

A Study on Consumer's Buying Behaviour for Online Shopping

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Abstract: *Online shopping has recently seen remarkable expansion with more than 627 million users worldwide. Online businesses saw a boost in sales as a result of the pandemic's rise in popularity of the usage. The reopening of physical stores has halted eCommerce growth, and there may be a market correction where some product categories experience a decline in sales. Moreover, eCommerce enterprises may face difficulties due to increased costs. The project report has been prepared for studying the consumer purchase intention for online shopping residing in Ahmedabad. A descriptive research design is used for the project. For conducting the research, we have taken a survey of 310 respondents by making them fill questionnaire, thereby obtaining relevant data for our purpose and gathered insights for our purpose which is reflected in our report. Our main aim of conducting this research is to identify the factors that influence consumer's decision - making process when it comes to identify the key drivers that impact their purchasing decisions. The following research is conducted to know the problems or challenges that consumers faces during online shopping and scrutinize the steps while online shopping. Overall, the purpose is to provide insights to online e-commerce retailers to improve their strategies for marketing and delivering the goods timely by enhancing consumers experience in Ahmedabad.*

Keywords: Online Shopping, Consumers purchase intention, challenges, e-commerce

1. Introduction

The popularity of e-commerce has increased significantly in recent years due to the growth of the Internet and its easy accessibility. According to UCLA, online shopping is the third most popular internet activity. By 2022, the Indian e-commerce market is expected to reach USD billion and is projected to increase to USD 350 billion by 2030. The most common items purchased online are books, tickets/reservations, clothes/shoes, videos/games, and other electronic products. Online shopping is becoming increasingly popular due to its convenience and the value, quality, and attractiveness it provides to customers.

At the start of the pandemic, governments announced lockdowns, closing physical stores and stimulating a rise in eCommerce sales. Amazon's sales soared 57% in the second quarter of 2020, and new online retailers entered the market. This led to an increase in eCommerce's share of overall retail sales.

The pandemic caused an exponential rise in eCommerce, but as physical stores reopen, this trend is expected to correct itself. There is a concern that certain product categories may lose a large portion of their client base from the pandemic, as shipping and manufacturing issues have limited supply and raised cost

2. Literature Review

- Hariramani, S. G. with an objective of studying online shopping behaviour of people in Ahmedabad that are influenced by various factors and consumers concerns and attitude.
- Sutariya, S., & Sharma, S. with an objectives of consumer behaviour towards online food and grocery from organised retailers in Ahmedabad in which we understood that is influenced by a combination of factors such as goods and services and competitive prices,
- V. Kumar, S. Sivarajah and S. Bhaumik with an objective of a study of online purchase behaviour of customers in India and to boost client's pleasure and loyalty and secure online buying experience.
- Wani and Jami with an objective's determinants of online purchase intentions such as social influence, security and privacy, website quality and perceived risk significantly affect the online purchase intentions of Indian buyers.
- Chowdhury, A. R., & Hossain, M with an objective of technological advancements and the growing consumer convenience they offer have fuelled the expansion of online shopping.
- Bailey, J. E., & Pearson with an objective of history of online commerce that has been characterised by its quick expansion and development and retailers have adapted to the shifting market landscape to offer customers a seamless shopping experience.
- Liu, Chen, & Wang, 2020 with an objective that the internet retail sector is a quick developing one with a wide range of present trends and promising future potential.
- Janda, S., Trocchia, P. J with an objective of consumer loyalty and happiness of online shopping website design, information quality, transaction quality, delivery and fulfilment, privacy and security for consumer's view of Internet retail services.
- Perea, T., Dellaert, B. G. C., & de Ruyter, K with an objective of reasons that drive customer towards online shopping that emphasises the significance of product choice, price reductions, ease of access to information and customer reviews in encouraging people to shop online.
- Sheng, T., & Liu, C with an objective of determining satisfaction and loyalty and the success of online businesses is ultimately determined by quality of the e-services.
- Dahiya, R with objectives of demographic factors have a major impact on online purchasing behaviour.
- Levin, A. M., Levin, I. P., & Weller, J. A. with an objective that determines the thread online and offline shopping wherein the findings stated the variables that

determines consumer preferences for in - person versus online shopping.

