



## A STUDY ON THE CUSTOMER BUYING PATTERNS AND DETERMINANTS IN CHOOSING ONLINE SHOPPING

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### ABSTRACT :

*This study aims to put on the backgrounds relating to the extent of both the customer buying patterns and determinant toward online shopping. Earlier studies have mainly dealt only with online shopping and its conduct in developed countries, whereas the developing countries remained out of focus. For instance, certain factors, such as consumers' perceptions of online purchasing and the goodwill of an online retailer, may influence consumers' online shopping habits. As the growing social development in our country the customers have wide range of access to the different shopping systems, among that online shopping is one of the growing industry. To ensure the success of online business, it is important for the retailers to understand the buying patterns and attitudes of the targeted customers. The intention of this study is to understand consumer's online shopping orientations. This study has enabled to gather the views of online customers with respect to what they expect and what has made them to purchase from online. One of the main objectives of this research work is to measure the key factor which influences customers to shop online. It is also very important to identify the pattern and frequency of buying products. It enables to study the problems faced by customers while choosing online shopping. The research enables to identify the preferences of various online retailers by customers.*

**KEYWORDS :** pattern and frequency of buying products , online shopping.

### INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. The growth of Internet has been the biggest advantage for the world. E-commerce in India has come a long way from a timid beginning in the 1999-2000 to a period where one can sell and find all sorts of stuff from a high end product online. Most companies are using Internet to represent their product range and services so that it is accessible to the global market and to reach out to a larger range of their customers. Computers and the Internet have completely changed the way one handles day-to-day transactions; online shopping is one of them. The Internet has brought about sweeping changes in the purchasing habits of the people. In the comfort of one's home, office or cyber cafe or anywhere across the globe, one can log on and buy just about anything from apparel, books, music,



mobile phones, cosmetics, movie tickets, rail and air tickets etc. Ease, simplicity, convenience and offers are the key factors turning the users to buy online.

An online shop evokes the physical analogy of buying products or services at a bricks and mortar retailer or shopping center, the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online

shopping. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements. Online shopping is definitely a great way to shop with everything available on the websites. From clothes, gift items, food, home needs, medicines, and many more, this mode of shopping allows one to shop conveniently without hassle on spending hours in a supermarket or shopping areas. The Internet with its wide array of information nooks, allows the customer to go through various reviews of the product or service before actually heading for purchases. These online shopping websites also have daily deals for the customer looking for discounts and store offerings.

### OBJECTIVES OF THE STUDY

- To identify the customer buying patterns and determinants in choosing online shopping
- To examine the key factors which influences consumer to shop online
- To examine which category of products, people prefer for online shopping.
- To identify the frequency of buying products through online.
- To study the problems faced by customer during online purchase.
- To study preference of various online retailers by customers.

### RESEARCH METHODOLOGY

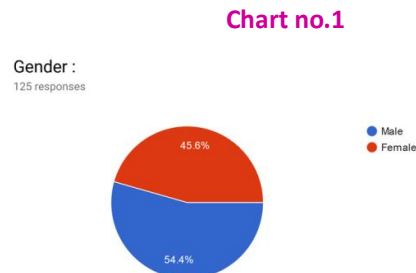
This study is conducted based on analytical research. The primary data were collected through questionnaire and survey method. Questionnaire is prepared in such a way that it will be able to collect all relevant information regarding the objectives of the research. The survey is conducted through mail questionnaire. The secondary data were collected from journals, e-magazines, textbooks, and internet sources, research articles. The sampling procedure adopted was simple random sampling techniques. The total sample size is 125 respondents.

### HYPOTHESES:

- H0: There is no significant difference in the opinion of male and female respondents regarding to their satisfaction level on the previous purchase
- H1: There is a significant difference in the opinion of male and female respondents regarding to their satisfaction level on the previous purchase

### Data analysis and interpretation

The responses of the respondents were classified, codified, checked and errors were omitted. The data collected were analyzed with the help of statistical tools chi square, weighted average method, cross tabulation etc.

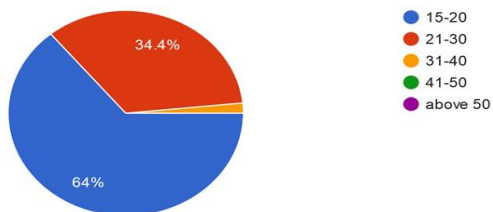


The above diagram shows us the percentage in the gender of respondents. Out of 125 respondents 68 (54.4%) of them are males and 57 (45.6%) are females.

