

**A STUDY ON CONSUMER BEHAVIOUR AND PERCEIVED BENEFITS  
TOWARDS ONLINE SHOPPING**

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**Abstract**

Technology plays a vital role in the growth & development of an economy. Online marketing plays an important role in the expansion of business. Now business has more opportunities to expand their business by offline or store based marketing or by online i.e. non store based formats. Now business organization does not require storing their product, they can sell their product on order. The paper will highlight the benefits of online shopping from selected respondents of semi urban area. The results of the study show that respondents believe that they will get more benefits due to online shopping. The results of the study show that there is a very wide scope of e-commerce business. This study will help to business houses to make their decision regarding e-commerce.

Keywords: E-shopping, E-Commerce, Customer

## **Introduction**

Technology plays a vital role in the growth & development of an economy. Online marketing plays an important role in the expansion of business. Now business has more opportunities to expand their business by offline or store based marketing or by online i.e. non store based formats. Now business organization does not require storing their product, they can sell their product on order. Similarly, consumers will also get the new opportunities to purchase the product by going to shop or they can purchase their desire items from online. Now – a – days, online shopping is most popular for shopping. There are various specify websites such as amazon, flipkart, home shop 18, first cry, myntra, paytm & jabong etc. from where customer can purchase goods & services. For purchasing goods & services through online, it is easy for the customer because they do not need to go outside and at any time they can make purchase. In addition to this, customers get more discounts on online shopping & have a lot of varieties. Additionally it also beneficial for the business houses, because they don't need to hire sales representatives for the marketing of their products & services. They can offer their product & services by designing of a website which can be handled by one or two persons. It leads to decrease the cost of business houses. There is no geographical boundaries, that's why sale will be increased many fold. This profit can be used for further industrialization which leads to improve the economy. By this E-commerce business houses can get many benefits by increasing their supply chain and can expand their business from national to International.

## **Literature Review**

To know about online shopping, its impact and future prospect etc. many research papers were reviewed. Here some reviewed research papers are discussed which are following as:

Chanana, N. & Goele, S. (2012) studied on the future of E-Commerce in India and discussed the future growth segments in India's E-Commerce. The study presented that prediction regarding the future of E-Commerce is very tough task. The results showed that each and every segment have a lot of opportunities. With the help of this wholesalers can extend their business by making some contracts with producers and others supply chain persons.

Hooda, S. & Aggarwal, S.( 2012) examined the attribute of consumer behaviour and how they are related with other perspective of E marketing. The study also attempted to find out the rate

of acceptance of jaipur consumers towards of e-marketing and presented its impact on their purchase decision. The results showed that there is no effect of age level and gender while using internet. On the other hand it was found that there was a significant difference between the age and different attributes of online trading. The study revealed that most of the respondents did not like to purchase online due to many reasons but mainly due to security reasons.

Mittal, A. (2013) explained the development factors of internet shopping and its impact on consumer behavior in India. For achieving the objective, the researcher collected primary data. The results presented that mainly the two factors i.e. internet consumer trust and perceived risk were impacted on the purchasing decisions of respondents. The study also revealed that consumer prefer the trust and their privacy and security mechanism factors for using internet for shopping.

Khan, A.G. (2016) studied on the benefits and challenges of E-commerce in Bangladesh. It was also studied to get a full acquaintance of the E-commerce. The results depicted that the e-commerce revolution has fundamentally changed the business of transaction by giving new opportunities and breaking borders easily.

Pandey, s. C. (2016) studied on the acceptance of e-marketing on the consumers of Lucknow city. It was also focused to find out those factors which are highly concerned while E-shopping by consumers. The study revealed that Consumer are highly concerned with the security factors while doing E – shopping. The study revealed some others factors also like physical appearance and payment issues etc.

Gupta, N. & Jain, R. (2017) studied on the perception towards the online shopping and studied the satisfaction level of respondents towards it. In this study it was also examined the barriers in online Shopping by using a small survey. It was observed that it's a new concept of shopping and will take more time to accept it by mass. It was found that there are very high risks of fraud and hoax in online shopping.

Lodhi, S. & Shoaib, M. (2017) studied on the relationship between e-marketing & consumer behaviour. In addition to this, it was also analysed e-marketing objectives with the better usage of e-marketing tools. The results of the study showed that almost 80-90% people are attracted by the advertisement mainly shown on social websites, as social webs users are not specific to

gender and age group therefore everyone see their type of advertisement on their Facebook pages.

### **Research Objectives**

In this research major research objectives are as follows:

1. To know the awareness level of consumer towards online shopping.
2. To find out the major benefits perceived by the respondent due to this online shopping.

### **Research Methodology**

To accomplish above mentioned objectives, a well structured questionnaire was designed. A Sample of 200 respondents was selected from a college of semi urban area of Faridabad, especially at Ballabgarh. Only 157 respondents completed the questionnaire in proper manner and remaining 43 respondents did not completed it properly. Therefore these were neglected for getting results. The SPSS software is used for getting the results.

