shoppers**

Age (in years)	Male		Female	
	N	%	N	%
Married	47	24	42	21
Unmarried	53	27	64	32

The results of above table shows that online shopping is mainly done by unmarried males and females which are the largest group representing 59% of the respondents. Further result shows that 32% Unmarried female respondents purchase apparel online as compared to 27% males respondent of the same category. Also, married male respondents (24%) prefer buying apparel online as compared to their female counterparts (21%). Online shopping is observed to be more in unmarried male and female respondents as they have lesser responsibilities to attend and have more time to themselves as their married counterparts have to take care of the family responsibilities.

## International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

Vol. 4, Issue 10, October 2015

**Table 5: Distribution of frequency of online shoppers**

Frequent shopping	Male		Female	
	N	%	N	%
Once a week	10	5	7	4
More than one week	12	6	8	4
Once a month	46	23	64	32
More than one month	22	11	31	16

The results of above table indicate that 23% males and 32% females respondent were inclined to shopping once in every month. On the other hand, 16% females and 11% males respondent prefer shopping more than once in a month. Also, it was observed that 6% males and 4% females liked to shop more than once in a week and almost same number of males (5%) and females (4%) preferred shopping once every week.

**Table 6: Distribution of online respondents on the basis of Attitude**

Variable	Attitude of respondents	Male		Female	
		N	%	N	%
Ease of use	Positive	85	42	92	46
	Negative	15	8	8	4
Security	Positive	87	43	66	33
	Negative	13	7	34	17
User's relative advantage	Positive	74	37	81	41
	Negative	26	13	19	9

The results of above table indicate that 46% female and 42% males found online shopping easier as compared to shopping in physical stores. On the contrary 8% males and 4% females found it difficult to shop online. Forty three percent males and 33% females had found online shopping to be secured as compared to 17% females and 7% males because the use of credit and debit cards and other account details while shopping online creates a risk of disclose of

# International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

Vol. 4, Issue 10, October 2015

personal details due to which it could be misuse of personal and account information of the customer. It is enlightening that majority of the respondents have positive attitude towards feeling secure when shopping online. Also, Forty one percent females and 37% males felt that shopping online is better as it gives them confidence and control over what they wanted to buy as compared to 13% males and 9% females who felt the opposite. The table further reveals that females have positive attitude towards frequent online purchases as compared to male counterparts.

## IV. CONCLUSION

Based on finding it is concluded that online shopping is getting popular in the younger generation. It is mainly preferred by employed females as compared to males because buying online can be of great benefit to the consumer in terms of convenience and time saving. The further concluded that higher income group of female respondents were more inclined towards online purchases as compared to male counterparts. Females had positive attitude towards online purchases as compared to males. The main barrier in the process of online shopping is the safety issue and low level of trust on online stores therefore; sellers have to make proper strategies to increase the consumer's level of trust on them.

## REFERENCES

- [1] Cuneyt, K. and Gautam, B., "The impacts of quickness, price, payment risk, and delivery issues on on-line shopping", Journal of Socio- Economics, Vol.33, pp.241–251, 2004.
- [2] Chai, L. and Pavlou, P., "From Ancient to Modern: A Cross-Cultural Investigation of Electronic Commerce Adoption in Greece and the United States", Journal of Enterprise Information Management, (17), pp.6, 2004.
- [3] Fishbein, M., and Ajzen, I., "Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research". Massachusetts, Addison-Wesley, 1975.
- [4] George, J. F., "The theory of planned behavior and Internet purchasing". Journal of Internet Research, Vol.14 (3), pp.198, 2004.
- [5] Monsuwe, T. P., et.al, "What drives consumers to shop online A literature review", International Journal of Service Industry Management, Vol.15 (1), pp.102-121, 2004.
- [6] Pavlou, P. A., and Fygenson, M., "Understanding and predicting electronic commerce adoption: An extension of the theory of planned Behavior". MIS Quarterly, Vol.30 (1), pp.115-143, 2006.
- [8] Yang B, et.al, "Attitudes toward buying online as predictors of shopping online for British and American respondents", Cyber Psychology & Behavior, Vol.10 (2), pp.198- 203, 2007.