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Consumer Behavior in online purchasing

[1] Nisha Yadav, [2] Mayuri Thoke, [3] Riya Shrivastav, [4] Vibhuti Prajapati
[1, 2, 3, 4] FYMMS Students, Rajeev Gandhi College of Management Studies Ghansoli, Navi Mumbai, India

Corresponding Author: **Nisha Yadav**

Abstract
Consumer behavior in online purchasing has become a crucial area of study in the digital age. With the proliferation of e-commerce platforms and the increasing availability of products and services online, understanding how consumers make choices in the digital marketplace is essential for both businesses and researchers. This study explores the various factors that influence consumer behavior in online purchasing, including product information, website design, trust, security, and social influence. Consumers often engage in extensive information search before making an online purchase, and their decisions are influenced by factors such as product reviews, recommendations, and the credibility of the e-commerce platform. Moreover, the impact of psychological and emotional factors, such as trust in online retailers and the perception of security, plays a significant role in shaping consumer behavior. Understanding the role of these factors is critical for businesses aiming to establish and maintain a positive online shopping experience for their customers. Social influence through social media and online communities also plays a notable role in online purchasing decisions, as consumers are often influenced by the experiences and recommendations of their peers. In conclusion, consumer behavior in online purchasing is a multifaceted area that requires a holistic understanding of various factors that drive decision- making. This research provides valuable insights for businesses looking to optimize their online strategies and improve customer experiences in the dynamic world of e-commerce.

Keywords: Consumer, Purchase, Online

1. Introduction

Consumer behavior is the study of how individual customers, group [or organization select, buy use, and dispose ideas, goods, and servies satisfaction. In 2023, analysts expect there to be 218.8 million digital buyers there. This marks a 1.9% annual increase from the previous year. The number of people shopping online in the US is set to continue growing. By 2026, this figure is set to hit 230.6 million. Consumers perceive a higher level of risk while shopping on the Internet. Consumer behavior towards online shopping has undergone significant transformation in recent years, driven by technological advancements and changing market dynamics. This shift in behavior reflects the complex interplay of various factors, such as convenience, trust, price sensitivity, and the influence of social media and online reviews. Understanding how consumers make decisions in the online shopping environment is critical for businesses seeking to thrive in the digital marketplace. Many companies have adopted internet for conducting business transactions and sharing business information with their customers and business partners, the internet offers direct links with customers, suppliers, facilitates transactions, processes and information transfer etc. It offers organizations inexpensive and sophisticated tools for advertising, taking and placing orders, promoting their philosophies, and communicating with their customers all over the world. The internet provides a marketplace where buyers and sellers conduct transactions directly, interactively, and in real time beyond the physical limitation of traditional brick and mortar retailers, today, almost all business firms use the internet to provide information about the firm, about the products or services on the offering, and advertise to sell their products or services. Studying attitudes is helpful in understanding the potential relationship to marketers should be interested in their customer's attitudes, because attitudes provide warnings of potential dissatisfaction among customers. Satisfied customers will become loyal to the company.

2. Objectives of the Study
The following are the objectives set based on the research questions discussed in the previous section.
1. To identify the influencing factor towards consumer's satisfaction.

2. To know the Factors that influencing the consumer attitude toward online shopping.
3. To know the consumer attitude towards Online shopping experiences.
4. To Know the Adoption of online Shopping by new Or Potential customer.
5. To know the Impact of Social media respect to online shopping.
6. To Suggest Remedial measures to safeguard the interest of customers.

3. Review of Literature
In this study researcher has also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.
The study is empirical in nature and cross-sectional research design was applied and the primary data was collected through a structured questionnaire. A sample size of 200respondents was taken, who are at present living in Kolkata. **(Pushpak Singhal, 2018).**
Georgie N.A., 2021, in his article entitled "The influence of selected factors on online shopping behaviour: A study with respect to Kottayam district", investigated the extent to which customer preferences have a role in determining a business's fortunes. Online shopping, which uses the internet as a sales channel, has a similar dilemma due to the diversity of opinions held by online shoppers.

4. Research Methodology
4.1 Sampling Techniques:
a) **Sampling Framework:** Cluster sampling is used for analysis based on respondents Gender, Age, Educational qualification, Geographical area and Income level of In Bangalore North place. Approximately 112 respondents are selected for research work that, who are familiar with online shopping of electronic gadgets. Respondents of online shopping of electronic gadgets are considering for research work.
b) **Sampling Size:** 112 Respondents are selected for research work. Ghansoli HBR Layout, digha, airoli, navimumbai, Jalahalli East and West, Peenya Industrial area, kalyan are consider for research purpose which belongs to Bangalore North. The respondents demographic factors such as Gender, Age, Educational qualification, Geographical area and Income of respondents are considered for study.
c) **Research Design:** The present study is a descriptive research.

