

# CONSUMER'S PERCEPTION IN THE CONTEXT OF VIRTUAL SHOPPING: A STUDY ON VARANASI CITY

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## **Abstract**

In today's era, consumers have become the king of the whole actual and potential market. And every company is focusing on attracting consumers towards themselves. As the technology upgrading the craze of offline shopping is falling down and the trend of virtual shopping is prolonging, simultaneously. With a simple search on e-commerce websites, anyone can easily get the products that he or she wants to purchase either from abroad or within the country. Nowadays it is an era of technology and users of e-commerce are increasing day-by-day because it helps in saving cost, time, and energy of both the purchaser as well as of seller. E-commerce has made a market in a mobile or computer. Around the whole world, it is estimated that more than 1.8 billion people are using e-commerce. The biggest e-commerce market is in China i.e., Alibaba group with annual sales of around \$672 billion. And 2<sup>nd</sup> place is acquired by the USA by \$340 billion online sales. And in India, it is around \$672 million. But by 2026 it is expected to the US \$200 billion. Online shopping has become a trend in this era and it made a drastic change in the buying behaviour of consumers as a whole. E-commerce might be proven the heaven for the growth of India's economy. As per the report of Economic Times, the growth in e-commerce is expected from \$24 billion in 2017 to \$84 billion in 2021. The present research is carried out, to analyse the consumer's perception towards e-commerce in Varanasi city. The data for research is collected from the Varanasi region only as per the convenience sampling methods. And, the percentage of users of online marketing is increasing at a very impressive rate in Varanasi. It is also found out in the study that e-commerce websites can make more potential customers by enhancing their quality, advertisements and data security that will help them to gain trust from customers and by this the attitude of customers towards online trading might be improved. The data have been collected through primary and secondary sources.

**Key words:** E-commerce, consumer behaviour, economy, computer network.

## Introduction

Consumer behaviour towards online shopping has become the point of concern and a great field for research. There is an emerging trend in online shopping. Every year the percentage of existing users of e-commerce and potential consumers are increasing. Anyone can buy anything from anywhere. Online shopping made purchasing as easy as like on the fingertips of every person. E-commerce made life at ease, consumers don't have to waste their lots of time on purchasing by going in person for choosing, they can easily search whatever they want & without any hurdles they get their products easily. Consumer's behaviour, trust, faith towards online shopping is becoming stronger and sellers also facilitate and improving their service up to marks to satisfy the users. In India, e-commerce is increasing at the fastest rate than any other country in the world. Following is the table of top 10 countries shown their Retail E-commerce Sales during 2018 & 2019 ranked wise.

(in billions)

Country	2018	2019	% Change
1. China	\$1520.10	\$1934.78	27.3%
2. US	\$514.84	\$586.92	14.0%
3. UK	\$127.98	\$141.93	10.9%
4. Japan	\$110.96	\$115.40	4.0%
5. South Korea	\$87.60	\$103.48	18.1%
6. Germany	\$75.93	\$81.85	7.8%
7. France	\$62.27	\$69.43	11.5%
8. Canada	\$41.12	\$49.80	21.1%
9. India	\$34.91	\$46.05	31.9%
10. Russia	\$22.68	\$26.92	18.7%

Source: eMarketer, May 2019

The given table shows that India is in 9<sup>th</sup> in position in case of retail e-commerce sales during the year of 2018 and 2019 but its growth rate is 31.9% which is the highest than all other countries given in the table.

But still some consumers put offline shopping as their first priority. The preferences towards offline shopping are trust, faith, satisfaction and relationship of years with the shopkeepers<sup>1</sup>. They might think of fraud in online shopping. And this distrust may affect the online shopping. The study will focus on consumer's behaviour, preferences, expectation & so on and the factors that influences consumer's behaviour towards e-commerce in India. E-commerce is the fastest growing sector in India. And now this particular sector touches its pinnacle point slowly & steadily. As per the data of IBEF (India Brand Equity Foundation) this virtual trading is expected to be \$200 billion by 2026 from \$30 billion in 2017. It is also expected that Indian E-commerce industry will become the second largest online shopping industry in the world by 2034. The trend of e-commerce is getting popular day by day and attracting the maximum percentage of Indian population. As per Forrester Research it is assumed that virtual market of India will reach \$64 billion by 2021, growing at a 5-year CAGR of 31.2%. About 40% of India's population is engaged in virtual marketing and this percentage is

increasing at high pace. There are many online companies which attract the consumers in India like Amazon India, Flipkart, Snapdeal, Ebay India, Alibaba and many more. The retail market of India covers 3.4% with 100-110 million users and GMV (Gross Merchandise Value) of approx. \$30 billion by 2025. Approximately, more than half of consumers use mobile phones for online shopping and after this the position has taken by PCs for shopping. And it is expected that by 2021, 72% of online shopping will be done through mobile and consumers are free to purchase anything at any time (i.e., 24 × 7 facility) from anywhere at reasonable price. For this research paper, primary data has been collected through Varanasi city only and for further research the size of collecting data can be increased by adding another city as well.

