

Customers Buying Behavior towards Online Shopping-A Study on College Students of District Damoh Madhya Pradesh

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ABSTRACT

With the increasing internet literacy, The View point of online marketing and online shopping is increasing in India. According to AppAnnie's report, Smartphone users in India spent 4.8 hours a day on average using various mobile apps in July-September third quarter 2021. This study is conducted to understand the consumer buying behavior of online shoppers. In this paper we have considered Students of Colleges of a District Damoh MP, as Consumers. For this purpose data has been collected through a self-constructed questionnaire in a Google form which was delivered to College Students as well as Faculties.

KEYWORDS: Online-Shopping, E-Commerce

I. INTRODUCTION

Internet is changing the way consumers shop and buy goods and services and has rapidly evolved into a global phenomenon. Customers use the internet not only to buy the product online but also to compare prices, product features, and after-sales service facilities they will receive if they purchase the product from a particular store. Online shopping or e-shopping is searching for and purchasing goods and services over the Internet through the use of a web browser. The main charm of online shopping is that consumers/customers can find and purchase items they need without ever leaving the house. Today, almost anything can be purchased through online shopping. 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 shopping center. This paper deals with the analysis of customer's behavior of online shopping. In this regard we have to use primary data for analysis. Data was collected through filling the

questionnaire by the college students. There are followings objectives of this paper.

- To study the find out that how many respondent trust online shopping,
- To find out the reasons of online shopping which make the importance of online shopping?
- To study the Most Preferred Product by Male and Female students of College Students.

E-Commerce

Means of E-commerce Commerce is buying and selling of goods and services by businesses and consumers through an electronic medium, without using any paper documents. E-commerce is widely considered the buying and selling of products over the internet, but any transaction that is completed exclusively through electronic measures can be considered e-commerce. These services provided online over the internet network. Transaction of money, funds and data are also considered as E-commerce (Anand A. Muley et al (2020))

Definitions of E-Commerce

There are following definitions of E-Commerce from various perspectives which are given by various sources. It is important to adopt clear and consistent following definitions of E-Commerce.

From a communication perspective, e-commerce is the delivery of goods, services, information, or payments over computer networks or other electronic means.

From a service perspective, e-commerce is a tool that addresses the desire of firms, consumers, and management to cut service costs while improving the quality of goods and increasing the speed of service delivery.

From an online perspective, e-commerce provides capability of buying and selling products and information on the Internet and other online service (<https://ukdiss.com>)

II. REVIEW OF LITERATURE

Bansal, M. (2020) has observed that the consumers prefer online shopping because of convenience and no need to deal with the sales person. She also find the consumer buying behavior of online shoppers.

Widiyanti, S. and Lashwanti, N. D. (2020) they have done the study on “Online Shopping Behavior in the House of Household Productive Age”

Voramontri, D. and Klieb, L. (2019) they have done the study on “ Impact of social media on consumer behavior .

Taruna (2017), In his paper , he found that 29% people said that they feel it risky while doing payment in online shopping. 14% people said they don t have proper knowledge of internet.

57 % people said there is any other reason that’s why they don prefer online shopping. He has also found that online shopping is very convenient and beneficial. People who come from villages and are living in cities are prone to use online options. Service class is more interested in doing shopping online.

III. METHODOLOGY

The paper is based upon primary data. The primary data was collected through a structured questionnaire designed exclusively for the study with the help of Google form. Data were collected from the Students of different colleges of district Damoh of Madhyapradesh. The total respondents were 230 in size but 30 respondents are faculty members from 230, so we have filtered them from 230 respondent. Questionnaire divides into two parts. First one is demographic information and second part is related to online shopping. Some related questions are mentioned following table.

Q. No,	Some Questions which are asked from respondent through google form.
Q1.	Online Shopping Frequency
Q.2	Number of Years Since Shopping Through Online
Q.3	Sources of Idea About Online Shopping
Q.4	Do you trust on Online Shopping?
Q.5	What method of payment you prefer?
Q.6	Do you wait for festive seasons for shopping?
Q.7	Are the products same as it is shown in the app or website?
Q8	Do you compare prices with other shopping apps or sites before buying?
Q9	What do you buy the most among these following items?
Q10	Do you think the products are of good quality in online shopping?
Q11	If you prefer Online Shopping on which Website did you shop ?
Q12	some statements about Reasons of Preference for Online Shopping

SAMPLING PROCEDURE:

The sampling procedure used for the study is simple random sampling. Simple Random sampling is a type of probability sampling. There are no groups divided as such among the no of population. The size of the same is 200.

