



ONLINE PURCHASING DECISION AMONG CONSUMER

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Abstract :- The study aims to know the decision of consumers while purchasing online from various sites .Along with finding out why consumers prefer online shopping . The study is to have an in-depth knowledge of how consumers made decisions on various products. Why do consumers prefer online shopping?

Index terms :- online shopping, consumer , consumer behaviour , products

1.Introduction

Online shopping these days has become a trend and convenient source of shopping. But the question arises: How do consumers decide which product to purchase among thousands of products? This study aims to know the purchase decision of various types of consumer. Along with finding the effect of online shopping on different consumers, it gives knowledge about how consumer decisions change for different products and why consumers prefer online shopping.

With reference to the above information I have developed a survey among the consumer in india through questionnaire which gives us a brief overview of decision of consumer while online purchase survey include (n = 500)

2.OBJECTIVE OF STUDY

- ✓ To understand the purchasing decision
- ✓ To study the effect of online shopping on different consumer
- ✓ To know the effect of online shopping on different consumer
- ✓ To know the effect of changing decision of consumer for various product

3. RESEARCH METHODOLOGY

- Consumer survey
- Sample size (n = 100)

4. ONLINE PURCHASE DECISION

Online purchase refers to purchase through the web via the internet. it involves a whole online decision making process first user

1. identify the need

2. information search

3. evaluation stage

4. purchase decision

5. purchase evaluation

- The first stage in online purchase decision is to identify the need of what the consumer wants. This consumer feels the need for the product or make use of a service.
- Second stage consumers classify the product and start searching. In an online environment search is more easy and frequent consumers find it convenient too. Consumers read, watch or observe product related information on different media to produce a well-considered purchase decision (Muntinga, Moorman and Smit, 2011).
- once information search done consumer evaluation stage begins in this consumer evaluate the available product with alternative products and decide which suited them best we can also quote this stage as comparison stage. comparison is not made of products only for service providers also.
- Not all the consumer reach this stage 1/4th reach this stage and made a purchase decision for the final product and rest decide not to make the purchase
- This is the final stage in online purchase decision decision: consumer evaluate actual product with expected product whether actual product matches with expected product this stage determines consumer will repeat the purchase or will advise the product to potential consumer.

5. Why consumers prefer online shopping?

To know why consumers prefer online shopping I have done research with a questionnaire where I have asked a few questions regarding why consumers prefer online shopping?

=> Why do you prefer online Shopping? (choose as many as applicable)

1. Security

2. Saves time

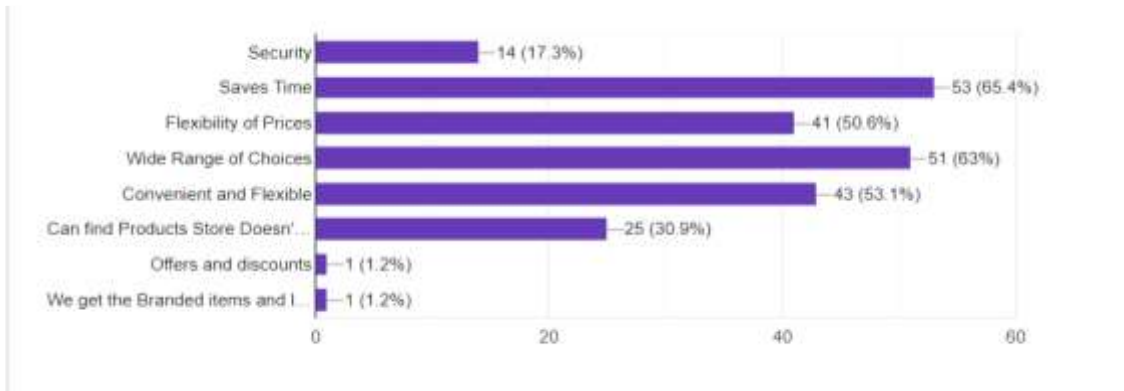
3. Flexibility of prices

4. Wide range of choices

5. Convenient and Flexible

6. Can find Products Store Doesn't Have

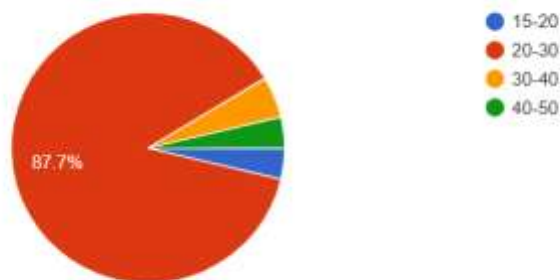
7. Others...



