

Online Shopping and Its Impact on Consumer Behavior in Trans Yamuna Area of Allahabad

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Abstract: India has 12 million people reported to be active Internet surfers, which is 10.2 percent of its population. The current online shopping market in India is 46 million and is expected to treble in the next 5 years. Online shopping behaviour is defined as the process a consumer takes to purchase a service or product over the internet. The present study entitled, "Online shopping and Its impact on Consumer Behaviour in Trans Yamuna Area of Allahabad", was undertaken to find out how frequently the respondents access the internet for online shopping, to find out the impact of online shopping on consumer behaviour of selected respondents and to compare the consumer behaviour related to online shopping based on gender. Trans Yamuna area of Allahabad (SHIATS, Mahewa, Gangotri Nagar) was selected to conduct the study. Purposive random sampling was used to select 105 respondents in the age group of 18-30 years with online shopping experience. The number of male and female was 55 and 50 respectively. According to the objectives of the study, the questionnaire taken from previous literature on Internet shopping and its impact on consumer behavior (Zheng 2006) was used to collect data and analyzed using tabulated data simple percentage, analysis of variance and chi square test. It is concluded that the respondents accessed the internet to support their work on a daily basis but accessed the internet for online shopping occasionally. The respondents were found to prefer online shopping to physical shopping due to benefit such as saves time, comfortable/ relaxed shopping, detailed product information and facility of easy price comparison impacting consumer behavior towards online shopping. The impact of online shopping on consumer behavior based on gender is statistically insignificant.

Keywords: online shopping, consumer behaviour, gender

1. Introduction

With the ever-increasing penetration of internet and social media, the purchasing behavior of Indian consumers has changed dramatically. Urbanization is taking place in India at a dramatic pace and is influencing the life style and buying behavior of the consumers. 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. Consumer behaviour can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behavior but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer who considers relative advantages and disadvantages of buying a particular product after weighing alternatives to the product under consideration. Then follows a process of decision-making for purchase and using the goods, and then the post purchase behaviour which is also very important, because it gives a clue to the marketers whether his product has been a success or not. Online consumer behavior has become an emerging research area with an increasing number of publications per year. India has 12 million people reported to be active Internet surfers, which is 10.2 per cent of its population. E-commerce has triggered off major changes which promise to change the lives of not only consumers, suppliers and distributors but also of those organizations that have or have not accepted these phenomena.

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 leisure buy from the comfort of their own home products from an online store.

2. Objectives

1. To find out how frequently the respondents access the internet for online shopping.
2. To find out the impact of online shopping on consumer behavior of the selected respondents.
3. To compare the consumer behavior related to online shopping based on gender.

3. Materials and Methods

Locale of the study

Trans Yamuna area of Allahabad was selected to conduct the study. The area (SHIATS, Mahewa, and Gangotri Nagar) was selected purposively due to the convenience and easy approachability.

Selection of Sample Size

The sample size for the study was 105 respondents from among online consumers.

Sampling Technique-The purposive random sampling technique was adopted in the study.

Structure of questionnaire-The questionnaire was taken from previous literature on Internet shopping and its impact on consumer behavior (Zheng 2006). The questionnaire was divided into 6 Sections. The first Section dealt with general information about the

respondents' backgrounds. The second Section dealt with general information about online shopping. The third Section dealt with which search engine was commonly used by internet users, whether internet shoppers compare prices offered in various websites, and the trust online consumers placed on the internet provider. The fourth Section dealt with the process of online shopping. The fifth Section dealt with the reasons/ factors influencing online shopping. The last Section dealt with whether online shoppers were positively/negatively influenced or neutral by certain features of e-commerce websites.

Statistical analysis-The data obtained from the questionnaire was analyzed to yield meaningful results by using percentages, frequency, analysis of variance and Chi Square Test.

4. Results and Discussion

Table 1: Frequency of accessing the internet by respondents to support work

Frequency of using Internet	Male		Female	
	Frequency	Percentage (%)	Frequency	Percentage (%)
At least Daily	38	69	38	76
At least Weekly	14	25.4	8	16
At least Monthly	3	6	4	8

The above table shows that majority of the respondents i.e. around 69 percent male and 76 percent female respondents reported that they used the internet to support their work on a daily basis. **Monami and Banerjee (2012)** also found in their study that the consumers use internet every day, and spent around 1-2 hours per internet session.

Table 2: Distribution of the respondents accessing internet sites for varying purposes

Purpose of online shopping	VO		O		OC		N	
	M	F	M	F	M	F	M	F
Search product information	10	15	20	18	20	17	1	4
Surfing	14	26	23	20	11	9	0	2
Chatting	19	26	24	22	5	6	2	1
Research a topic	15	21	19	18	16	14	0	2
Looking for a job	6	13	10	15	20	17	13	11
Online shopping	9	11	19	17	23	26	0	0

Table value of X² at 5% level of significant and 15 degree of freedom = 25 and X² calculated value = 132.779

M=Male F=Female VO= Very Often O= Often OC= Occasionally N= Never

From the table 2, it is seen that chatting is the most frequently visited websites as around 19 males and 26 females respondents reported very often visit of the

website while 24 male and 22 female reported they visited this websites frequently. Most of the respondents around 23 males and 26 females' respondents visited online websites occasionally.