4.2 Sources of Data Collection:
a) **Primary Data:** The primary data is collected through a survey with a structured questionnaire, observation and direct interaction with the respondents
.It is trustworthy this can be done using variety of way such as questionnaires. Primary data used: Questionnaires.
b) **Secondary Data:** The secondary data is collected through published sources like Journals, Published reports, Books and E-sources etc.

Secondary data: Website.

5. Data Analysis and Interpretation
An online survey was conducted through structured questionnaire and it total we collected 112 responses
The collected data was analyzed by using pie-charts and the analysis of the collected data is given below.
And it is also useful to determine whether all our objectives are fulfilling or not. Data analysis helps us to draw a conclusion or a result to our research problem. Overall Analysis of consumer behavior on online shopping on the basis of survey.

1. Gender
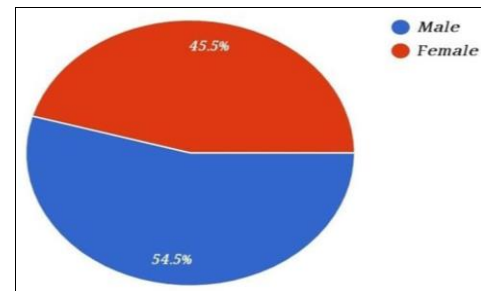
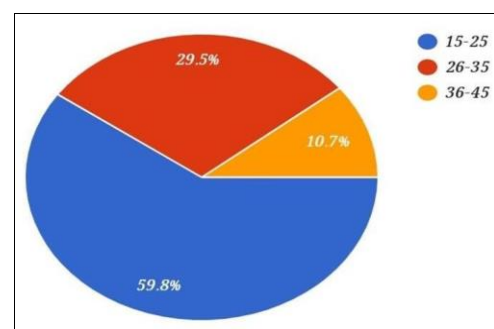| Options	%	Counts
Male	54.5	61
Female	45.5	51

Interpretation:
The provided pie chart represents data related to the gender of respondents. Here's an interpretation:
Male respondents: There are 61 male respondents, which is approximately 54.5% of the total respondents.
Female respondents: There are 51 female respondents, making up about 45.5% of the total respondents.
This data shows that the study had slightly more male respondents (54.5%) than female respondents (45.5%).

The pie chart is an effective way to visually demonstrate the gender distribution in the survey.

2. Age

Options	%	Counts
15-25	59.8	67
26-35	29.5	33
36-45	10.7	12

Intetpretation:
The pie chart represents the age distribution of respondents. It's divided into three categories: 15 to 25 years, 26 to 35 years, and 36 to 45 years.

The 15 to 25 years category has the largest number of respondents, with 67 individuals, accounting for 59.8% of the total.

The 26 to 35 years category has 33 respondents, making up 29.5% of the total.

The 36 to 45 years category has the smallest number of respondents, with only 12 persons, representing 10.7% of the total.

This chart provides a visual representation of the age distribution among the respondents, with the majority falling within the 15 to 25 years age range.

3. Have you ever used online shopping applications?
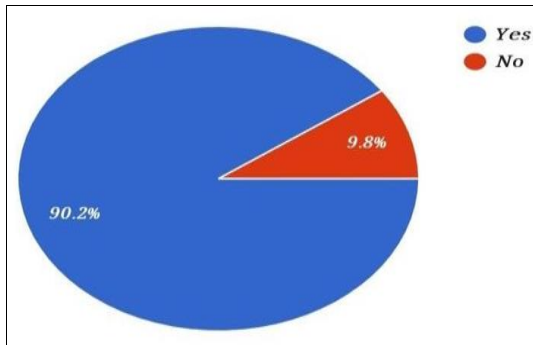
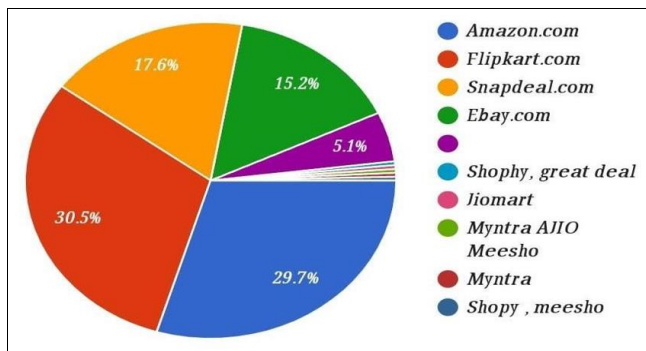| Options	%	Counts
Yes	90.2	101
No	9.8	11

Interpretation

The pie chart illustrates the responses to a question about whether respondents have ever used online shopping applications.

