



“A STUDY OF ONLINE SHOPPING BEHAVIOUR OF CUSTOMERS OF RAJKOT CITY”

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Abstract:

In Present Marketing Scenario, the Study of Consumer Behavior has become essential. Consumers are the kings of markets. Without consumers no business organization can run. All the activities of the business concerns end with consumers and consumer satisfaction. Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Consumer buying behaviour has become an integral part of strategic market planning with Online Shopping play a great importance in the modern business environment. Online shopping has unlocked the door of opportunity and advantage to the firms. The research aims to provide theoretical contribution in understanding the present status of online shopping. The impossibility of product testing, problems with complaints, product return and missus of personal data are the main doubts regarding on-line shopping. The purpose of this study is to analyze the factors that influence consumers' online shopping behavior in Rajkot city. One of the objectives of this research is to fill the gap of previous literature online shopping behavior in Rajkot city's context. The main aim is achieved through primary method that is questionnaire method. 250 questionnaire are collected as a sample from population of Rajkot city. Different tools and techniques are used for the evaluation of questionnaire. Like simple percentage analysis, and chi-square test. At last, researcher conclude that in today's era online shopping can be considered best for seller as well buyer.

Keywords: Online Shopping, consumer, Consumer Behaviour, Online Shopping Sites.

INTRODUCTION

Generally speaking the trend of e-commerce has been increased rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage. Easy access to internet has driven consumers to shop online in fact according to the University of California, Los Angeles (UCLA) communication policy (2001), online shopping is third most popular activity on the internet after email using and web browsing. Globally more than 627 million people have done online shopping so far, World's biggest online shoppers include Germans and British. Books, airline tickets/reservations, clothing/shoes videos/games and other electronic products are the most popular items purchased on the internet.

Online shopping is the procedure whereby consumers straight away purchase goods or services from a seller in present time, over the Internet. It is a form of electronic commerce. The sale or purchase transaction is completed electronically and interactively in real-time such as in Amazon.com for new books.⁶³ However in several cases, an intermediary may be present in a sale or purchase transaction such

as the transactions on eBay.com. An online shop, e-shop, e-store, internet shop, web shop, web store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping center. The procedure is termed as Business-to-Consumer (B2C) online shopping.

DEFINITION AND MEANING:

▪ **What is shopping?**

Shopping is an activity in which a customer browses available goods or services presented by one or more retailers with the intent to purchase a suitable selection of them.

▪ **What is online shopping?**

Online shopping is a one branch of E-commerce which permits consumers to purchase goods or services straight away from sellers over the internet by using a web browser.

Consumer search a product of interest by go to the website of seller straight away or by searching among different sellers using a shopping search engine which displays the same product's availability and pricing at different e-retailers. Online shopping is done by various resources like computers, smart phones, laptops, tablets computers.

ADVANTAGES OF ONLINE SHOPPING:

What are some reasons that many people love online shopping and why it is popular? Below are top advantages of online shopping

- 24*7 open store
- Large variety of products
- Easy return facility
- Facility of home delivery
- Convenience
- Better price
- Range of products
- Gift facility
- No crowds
- Discreet purchases are easier
- Shorting and filtering apply
- Facility of cart
- International products available at home
- Less margin of profit
- Cash on delivery

DISADVANTAGES OF ONLINE SHOPPING:

- Delay in delivery
- Lack of significant discounts
- Lack of touch

- Lack of interactivity
- Lack of shopping experience
- Lack of close examination
- Chances of frauds high
- Based on imagination
- Not more developed in India.

CONSUMER BUYING BEHAVIOUR:-

Today producers are provide the various products to the market in different way .why they all doing that? Because to attract the customers. Today's market is based on the customers.

- ✚ Today, there is famous saying that “**Customers are King of Market**” is truly right. Present scenario of market is that producers provide those products which customer like not as per 1950s concept that provide those product which they are produced. Today's market is full of competition, and to stay in these competitive market producer must provide product which customer like.
- ✚ To provide those products which consumer like, producer must understand the consumer behaviour. Though study of consumer behaviour producer know that.....
 - What type of product consumer like?
 - At which cost they prefers to purchase?
 - At which time they like to purchase?
- ✚ By studying the consumer behaviour one can know the consumer's like or dislike. This study also has done by the consumer's habits', culture, lifestyle or etc. If producer is successful in study or in predicting the consumer behaviour so he/she may be get success in the market to catch more and more consumers.
- ✚ So from above we can say that successful marketers have realized that the formula for success will be based on how effectively they have identify their customers expectation from products and brands and provide the same with a very high value of satisfaction level.
- ✚ Consumer buying behavior is how individuals, groups and organizations to select, purchase, use and disposal of products, services, ideas or experience to meet the consumers' expectations.