### **Theoretical background**



Title of the Paper	Findings	Methodology	Author
<b>1. Online Shopper Behaviour: Influences of Online Shopping Decision</b>	There are various aspects in which online & offline shopping can be compared and company should attract customers on the basis of specific implications. The online shopping proves the more convenient for the customer as compared to offline shopping.	Primary and secondary data are used here to study the offline and online consumer behaviour process	Katawetawaraks C. & Wang C.L. (2012)
<b>2. Effects of Online Shopping Trends on Consumer-buying behaviour: An Empirical Study of Pakistan</b>	There are number of factors which affect the consuming buying behaviour but the trust and quality factors for the youth and also convenience promotes the online shopping.	Questionnaires, Descriptive Statistics, Reliability Analysis, Regression Analysis, ANOVA & Coefficients are used	Bashir R., Mehboob I. & Bhatti W. K. (2015)
<b>3. Factors Influencing Online Shopping Experience – A Conceptual Model &amp; Implications</b>	This research is likely to receive increasing academic and managerial attention. Apparently, to identify the variant aspects and concepts of shopping experiences.	Extensive survey is done and findings were amalgamated into a model called OSE (Online Shopping Experience model)	Swapana M., Padmavathy C. (2017)
<b>4. E-Commerce: It's Impact on Consumer Behaviour</b>	It has been found out in the study that various factors that influenced online consumer behaviour should be taken into consideration by the online retailers to enhance the size of online trading.	A questionnaire is prepared to examine the consumer behaviour and deep comparison made between different countries.	Mittal A. (2013)
<b>5. E- Commerce in India: Opportunities &amp; Challenges</b>	It has observed in the study that E-commerce is progressing day by day but simultaneously there are various hurdles too. E-commerce will be successful only through correct steps taken by companies at right time.	Secondary data is used that has been collected from articles, journals, websites, etc.	Chaithralaxmi T. and Shruthi N (2016)

<b>6. Consumer Behaviour towards Online Shopping- An Analysis with Product Dimensions</b>	The understanding of the nature, needs and wants of the consumers as such in other business is very much vital for the study as it is dynamic.	Both primary and secondary data were used for the research like pilot study, snowball sampling method, Chi-square, analysis of variance and correlation.	M. Vidya and P. Selvamani (2019)
<b>7. E-Commerce in India: An Analysis of Present Status, challenges and opportunities</b>	Focused on the growth of user of internet and problems associated with virtual shopping is given. Proper resolution mechanism should be there to resolve the problems.	Secondary data has been used through journals, magazine, research papers, books and websites	Kumar N. (2018)
<b>8. Consumer Behaviour towards E-commerce: Online Shopping</b>	Maximum percentage of the whole population is living in rural area and they can't access internet. There is a lack of trust among the consumer regarding online purchasing whether it is security, quality, etc. people are still hesitating in online purchasing.	Primary and secondary data were used for the study. Tables and charts have been used for data analysis and interpretation purpose	Gupta N. and Jain R. (2017)
<b>9. Online Shopping: A Paradigm Shift in Buying Behaviour of Young consumers in Himachal Pradesh</b>	Without customers satisfaction online companies can't grow. In the study it has found that 2P's should be added in, marketing as technologies are changing. So that 2P's are Partner and People. Youth can easily adopt any changes and this would be positive sign for online companies	Both primary and secondary data are used. In the form of questionnaire and personal interview from the consumers of Himachal Pradesh. In case of secondary data various magazines, journals, existing literature, etc are used.	Patiyal T. (2016)

<b>10. Factors Affecting Consumer's Purchasing Behaviour in Online Shopping</b>	Five major factors such as web environment, product characteristics, security and confidence to internet, promotional offers & price of product which effect purchasing behaviour of the consumers.	Primary and quantitative data, sampling methods, correlation analysis, multicollinearity, T-test, one way ANOVA were used in the study to find out the consumer's behaviour	Azami S.
<b>11. A Study of Factors Affecting Online Buying Behaviour: A Conceptual Model</b>	Literature on online consumer behaviour is rather fragmented. They studied about intention, adoption and continuance behaviour of consumer.	Secondary data were used and various models were also used like MIAC (Model of intention, adoption and continuance), FFF Model (factors, filtering elements and filtered buying behaviour).	Kumar V. and Dange U. (2012)
<b>12. E-Commerce Factors Influencing Consumer's Online Shopping Decision</b>	Main factors which influence consumer to shop online are convenience & simplicity, better price. And discouraging factors are providing personal information, bad goods, etc.	Qualitative and quantitative methods were used. In quantitative, online survey has done and in qualitative interview of nine experts were taken	Skarzauskiene A, and Glaneckaite Z. (2015)

## **Factors Affecting Consumer's Online Trading**

The main reasons or factors that affect consumer's online purchasing behaviour are delay in delivery, fraud or spam, network or websites issues, mixing of product, quality of product, and so on. The companies that delivered the product online should focus on the problems which might cause in switching from online shopping to offline shopping

### **Quality of the product and product display-**

In online shopping customers distrust online companies because they can't try or check the product till when it will receive. We can only assume that product will be as it is displayed on the website. But maximum customers don't want to take this risk. Because they can't try or use or examine the products while purchasing and this is the consumer's view to check the products before purchasing it. That's the foremost reason of switching the preference from online to offline shopping. Consumers can't get that much satisfaction only through the display of the product. If the product won't meet the expectation of consumers, they might get unsatisfied.

### **Websites issues or Apps-**

Online companies should make the apps and websites according to the requirements of the customers. Sometime these sites or apps promote themselves so highly which is different in actual or reality. This contains useless pop-ups or advertisement which might get irritating for the customers. And they might contain some external sites that will lead to fraud or spam. So, the websites should only contain relevant information about the products and which meets the expectations, needs or preferences of customers.

### **Service Quality-**

The service quality may be of two types, at the time of purchasing and after sale service. At the time of purchasing, for instance, they may get different product which is shown or described while purchasing. There must be delay in shipping or delivery. On the other hand, after sale services might be complicated like refunding or exchanging of purchased product and useless notifications from companies which might affect their future purchasing decision.

### **Relation or trust with shopkeeper-**

The relationship of shopkeeper with customers also affects consumer's decision towards online shopping. Because many customers still feel safe and comfortable in offline purchasing. They directly deal in person with seller, which might help in clearing their doubts related to products & there is mere chance of frauds too. But in online selling this point become demerits and affect the selling therefore, some customers prefer or choose offline shopping instead of online.

### **Personal contact-**

Customers with traditional thinking needs opinions of others while purchasing. This facility is provided in offline shopping. Customers need experienced ones who could help them in purchasing and they prefer traditional purchasing

which helps in completing their wants directly with proper communication but in virtual trading there is a lack of communication and direct contact.