- Sabou, S., Avram - Pop, B., & Zima, L. A., with an objective that determines the problems faced by consumers wherein the findings emphasize the importance of addressing the problems faced by online customers in order to ensure the success and growth of ecommerce businesses.
- Ranadive, A.2017 with an objective to comprehend and accommodate the needs of consumers who shop groceries online and elements such as such as convenience, product availability, price, and delivery options—that affect consumers' inclinations to buy for food online.
- Jose, J, & Jose, J.2017 with an objective that determines the Technology and customer relation wherein this increased access to information and convenience has led to changes in the way consumers make purchasing decisions and has altered traditional buying patterns.
- Bhatt, S., & Bhatt, A. (2012) with an objective of assessing the technology and customer relation with numerous advancements like smartphones, laptop and the internet have altered how customers shop for goods and services.

Research Gap

The current literature review on consumers intention of online shopping in Ahmedabad primary focuses on impact of technology on consumer behaviour and factors affecting online shopping behaviour by exploring convenience product available at price and delivery options. However, there is a lack of research exploring the attitude of consumer by scrutinizing the steps that are essential while doing online shopping. Moreover, payment mode is vital factor for online shopping which are not mentioned in above literatures. This study aims to fill the gap in the literature by analysing consumer satisfaction by stating various problems such as technical issues, payment issue, product issue, fraud and technical difficulties. The results of this study will provide important insights for businesses to improve technology for better understanding consumer behaviour and preferences as well as how business can improve their network by knowing various demographic factors in Ahmedabad mentioned in this stud

Research Methodology

Type of research: Descriptive Research Design. **Sampling Technique:** Non - probability sampling. **Sample Size:** 310
Data Source: Primary Data and Secondary data.

Objectives

- To study the factors influencing the consumer preference for online shopping
- To assess the attitude of consumers towards online shopping
- To analyses the consumer satisfaction towards online shopping
- To study the problems faced by the consumers towards online shopping

Scope of Study

- It will be useful to understand the consumer perception of people in Ahmedabad with different age - groups differs as per the choices of gender, occupation and number of members in family.
- It will be easy to identify the scope of study for consumer's purchase intention in Ahmedabad and help the online retailers to better cater the needs and preferences of consumer

Limitation of the Study

As with any research this study has limitations. All respondents that participated in the study are from one Ahmedabad city. Therefore, data produced from this study may not fully represent the general population throughout India.

Overview of Questionnaire

The questionnaire was divided into five sections. The first section includes the demographic factors. Second section includes the factors influencing online shopping and the third section involves attitude of consumers towards online shopping. The fourth section involves consumers satisfaction towards online shopping. The last section of the questionnaire includes problems and challenges faced by consumers.

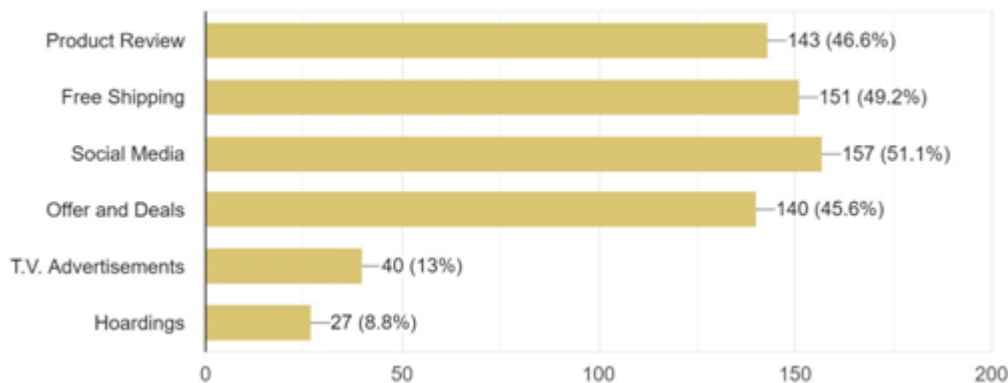
Research Instrument

The responses of this research are conducted through questionnaire by Google Forms, pie chart, ANNOVA and

3. Analysis and Interpretation

To study the factors influencing the consumer preference for online shopping

What influenced you to purchase a product online?