CONSUMER BEHAVIOUR:

1. According to Blech:

“Consumer behaviour is process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their need and desire”

2. According to Solomon:

“Consumer behaviour is the process involved when individual or group select, purchase, use, or dispose of products, services, ideas, to satisfy needs and wants.”

OBJECTIVES:

The research has been conducted with the following objectives

- To identify the online buying behaviour of customers of the Rajkot city.
- To identify the various reasons for doing online shopping.
- To identify the frequency of online shopping.
- To Examine the Satisfaction Level of Online Shopping.
- To identify the Price Range of Product prefer by online shoppers.

LITERATURE REVIEW

- **Renuka Shrma and et al, (2014)** have analyzed the understanding of online shopping behavior of online shopper. It has also made an attempt to get information about the scope of improvement in online shopping website. Researchers have used primary data collection method that is well structured questionnaire for the collection of data. Researchers have used convenience sampling method and collect the data from Punjab region of India and questionnaire got filled by email and personal interview method. 120 respondents were entertained for final analysis. The study was descriptive in nature. All though statistical tools and techniques were not used but the generalized result obtained by data analysis has given clear indication of increasing trend of online shopping in the life of people of India. The researcher also concludes that Indian market is still not a fully developed for online stores.
- **Binoy Mathew, (2015)** has presented the study on changing trends in online shopping of Indian consumers in apparel segment. The main aim of his research was to analyze the emerging trends in apparel shopping in India. In present study researchers have used primary and secondary sources of data. The researcher has collected the data by using structured questionnaire and selected 150 respondents from youth of Bangalore who are using online shopping for the better result of study researcher has used various statistical tools and test like percentage analysis and non-parametric test like chi-square test as a result. Researcher has found that there is a relationship between the youth and the changing trends in online shopping. At last researcher has concluded that there are various components that keep online shopping of apparel are that facilities, time factor, price, flexibility, etc are lead to changing trends in online shopping and has strong impact on economy of the country.
- **P. L. Padmaja and V. Krishna Mohan, (2015)** has conducted research on determinants of consumer online buying behavior. A study to measure the impact of consumer determinants in online buying in Bangalore city, India. The main aim of the present study is to analyze the popularity of online retailing and impact of demographic factor on purchasing decision. The study shows overall idea and growth of online buying and understanding customer's attitude towards online buying. The researchers have collected the data by using primary and secondary sources of data. The required data collected through questionnaire filled by 500 respondents in Bangalore city. For getting accurate result, researcher has used ANOVA test for hypothesis testing to study the impact of demographic factor on online buying behavior. After the testing hypothesis through ANOVA test, researcher has found that demographic factor like age, occupation, income have direct impact on online shopping behavior. At the same time, the study also identifies the problems faced by customers regarding quality, return of delivery good, delivery, etc.
- **Taharat Nawaz, (2015)** has studied online shopping attitude of women in Syihet city, Bangladesh. The researcher has taken the sample of 100 respondents from Syihet city and a self-administered questionnaire with liker scale was used in the research study for getting good result, the data analyzed by the use of exploratory factor analysis and frequency. As a result, main four factors are psychological, comfort ability, privacy and internet which are constructing attitude towards online shopping. This factor analysis done through statistical software SPSS. At the last researcher has concluded that every day, new business ventures are lead to online shopping trends. By providing high speed internet facility can eliminate many obstacles faced by the markets and a customer online shopping is booming everywhere in the world.
- **Patel Vipulkumar B., (2015)** has analyzed the customer's demographic profile influence on online shopping behavior. The main aim of the research is to study the relationship between socio demographic factor and online shopping behavior for the present study. The researcher has collected the data through 150 questionnaire filled by the respondents who were living in Ahmadabad city of Gujarat. Further, the data were analyzed through statistical tools ANOVA test by using SPSS 160

software. At the end of research study, the researcher has found that demographic profile is an important variable which influence tendency of customers to shop online.

STATEMENT OF THE PROBLEM

- The researcher has chosen to analyze the customer's behaviour about usage of online shopping in Rajkot city. Researcher also interested in this field, Researcher has selected his problem to highlight new facts in this field, and the problem has been selected after considering the affected factors like: the availability of time, cost, information, tools and techniques for data analysis and other related factors. Online shopping problems are great barrier to the online shopping done by customers. General problems include prospect of having credit card. The security for confirm the reliability of the delivery of goods and the risk to buy a product that it would not value as much as customer pay for it. After sales problems, involved difficulty to change not working product with a new one and products warranty are not assured.
- The research problem under taken for the study has been selected after review the existing literature in the library, the deep discussion with the guide.