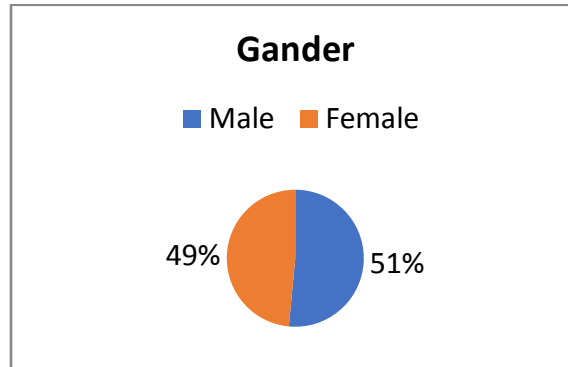
The following are the questions which are analyzed and interpreted accordingly.

IV. DATA ANALYSIS AND INTERPRETATION

There are 15 questions regarding online shopping are there in questionnaire but in this paper we have considered 8 questions in data analysis and interpretation.

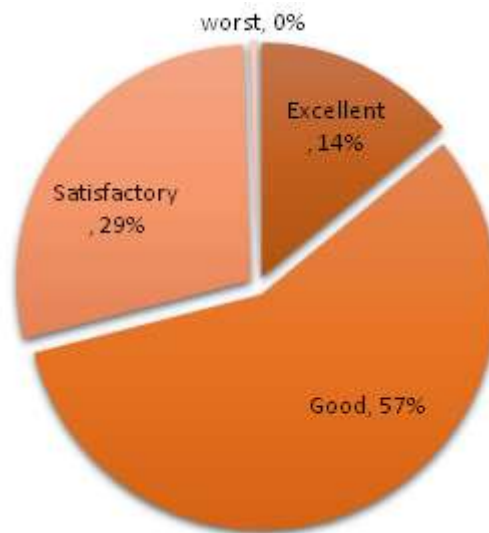
Gander

There are 200 students was participated in questionnaire survey. 51% are male students and 49% are female students.



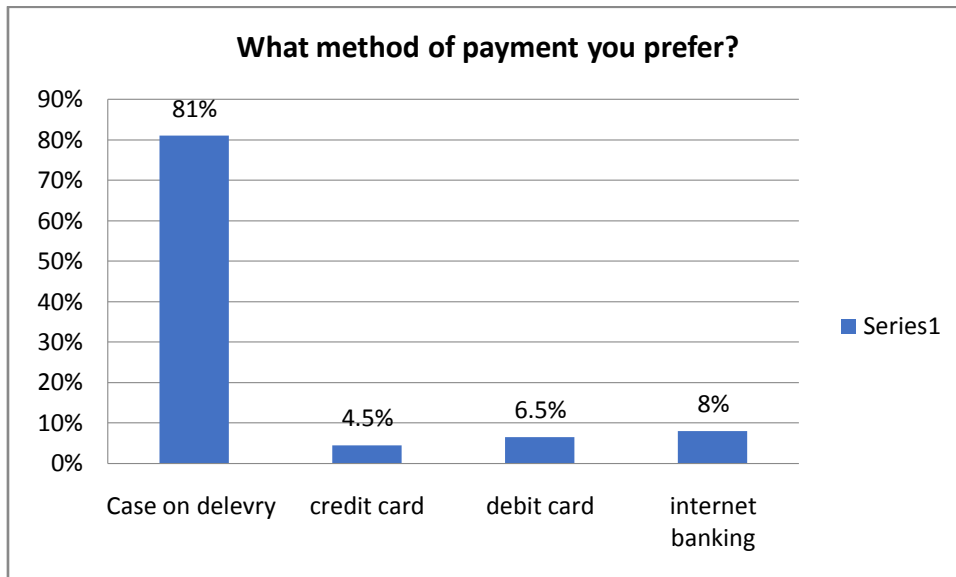
➤ **Do you think the products are of good quality in online shopping?**

Excellent	14%	28
Good	57%	114
Satisfactory	29%	58
worst	0%	0



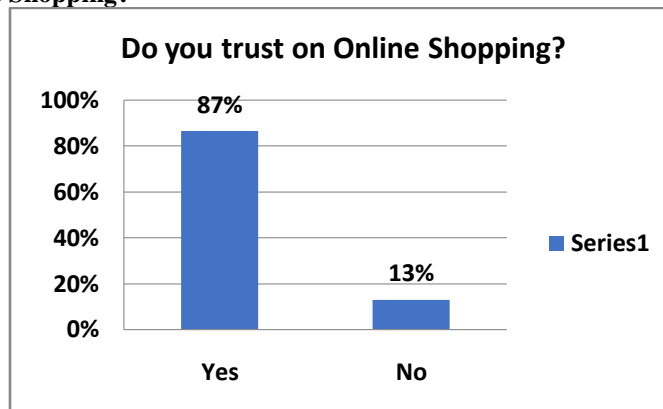
Interpretation: in above mentioned chart 57% respondent think that are of good quality in online shopping. 29% respondents are giving the satisfactory view about the quality of product, 14% are Excellent.

What method of payment you prefer?



interpretation in above mentioned chart 81% respondent pay amount as an case on delivery , 8% by internet banking, 6.5% by debit card and 4.5 by credit card during the online shopping . In this analysis we have also observed that college student do not have credit card.