**Chart no.2**

**Age**

125 responses

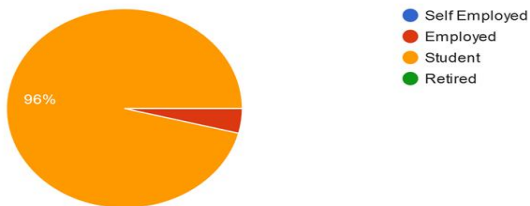


Among 125 responses, majority respondents were in the age category of 15-20 (80

**Chart no.3**

**Occupation**

125 responses

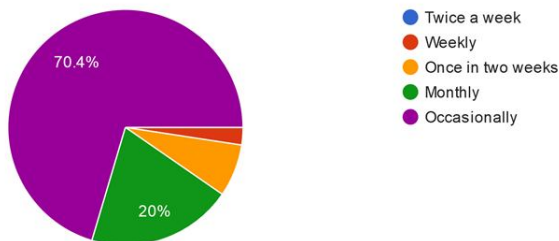


The majority respondents are student's i.e. 120 (96%).

**Chart no.4**

**1) How often do you purchase anything through online?**

125 responses

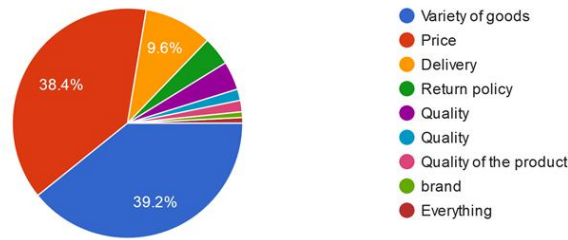


Out of 125 responses majority (88) of the consumers make purchases occasionally through online.

**Chart no.5**

2) What is the important factor you consider while shopping online?

125 responses

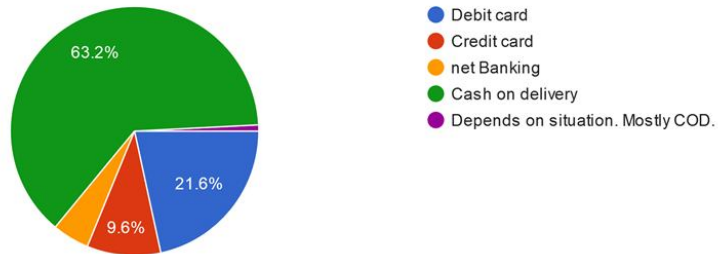


Out of 125 responses, 49 respondents consider variety of goods as the most important factor while shopping online, followed by 48 respondents consider price as the important factor and 12 respondents prefer delivery as the most important factor.

Chart no:6

3) What payment method you prefer while shopping online?

125 responses

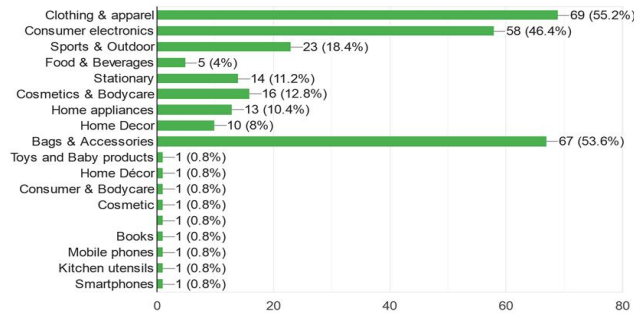


The majority of the respondents prefer cash on delivery (79) as their payment method and the minority prefers net banking (4).

Chart no:7

4) What category of products you usually prefer buying online? ( Max 4)

125 responses

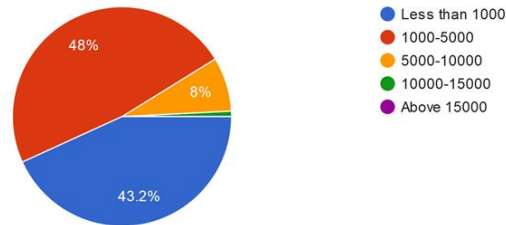


The most common category of products preferred by the respondents for purchasing online were clothing and apparel, consumer electronics and bags & accessories

Chart no:8

5) How much do you typically spend on online shopping per month?