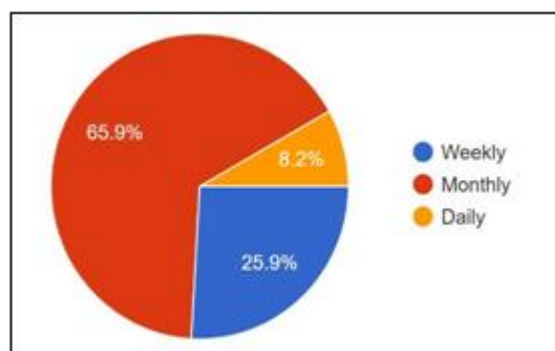
In this survey, Total 310 responses related to this question. By analysing the data, we find that social media has the highest impact on influencing consumers in Ahmedabad 157 (51%), followed by free shipping 143 (49%). Meanwhile, product reviews and offers influence nearly 140 (45%) of people. TV ads and hoardings have comparatively less impact on influencing people, accounting for 40 (13%) and 27 (8%), respectively

To assess the attitude of consumers towards online shopping

Till which step do you reach without taking anyone’s help while doing online shopping?

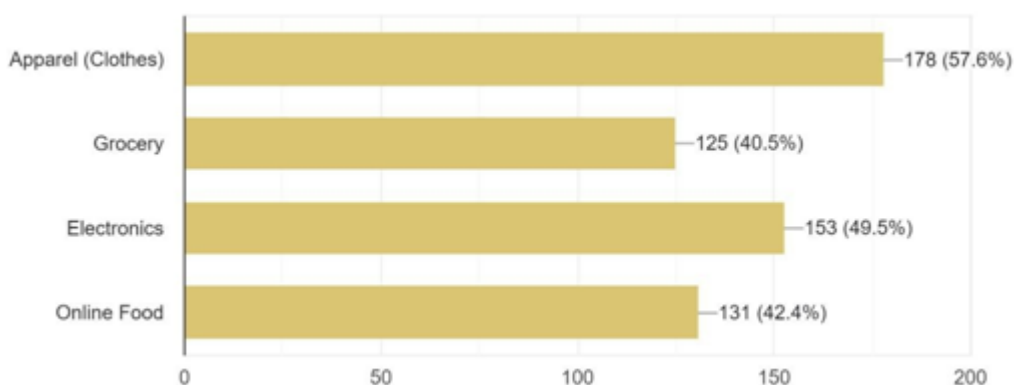
After analyzing the data, the majority of consumers in Ahmedabad 121 (39.2%) are able to place an order. Additionally, 71 (23%) of consumers in Ahmedabad are only able to search product by themselves, 50 (16.2 %) of people can able add product to their cart, 43 (13.9%) are able to find the website, 16 (5.2 %) are able reach till the step of payment, and 8 (2.6 %) people of Ahmedabad can complete all the steps by themselves without taking anyone’s help.

How Often do you shop from an Online Website?



After analyzing the data, it is found that 206 (65.9%) of the consumers of Ahmedabad do online shopping every month. Moreover, almost one - fourth which 79 of the consumers of Ahmedabad do shopping on a weekly, while only 25 (8.2%) do shopping on a daily basis

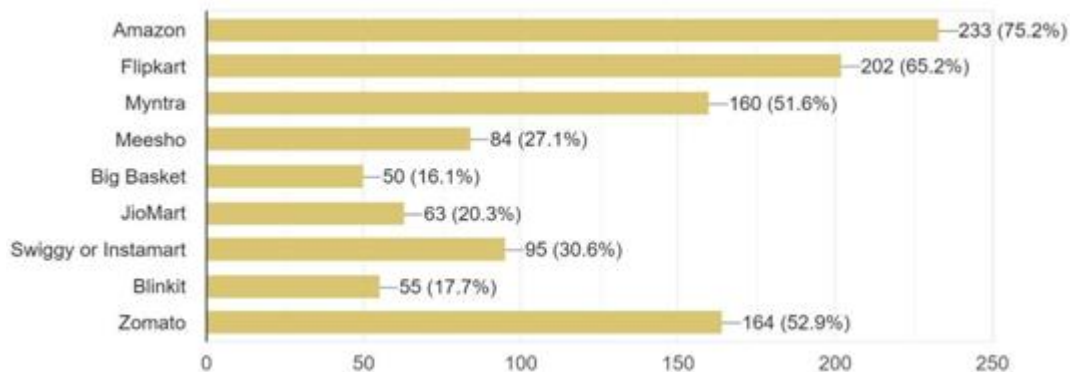
Which Category of items do you purchase more Online?



