A Study on Consumer Behavior Towards Online Shopping with Special Reference to Age Group

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Abstract

With increasing population the demand for quality product and advancement of technology is also increasing. This results in the gravitation towards the comfort of buying and selling product in just a click. In this fast moving world where earning becomes top most priority, the needs and wants have taken a backseat. To understand this gap of transition from the offline to online mode, we have conducted this study on the buying behavior towards online shopping specially taking the age factor as the dependent variable. The buying pattern and curiosity is changed according to the age and we have proved it with the help of percentage analysis. A sample size of 50 is selected in random mode and we have done the survey by circulating questionnaire with reference to branding, age, gender and buying pattern. The qualitative and quantitative study is done and at the end we have concluded our finding with the solution that we think is required to understand this transition towards online mode and why certain age group of people are more drawn towards it.

Keywords: Consumer behavior, online shopping, age group, profitability, brand, products.

Introduction

The Internet, as a means for both firms and individuals to conduct business, is nowadays one of the most widely used non-store formats. With popular trends and demands the concept of the Internet as the way forward to increase profit margins, companies new and old are creating websites here and there. The significance for retailers to have a website is that a website informational and transactional in nature, as the website can be used for advertising and direct marketing; sales; customer support and public relations. It has been more than a

decade since business- to- consumer E-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behavior in cyberspace.

The Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business.

A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image. Branding is when that idea or image is marketed so that it is recognizable by more and more people, and identified with a certain service or product when there are many other companies offering the same service or product. Advertising professionals work on branding not only to build brand recognition, but also to build good reputations and a set of standards to which the company should strive to maintain or surpass. Branding is an important part of Internet commerce, as branding allows companies to build their reputations as well as expand beyond the original product and service, and add to the revenue generated by the original brand. Initially, Branding was adopted to differentiate one person' s cattle from another' s by means of a distinctive symbol burned into the animal skin with a hot iron stamp, and was subsequently used in business, marketing and advertising.

OBJECTIVE OF THE STUDY

1.   To study the online shopping behavior of customers.

2.   To study the factors influencing online shoppers and consumers.

3.   To study the customer's level of satisfaction with regard to online shopping.

4.   To examine whether customers prefer online shopping to physical stores.

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

Sample Size- 50

Data source- Primary Data & Secondary Data

Data Collection Tools: Questionnaire

Data Analysis

Q1.To know the age of the respondents?

Age	Respondents	% of respondents
15- 20	16	32
20- 25	24	48
25- 30	7	14
30 & above	3	6
Total	50	100

INTERPRETATION

The above diagram shows us the percentage in the age of respondents. As it shows that from age 15- 20 the number of respondents is 32 % and from age of 20 - 25 it is 48 % and from 25-30 it is 14% this is the above data which is shown by the pie chart.

Q2. To know the gender of the respondent

Gender	Respondents	% of Respondents
Male	43	86
Female	7	14

INTERPRETATION

As our respondents are mostly from the students and professional in Raipur city who uses cards.I use to get more data from males as they were ready to give their experiences, in this graph itself is showing more percentage of males rather than females, the percentage of male respondents is 86% and percentage of female respondents is only 14% .

Q3. TO KNOW THE DEMOGRAPHY WHETHER RESPONDENT LIVE INRURAL OR URBANAREA.

Address	Respondents	% of Respondents
Rural	12	24
Urban	38	76
Total	50	100

INTERPRETATION

The above diagram is showing the percentage of demography of respondents and what the percentage of respondents who lives in rural or urban region is, the above diagram is showing that 76% of the respondents are from urban areasand 24% of the respondents are from rural area.

Q4. TO KNOW THE OCCUPATION OF THE RESPONDENTS

Occupation	No of respondents	% of Respondents
Student	40	80
Professional	4	8
Govt. employee	0	0
Self-employed	4	8
Others	2	4
Total	50	100

INTERPRETATION

This graph help us to know the occupation of the respondents, this is to know that which segment of people are buying more products on the internet whether they are the segment of students government employees or professional, the above graph shows that the segment of the students i.e. 80% of the students are using internet and use to buy online products.

Q5. TO KNOW THE MONTHLY INCOME OF THE REPONDENTS?

Income	Respondents	% of Respondents
Less than 5000	30	60
5000- 10000	11	22
10000- 15000	7	14

15000- 40000	2	4
40000 & above	0	0
Total	50	100

INTERPRETATION

This above graph shows the percentage of monthly income of the different respondents, and it show that less than 10000 income respondents have buyed more online products because most of them are students and they use to buy gadgets, mobiles and laptops.

Q6. TO KNOW WHAT MOTIVATESPEOPLE TO DO ONLINE SHOPPING

What motivates you to buy online	Respondents	% of Respondents
Easy payment	18	36
No hidden cost	3	6
Wide range of products	5	10
No travel to shop	24	48
Total	50	100

INTERPRETATI ON

This graph shows us what motivates the people to buy internet, as from above result we found out that no travel to shop is the main thing which motivates the people to buy products online.