SAMPLE OF THE STUDY

- Here in this research the researcher has selected **250 online shoppers** of the Rajkot city for the study. Keep in view the problem, scope of the study and convenience. Sampling methods of choosing consumer was adopted to select the responding in the Rajkot city to represent an overall picture of the Rajkot city.

SOURCE OF DATA

- Data collection is very important task for the research. This study is totally based on the primary data collected through the predesigned well-structured questionnaires "**A Study of Online Shopping Behaviour of Customers of Rajkot City**" from the consumers of the Rajkot city by the researcher. The questionnaire mainly includes close ended questions. The major reason for choosing Rajkot city was its demographic nature and the Rajkot city being considered as one of the important city in Gujarat state.

PERIOD OF THE STUDY

- The present study is made for a period of April 2022 to June 2022.

HYPOTHESIS OF THE STUDY

- **H₀**:-There is no significant relationship between frequency of online shopping and gender of respondents.
- **H₀**:-There is no significant relationship between satisfaction level of online shopping and age of respondents.

TOOLS AND TECHNIQUES USED FOR THE STUDY

The collected data was analyzed by qualitative and quantitative techniques. The primary data collected from the Online Shoppers was analyzed by using the **percentage method, and statistical test that is Pearson Correlation and chi square** also used for getting better result.

SCOPE OF THE STUDY

- The study is restricted to the analysis of the only consumer behaviour which again is a part of Marketing Management. So in other area of marketing can be taken for research purpose. As well there is scope of study in the other areas apart from Rajkot city.

SIGNIFICANCE OF THE STUDY

- This study provides the clear and exact picture of the online shopping behaviour of customers of Rajkot city. This study throws the light on the various aspects of online shopping. By this study one can easily know about the customer's views and attitude toward the online shopping.
- This study provide the information about which income group or which age group or which gender or etc are doing online shopping ,also provide the experience of shopping like satisfy or not. This study also gives brief bird's eye view on the payment method, frequency of purchase, sources of information etc.

LIMITATION OF THE STUDY

Research is mainly conduct to solve the exiting problem with new directions and getting the new knowledge of that field. And this process of research is going on to get the new and more perceived solutions based on the exiting research. The main limitations of the research are.....

- Primary data was collected through questionnaire as such suffers from the subjectivity biases of the respondents.
- Researcher only uses the convenience sampling method for the study.
- The present study is limited to only 250 respondents of Rajkot city. Although care has been taken in sample selection of the respondent.
- The time constraint has been a major limitation of the study,
- The research is mainly based on the primary data, so it would be depends upon the respondent's awareness for the study.
- This study is limited to the Rajkot city, so the generalization of the conclusion of the study may therefore not have universal applicability. Hence, result is relevant to Rajkot city only.
- Some of respondents may not respond honestly to some questions.
- Some respondents may not be able to express their views accurately to the close ended questions.
- A more robust analysis is needed to search for a strong conclusion.

FUTURE SCOPE OF THE STUDY

- The same research can be enriched by using the extended parametric tests or statistical tools.
- This study is based on the limited sample size, only the same may be taken by more cities or various states.
- There is scope to study at the state level and national level in this area.

DATA ANALYSIS AND INTERPRITATION

1) FREQUENCY OF ONLINE SHOPPING AND GENDER OF RESPONDENTS

✚ Table 1:-Classification according to Frequency of online shopping and Gender of respondents

H_0 :-There is no significant relationship between Frequency of online shopping and Gender of respondents.

Particulars	Frequently	Regularly	Occasionally	Rarely	According To The Need	Total
Male	11	14	60	22	32	139
Female	10	8	57	17	19	111
Total	21	22	117	39	51	250

(Source:-Primary Data from Survey)

✚ Table 2(ii) :-Calculation of Chi-Square Test for Frequency of Online Shopping and Gender of Respondents.

O _i	E _i	O _i -E _i	(O _i -E _i) ²	(O _i -E _i) ² /E _i
11	11.7	-0.67	0.4489	0.03846615
14	12.23	1.77	3.1329	0.25616517
60	65.05	-5.05	25.5025	0.39204458
22	21.7	0.32	0.1024	0.00472325
32	28.4	3.65	13.3225	0.46992945
10	9.32	0.68	0.4624	0.04961373
8	9.8	-1.76	3.0976	0.31737705
57	51.94	5.06	25.6036	0.49294571
17	17.31	-0.31	0.0961	0.0055517
19	22.64	-3.64	13.2496	0.58522968
250	250	0.0	85.0185	2.61204648

✚ Table 3(iii) :-Result of Chi- Square Test for Frequency of Online Shopping and Gender of Respondents.