By analyzing the data, we find that most people 178 (57%) in Ahmedabad city prefer to purchase apparel products from online websites. Meanwhile, 153 (49%) of people ordered electronic items from online shopping websites in Ahmedabad, while 131 (42%) preferred to order food from

online platforms. In Ahmedabad, 125 (40%) of people buy groceries from online stores.

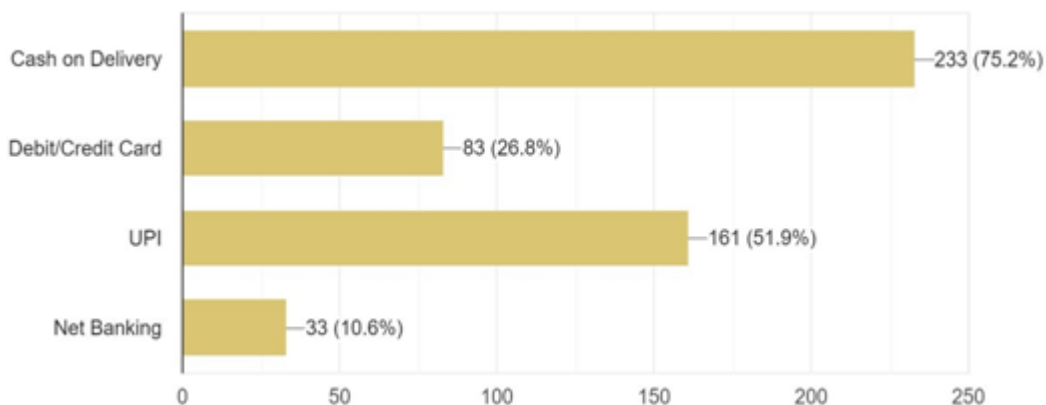
From which online platform do you purchase goods and order your food from online websites and applications?



The analysis of the data showed that Amazon is the most preferable website for online shopping, chosen by 75.2% (233) of people, followed by Flipkart, Myntra, and Meesho at 65% (202), 51% (160), and 27% (84) respectively. In terms of grocery shopping in Ahmedabad, Jio Mart is mostly

used by people 20% (63) for purchasing groceries followed by BigBasket, Blinkit, and Instamart at 16% (50), 30% (95), and 17% (55) respectively. Meanwhile, Zomato is preferred by 52% (164) of consumers for ordering food

Which type of payment do you mostly use for online shopping?

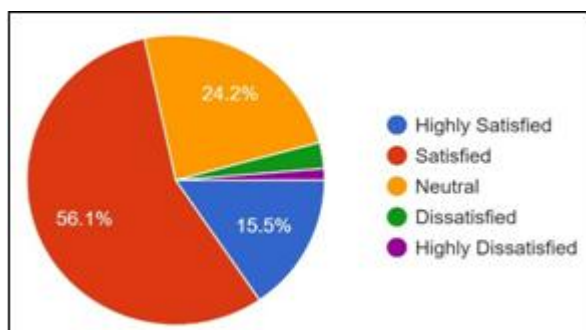


In modes of payment, 75% (233) people of Ahmedabad prefer to make payment by cash on delivery. Whereas, almost half of the people (161) out of total respondents use UPI method for payment during online shopping. While, least people prefer net banking and card which is 10.6% (33) and 26 % (83) respectively

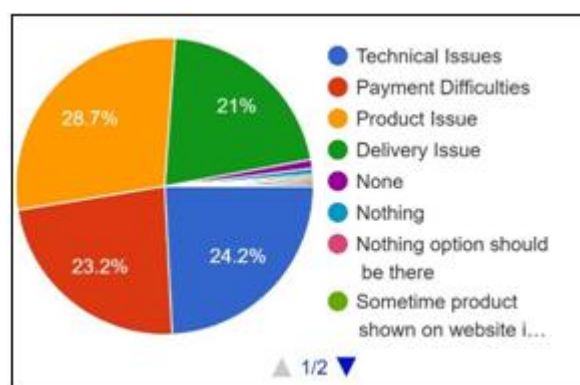
To study the problems faced by the consumers towards online shopping.