Q7. TO KNOW WHETHER CONSUMERS ARE GETTI NG COMPETITIVE PRICE

Do you feel that the online marketers are providing competitive prices	Respondents	% of Respondents
Yes	33	66
No	14	28
Can't say	3	6
Total	50	100

INTERPRETATI ON

This diagram shows us that whether online marketers are giving competitive price or not and result which is came is that most of the people thought that online marketers are providing competitive prices than physical stores. And result shows 66% of people say that it provides competitive prices and only 28% people says no.

Q8. What products do you buy online

What products you buy on internet	Respondents	% of Respondents
Cloths	36	72
Mobile	7	14
Computer and Accessories	4	4
Others	3	3
Total	50	100

I NTERPRETATI ON

The above graphs gives result that most of time people use to buy cloths 72%.

Q9. DO YOU FEEL THAT ONLI NE SHOPPI NG IS BETTER THAN SHOPPING AT PHYSICAL STORE

Do you feel that online shopping is better than shopping at physical brick mortar store	Respondents	% of Respondents
Yes	30	60
No	15	30
Can't say	5	10
Total	50	100

INTERPRETATI ON

After analyzing the above graph shows that the people are in favor of that online shopping is better than physical store. The percentage of people who says online shopping is better is 60% and the people who says it not good is 30%. Still the percentage of people who says yes is more than other who says no.

Q10. WHICH OF THE FOLLOWI NG STORES HAVE YOU VISITED

Which of the following stores have you visited online	Respondents	% of Respondents
Flipkart	20	40
Snapdeal	17	34
Amazon	6	12
Myntra	3	6
Others	4	8
Total	50	100

INTERPRETATI ON

This graph shows that 40% people use to visit Flipkart f or online shopping, 34% use to go at Snapdeal because % of people who buys cloths is more than any other products so people mostly visits Flipkart, 12 % people do at Amazon shopping and f or other people use to visit at best buy and others.

Q11. WHAT FACTORS HELP YOU TO DECI DE WHICH SITE TO USE FOR ONLI NE SHOPPI NG?

What factors help you to decide which site to use for online shopping	Respondents	% of Respondents
Search engine	9	18
Personal recommendations	5	10
Special offers on sites	10	20
Online advertising	16	32
TV advertising	8	16
Others	2	4
Total	50	100

I NTERPRETATI ON

This diagram shows us what affects people to buy products on internet and it shows that 32% people came to know about shopping sites through online advertisements. And they attracted towards it and star t getting products from there. And 20% people decision is affected by special offers by the offers and the discounts given by the sites.

Q12. HOW YOU MAKE YOUR PAYMETS ON THE I NTERNET

How do you make your payments online	Respondents	% of Respondents
Credit card/ debit card	10	20
Bank transfer	5	10
COD	30	60
Other	5	10
Total	50	100

INTERPRETATION

This diagram shows that mostly people uses COD to pay their payments 60% people, 10% through bank transfer and 20% through Cr edit Car d.

Q13. HAVE YOU FACE ANY PROBLEMS WHI LE SHOPPI NG ONLI NE

Have you any problems while shopping online	Respondents	% of Respondents
Yes	14	48
No	30	28
Can't say	1	14
Total	50	100

INTERPRETATI ON

This graph shows that whether people faces any problem while doing online shopping or not and the result shows that 48% people says that they have faced problem while buying online and 28% people says that they don't f ace any problem and 14 says that we can't say.

FINDINGS

- Researcher found that most of the time youngster who are from the age of 20- 25 shops a lot on the net rather than other age limits. People used to do online shopping because of its convenience.
- The three factors that were found show a significant in influencing online shoppers and consumers. The general distribution showed that the price was the primary factor for the entire sample population, and that second f actor was trust was closely followed by convenience.
- Researcher segments the respondents through different variables found that segments were mainly trust oriented and the respondents had a high positive attitude towards purchasing cloths online.
- Other was mainly price and convenience oriented therefore took the most consideration to the opinions and experiences of the reference groups. As they low disposable income and were somewhat convenience oriented when acquiring information about low prices, chose to label them price easer.
- The main thing which is very common in the most of the people about online shopping is its risk of privacy i.e. hacking of account number getting passwords and all.

CONCLUSION

Increased Internet penetration, a hassle free shopping environment and high levels of Net savings see more and more Indians shopping online. But at the same time the companies need to reduce the risks related to consumer incompetence by tactics such as making purchase websites easier to navigate, and introducing Internet kiosk, computers and other aids in stores. The goal is not to convert all shopper s to online purchasing, but to show them it's an option. In addition to above, efforts need to be taken to educate the online buyers on the steps that need to be undertaken while making an online purchase. Moreover, the feedback of an online buyer should be captured to identify flaws in service delivery. This can be done through online communities and blogs that serve as advertising and marketing tools and a source of feedback f or enterprises. I found that it is a challenge f or E- marketers to convert low frequency online buyers into regular buyers through successful website design and by addressing concerns about reliable performance. Thus, the online retailing raises more issues than the benefits it currently offers. The quality of products offered online and procedures f or service delivery are yet to be standardized. Till the same is done, the buyer is at a higher risk of frauds.

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