The options were "Yes" and "No," and the data is as follows: The number of respondents who have used online shopping applications is 101, which accounts for 90.2% of the total.

The number of respondents who have never used online shopping applications is 11, making up 9.8% of the total.

It suggests that most respondents are familiar with and have practical knowledge of using various online shopping applications.

4. Which online platforms do you prefer for shopping?

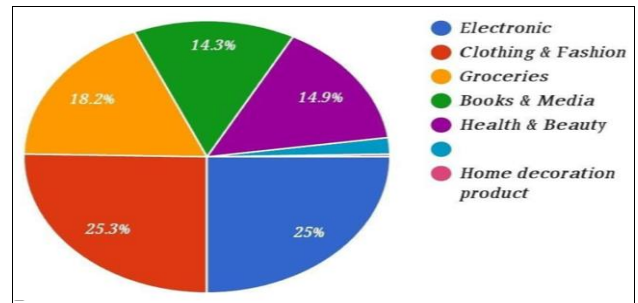| Options	%	Counts
Amazon.com	29.7	34
Flipkart.com	30.5	35
Snapdeal.com	17.6	20
Ebay.com	15.2	17
Other	5.1	6

Interpretation:

The pie chart illustrates the responses to a question about which online platforms do you prefer for shopping. The options were "amazon.com, flipkart.com, snapdeal.com, ebay.com and other" and the data is as follows:

The number of respondents who have used amazon.com is 34, which accounts for 29.7% of the total.

The number of respondents who have used snapdeal.com is 35, making up 30.5% of the total.

The number of respondents who have used ebay.com is 17, making up 15.2% of the total the number of respondents who have used other is 6, making up 5.1% of the total.

5. What type of products do you usually but online?

Options	%	Counts
Electronic	25	28
Clothing & Fashion	25.3	29
Groceries	18.2	20
Books & Media	14.3	16
Health & Beauty	14.9	17
Home Decoration Product	2.3	2

Interpretation:

The pie chart presents the responses to a question regarding the type of products do you usually buy. The data is as follows:

28 respondents (25%) use for Electronics.

29 respondents (25.3%) use for Clothing & Fashion. 20 respondents (18.2%) use for Groceries.
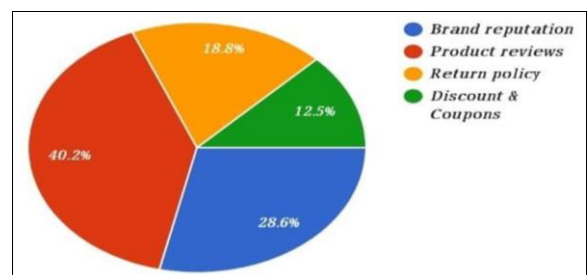
16 respondents (14.3%) use Books & Media.

17 respondents (14.9%) use for Health & Beauty.

2 respondents (2.3%) use for Home Decoration Products.

From this data, it's evident that a higher percentage of people, 25.3%, used for clothing & fashion.

6. What factors influence your decision to make a purchase online?

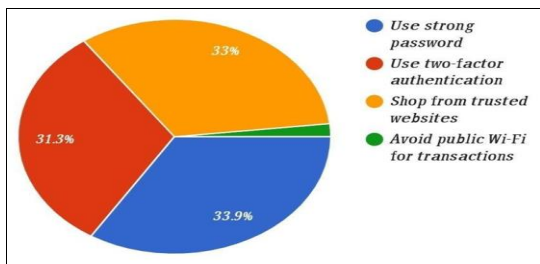| Options	%	Counts
Brand Reputation	28.6	32
Product Reviews	40.2	45
Return Policy	18.8	21
Discount & Coupons	12.5	14

Interpretation:
This pie chart provides an overview of respondents' concerns related to what factors influence your decision to make a purchase online. Here's a breakdown of their responses:

Brand reputation: 32 respondents, constituting 28.6% of the total. Product reviews: 45 respondents, making up 40.2% of the total.

Return policy: 21 respondents, accounting for 18.8%.

Discount & coupons: 14 respondents, representing 12.5% of the total.