What are the problems you face while doing online shopping?

How was your total overall experience with the use of online shopping?



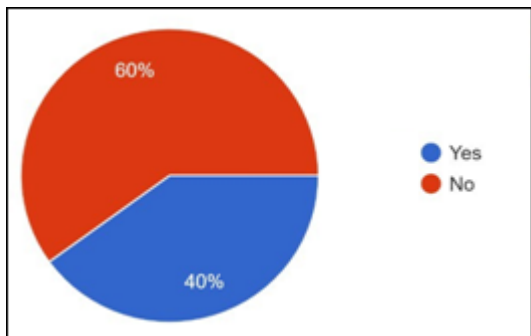
Out of total respondents 56 % (174) of people are satisfied with online shopping, while almost quarter of people have neutral attitude towards online shopping. Whereas, 15% (48) people are highly satisfied with online shopping. In terms of dissatisfied and highly dissatisfied, there are 2.9% (9) and 1.4% (4) respectively.



Among total respondents 28.7% (89) of consumers have face product issues. While, nearly one - fourth of the respondents have faced technical problems, followed by payment difficulties and delivery issues which is 23 % (72) and 21% (65) respectively.

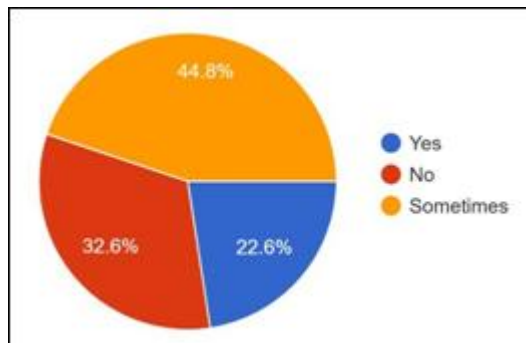
Very few respondents mentioned some other reasons, such as no issue, or that sometimes the product shown on the website is different from the delivered item.

Do you face any kind of act of fraud while doing online shopping?



In terms of fraud by the consumers of Ahmedabad, only 40% (124) of the respondents agreed that they had experienced fraud while doing online shopping. While, remaining 60% (186) had not experienced any act of fraud while doing online shopping.

Do you face any technical difficulties while doing online shopping?



By studying the technical issue face by consumer, it shows that 44.8% (139) of the respondents sometimes faced technical difficulties, 32.6% (101) faced technical difficulties, and 22.6% (70) did not face any technical difficult.

Hypothesis Testing

Test for the overall experience of online shopping doesn't differ age group:

To test whether satisfaction level differs among the age group and overall online shopping experience or not

We apply Annova testing to the Hypothesis.

Null Hypothesis H0: The overall experience of online shopping doesn't differ in age group

SUMMARY						
Groups	Count	Sum	Average	Variance		
<18	25	95	3.8	0.833333		
19 - 25	225	860	3.822222	0.575397		
26 - 35	29	105	3.62069	0.529557		
36 - 50	26	103	3.961538	0.598462		
>50	3	13	4.333333	1.333333		
ANOVA						
Source of	Variation	SS	df	MS	F	P - value F crit
Between Groups		2.473502	4	0.618375	1.033213	0.390215 2.401443
Within Groups		181.3447	303	0.598497		
Total		183.8182	307			

Interpretation: We get p - value for the above comparison as 0.390215. Here we compare with 5% level of significance i. e.0.05. The p - value is greater than the 0.05 level of significance. So, the null hypothesis H0 is accepted. Therefore, we can say that the overall experience of online shopping doesn't differ age group

To test the overall experience of online shopping doesn't differ occupation:

To test whether there is an association between Occupation and overall experience of online shopping.

We apply Annova testing to the Hypothesis.

Null Hypothesis H0: The overall experience of online shopping doesn't differ in Occupation

Summary					
Groups	Count	Sum	Average	Variance	
B/P	42	156	3.714286	0.794425	
GJ	7	24	3.428571	0.952381	
PJ	67	265	3.955224	0.558571	
Student	192	731	3.807292	0.554292	
ANOVA					
Source of Variation	SS	df	MS	F	P - value F crit
Between Groups	2.797004	3	0.932335	1.565727	0.19771 2.6343061
Within Groups	181.0212	304	0.595464		
Total	183.8182	307			

We get p - value for the above comparison as 0.19771. Here we compare with 5% level of significance i. e., 0.05. The p - value is greater than the 0.05 level of significance. So, the null hypothesis H₀ is accepted. Therefore, we can say that the overall experience of online shopping doesn't differ Occupation.