As illustrated above saves time, a wide range of choices, convenient and flexible, flexibility of prices are the main reasons to shop online. The graph suggests that 17.3 % of respondents find online shopping secure and almost 65.4 % users find its time saving because they don't have to go outside and search for the product all things you can get just by sitting at home . Price is also a big factor in online shopping. 50.6% of users find it cost effective and flexible in price. In online shopping a wide range of choices are available 63 % respondent find online shopping having a wide range of choices. 53.1% of respondents find online shopping convenient and flexible and 30.9% respondents can find the product store doesn't have. Only 1.2% of respondents have their own view about offers and discounts and they think they can get branded items at low price in online shopping.

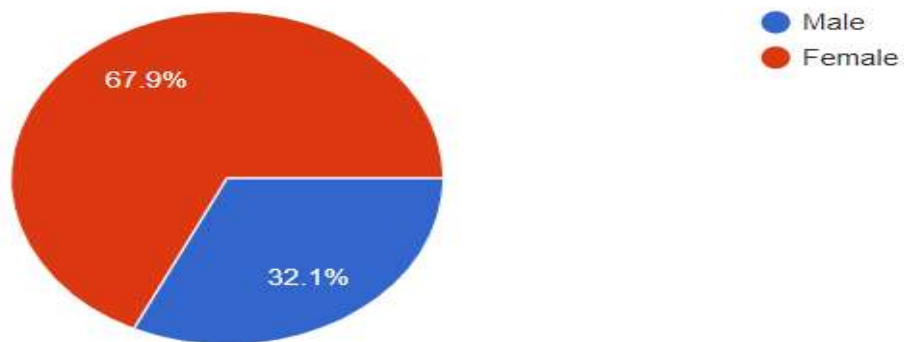
6.Questionnaire Results

6.1 Age



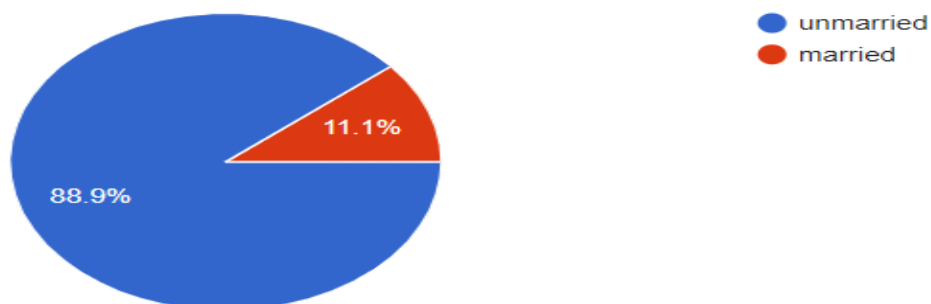
Survey was done between the age group of 15-50 and finding states that 20-30 age group is more keen towards online shopping i.e 87.7% respondents are from 20-30 age groups those who prefer online shopping .and 3.15 % respondents belongs from 15-20 age group .40-50 age group respondents are 4.9% and 3.7 % are from 40-50 age group who prefer online shopping .

6.2 Gender



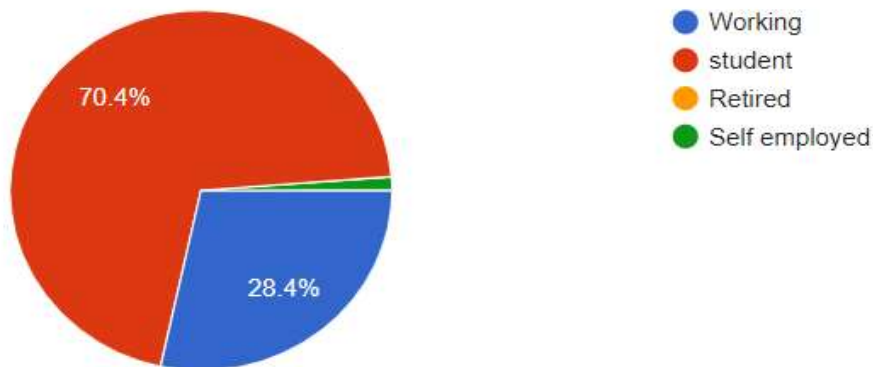
Among the respondents 67.9% were female and 32.1% were male according to the data we can say that females are more keen towards online shopping than males.