7. What measures do you take to ensure your online shopping security?

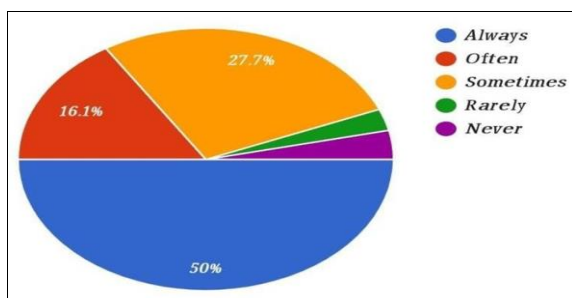| Options	%	Counts
Use Strong Password	33.9	38
Use Two-factor Authentication	31.3	35
Shop from Trusted Websites	33	37
Avoid Public WI-FI for Transactions	1.8	2

Interpretation:
This pie chart provides an overview of respondents' concerns related to using online shopping applications. Here's a breakdown of their responses:

Use strong password: 38 respondents, constituting 33.9% of the total, consider security issues as their biggest concern when using online shopping.

Use two factor authentication: 35 respondents, making up 31.3% of the total. Shop from trusted websites: From 37 respondents, accounting for 33%.

Avoid public wi-fi for transaction: 2 respondents, representing 1.8% of the total, are worried about transaction failures while using online shopping applications.

8. Do you read online reviews or ratings before making a purchase decision?

Options	%	Counts
Always	50	56
Often	16.1	18
Sometimes	27.7	31
Rarely	2.68	3
Never	3.5	4

Interpretation:
The pie chart presents the responses to a question regarding do you read online reviews or ratings before making a purchase decision.

56 respondents (50%) respondents always read reviews & ratings. 18 respondents (16.1%) Often read reviews & ratings.

31 respondents (27.7%) Sometimes read reviews & ratings.

3 respondents (2.68%) Rarely read reviews & ratings.

4 respondents (3.5%) Never read reviews & ratings before purchase.

From this data, it's evident that a higher percentage of people, 50%, read online reviews & ratings before making a purchase decisions.

9. How concerned are you about the security of your personal and financial information when shopping online?
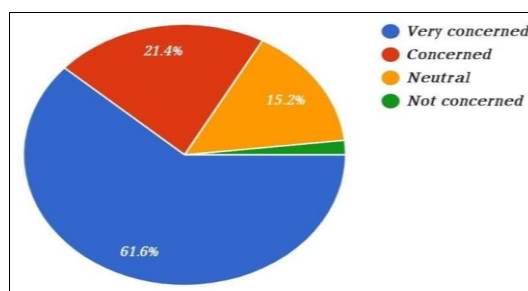
Options	%	Counts
Very Concerned	61.6	69
Concerned	21.4	24
Neutral	15.2	17
Not Concerned	1.8	2

Interpretation:
The pie chart illustrates the responses from respondents regarding their perception of the how concerned are you about the security of your personal and financial information when shopping online. Here's a breakdown of their responses:
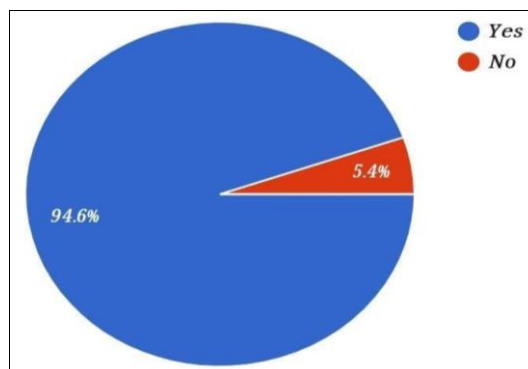
Very concerned: 69 respondents, representing 61.6% of the total.

Concerned: 24 respondents, making up 21.4% of the total.

Neutral: 17 respondents, accounting for 15.2% of the total.

Not concerned: 2 respondents, constituting 1.8% of the total.

10. Are you satisfied by using online shopping applications?

Options	%	Counts
Yes	94.6	106
No	5.4	6

Interpretation:
The pie chart illustrates the responses from a group of 112 respondents regarding their satisfaction with using online applications for shopping. Here's the breakdown:
Yes respondents: 106 out of 112, which is approximately 94.6%.
No respondents: 6 out of 112, which is roughly 5.4%.
The chart shows that the majority of respondents (94.6%) are satisfied with.

6. Conclusion
In conclusion, consumer behavior in online purchasing is a complex interplay of various factors, including individual preferences, trust in e- commerce platforms, convenience, pricing, and social influence. Understanding and analyzing these aspects is crucial for businesses to effectively engage with online consumers and optimize their online shopping experience. As technology and e-commerce continue to evolve, staying attuned to changing consumer behaviors will be essential for businesses to remain competitive in the online marketplace.

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