

“A STUDY ON CONSUMER PERCEPTION AND BEHAVIOUR TOWARDS ONLINE BUYING”

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ABSTRACT:

With the increasing usage of digital media by consumers, more companies are using digital marketing to reach their target markets. The purpose of this study is to examine various reasons because of that people will attract for online buying of the product. This paper reports on a study that was undertaken to assess consumer awareness and use, of product review websites. Factors included the impact of e-opinion leadership, consumer susceptibility to informational influence, and gender on awareness and use of these websites. Participants completed a survey that solicited information on awareness of product review websites, extent of usage, as well as demographic information. Results indicated that young and self incoming people are more involved in online shopping the frequency of online purchase is also high & the most important reason to buy a product on line is product variety & Price effective.

Keywords: consumer awareness, susceptibility, demographic, perceptions.

INTRODUCTION:

Indian consumers as a whole spend about 55% of the total consumption expenditure on food items. Consumers decide whether, what, when, from whom, where and how much to buy. They can avail various mediums to buy the products. Attitude toward online shopping and goal to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by other factors like consumer individuality, situational factors, product distinctiveness, previous online shopping understanding and faith in online shopping.(1) Four major categories of determinants: perceived technology, perceived risk, company competency, and trust propensity made the online initial trust.(2) 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.(3) As in the case of traditional marketing in the past, most of the recent research and debate is focused on the identification and analysis of factors that one way or another can influence or even shape the online consumer's behavior; a good deal of research effort is focused on modeling the online buying and Decision-making process.(4)

LITERATURE REVIEW:

1. **Rekha Dahiya & Gayatri 2017**, have studied The effect of digital marketing communication on product categories like books, music, fashion accessories, clothing, banking and online gaming etc. has been well researched by the researchers; but automobile industry despite being one of the largest digital spenders has faced dearth of academic studies especially in India. Their study aims to understand the effect of digital marketing communication on consumer buying decision process in Indian passenger car market. 'Website' was the most used digital channel of communication while buying a car followed by 'social networking sites' and 'smartphones' The results of the study confirmed that digital marketing communication is capable of even triggering need recognition in high involvement product category(5)

2. **Thomas Martin 2017**, Key study reveals that domains of digital marketing channels specifically e-mail marketing, social media marketing, and search engine marketing to understand how they can contribute to growth for organizations in the sharing economy. A detailed conceptual model of the decision spectrum necessary to coordinate digital marketing channels is presented and a special case is made for the role branded-mobile applications play in this context. In particular, branded-mobile applications leverage three embedded components to overcome common deterrents for participating in the sharing economy: trust, utility, and user experience.(6)
3. **Dana E. Harrison & Joseph F. Hair 2017**, have studied Technology transforming industries, challenging traditional marketing channels, and providing digital avenues for dynamic growth. The popularity of digital platforms has disrupted traditional distribution channels, increased reach of social networks, and changed the way people interact. Their research examines how advanced technology is enabling direct sellers to create and maintain relationships. It investigates the multidimensional aspect of technology use and advances the proposition that it acts as a strategic success factor for customer relationship performance specifically within the peer-guided marketplace of direct selling.(7)
4. **Nina Koiso-Kanttila 2010**, studied about digital products and concluded that digital products are increasingly part of the commercial landscape. Technology-facilitated environments in general have received considerable attention in the literature on marketing. This article reviews the existing knowledge base on digital products and the differences these products suggest for marketing activities. It first positions digital content in relation to other offerings, then further analyzes the marketing implications with an adjusted marketing mix framework.(8)
5. **Katherine Taken Smith 2011**, have studied & examine various marketing strategies that are commonly used in digital media and ascertain which ones are preferred by Millennials and are effective in influencing behavior. Millennials have been identified as a driving force behind online shopping. Graphics are highly effective in grabbing their attention. Millennials will repeatedly visit a website that has competitive prices and good shipping rates. If given an incentive, such as a discount or reward, Millennials will write an online product review.(9)

OBJECTIVES OF THE STUDY:

1. To study the customer awareness about online buying.
2. To study demographics of respondents who prefer online buying
3. To study important factors & purchase behavior of respondent in online buying

METHODS OF DATA COLLECTION:

A Descriptive type of Research was conducted. Both primary and secondary data was collected. **Primary Data** collection was done through the questionnaire method from the respondents. The questionnaire was given to the respondents and they were asked to fill them up. Necessary help was rendered whenever they found it difficult to answer. **Secondary Data** Secondary Data refers to information gathered by someone other than the researcher conducting the current study. In this study, Secondary data were collected from company website, books, journals and internet.

SAMPLE DESIGN:

All the items under consideration in any field of inquiry constitute a “Universe” or “Population”. The researcher must decide the way of selecting a sample or what is popularly known as the sample design. A sample design is a definite plan determined before any data are actually collected for obtaining a sample from a given population. **Sample Size** A Sample of 160 people was chosen for this study.

Sampling Technique In this study, simple random sampling method was adopted for selecting the respondents.

DATA ANALYSIS & INTERPRETATION:

Researcher collected primary data through structured questionnaire. The data was then entered manually in IBM SPSS (Statistical Package for Social Science) Version 20 and then rechecked for any missing values, duplications or errors followed by further processing and testing of hypothesis by applying appropriate statistical tests. The primary objective of this researcher is to find the customer awareness & behaviours towards the digital marketing. Here 10 different questions were asked to the respondents on different types which cover the awareness of digital marketing, use of internet & reasons for use of digital shopping.