### **Results & Discussion**

This portion of the study presents the results on the basis of the feedback of respondents. The major results of the study are presenting here-in-under:

**Table 1. Demographic Profile of Sampled Respondents**

<b>Gender</b>	Frequency	Percent
Male	85	54.14
Female	72	45.86
Total	157	100
<b>Age</b>		
below 18	65	41.40
18-20	74	47.13
above 20	18	11.46
<b>Class</b>		
B.Com	74	47.13

B.Voc	3	1.91
BBA	80	50.96
<b>Family size</b>		
Less than 4	55	35.03
Four to six	84	53.50
More than 6	18	11.46
<b>Place</b>		
Urban	102	64.97
Rural	41	26.11
Semi urban	14	8.92
<b>Income Group</b>		
Less than 2 lac	109	69.43
Two to five lac	41	26.11
More than five lac	7	4.46
<b>Family occupation</b>		
Service	80	50.96
Business	48	30.57
Agriculture	16	10.19
Professional practice	1	0.64
Others	12	7.64
<b>House rented or own</b>		
Own	128	81.53
Rented	29	18.47

From the Table 1, it is cleared that ratio between female and male are almost same. The percentages of male respondents are 54% while the percentage of female is 45%, which presents good collection of data on the basis of gender. Maximum number of respondents are youth whose age are below 20 i.e. 88.53%. Maximum number of respondents i.e. 64.97% belongs to urban areas. The 69.43% of respondents belongs to income group of less than 2, 00,000 per

annum. It was also asked about the family occupation of sampled respondents and it was found that maximum number of respondents belong to service class under family occupation.

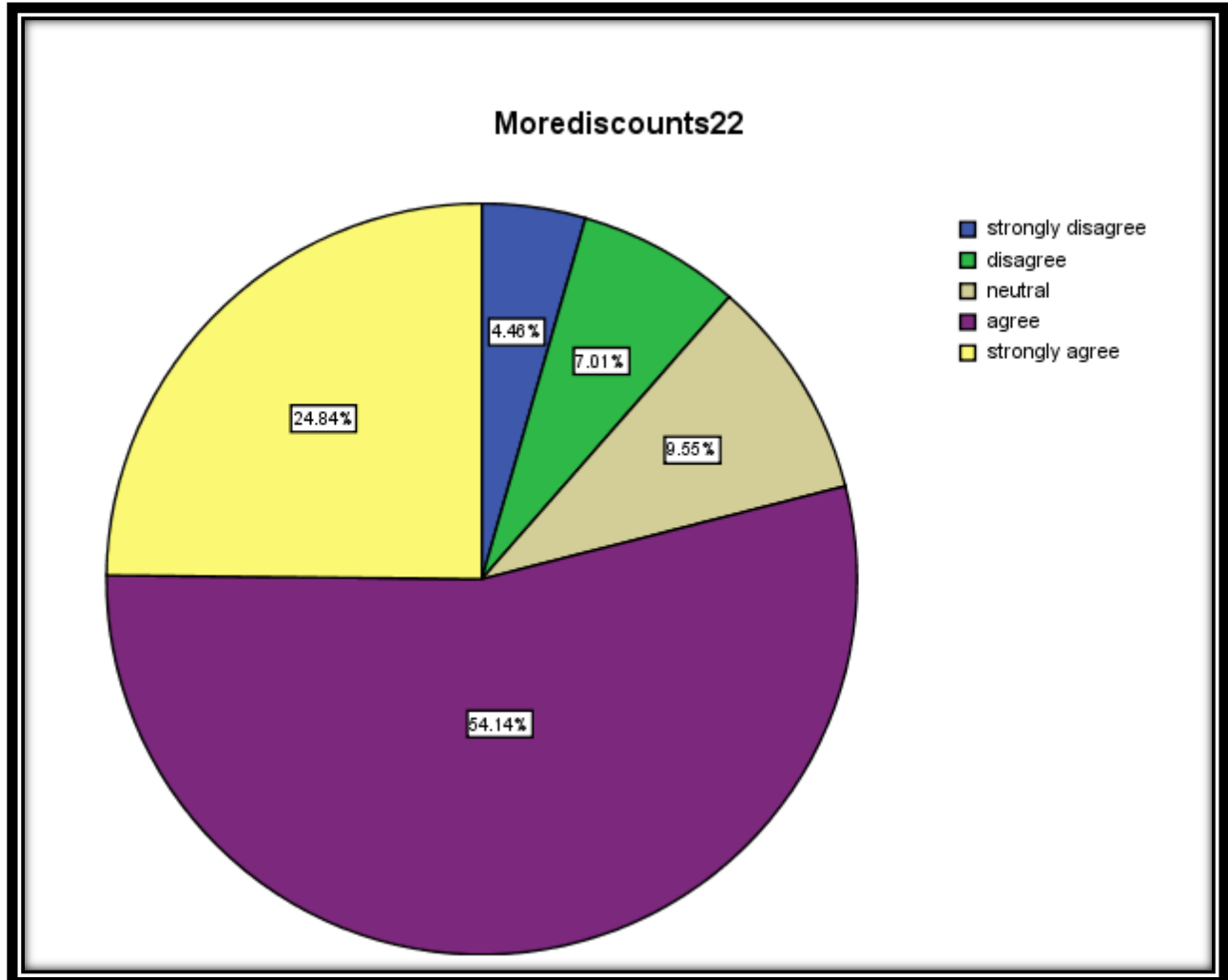
**Table 2. Variables relating to benefits of online shopping**