### **Objectives of the Study**

The paper has the following objectives-

- To examine the concept of online shopping
- To examine the behaviour of respondents toward online purchasing
- To analyse the factors that affect e-trading in India to switch them to offline shopping
- To study those factors which influence customers buying decision

### **Hypothesis**

The following are the research hypothesis-

H<sub>1</sub> = A relationship exist between convenience and virtual trading behaviours of consumers

H<sub>2</sub> = A positive relationship exists between consuming time and consumer behaviour toward virtual shopping.

H<sub>3</sub> = Website's issue has a noteworthy result on consumer's buying behaviour

H<sub>4</sub> = Relationship or trust with shopkeeper has an important effect on consumer's buying behaviour.

### **Research gap**

After studying various literatures in India and outside, it helped in finding out the research gap and helped in planning the need, objective and future scope of the study. It has been perceived that lots of studies have been done in the field of consumer behaviour regarding emerging issues. No studies have been done to assess the consumer attitude towards online shopping in Varanasi district. There exists a research gap so the researcher considered it for the present study.

### **Statement of the Problem**

Basic problem of the study is to examine the behaviour of consumer towards online shopping in Varanasi district. Therefore, statement of the problem is titled as – change in buying behaviour of consumer from traditional technique to modern technique i.e., e-shopping.

### **Research Methodology**

- **Research Design**
  - Descriptive research design is adopted
  - Qualitative as well as quantitative technique is used
- **Target population**
  - Respondents of Varanasi district
- **Sampling Technique**
  - Convenience sampling technique is used to collect the data



➤ **Sample Size**

- Feedback of 241 respondents were collected

➤ **Methods of Collecting Data**

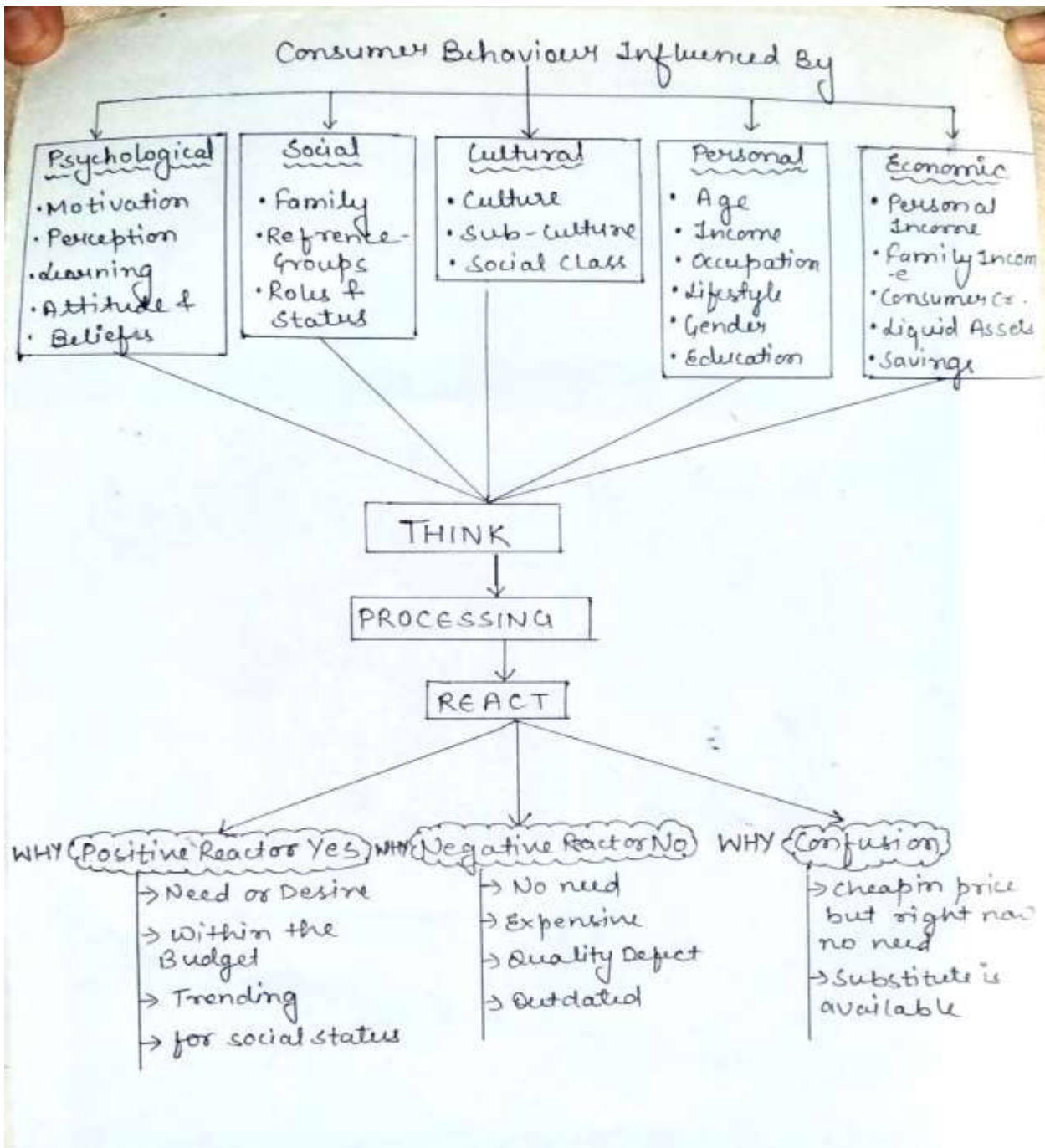
- A questionnaire is prepared to collect the primary data
- Secondary data has been collected from various sources like, websites, newspaper, magazines, newspaper, etc.