125 responses

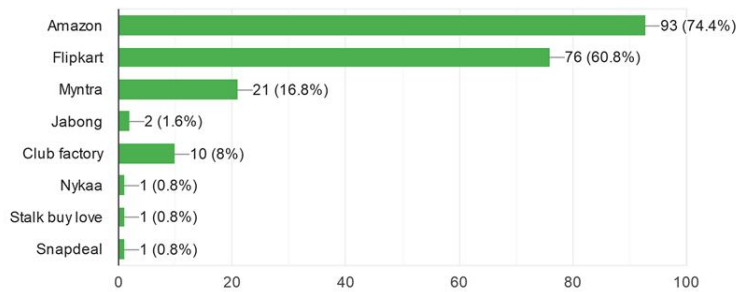


60 respondents typically spend 1000-5000 Rs per month for online shopping and 54 respondents spend less than 1000 Rs per month for online shopping.

Chart no:9

6) Which online website you prefer for online shopping? (Max 2)

125 responses

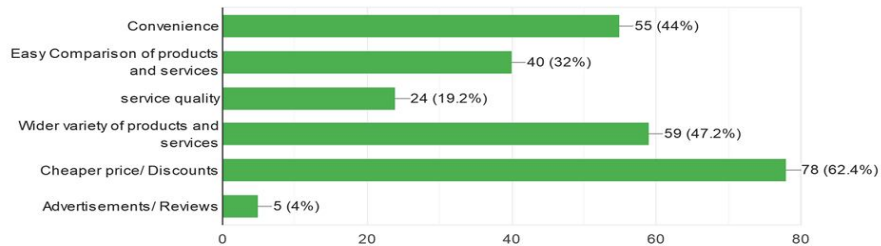


Amazon and Flipkart are the most preferred website for online shopping.

Chart no 10

7) Why do you prefer to shop online? (Max 4)

125 responses

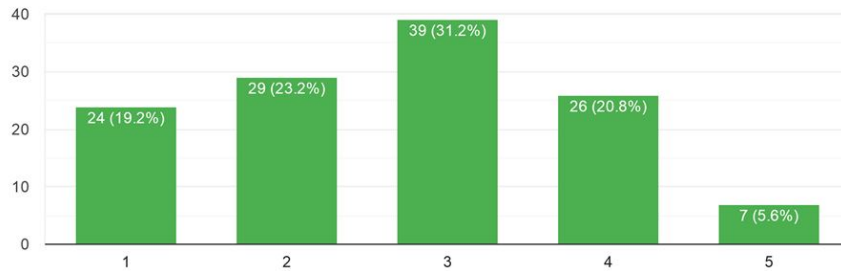


The majority respondent prefer to shop online due to cheaper price/discounts available

Chart no:11

8) How would you rate your satisfaction on your previous purchase?

125 responses

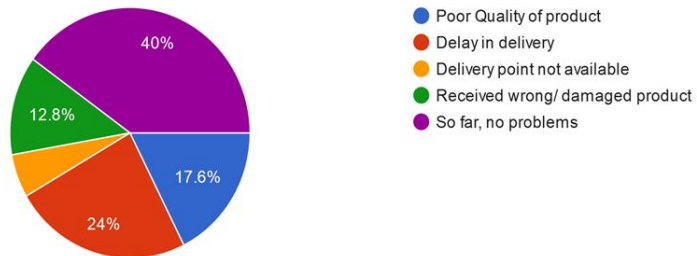


Among 125 respondents, 39 of them are neither satisfied nor dissatisfied, 24 of them are highly Satisfied and 7 of them are highly dissatisfied.

Chart no:12

9) What are the problems you face after shopping online?

125 responses

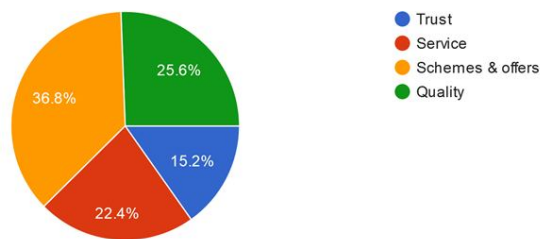


With regard to the problems faced, out of 125 respondents majority of them does not face much problems after shopping online.

Chart no:13

10) On what basis you prefer online retailers?