Table 3: Distribution of respondents according to types of purchases made from online market.

Particulars	Details	Male (N=55)		Female (N=50)	
		Frequency	Percentage	Frequency	Percentage
Goods purchase from online.	Books*	36	65.4	28	56
	CD/video*	17	31	4	8
	Software*	23	42	11	22
	Toys & gift*	20	36	17	34
	Tickets/Hotel/Travel bookings*	36	65.4	30	60
	Consumer electronics*	29	53	13	26
	Apparels & accessories*	32	58	41	82
	House ware*	9	16.3	3	6

*= multi responses

From the above table no.3, from the wide variety of goods and services on offer on the internet, the survey shows that Apparel/ Accessories formed the major chunk of online purchases for female respondents as 82 per cent of the female respondents reported making online purchases of this item. In the case of male respondents, books emerged as the first choice for online purchases as around 65 percent of the male respondents reported making online purchases of this item. Tickets/ Hotels/Travel bookings emerged second in the preferences of both the male (65.4 percent) and female (60 percent) respondents.

Table 4: Distributions respondent according to the information search on online

Look for product information before purchasing	Male		Female	
	Frequency	Percentage (%)	Frequency (N=50)	Percentage (%)
Yes	55	100	50	100
No	0	0	0	0

The above table no.4 shows that 100 percent of both the male and female respondents looked for information on the products before making online purchases.

Table 5: Distribution of respondents according to the search engine used for online shopping

Search engine used for online shopping.	Male		Female	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Google	36	65.4	42	84
Yahoo	8	14.5	4	8
MSN	5	9	4	8
AOL	6	11	0	0

The above table no.5 shows that Google emerged at the top of the search engines the respondents used to locate online shopping websites as 65 percent male and 84 percent female reported to use this websites.

Table 6: Distribution of respondents according to mode of payments used when shopping online

Particulars	Details	Male		Female	
		Frequency	Percentage	Frequency	Percentage
Mode of payment when shopping online	Credit card	7	13	6	12
	Third party	3	6	1	2
	Net Banking	3	5	2	4
	Personal Cheque	2	4	0	0
	Cash on delivery	40	73	41	82

Among the options available for payments it is seen from the table no.7 that 73 percent of male and 82 percent of female respondents preferred to pay on delivery by cash. **Upadhyay and Kaur (2007)** also found in their study that Payment on delivery through cash is the safest choice of payment.

Table 7: Frequency of respondents in respect of particular factors influencing online shopping

Influential Factors	St. A		A		N		D		St. D	
	M	F	M	F	M	F	M	F	M	F
Saves time	24	26	25	19	6	5	0	0	0	0
Saves money	8	6	21	24	26	18	0	2	0	0
More relaxing shopping	10	13	33	30	10	7	2	0	0	0
Much easier shopping	11	17	35	28	9	3	0	2	0	0
Detail product information	12	9	31	31	8	9	3	2	0	0
Broader selection of product online	13	12	25	26	16	12	0	2	0	0
Facility of easy price comparison	17	9	28	25	10	13	0	3	0	0

M=male (N=55), F=Female (N=50)

St. A = Strongly Agree, A= Agree, N= Neutral, D= Disagree, St. D= strongly disagree

From the above table it is seen that majority 24 males and 26 females strongly agreed that online shopping saves time while 25 males and 19 females simply agreed with it. Ten males and 13 females expressed strong agreement that internet shopping is comfortable and relaxing while 33 males and 30 females simply agreed with it. 12 males and 9 females strongly agreed that online shopping provided the facility of detailed product information while 31 each from both males and females agreed with it. Around 17 males and 9 females reported strong agreement that online shopping facilitates easy price comparison while 28 males and 25 females simply agreed with it.

So it is concluded that the main factors influencing online shopping are saving time, comfortable/ relaxed shopping, detailed product information and facility of easy price comparison. **Oppenheim and Ward (2006)** also found that the primary reason the consumer shops over the internet is the convenience, saving time and proper information.

5. Conclusion

Based on finding it is concluded that the respondents accessed the internet to support their work on a daily basis but accessed the internet for online shopping occasionally. The respondents were found to prefer online shopping to physical shopping due to benefit such as saves time, comfortable/ relaxed shopping, detailed product information and facility of easy price comparison impacting consumer behavior towards online shopping. The impact of online shopping on consumer behavior based on gender is statistically insignificant.

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