➤ **Tools of Analysis**

- Collected data have been analysed with the help of Pivot table in Excel Sheet

### **A Model Framed Influencing Consumer Buying Decision**

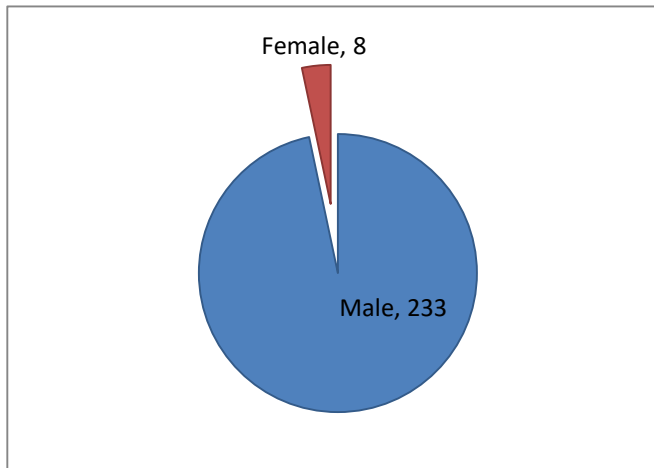
The framework model of factors influencing consumer buying decision has significantly five main factors that are psychological, social, cultural, economic & personal factors. They may affect consumer's intention to purchase products online. They have direct impact on consumer's motive. And at the last they have three choices, first they may purchase, second, they may not purchase and last one they may get confuse to purchase or not to. So, all the factors have noteworthy effect on consumer's intention of buying. Like psychological factors directly affects motive, perceptions & attitudes of consumers; social factors are influenced by other people of the society which ultimately affects the consumer's decision; cultural factors mainly affect the persons who belongs to same community or value or ideologies; personal factors have several elements & it differ from person to person; and last but not least Economic factors that are personal income, family income, savings etc can easily affect buyer's intention to purchase. Therefore, they will ultimately take the decision to purchase or not. In the model it is well defined in the form of diagrammatic representation which can easily be understood by anyone. (Pinki Rani, 2014)



**Data Analysis and Findings**

**1. Use of Internet by the Respondents**

**Figure 1**



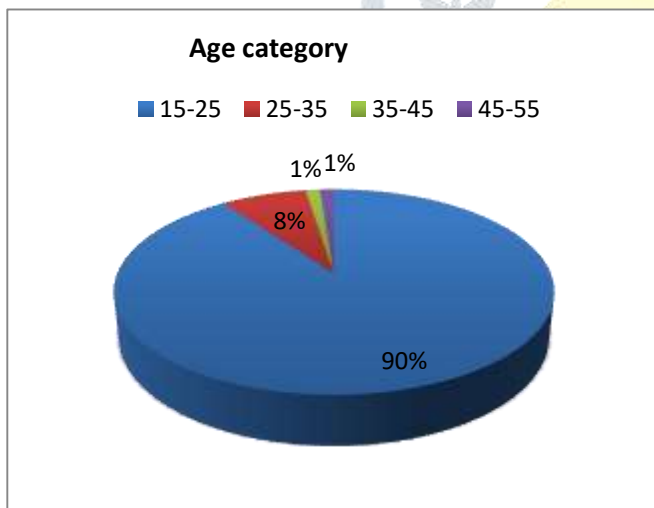
**Table 1**

View about use of Internet				
Yes		No		Total
No.	%	No.	%	
233	97	8	3	241

Table 1 show that 97% (233 respondents) of the respondents used internet for online shopping whereas 3% (7 respondents) respondents used traditional technique of shopping i.e., offline. Hence, the H<sub>1</sub> is correctly proved that consumers are more convenient in purchasing the product online given in figure 1.

**2. Age category of Respondents**

**Figure 2**



**Table 2**

Age	Number	Percentage
15-25	217	90
25-35	18	8
35-45	3	1
45-55	3	1
<b>Total</b>	<b>241</b>	<b>100</b>

Figure 2 shows the age category of 241 respondents which depicts that there are 90% respondents from the age category of 15-25 years, 8% respondents from the age category of 25-35 years, 1% respondents from the age category of 35-45 years and 1% respondents from the age category 45-55 years. The figure 2 shows that majority (90%) of the respondents are from the age category of 15-25 years.

### 3. Users of Internet as per gender

**Table 3**

Sex	No	Yes	Grand Total
Female	4	151	155
Male	4	82	86
<b>Grand Total</b>	<b>8</b>	<b>233</b>	<b>241</b>

**Figure 3**

Users of Internet as per age category

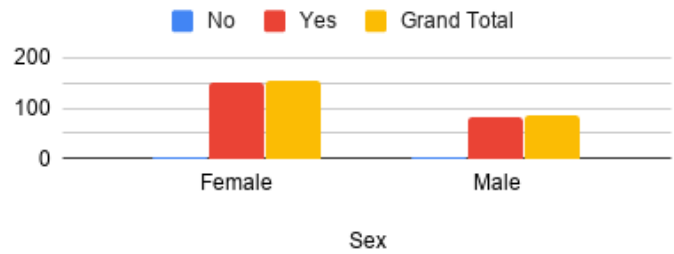
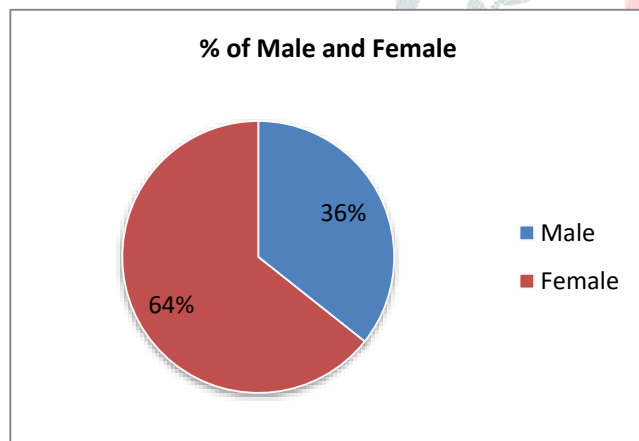


Table 3 shows the number of users of internet collected from 241 respondents and it depicts that there are 151 female who use internet while 4 females do not use internet for online purchase. On the other hand, there are 82 male who use internet and 4 male who do not use internet for their online purchase.

