

# Online Shopping: A Study on Consumer Behaviour towards Online Shopping and Customers Satisfaction

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**Abstract:** *Online shopping helps to customers. Due to the blessing of online shopping has emerged which influence the people. Business provides advanced models of online shopping dimension that are appropriate services to customers. Nowadays people life style is different and nobody want to waste their time to want going crowded market. E-shopping is a boon as it saves a lot of time. Any time people can buy products even in holiday season. It saves time to wait in long lines of search product from a store for particular item. Buy goods through mobile, tablets, laptop etc. Crore people buy through e-commerce. With advancement and technology of service people can now do various things at comfort of their products. Overall online shopping satisfaction is mixed and consumers are concern about the security of online transactions system.*

**Keywords:** Online shopping, Customer satisfaction, Product variety, Product delivery, E-Commerce, Perception

## 1. Introduction

When we hear the word 'shopping', we tend to typically think about ancient searching that is visiting retailers and shopping for merchandise from them. That main benefit of ancient searching is that customers are literally able to see and physically bit the products what they're shopping for before they create the payment. If they're buying a garment or shoes, they can additionally attempt them on. Moreover, Customer can even take the things home with them on a similar day not like in online shopping. This is often the essential in shopping for day to day necessities sort of groceries.

Online increasingly popular for certain reasons. It means broadband of makes online shopping easier. The action or activity of buying and selling of goods and service over internet. It helps to buy goods directly from service provider over internet without the service intermediary over internet. In anyone want buy goods product he/ she is no longer can buy goods and products on web which gives opinions of the existing users of product books, toys, clothing, stationary products, cosmetic products, hardware software product can buy easily from online stores. Online shopping means going online landing on a seller website, select product or goods add the product your basket making payment arranging for its delivery and buy product at any time at any places.

## 2. Objectives

- To know the problems they face during online shopping payment transaction.
- To examine whether the consumer prefer online shopping or offline shopping.
- To cover the large distance area our world becomes small village with no longer barrier ongoing increasing in online transaction.
- It helps online marketing strategies aimed at convert potential customer to actual customers.

- It helps to understand the opinions and attitudes of these internet users about online buyer and their present situation and their preferences.

## 3. Literature Review

Online shopping indicate electronic commerce through customer can buy products from different websites directly no need to middlemen. Now people have more options to buy products in short time period.

**Wang and Emulan** (2004) online shopping as buying stuff provide customer's satisfaction through the internet. The items of product sent by door to door step that you have purchased online. Online shopping has unique characteristics.

**Huseynov and Yildiri** (2014) lack of physical interactions tends to be critical impediments in online retail sales followed by the privacy of individual information and security of financial transaction over internet. Which helps to consumers save cost as well as time and pollutions no need to go for market to online shopping.

**Sablu Khan and Adil Khan** (2021) Attitude positively influences the e-loyalty, and perceived ease of use influences both attitude and e-loyalty. Now day by day consumer preferences and choices change due to various factors such as internet emergence. However online websites help the consumer to understand the needs and wants to consumer. Consumer behaviour identify a general model of buying behaviour that depict the process used by consumer in making the purchase decision (vrender, 2016) marketer explain and predict consumer purchase decision.

**Ms (Jameshlyn Vithya)** (2021) All exchanges in digital payment are completed on the web. This is a speedy and helpful payment strategy. Digital payment structure to guarantee assurance, security and accommodation.

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#### 4. Research Methodology

- Descriptive study is carried out to effect of online shopping on consumer behaviour.
- Secondary data collected.
- Qualitative techniques
- Research papers, magazines, case study observational studies and Paper survey.

#### 5. Hypothesis

Is online shopping solve the customers problems while buying products and making payment transaction.

Is online shopping understand the Opinions and perceptions of customers.

Is customer remain loyal when they online to buy product again.

#### 6. Statement of Problems

There is millions of people who buy product and services through online. These are potential customers for the company. For the online seller it is utmost important to understand the needs and want of consumers. It helps to increase the sale of online seller. Analysis the consumer behavior is not a new phenomenon. The Philip Kotler gave several theories related with consumer behaviours. The internet is new medium for people there have new demand for online products. So retailer must know the demand of people and how consumer can influence through there online products and services.

#### 7. Research Gap

The online shopping help to influence the consumer behavior with internet connectivity. The researcher made a through analysis the study of consumer preference towards online shopping. It is the opinion that, there is large numbers of products and services mostly prefer through online by consumer. In Covid-19 situation consumer who's never buy product online they start buy goods online because of Covid-19 situation. No one likes to go out and buy goods during the pandemic. We have got a new hope from online shopping to fulfill our needs at this time. Online shopping has saved our time by giving a new direction to our life in the time of pandemic outbreak and has helped in saving our money too.

#### 8. Attitudes Towards Online Shopping

Nowadays consumer is rational being more aware about online products and can easily get choice from the market. The number of user increasingly day by day which attract people who have option to buy products online.

There are few reasons which influence the behavior of online shopping. These are as below.

Convenience, home delivery products, online payment transactions, Time saving, reduce the product cost.

#### 9. Pros and Cons of Online Shopping

There are some pros and cons of online shopping in customer mind these are as below.

**PROS:** Targeting customers, 24/7 services, large coverage area, lower cost, customer interaction, convenience, easy access to market, time save, large product information, Great selection of product, Easy to compare price, No pollution.

**CONS:** limited space, large money spent on advertisement, Not everyone on internet, increase risk of fraud, leads to longer wait of times, inability to use or wear the items you purchase, lack of touch feel and try.

#### 10. Conclusion

Online shopping is more and more driven by ICT infrastructure development, online payment transaction, websites, internet penetrations etc. Online shopping influence by customers buying pattern and their products. Online shopping provide large platform for customers for Shopping. Customers can save time as well as cost of product. By removing online frauds online sites can create high level of satisfaction in the mind of customer. Customer can buy more and more goods in less time and wide range of products and competitive price that attract the people toward online shopping. It provide crucial role in the mind of people.

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