Variables	strongly disagree	disagree	neutral	agree	strongly agree	Total
More Discount	7	11	15	85	39	157
Easy Navigation	3	9	25	81	39	157
COD factor	5	7	33	57	55	157
Return Policies	5	15	33	56	48	157
Better customer care	6	7	16	81	47	157
Delivery on time	6	17	34	56	44	157
Quality/Authenticity of product	9	6	35	73	34	157

From this table, it can be seen that maximum number of respondents are agreed with all these variables of benefits. In addition to this, 79% respondents are agreed and strongly agreed with the variable “More Discount”. Similarly 74% respondents are agreed and strongly agreed with the variable “Easy Navigation”.

**Chart 1: Responses regarding more discount variable**

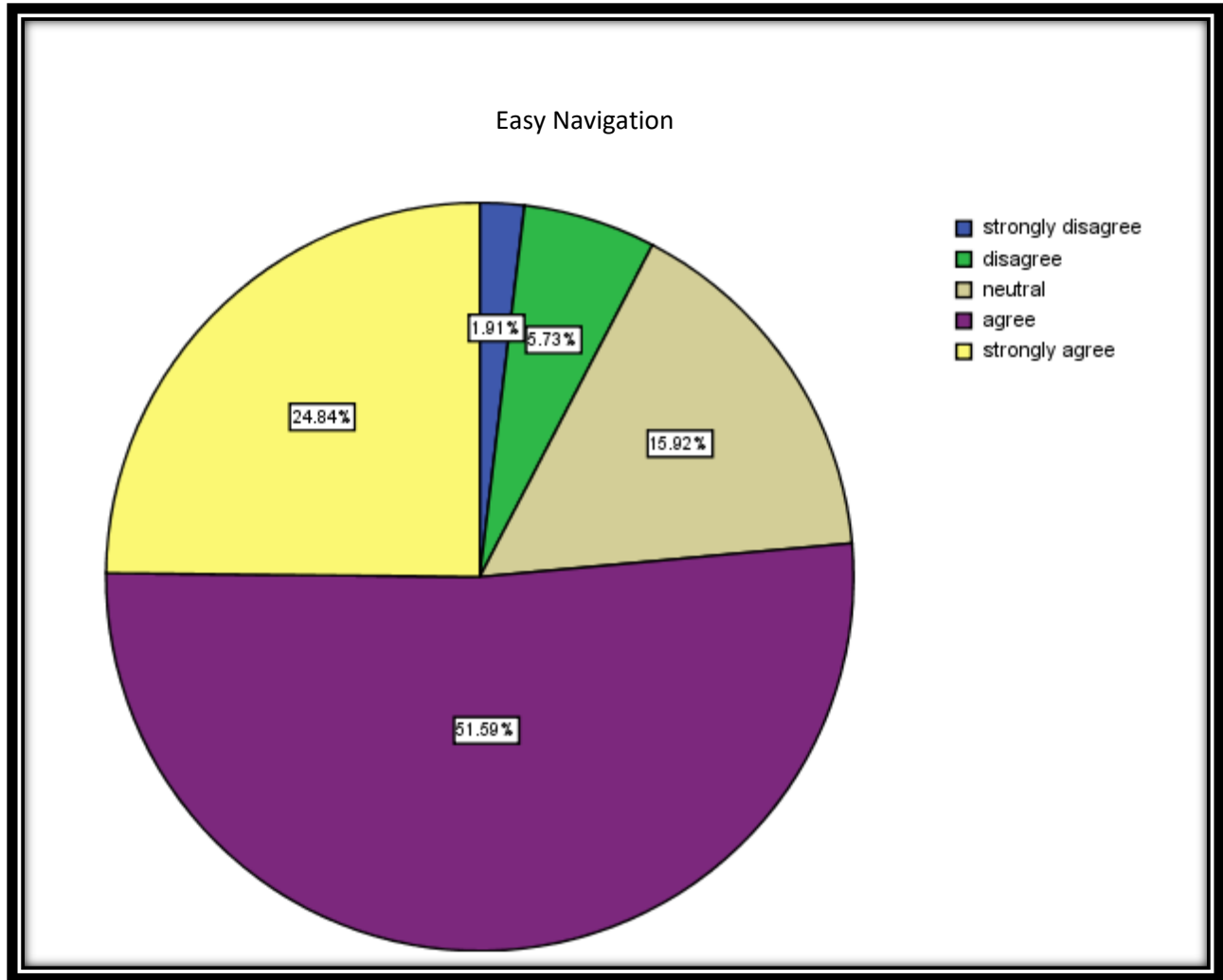
More Discounts



From chart 1, it can be seen that maximum number of respondents are agreed that they used online shopping because of getting more discount on such shopping. It can be depicted from the chart that 54.14% respondents agreed and 24.84% respondents are strongly agreed with the variable “more discount” on online shopping.