### 4. Gender of the Respondents

**Figure 4**



**Table 4**

Gender of Respondents				
Male		Female		Total
Number	%	Number	%	
86	36	155	64	241

The data collected from 241 respondents which consists 86 male respondents and 155 female respondents given in table 4. The figure 4 shows that the share of female respondents (64%) is greater than the male respondents (36%).

## 5. Occupation of the Respondents

Figure 5

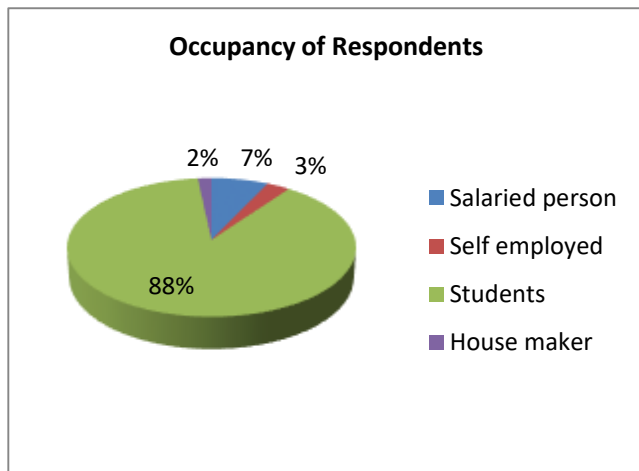


Table 5

Occupation	Number	%
Salaried	17	7
Self employed	7	3
Students	213	88
House maker	4	2
<b>Total</b>	<b>241</b>	<b>100</b>

The occupancy of respondents is categorised in four parts i.e., salaried person, self-employed, students and house maker. The figure 5 shows that 88% (213 respondents) respondents are students, 7% (17 respondents) respondents are salaried person, 3% (7 respondents) respondents are self-employed and 2% (4 respondents) respondents are house maker. It shows that students are very much interested in online shopping.

6. Factors influencing to buy the product online to the respondents

Figure 6

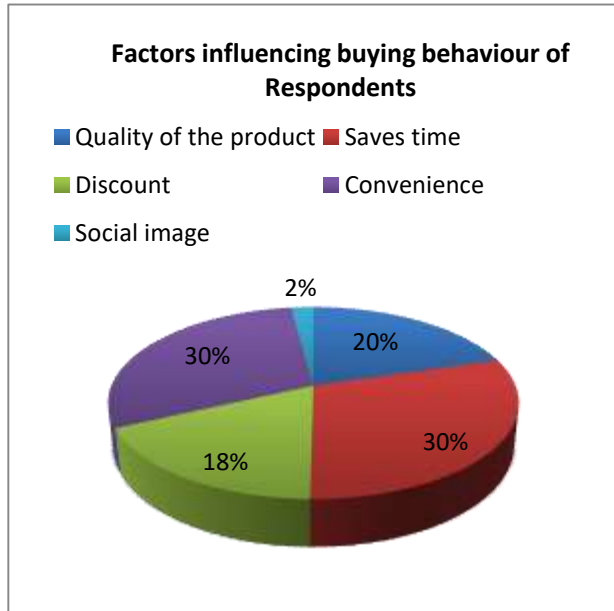


Table 6

Factors influencing	Number of Respondents	Percentage
Quality of the product	49	20
Saves time	72	30
Discount	43	18
Convenience	72	30
Social image	5	2
<b>Total</b>	<b>241</b>	<b>100</b>

Figure 6 shows factors that influence the buying behaviour pattern of respondents which consist basically five factors. Even it can consist more than these five factors but for study this paper, five factors are considered here. Table 6 presents 20% of respondents buy online for quality of the product, 30% for saving time, 18% for getting the benefit of discount, 30% for their convenience and 2% for their social image.

for saving time, 18% for getting the benefit of discount, 30% for their convenience and 2% for their social image.

7. Frequency to buy the product online

Figure 7

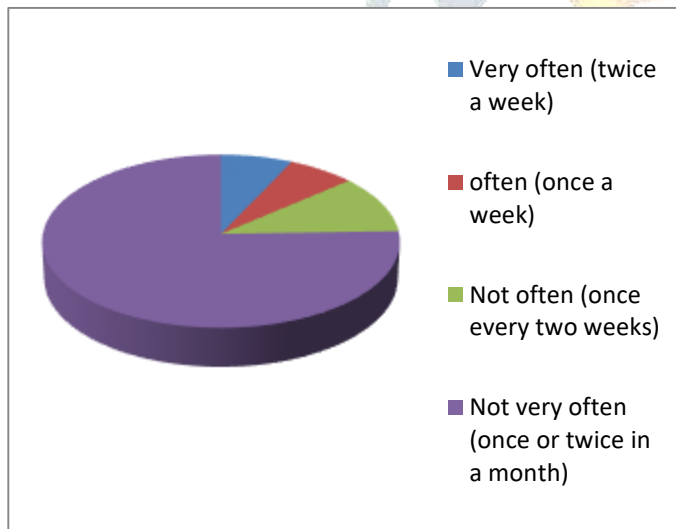


Table 7

Term	Number	%
Very Often(twice a week)	17	7
Often(once a week)	16	7
Not often(once every two weeks)	26	11
Not very often(once or twice in a month)	182	75
<b>Total</b>	<b>241</b>	<b>100</b>

Figure 7 presents frequency to which the respondents purchase the product on continuous basis or not. In table 7 it shows that 7% of the respondents buy the product very often (twice a week), again 7% respondents buy the product online often (once a week), 11% respondents buy the product not often (once every two weeks) and 75% respondents buy the product not very often (once or twice in a month). So, we can say that there is positive relationship between time saving and online buying pattern of the consumer.

