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# Consumer Behavior in Online Shopping

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**ABSTRACT :** Online shopping has obtained very important position in the 21st century as most of the people are busy, loaded with hectic schedule. In such a situation online shopping became the easiest and most suitable mode for their shopping. 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 internet shop and this process of shopping is called business-to-consumer online shopping. The present paper is based on assumption of classical model behavior. This paper examines the behavior and perception of online customers.

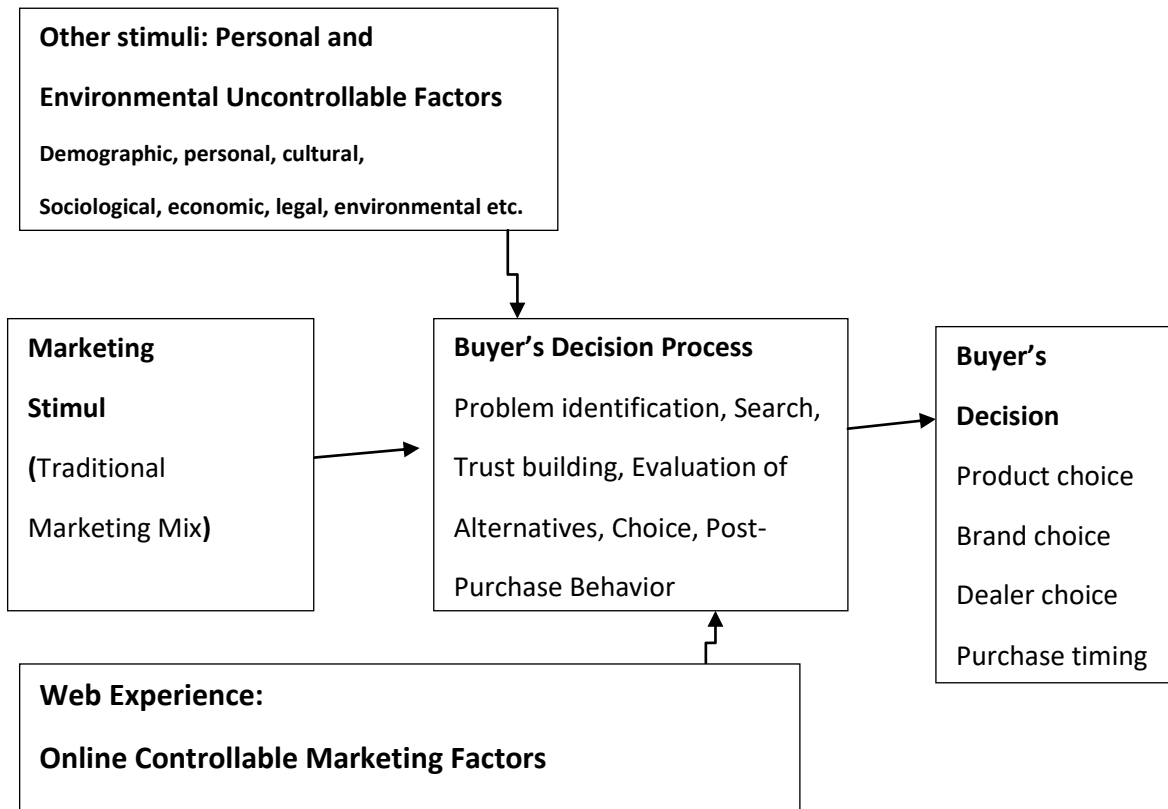
## I. INTRODUCTION

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 internet shop and this process of shopping is called business-toconsumer online shopping. Online shopping is the practice in which consumers decide to buy the product through internet.

Internet has developed into a new distributive channels for many products. Using the internet to shop online has become a primary reason to use the internet, combined with searching of products and finding information about them. Therefore internet have 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 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 affects customers behavior and expected actions. The two main views that seek solicitation of its awareness are societal and micro. 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 reduce 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. 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 efficiently to reach existing and possible customers. Although maximum income of online dealing comes from business-tobusiness trade, the practitioners of business-to-consumer trade should not lose their confidence. Researchers and practitioners of ecommerce 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 diverse perspective. Many of the studies have assumptions which are based onclassical models of consumer behavior, and then studythe validityofe-marketing.

**Examples –** Online catalogues, Websites, or Search engines. When customers have sufficient information, they will need to compare with the choices of products or services.



## II. ONLINE CUSTOMER BEHAVIOR PROCESS

According to the above figure, in the search stage, they might look for the product reviews or customer comments. They will find out which brand or company offers them the best fit to their expectation.

During this stage, well-organized web site structure and attractive design are important things to persuade consumers to be interested in buying product or service.

### Stage 1

The most useful characteristic of internet is that it supports the pre-purchase stage as it helps customers compare different options.

### Stage 2

During the purchasing stage, product assortment, sale services and information quality seem to be the most important point to help consumers decide what product they should select, or what seller they should buy from.