**Chart 2: Responses regarding Easy Navigation**

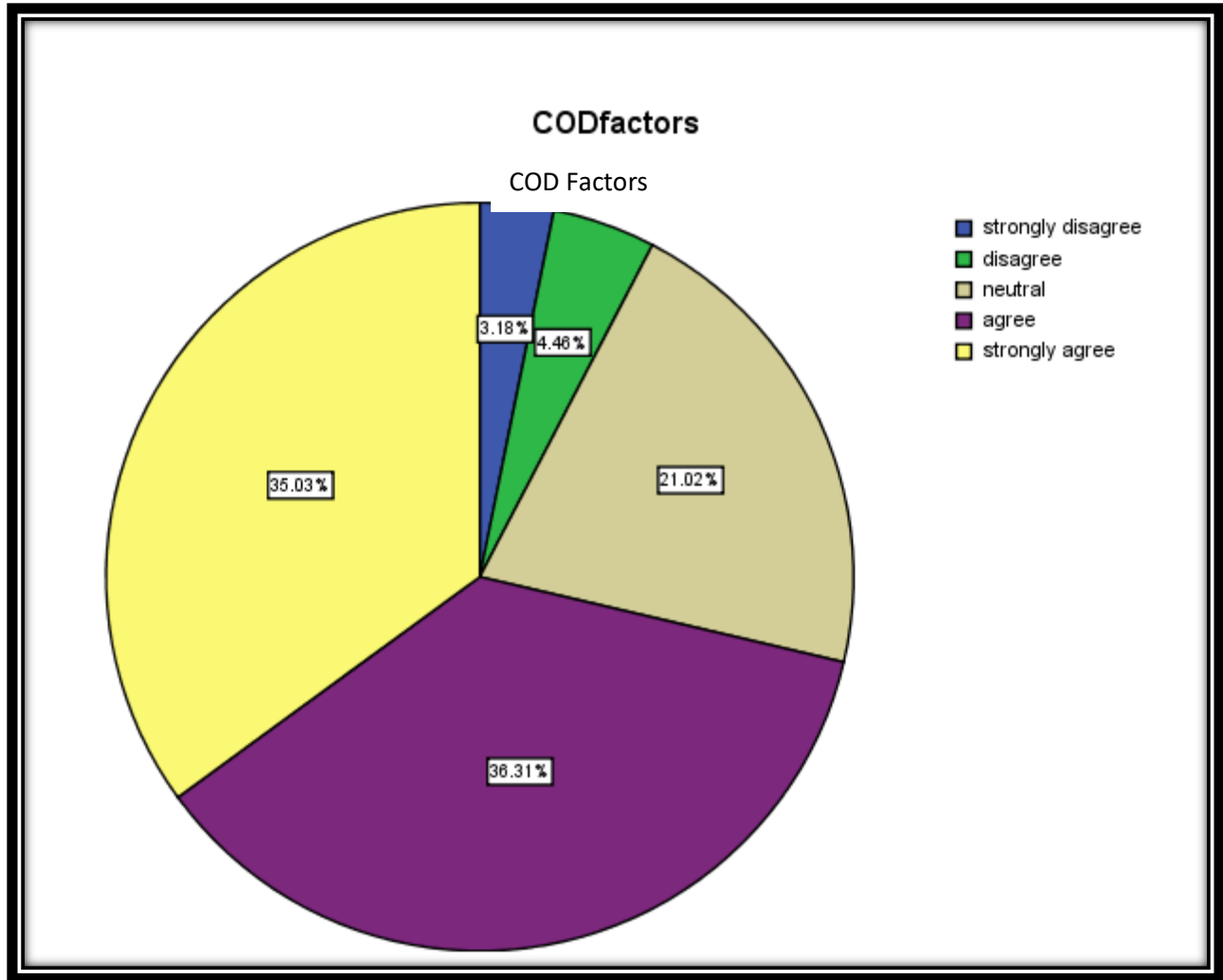
The responses regarding easy navigation, a variable of benefit of online shopping can be seen from the chart 2. The results highlighted that 51.59% respondents are agreed and 24.84% respondents are strongly agreed with the variable “Easy Navigation”. A very few percentages of respondents are strongly disagreed and disagreed with this variable.