6.3 Marital status



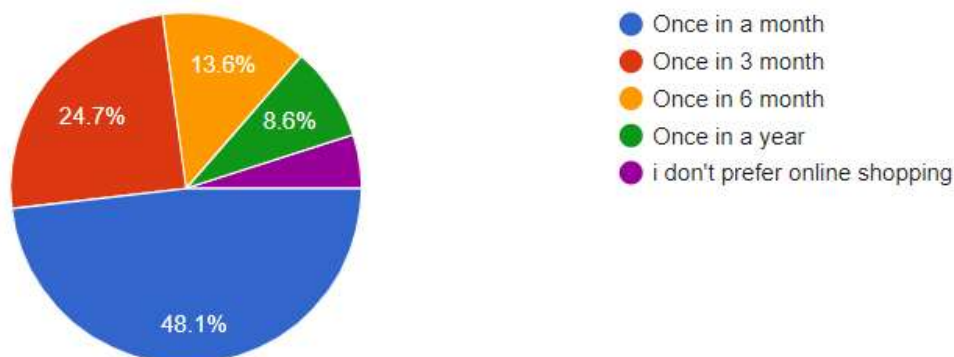
88.9% respondents are unmarried and 11.1% are married marital status helps us to know demographic factor in online shopping

6.4 Work Status



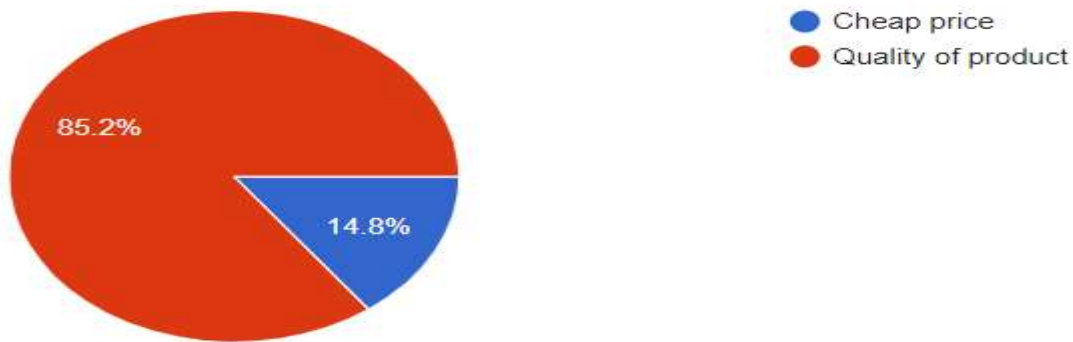
Work status greatly influences online shopping decisions and preferences. student and working class are more likely to purchase online almost 28.4 % respondents are working and shop online and 70.4% respondent are students.

6.5 Frequency of buying online



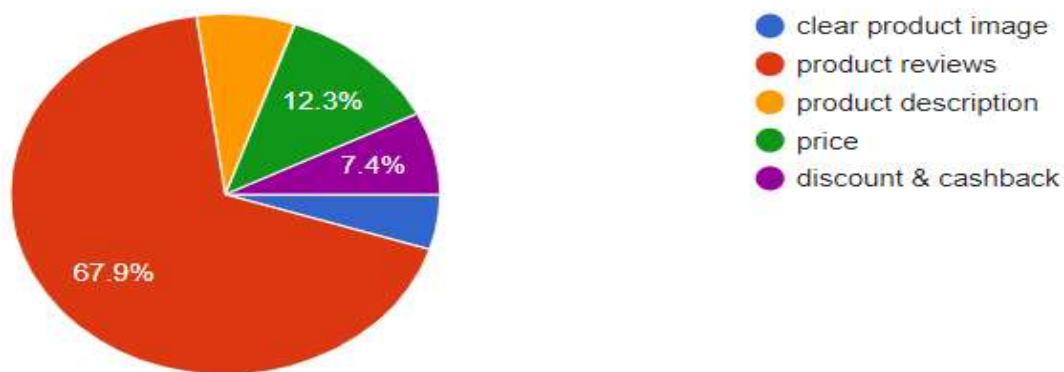
48.1% of respondents are habitual and buy once in a month and 24.7% of users prefer to buy once in 3 month. 13.6% respondent buy once 6 month and 8.6% are not much frequent in online shopping they prefer to buy once in a year and other don't prefer online shopping this states that its having a mutual results

6.6 Preferences



Survey illustrated 2 preferences of the users i.e cheap price and quality of product 85.2% of users prefer quality of the product and 14.8% prefer cheap price . we can conclude that consumer are more quality conscious than price