### Stage 3

Post-purchase behavior will become more important after their online purchase. Consumers sometimes have a difficulty or concern about the product, or they might want to change or return the product that they have bought. Thus, return and exchange services become more important at this stage.

## III. FACTORS OF ONLINE CUSTOMER BEHAVIOR

The first elements to identify are factors that motivate customers to buy products or services online. They are divided into two categories – external factors and internal factors.



- **The External Factors** are the ones beyond the control of the customers. They can divide into five sectors namely demographic, socio-economic, technology and public policy; culture; sub- culture; reference groups; and marketing.
- **Internal Factors** are the personal traits or behaviors which include attitudes, learning, perception, motivation, self image.
- **The Functional Motives** is related to the consumer needs and include things like time, convenience of shopping online, price, the environment of shopping place, selection of products etc.
- **The Non-Functional Motives** related to the culture or social values like the brand of the store or product.

#### IV. FILTERING ELEMENTS

Customers use these three factors to filter their buying choices and decide on the final selection of stores they are willing to purchase from. They use the knowledge to filter their purchase options by three factors –

- Security
- Privacy
- Trust and Trustworthiness

#### V. OBJECTIVE OF THE STUDY

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

#### VI. DATA COLLECTION METHOD

The method selected by the researcher for exploring the consumer perception and behavior towards online shopping is survey research. The research starts with identification of different variables related to responsible for building consumer perception. Research included both primary and secondary data. Primary data for this study was collected by means of a survey conducted in Aizawl, the sample size was 30. The Questionnaire was used to collect primary data.

##### Age wise distribution of customer

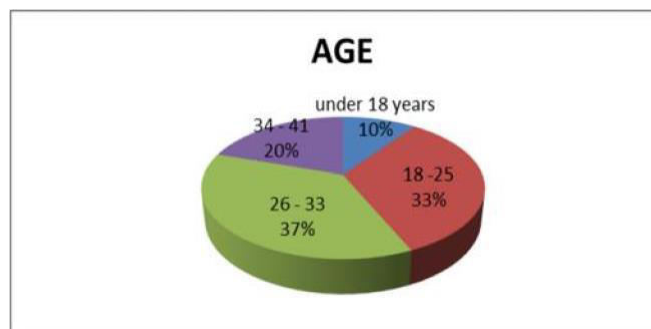


Figure1- Customers age

The above diagram shows us the percentage in the age of respondents. As it shows that from age under 18 years the number of respondents are 10 % and from age of 18 to 25 it is 33% and from 26 to 33 it is 37% , lastly is 34 to 41 , it is 20% .



**Main Reason for online Shopping**

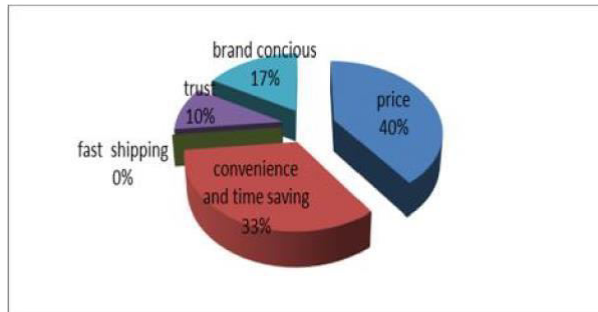


Figure 2- Online shopping reasons

The above pie chart shows that online shopping is mainly opted by the respondents due to the price as 40% utilizes online shopping and 33% are mainly due to the convenience and time saving .while fast shipping and trust is very low in online shopping.

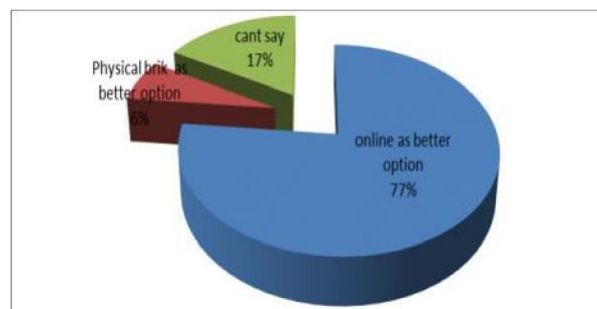
**Motivational factors to buy product online**



Figure 3- motivational factors

This graph shows us what motivates the people to buy internet, as from 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 big motivational factor in online shopping.

**Online shopping Vs shopping at physical brick**



- opinion about online shopping After analyzing the above graph shows that the people are in favor of that online shopping is better than physical store, the percentage of people who says online shopping is better is 77% and the people who says it not good is 6%. Still the percentage of people who says yes is more than other who says no.

## VII. FINDINGS

The 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 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 are 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 have shown that they have shopped online only once in a year or in five months etc.
- The online shopping is much more easier mean of purchasing products where 23 respondent as yes, because in online shopping there is less physical movement of the consumer as products are being ordered and is being delivered at door steps. Eg Jaong . 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 in websites and the physical market in terms of quality , price etc.

## VIII. 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 to customer. The objective is not to convert all shoppers to online procuring, but to display 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, the 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 a great risk of frauds.

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