**Chart3 : Responses regarding COD factors**

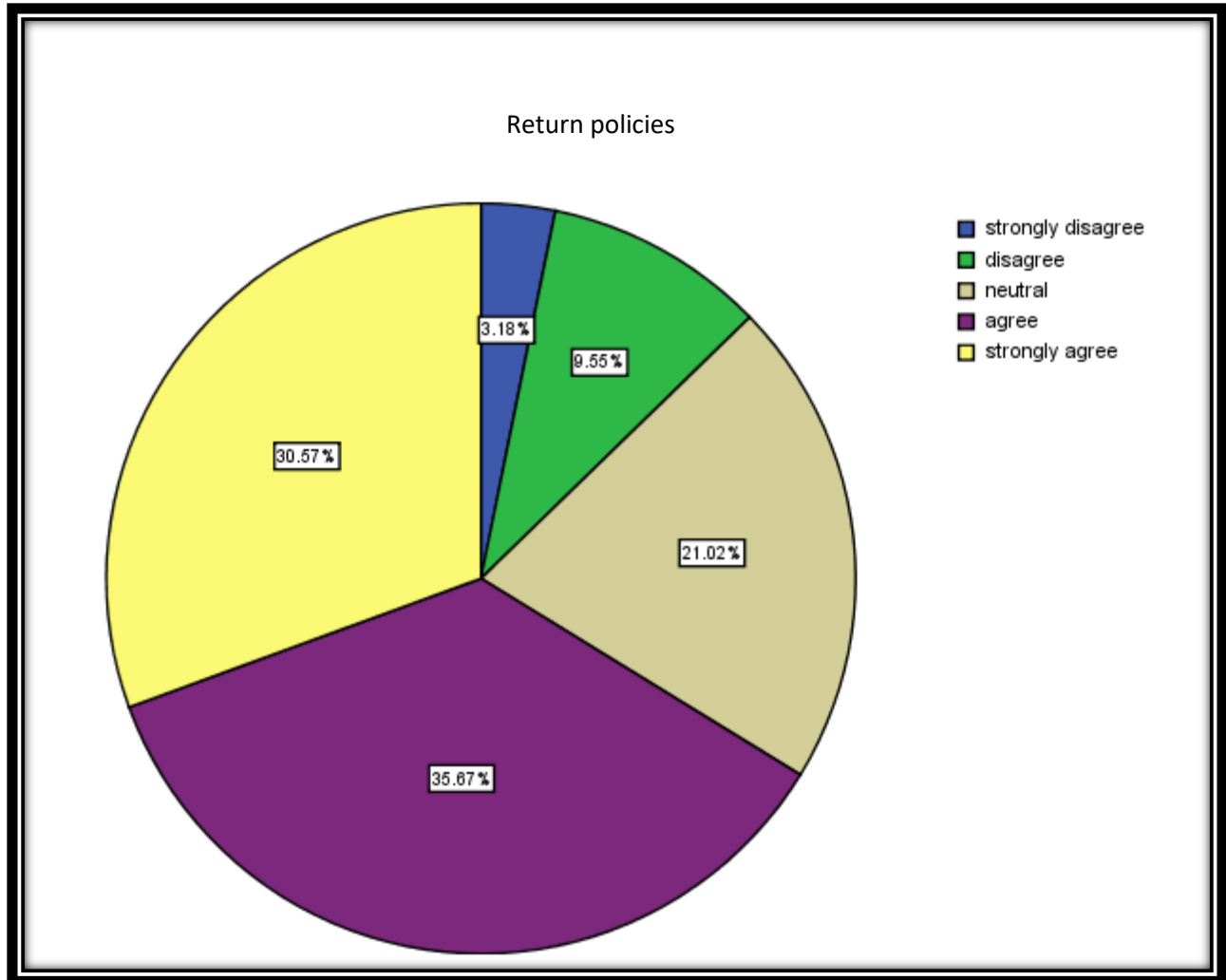
The results regarding COD factors can be seen from the chart 3. It presented that 36.31% respondents are agreed and 35.03% respondents are strongly agreed with this variable. The respondents have this opinion that they made online shopping due to COD factor also.