Test for satisfaction level between gender and other selected criteria:

To test whether the overall experience on online shopping differs the gender or not.

We apply T - Test for Independent Sample.

The null hypothesis (H₀): The overall experience of online shopping doesn't differ between the gender.

t - Test: Two - Sample Assuming Unequal Variances

	How was your total overall experience with the use of online shopping?	How was your total overall experience with the use of online shopping?
Mean	3.839416058	3.801169591
Variance	0.518140833	0.666116271
Observations	137	171
Hypothesized Mean Difference	0	
Df	303	
t Stat	0.436498105	
P (T<=t) one - tail	0.331393121	
t Critical one - tail	1.649898073	
P (T<=t) two - tail	0.662786242	
t Critical two - tail	1.967824098	

We get p - value for the above comparison as 0.662786242 for two tail and 0.331393121 for one tail. Here we compare with % level of significance i. e., 0.05. The p - value is greater than the 0.05 level of significance. So, the null hypothesis H₀ is accepted. Therefore, we can say that the overall experience of online shopping doesn't differ between the gender.

4. Findings and Conclusion

- It has been analysed that from the collection of data was between Male and Female respondents, Male is doing more online shopping in Ahmedabad.
- Between age groups of 19 - 25 they were doing more online shopping and mostly their occupation is student.
- By surveying about the online shopping behaviour of consumers it shows that mostly people place the order while doing online shopping.
- Study examined that social media is mostly influenced the people, because now a days people spend most of their time on social media, it revealed that most of the people use internet for entertainment purpose and communication and by taking advantages of that online business now a days hire social media influencer to do the marketing of their products.
- Some other factors which include in our survey that product review, free shipping, offers & deals also exposed as a dominant factor to do online shopping.
- The study shows that the citizen of Ahmedabad is mostly

prefer to purchase goods from Amazon & Flipkart because in this website they can order anything which they want. In terms of Grocery shopping, JioMart is the most preferable & last, we can see that now a days food delivery plays the major role in online shopping because it delivers the food in minutes and hour so in this study, we found that Zomato is the most preferable application to order food.

- In this study we examined that nearly half of the respondents were just satisfied with their total overall experience in online shopping very less people were highly satisfied in online shopping because many other factors were affecting like technical issues, Payment difficulties, product issue, delivery issue, and also 40% of the respondents faced fraud also while doing online shopping, sometimes they find technical difficulties while doing online shopping.
- The managerial implications from the above findings shows that online digital marketing target their customer to the young age because they spend their most of the time in internet and they are more socially oriented in the internet world. By taking advantages of that online marketers target their customer through social media advertising by hiring social media influencer, Google Ads, SEM & SEO also.
- The finding of the study propound that digital marketers should ensure about the high security of personal information of their customers and financial transaction along with providing top - notch experience of online shopping so that customer may continue purchasing online in upcoming times also.
- By seeing the category of Items which is more purchased online is Apparel (Clothes

5. Conclusion

The study's main objective is to identify the important factors that influence people's intentions to make online purchases in Ahmedabad. There are 310 respondents from Ahmedabad City. There are myriad elements that have an impact on consumers' purchasing behavior in Ahmedabad. Social media is the most significant aspect since it affects Ahmedabad residents' decisions to shop online. Very few consumers of Ahmedabad are influenced by hoardings for shop online. Apart from this youngster of Ahmedabad (19 - 25) prefer more to shop from website. The study found that people's choice of online shopping is unaffected by their average amount of time spent on mobile or computer screens, their marital status, or the size of their families.

There is no association between Gender and overall experience of online shopping. There is no relation between occupation and satisfaction level of online shopping. There is no inter - dependency between age and consumer satisfaction level.

UPI also has a significant effect in consumer shopping intentions. People in Ahmedabad are using UPI for payments, since it makes the procedure simple. It is clear that more people are relying on UPI apps, which promotes digitalization. After the pandemic, customer attitudes on online shopping have changed. We can conclude that best price, offers, deals and due to digitalization people of Ahmedabad will shift towards online shopp

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