8. Frequently purchased Product online

Table 8

Most frequently Purchased from the internet	Sex		Grand Total
	Female	Male	
Electronic items	15	27	42
Foodstuffs	5	6	11
Gifts	19	5	24
Home Hardware	18	10	28
Wearables	98	38	136
<b>Grand Total</b>	<b>155</b>	<b>86</b>	<b>241</b>

Figure 8

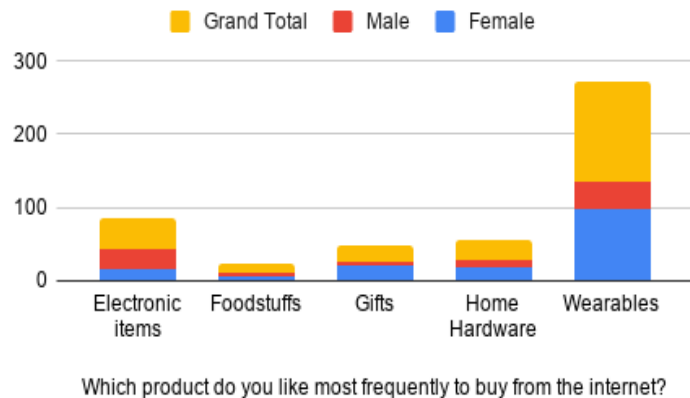


Table 8 shows the product most frequently purchased by male and female in the respondents group. It shows that most demanded product by male and female both are wearables. In the respondent female groups, 98 females purchased frequently the wearables online, 15 female purchased electronic items, 5 female purchased foodstuffs, 19 female purchased gifts and 18 female purchased home hardware items online. While in case of male group, 38 males frequently purchased wearables online, 27 male purchased electronic items, 6 male purchased foodstuffs, 5 male purchased gifts and 10 male purchased home hardware frequently online.

9. Frequently used websites by the Respondents to buy the product online

Figure 9

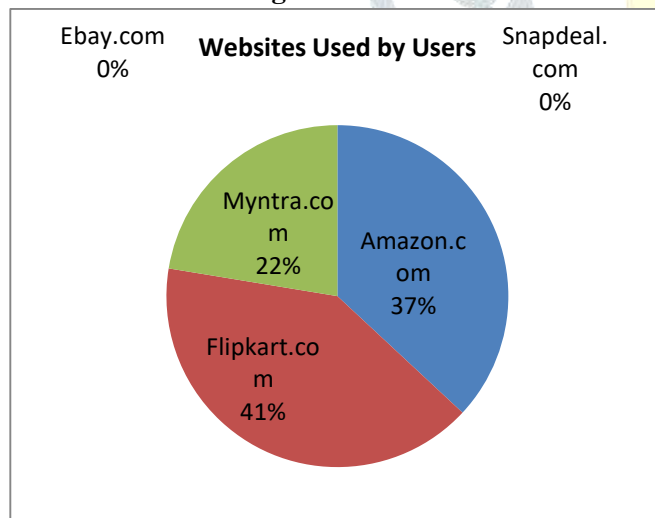


Table 9

Websites Used	Number	%
Amazon.com	89	37
Flipkart.com	98	41
Myntra.com	54	22
Ebay.com	0	0
Snapdeal.com	0	0
<b>Total</b>	<b>241</b>	<b>100</b>

Table 9 shows the different websites used by respondents to buy the product online. With the help of table, it can be easily depicted that 37 % respondents (89 in number) frequently use amazon.com to buy the product online, 41% respondents (98 in number) use flipkart.com to buy the product online and 22% respondents (54 in number) use myntra.com to buy the product online. While table shows ebay.com and snapdeal.com don't use by any one of the respondents in the give study.

10. Sources of information for online shopping by the Respondents

Figure 10

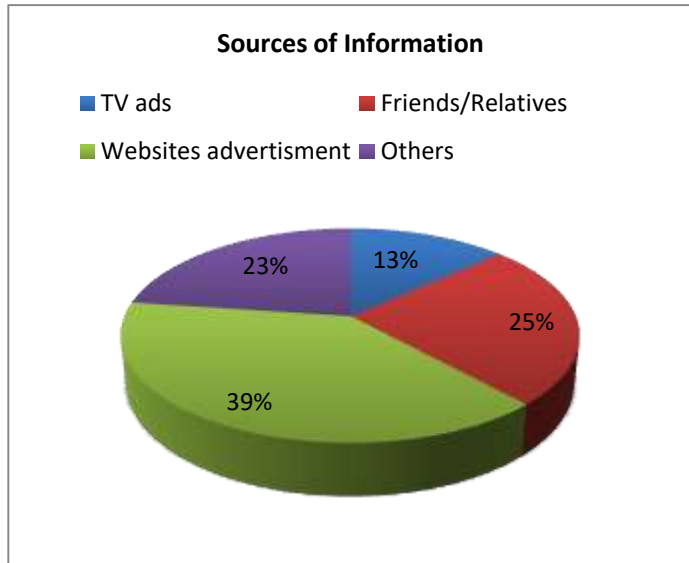


Table 10

Source of Information	Number	%
TV Ads	32	13
Friends/Relatives	60	25
Websites advertisement	94	39
Others	55	23
<b>Total</b>	<b>241</b>	<b>100</b>

Figure 10 shows the different mode of collecting information to buy the product online in which it consists TV ads, friends/relatives, websites advertisement and others. Table 10 depicts that maximum respondent get information about the product through websites advertisement (39%), 25% respondents get information through friends or relatives, 13% respondents get information through TV ads and 23% respondents have different other source to collect information about the product to buy online.