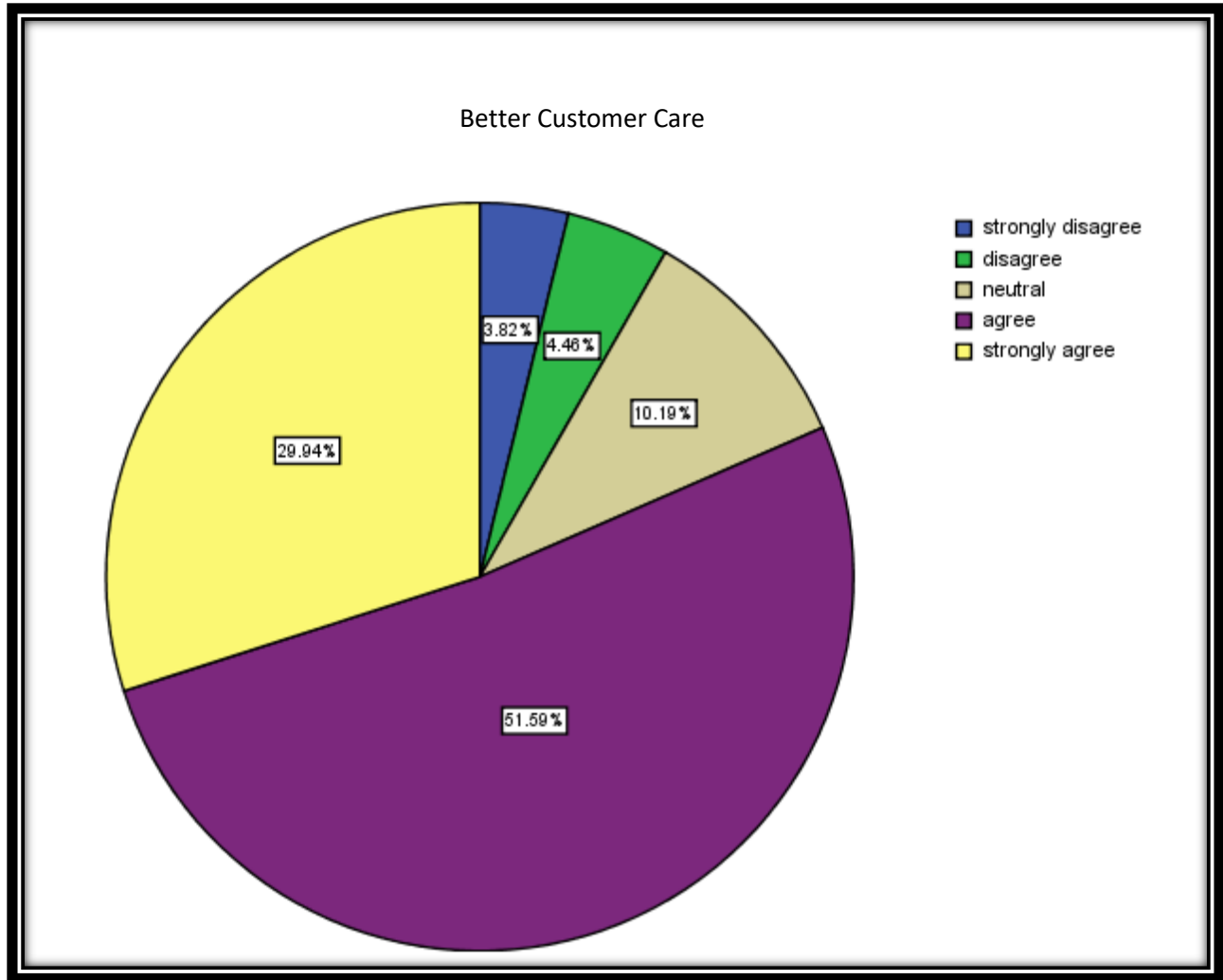
**Chart 4: Responses regarding return policies variable**

The results of chart 4 presented that 35.67% respondents are agreed and 30.57% respondents are strongly agreed with the variable “Return Policies”. They purchased goods from online shopping due to good return policy. They can easily change the product or can get their money back in safe mode without any loss.



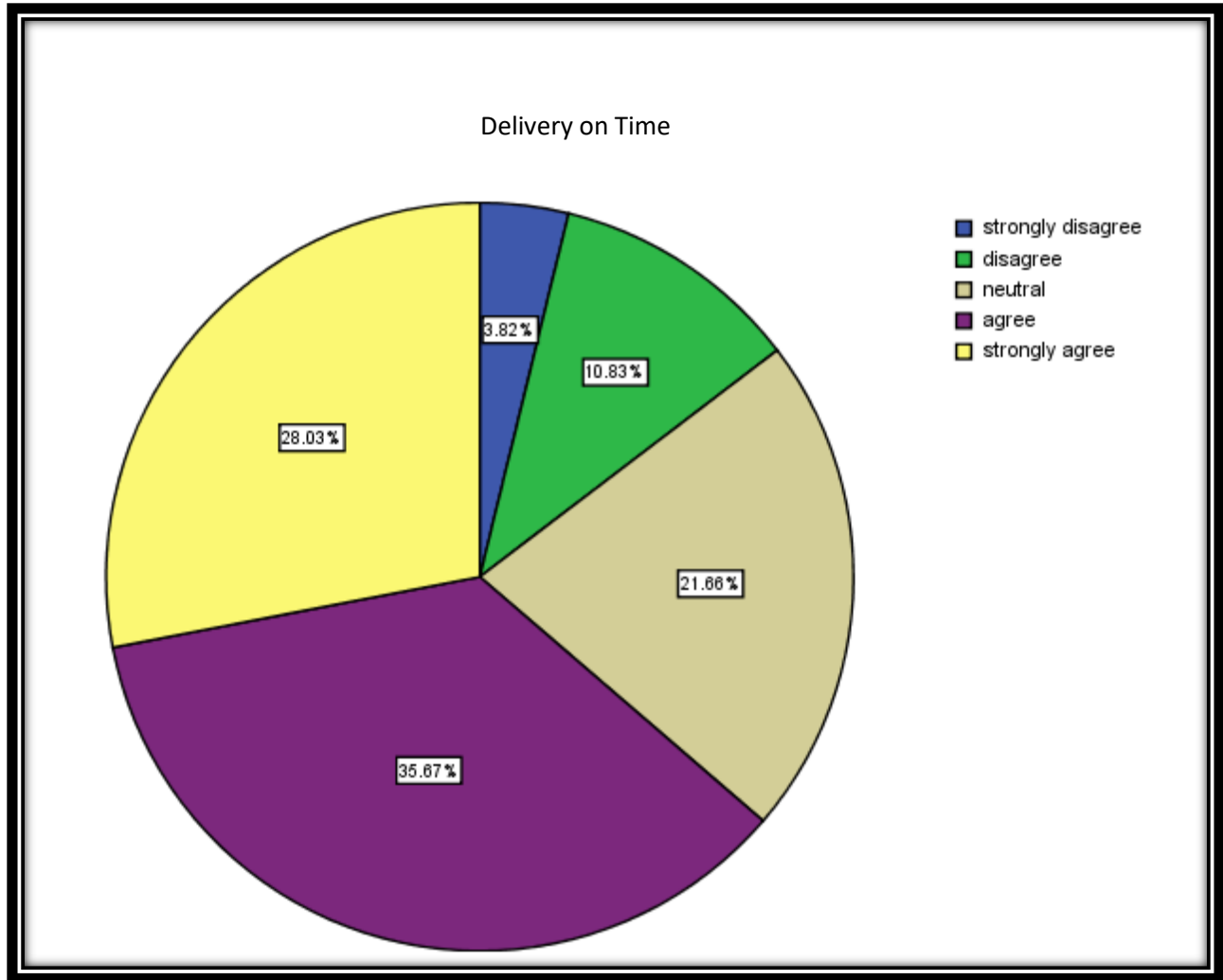
**Chart 5: Responses regarding better customer care variable**