125 responses

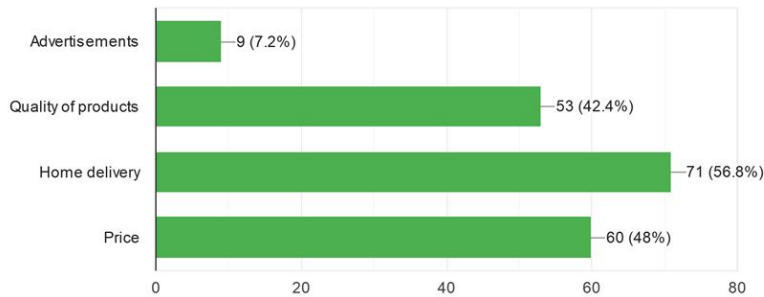


The majority of the respondents prefer online retailers on the basis of schemes and offers.

Chart no 14:

11) Which factors influences your shopping online? (Max 2)

125 responses

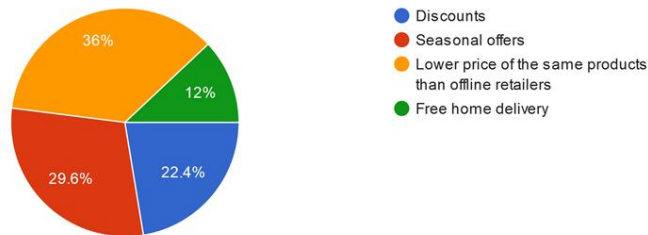


Among various factors majority of the respondent consider home delivery as the most influential factor for online shopping

Chart no:15

12) Which pricing parameter influences you for online purchase?

125 responses

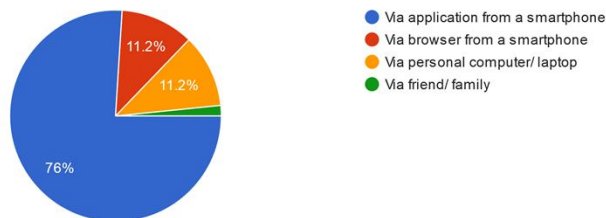


Lower price of the same products than offline retailers is considered as the most influential pricing parameter chosen by the majority respondents for online purchases.

Chart no:16

13) What mode of online shopping you prefer?

125 responses



95 out of 125 respondents prefer online shopping via application from a smartphone.



**Hypothesis Test:** Independent Groups (t-test, pooled variance)

	male	female	
	2.85	2.53	mean
	1.15	1.17	std. dev.
	68	57	n

123 Df

0.327 difference

1.339 pooled variance

1.157 pooled std. dev.

0.208 standard error of difference

0 hypothesized difference

1.57 T

.1186 p-values (two-tailed)

Here P value is greater than 0.05. So accept the null value. There is no significance difference in the opinion of male and female

**FINDINGS**

In this survey most of the respondents were male than females and the major age category was in between 15-20. The major respondents were belongs to student category. It is analyzed from the survey that when a consumer makes a mind to purchase goods through online based on multiple factors. The main crucial identified factors are variety of goods, price and delivery of products. Most of the respondents make purchases occasionally through online. People choose cash on delivery as the most preferred payment method than that of net banking for online shopping. Clothing and apparel, bags & accessories and consumer electronics are identified as the major categories of products in which people prefer buying from online. People spend 1000-5000 Rs for purchasing products from online per month. Amazon and Flipkart are the most preferred online retailers by most of the respondent as it provide wider variety of products with cheaper price/discounts.

Analyses of survey shows that the people prefer to shop online due to cheaper price/discounts, variety of products, convenience and easy comparison of products and services. The majority of the respondents were neither satisfied nor dissatisfied with their previous purchase experience. The survey shows that the majority of the respondent does not face much problems so far, while purchasing from online websites. The customers choose the online retailers on the basis of the schemes and offers than that of store retailers. The main influential factor in which people consider for online shopping is home delivery services provides by the various online retailers. Lower prices of the same product than offline retailers are the major pricing parameter which influences customers to make online purchases. The pattern and mode of online shopping are done mostly via application from a smartphone.

**CONCLUSION**

Online shopping has become common in today's life. It can be concluded that the availability of extensive goods and current information about the prices are the most important factors which drives customers to shop online. The study indicates that most of customers have experience of online shopping. The customer believes that online shopping is a better option over the traditional shopping method. The online shopping is getting more popular among the younger generation as they feel that it provides cheaper priced/discounts upon a wider variety of products and services. Time savings and convenience are important considerations for online shopping. The customers are satisfied with easy payment method and home delivery while making purchases through online web stores. The main reason behind the online shopping is the schemes and offers provided by the online retailers for various product categories. The frequency of buying and the amount spend per month also influences the online shopping. With the introduction of newer technologies, people can make purchases either through their smartphones or laptops/PC's etc.