Degree Of Freedom	Significance Level	Calculated Value of χ^2 Test	Table Value Of χ^2 Test	H ₀ :- ACCEPT /REJECT
4	5%	2.61	9.48	ACCEPTED

Interpretation:-

From the above table we can conclude that the calculated value of chi square is **2.61** and at the 5% level of signification and degree of freedom at 4 the table value is **9.48**.so calculated value is lower than the table value of chi square. So the Null hypothesis **H₀ is accepted**. Therefore there is no significant relationship between frequency of online shopping and gender of respondents.

2) SATISFACTION LEVEL OF ONLINE SHOPPING AND AGE OF RESPONDENTS

✚ Table:- Classification According to Satisfaction Level of Online Shopping and Age of Respondents:-

H₀:-There is No Significant Relationship between Satisfaction Level of Online Shopping and Age of Respondents:-

PARTICULARS	Delighted	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	TOTAL
Below 20 Year	5	21	7	1	0	34
21 To 30 Year	21	76	15	0	0	112
31 To 40 Year	10	18	7	1	0	36
41 To 50 Year	6	27	5	0	0	38
Above 50 Year	4	19	6	1	0	30
TOTAL	46	161	40	3	0	250

(Source:-Primary Data from Survey)

Table :-Calculation of Chi-Square Test for Satisfaction Level of Online Shopping and Age of Respondents:-

O_i	E_i	O_i-E_i	(O_i-E_i)²	(O_i-E_i)²/E_i
5	6.256	-1.256	1.577536	0.25216368
21	21.896	-0.896	0.802816	0.03666496
7	5.44	1.56	2.4336	0.44735294
1	0.408	0.592	0.350464	0.85898039
0	0	0	0	0
21	20.608	0.392	0.153664	0.00745652
76	72.128	3.872	14.992384	0.20785803
15	17.92	-2.92	8.5264	0.47580357
0	1.344	-1.344	1.806336	1.344
0	0	0	0	0
10	6.624	3.376	11.397376	1.72061836
18	23.184	-5.184	26.873856	1.15915528
7	5.76	1.24	1.5376	0.26694444
1	0.432	0.568	0.322624	0.74681481
0	0	0	0	0
6	6.992	-0.992	0.984064	0.14074142
27	24.472	2.528	6.390784	0.26114678
5	6.08	-1.08	1.1664	0.19184211
0	0	0	0	0
0	0	0	0	0
4	5.52	-1.52	2.3104	0.41855072
19	19.32	-0.32	0.1024	0.00530021
6	4.8	1.2	1.44	0.3
1	0.36	0.64	0.4096	1.13777778
0	0	0	0	0
250	250	0	83.578304	9.97917201

✚ Table :- Result of Chi- Square Test for Satisfaction Level of Online Shopping and Age of Respondents:-

Degree Of Freedom	Significance Level	Calculated Value Of X^2 Test	Table Value Of X^2 Test	H ₀ :- ACCEPT /REJECT
16	5%	9.98	26.29	ACCEPTED

Interpretation:-

From the above table we can conclude that the calculated value of chi square is **9.98** and at the 5% level of signification and degree of freedom at 16 the table value is **26.29**.so calculated value is lower than the table value of chi square. So the Null hypothesis **H₀ is accepted**. Therefore there is no significant relationship between satisfaction level of online shopping and age of respondents.

PEARSON CORRELATION

PRICE RANGE OF PRODUCT AND OCCUPATION OF RESPONDENTS.

✚ Table 5.5.1:- Cross Tabulation of Price Range of Product and Occupation of Respondents.

PARTICULAR	Less than 100	101 to 500	501 to 1,000	1,001 to 5,000	5,001 to 10,000	Above 10001	TOTAL
STUDENT	1	2	26	37	15	12	93
HOUSEWIFE	0	1	9	9	6	1	26
SERVICE	1	1	20	18	12	12	64
BUSINESS	0	2	5	5	10	8	30
PROFESSIONAL	0	1	7	13	12	4	37
TOTAL	2	7	67	82	55	37	250

(Source:-Primary Data from Survey)

✚ Table :- Result of Pearson Correlation for Price Range of Product and Occupation of Respondents.

PARTICULARS	PRICE RANGE	OCCUPATION
PRICE RANGE OF PRODUCTS	1	
OCCUPATION	0.119051	1

Hence, correlation between Price Range of Product and Occupation of Respondents is **0.12**.This indicates that Price Range of Product and Occupation of Respondents are **weak positively correlated** to the extent of 0.12.we can conclude that a change in occupation status will result in change in price range of product for online shopping.

CONCLUSION

After the LPG policy 1991, the economy is growing too fast and in that digitalization played most important role for the development of economy. Online shopping breaks all the geographic and physical store requirements and proved best way to develop any business. Every coin has two sides and same way online shopping has their own advantage and limitations. Despite of all the limitation, researcher has concluded that online shopping is boon for many companies and customers.

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