The results from chart 5 showed that 10.19% respondents are neutral regarding this variable. The maximum number of respondents ( 51.59% & 29.94%) are agreed & strongly agreed with this variable. They have the opinion that online shopping provide good customer care that's why they like to purchase from online.



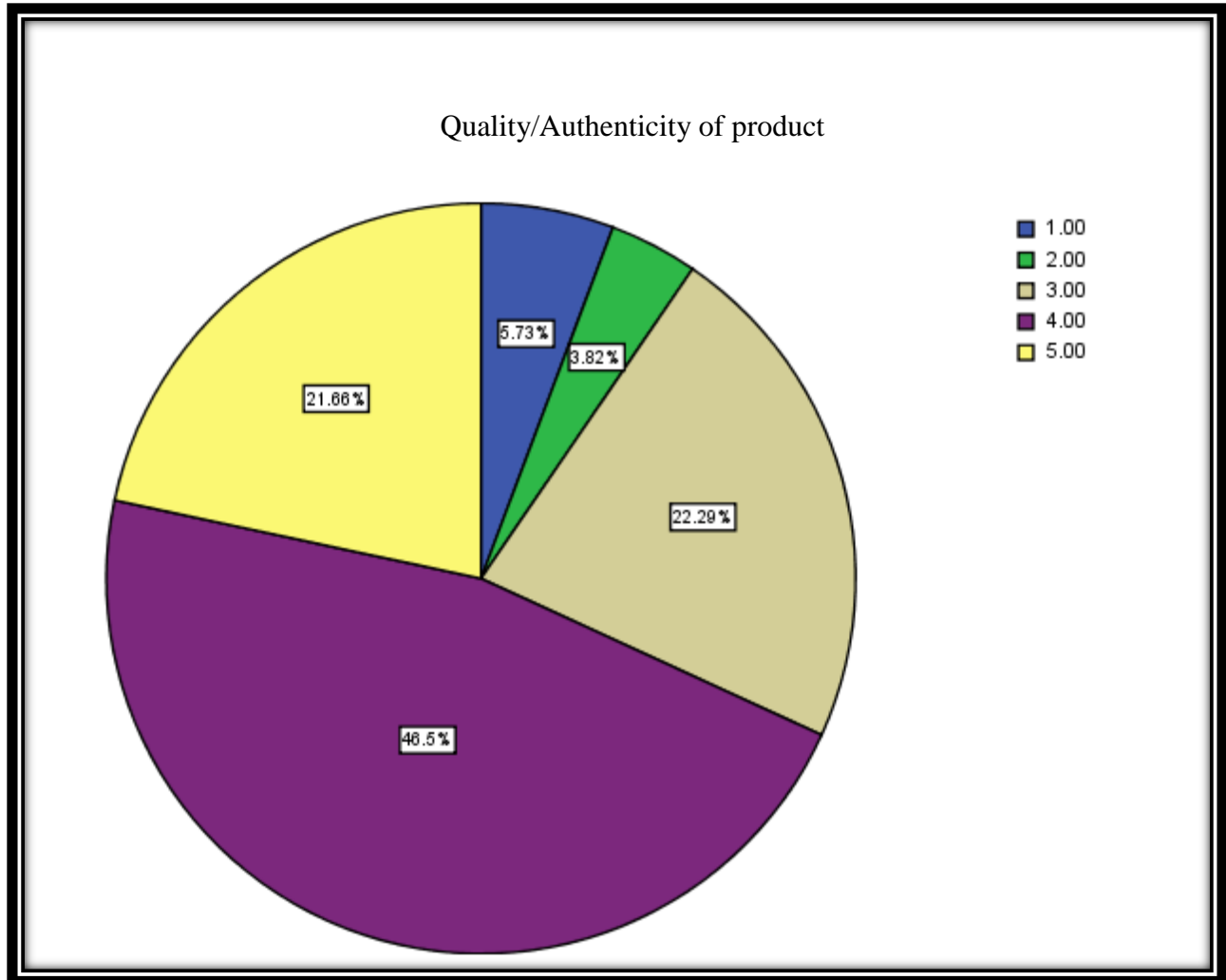
**Chart 6: Responses regarding delivery on time variable**