11. Mode of payment frequently used by Respondent

Figure 11

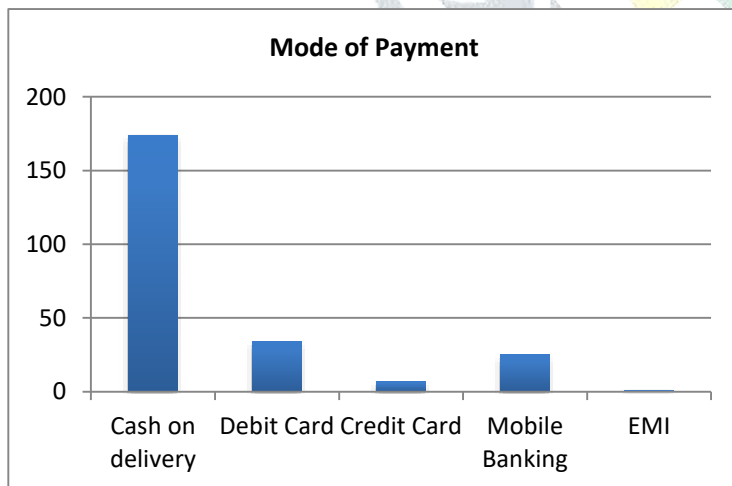


Table 11

Mode of Payment	Number	%
Cash on delivery	174	72.2
Debit Card	34	14.1
Credit Card	7	2.9
Mobile Banking	25	10.4
EMI	1	0.4
<b>Total</b>	<b>241</b>	<b>100</b>

Figure 11 shows the preference of respondents in the mode of payment at the time of online purchase. There are different modes of payment in online shopping and table 11 shows that maximum respondents like to pay through cash on delivery (72.2%), 14.1% respondents go through debit card, 2.9% respondents like to pay through credit card, 10.4% respondents prefer to pay through mobile banking and 0.4% respondent pay through EMI. Hence, it can conclude that customers have good trust to pay cash on delivery and less prefer to pay EMI (H<sub>4</sub>)



### 12. Satisfaction level of Respondents

Figure 12

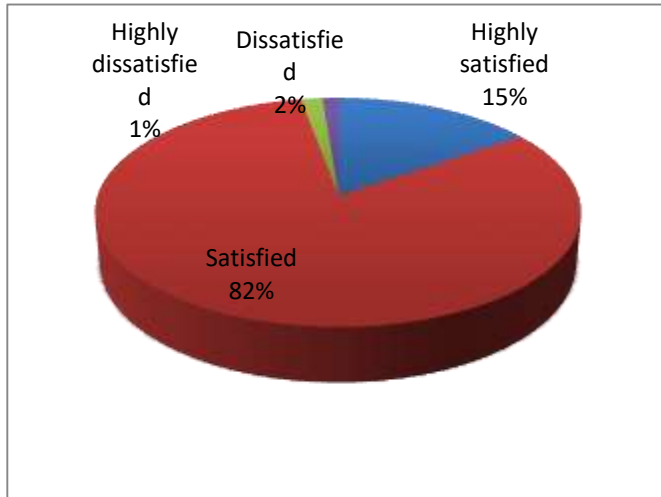


Table 12

Satisfaction level	Number	%
Highly Satisfied	37	15
Satisfied	197	82
Dissatisfied	4	2
Highly Dissatisfied	3	1
<b>Total</b>	<b>241</b>	<b>100</b>

It is very important to know the satisfaction level of the respondents regarding online shopping. Figure 12 shows that 82% respondents (in number 197) are satisfied with online purchase, 15% respondents are highly satisfied with online shopping, 2% respondents are dissatisfied and 1% respondent is highly dissatisfied with online shopping. In short it can explain that online mode of shopping is preferred by customer now a days.

### 13. Frequency to review the purchase made by the Respondents

Table 13

How frequently do you review the purchase made by you?	Sex		Grand Total
	Female	Male	
All time	53	28	81
Never	40	14	54
Only at the time of bad experience	12	12	24
Only at the time of good experience	50	32	82
<b>Grand Total</b>	<b>155</b>	<b>86</b>	<b>241</b>

Figure 13

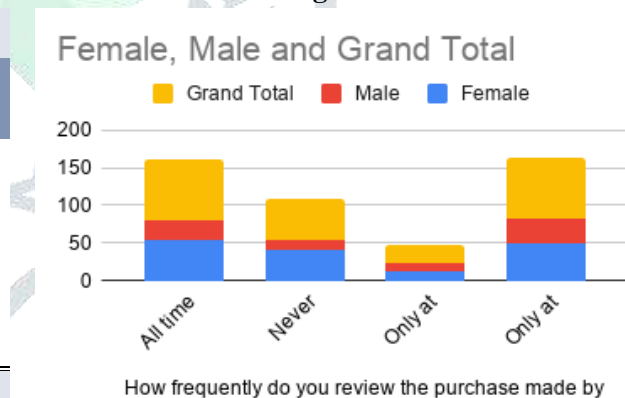


Figure 13 shows the review of buying the product made by male and female. It shows that 53 female and 28 male review their purchase at all time, 40 female and 14 males never review their purchase, 12 female and 12 male review their purchase only at the time of bad experience and 50 female and 32 male review their purchase only at the time of good experience during online shopping.

14. Problems faced by Respondents during online purchase

Figure 14

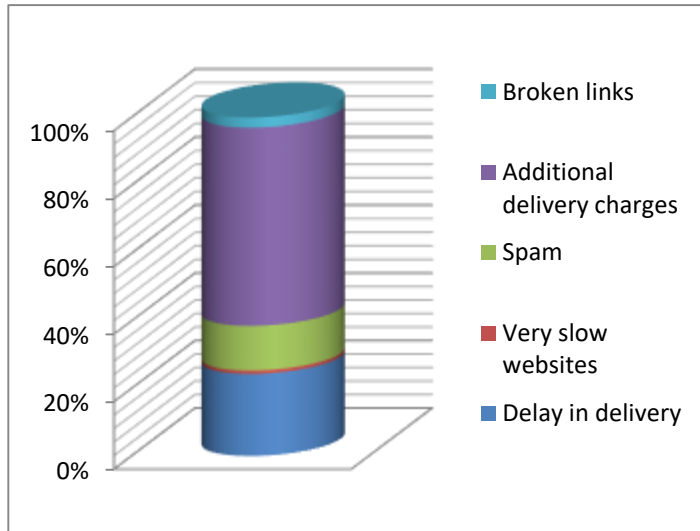


Table 14

Problems	Number	%
Delay in delivery	57	23.7
Very slow websites	9	3.7
Spam	31	12.9
Additional delivery charges	137	56.8
Broken links	7	2.9
<b>Total</b>	<b>241</b>	<b>100</b>