DEMOGRAPHIC ANALYSIS:

This of the analysis contains general information about the respondents and helps to understand the demographics of the respondents who took the survey. The questions aim to find out respondents Gender, Age, Occupation, Monthly Income and Education. Of the respondents in the Ahmednagar City.

Table No. 1: Demographic analysis

Sr.No.	Factor	Option	No. of Respondent	Percentage
1	Gender	Male	115	71.9
		Female	45	28.1
2	Age	10 - 20	90	56.3
		20- 30	30	18.8
		30- 40	19	11.9
		Above 40	21	13.1
3	Occupation	Student	58	36.3
		Self Employed	42	26.3
		Job	21	13.1
		House wife	27	16.9
		Retiree	12	7.5
4	Monthly Income	16000 - 15000	55	34.4
		15000 – 20000	41	25.6
		20000 – 25000	8	5.0
		Above 25000	24	15.0
		Dependent	32	20.0
5	Education	HSC	59	36.9
		Under Graduate	48	30.0
		Graduate	24	15.0
		Post Graduate	29	18.1

The above table reveals that as compares to the female's male are involved in the shopping of the online products, as there is a trend of online shopping so study reveals that most of the respondents are in the range of 10 to 30 years very less numbers in the age range above 40 years,

According to the occupation of the respondent's majority of the respondents are come in the category of student & self employed because of availability of the money from self income & supported by the

family. According to the income level of the respondent people come in income range of 20000 Rs. They are mostly involve in the online purchasing of the products, according to the education level of the respondents majority of the respondents are having education with HSC & Under graduate in the online purchasing of the products.

AWARENESS & USES OF ONLINE BUYING:

This of the analysis contains analysis about the about the respondents awareness level, uses level of online sites & their behavior while purchasing products through online sites. The questions includes like uses, frequency of shopping, type of product reasons to purchase through online.

Table No. 2: Awareness & Uses of Digital Marketing

Sr.No.	Factor	Option	No. of Respondent	Percentage
1	Use of Online Site for work	Always	47	29.4
		Many times	51	31.9
		Some times	28	17.5
		Rare	18	11.3
		Very less	16	10.0
2	Frequency of Uses of Internet for information Search for shopping	Daily	53	33.1
		Twice in a week	60	37.5
		Twice in 15 Days	21	13.1
		Twice in Month	26	16.3
3	Frequency of Purchase of Online product	Once in a week	10	6.3
		One in a 15 days	57	35.6
		Once in a month	44	27.5
		Once in two month	49	30.6
4	Type of Product	Clothing	65	40.6
		Accessories	64	40.0
		Electronics	14	8.8
		Food	17	10.6
5	Most Important Reason for online Purchase	Variety of products	67	41.9
		Price effective	43	26.9
		Convenient	19	11.9
		Product visibility	21	13.1

The above table reveals that almost 60 % respondents from the study use the internet & online site for their work purpose, as per the frequency of uses of internet for information search for shopping almost more than 60 % respondents uses the internet daily or twice in a week for the shopping purpose, more than 60 % respondents were purchase online products once in a month or once in a 15 days, as per the type of product purchase more than 80 % respondents purchase clothing & accessories from online sites, most important reason for going online shopping is variety& price effectiveness of the products.

FINDINGS:

From the exploratory study the following findings have been revealed from the analysis

1. It is found that as compared to the female's male are involved in the shopping of the online products, as there is a trend of online shopping so study reveals that most of the respondents are in the range of 10 to 30 years very less numbers in the age range above 40 years, According to the occupation of the respondent's majority of the respondents are come in the category of student & self employed because of availability of the money from self income & supported by the family, According to the income level of the respondent people come in income range of 20000 Rs. They are mostly involve in the online purchasing of the products, according to the education level of the respondents majority of the respondents are having education with HSC & Under graduate in the online purchasing of the products.
2. Study also finds that almost 60 % respondents from the study use the internet & online site for their work purpose.
3. It is also per the frequency of uses of internet for information search for shopping almost more than 60 % respondent's uses the internet daily or twice in a week for the shopping purpose.
4. It is found that more than 60 % respondents were purchase online products once in a month or once in a 15 days
5. According to type of product more than 80 % respondents purchase clothing & accessories from online sites,
6. Most important finding of the study is reason for going online shopping is variety & price effectiveness of the products.

SUGGESTION:

Based upon the above findings following suggestion has been given to the digital shipping sites

1. Create innovative web pages to attract the young customer group.
2. As majority of customer is not much financial strength more offers should make to grab total market share.
3. As majority respondents were daily users of the internet so they can do online advertising of others product on their websites.
4. As clothing & accessories is the frequently purchased product so they should have a sufficient stock of all those products.
5. Main reason for going online shopping is variety & price so they can come up with the new products & attractive pricing.

CONCLUSION:

The consumer's perception on online shopping varies from person to another and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied. The perception of the consumer also has similarities and difference based on their personal characteristics usage based on their needs and demand. Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Now a day, online shopping has become popular among people, they have become techno savvy and feel very comfortable in using internet.

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