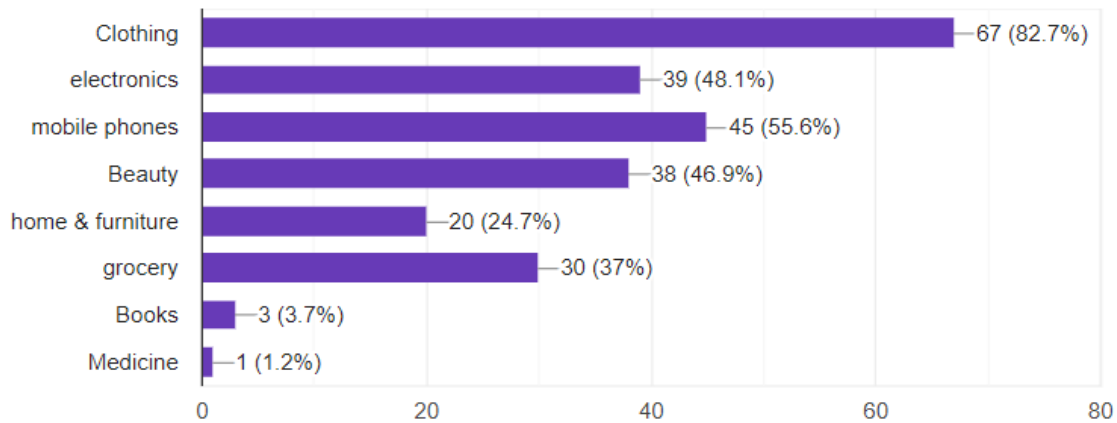
6.7 Online decision factors



While shopping online, consumers making decisions among lots of products available through research findings say 67.9% of users from the sample prefer product review. Others experience helps a lot while shopping online .12.3% of respondents decide by price whether to make a purchase or not .7.4% decide from product description. Discount and cashback also a element while making purchase online 7.4% respondents finds discount and cashbacks useful while online shopping

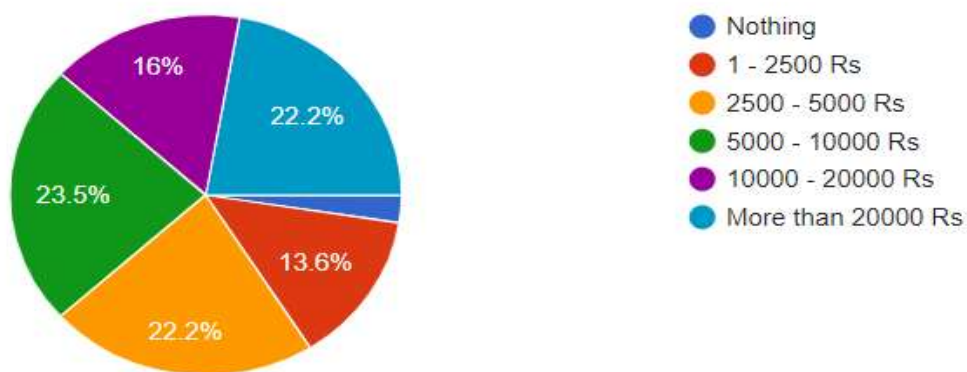
And 4.9 % decide based on the picture provided by the seller.

6.8 Product Category



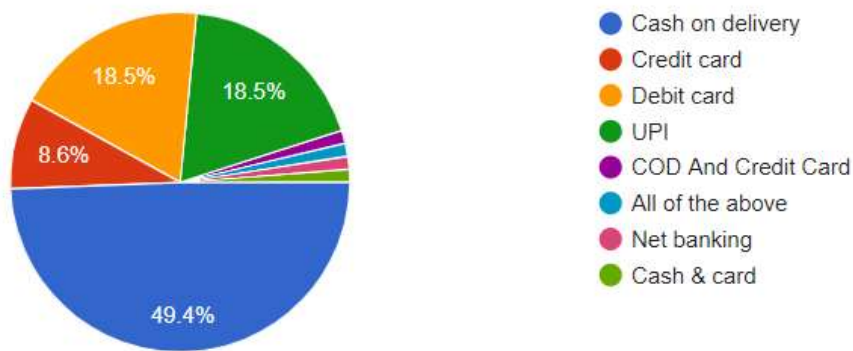
Products that are mainly purchased online by users are clothing, mobile phones, electronics, and beauty products. Studies show that consumers prefer clothes more and then mobile phones while doing online shopping .