The chart 6 presented the responses regarding the variable “delivery on time”. From the chart it can be seen that 35.67% respondents are agreed and 28.03% respondents are strongly agreed that product received on time by online shopping, approximately 14% respondents are not agreed with the same.



**Chart 7: Responses regarding quality/authenticity of product variable**

From the chart 7 we can analyze that maximum number of respondents approximately 68% are agreed and strongly agreed that they get good quality of product through online shopping. Only 9%-10% respondents are not agreed and strongly agreed with this concept.



### Results of Chi Square test

From all the table of chi square test it can be seen that there is no significant difference exist across gender, income of family, family occupation, place and various variables of benefits of online shopping. But there is a significant difference exists between age and better customer care, a variable of benefits of online shopping at 5% level of significance. Similarly a significant difference exists between family size and better customer care, Quality/Authenticity of product, the benefit variable of online shopping.

**Table 3: Chi square test across gender and variables**

Variables	Gender	more discount	Easy Navigation	Code factor	Return Policies	Better customer care	Delivery on time	Quality/Authenticity of product
Chi Square		8.560	6.603	1.838	10.883	5.630	5.428	6.351
DOF		4	4	4	4	4	4	4
Sig. Level		0.073	0.158	0.765	0.028	0.229	0.246	0.174

**Table 4: Chi square test across Age and variables**

Variables	Age	more discount	Easy Navigation	Code factor	Return Policies	Better customer care	Delivery on time	Quality/Authenticity of product
Chi Square		12.227	10.107	6.025	13.079	16.842	12.482	12.124
DOF		8	8	8	8	8	8	8
Sig. Level		0.141	0.257	0.644	0.109	0.031*	0.130	0.145

(\* significant at 5% level of significance)

**Table 5: Chi square test across Income of family and variables**

Variables	Income of	more discount	Easy Navigation	Code factor	Return Policies	Better customer care	Delivery on	Quality/Authenticity of product
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	family	nt	ion	r	s	care	time	
Chi Square		14.403	7.431	5.403	12.988	1.814	8.035	12.682
DOF		8	8	8	8	8	8	8
Sig. Level		0.072	0.491	0.714	0.112	0.986	0.430	0.123

**Table 6: Chi square test across family size and variables**

Variables	Family Size	more discount	Easy Navigation	Cod factor	Return Policies	Better customer care	Delivery on time	Quality/Authenticity of product
Chi Square		5.805	6.182	9.074	15.279	24.101	8.005	18.264
DOF		8	8	8	8	8	8	8
Sig. Level		0.669	0.627	0.336	0.054	0.002*	0.433	0.019*

(\* significant at 5% level of significance)

**Table 7: Chi square test across family occupation and variables**

Variables	Family Occupation	more discount	Easy Navigation	Cod factor	Return Policies	Better customer care	Delivery on time	Quality/Authenticity of product
Chi Square		10.135	28.418	12.505	15.185	9.250	13.099	11.020

re								
DOF		16	16	16	16	16	16	16
Sig. Level		0.859	0.028	0.709	0.511	0.903	0.665	0.808

**Table 8: Chi square test across place and variables**

Variables	Place	more discount	Easy Navigation	Cod factor	Return Policies	Better customer care	Delivery on time	Quality/Authenticity of product
Chi Square		9.201	5.938	14.354	8.017	1.978	15.591	10.044
DOF		8	8	8	8	8	8	8
Sig. Level		0.326	0.654	0.073	0.432	0.982	0.049	0.262

**Conclusion**

From this analysis, it is evident that the results with respect to variables relating to benefits of online shopping are highly important. From these results it can be concluded that customer give most important to the factor “butter customer care”. It shows that respondents have the perception that online shopping website give good service to their customer. The second rank is given to the variable “More discount” and third can be assigned to the variable “easy navigation”. Respondent have this opinion that they can do online shopping when they feel free (24\*7). The list preferred factor is “delivery on time”. This can be caused now a day’s many stores provide delivery at home or on time. That’s why this variable can be least preferred by respondents. There is a significant difference exists between family size and better customer care, Quality/Authenticity of product, the benefit variable of online shopping. The results of the



study showed that there is a very wide scope of e-commerce business. This study will help to business houses to make their decision regarding e-commerce.

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