There are lots of problems faced by the customer during the online shopping. Figure 14 depicts the different problems faced by the respondents at different level. Table 14 shows that 23.7% respondents face the problems of delay in delivery of the product, 3.7% respondents suffer because of very slow websites, 12.9% respondents' challenges because of spam, 56.8% respondents do not like online shopping because of additional delivery charges in online shopping and 2.9% respondents faced the problems of broken links. Hence, it is concluded that website issues effect greatly on the consumer buying pattern (H<sub>3</sub>)

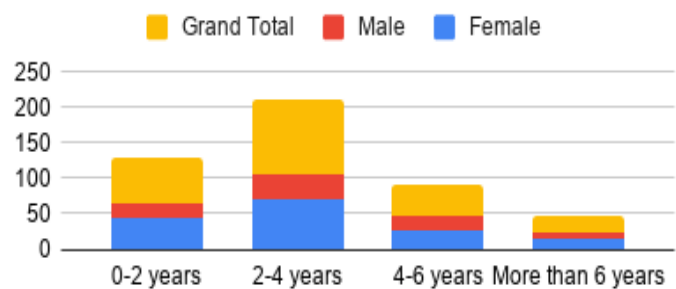
15. Years of experience of online purchase

Table 15

Years of Experience	Sex		Grand Total
	Female	Male	
0-2 years	45	20	65
2-4 years	70	36	106
4-6 years	26	20	46
More than 6 years	14	10	24
<b>Grand Total</b>	<b>155</b>	<b>86</b>	<b>241</b>

Figure 15

Female, Male and Grand Total



How many years of experience do you have to buy the products

Figure 15 shows the experience of online shopping of male and female respondents. It shows that 45 female and 20 male have 0-2 years of experience of online shopping, 70 female and 36 male have 2-4 years of experience of online shopping, 26 female and 20 male have 4-6 years of experience of online shopping and 14 female and 10 males have more than 6 years of experience of shopping.

## 16. Prefer to others to go through online purchase

**Table 16**

Sex	Would you like to prefer someone to go through online purchase?		
	No	Yes	Grand Total
Female	9	146	155
Male	9	77	86
<b>Grand Total</b>	<b>18</b>	<b>223</b>	<b>241</b>

**Figure 16**

No, Yes and Grand Total

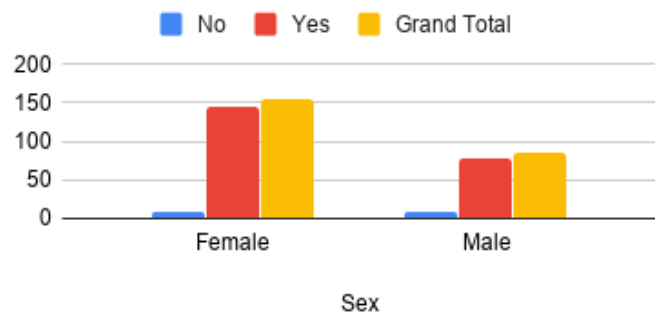


Figure 16 shows that both the respondents male and female would like to prefer to suggest others to go through online shopping. Table 16 presents that 146 female out of 155 female respondents would like to prefer other for online purchase whereas 9 females would not like to prefer someone to go through online purchase. But in the case of male respondents, 77 male respondents out of 86 male respondents would like to prefer others for online purchase whereas 9 male respondents would not like to prefer someone to go through online purchase.

### Conclusions and Suggestions

The study was conducted by the researcher to know the attitude of customers towards online shopping. The opinion of 241 respondents was collected from Varanasi district by well-structured questionnaire. The collected data were analysed and findings were drawn. The present era is technological era and everyone uses internet for one's shopping. Everyone thinks about one comfort and try to save the time. Now a day e-shopping is more demanding because it provides all possible facilities to its customers. The  $H_1$  is accepted that there is significant relationship between convenience and virtual shopping of consumer as given in figure 1 97% respondents like to prefer online shopping. More than half respondents prefer to buy the product once or twice in a month and only 7% respondents prefer to buy the product frequently (7%). Hence the  $H_2$  is rejected. The respondents faced number of websites issue during online trading and it affects their buying pattern as given in figure 14. Hence the  $H_3$  is accepted. Trust is a big issue during the online trading and 72.2% respondents like to prefer cash on delivery mode of payment. Hence  $H_4$  is accepted. A firm should focus on the awareness of the product in the mind of target customer that helps in changing the behaviour towards your product. The analysis reveals very important information about the security matter that maximum respondents like to prefer cash on delivery mode of payment. Hence, as a firm, before offering any product online to the customers this option of payment 'cash on delivery' should be surely given. Online mode of market is very much successful in the Varanasi district as the data shows that 82% respondents are satisfied with online shopping and maximum of them like to review their purchase.

### Limitations

1. The study is limited to Varanasi district only

2. The data have been collected from primary sources so the degree of reliability is based on their interest of answers
3. The sample size is too small so it can't generalize to all.

### Scope for Future Research

There are number of factors that affect the consumer buying behaviour and in this research paper few specific variables are considered like gender, interest, buying, websites, mode of payment, etc. For future research other factors may also considered to do research like motivation, service quality, monthly income, etc. The data is collected by convenience sampling method from Varanasi district only, so for future sample size may increase to give general feedback of consumer buying pattern.

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