6.9 Spending on online shopping past year data



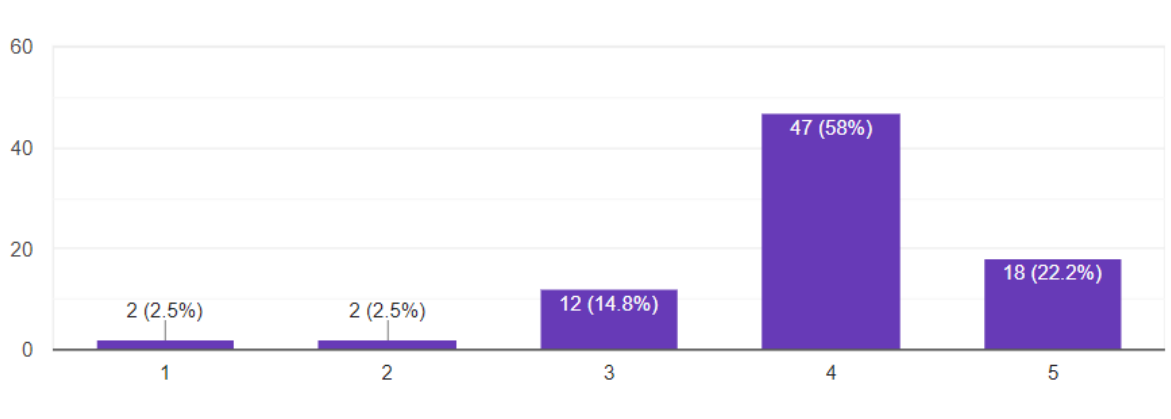
Above data shows how much consumer spend in past year mix results came Most common is between 2500 and more than 20000

6.10 Payment method opted for online shopping.



When researched about payment methods opted by consumers, while online shopping outcome was almost 50% respondent go for cash on delivery. And 18.5% opted UPI, another 18.5% selected debit card option for online payment and 8.6% went with credit card option and others used other options like net banking, COD and credit card both.

6.11 Overall experience with online shopping.



58% of consumers find the online shopping experience good and they are happy with that and 22.2% of consumers love online shopping. 14.8% are neutral about online shopping 2.5% consumer don't prefer online shopping

7. Conclusion

The study focuses on how consumers make decisions while buying online. The study shows consumers are moving from offline shopping to online shopping because they find it time saving Convenient and flexible. Consumers prefer quality over price. Consumers mostly buy clothing and mobiles phones through online shopping and consumers prefer to pay cash on delivery the most because they find it safest. Overall survey got good response respect to online shopping and consumer finds it more useful and new normal

References

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2. Consumer Behavior, 6th Edition, by Lean G. Sehoffman and Leslic lazar Kanuk.
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Annexure

Dear Respondent,

it will take 5 - 6 minutes of your precious time to complete this questionnaire. Data collected will be used for academic purposes only and will be kept confidential. kindly provide accurate data. The results of the questionnaire will contribute to a better understanding of online shopping behaviour of customers. Kindly fill the questionnaire below.

thanks

1. Name. _____

2. Email. _____

3. Age

- 15-20
- 20-30
- 30-40
- 40-50

4. Gender

- Male
- Female

5. Marital status

- Unmarried
- Married

6. Work status

- Working
- Student

- **Retired**
- **Self employed**

7. How often do you shop online?

- **Once in a month**
- **Once in 3 month**
- **Once in 6 month**
- **Once in a year**
- **I don't prefer online shopping**

8. What would you prefer most when shopping?

- **Cheap price**
- **Quality of product**

9. Why do you prefer online shopping? (choose as many as applicable)

- Security**
- Saves Time**
- Flexibility of Prices**
- Wide Range of Choices**
- Convenient and Flexible**
- Can find Products Store Doesn't Have**
- Others...**

10. How do you decide whether to buy the product ?

- clear product image**
- product reviews**
- product description**
- price**
- discount & cashback**
- Others...**

11. Do you buy anything from listed items? (choose as many as applicable)

- Clothing**
- Electronics**
- mobile phones**
- Beauty**
- home & furniture**
- grocery**
- Others...**

12. How much have you spent on online shopping in the past year?

- Nothing**
- 1 - 2500 Rs**
- 2500 - 5000 Rs**
- 5000 - 10000 Rs**
- 10000 - 20000 Rs**
- More than 20000 Rs**

13. Which payment method do you opt for online shopping?

- Cash on delivery**
- Credit card**
- Debit card**
- UPI**
- Others...**

14. What's your overall experience with online shopping?

	1	2	3	4	5	
very dissatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very satisfied