Do you trust on Online Shopping?



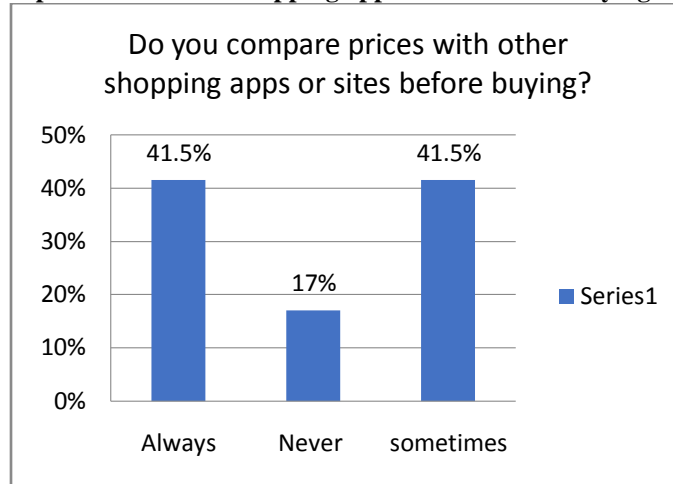
Interpretation: we have observed that 87% students do trust online shopping and 13% students do not trust in online shopping.

➤ **Have you ever experienced any fraud while paying online?**



Interpretation : we have observed that by the analysis, 53% college student did not suffered from fraud from online paying amount during their online shopping, and 31% students only once suffered from fraud, 10% more than once and 6% only twice times suffered from Fraud.

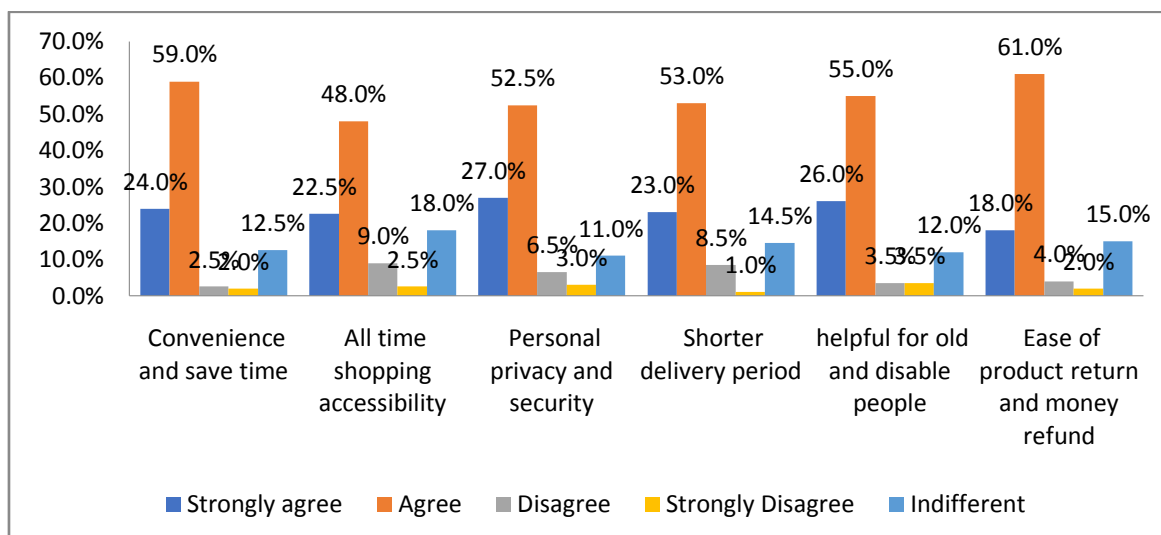
➤ **Do you compare prices with other shopping apps or sites before buying?**



Interpretation : there are 45.5% respondents do always compare price with other shopping app and same percentage of respondents sometimes compare price before purchasing products from online. And 17% students never compare price of product before purchasing products from online shopping. This analysis depict in above diagram.

➤ **some statements about Reasons of Preference for Online Shopping**

	Strongly agree	Agree	Disagree	Strongly Disagree	Indifferent
Convenience and save time	24.0%	59.0%	2.5%	2.0%	12.5%
All time shopping accessibility	22.5%	48.0%	9.0%	2.5%	18.0%
Personal privacy and security	27.0%	52.5%	6.5%	3.0%	11.0%
Shorter delivery period	23.0%	53.0%	8.5%	1.0%	14.5%
helpful for old and disable people	26.0%	55.0%	3.5%	3.5%	12.0%
Ease of product return and money refund	18.0%	61.0%	4.0%	2.0%	15.0%



Interpretation: above mentioned chart shows the analysis of Reasons of Preference for Online Shopping. Here 59% college students strictly agree about this reason ‘convenience and save time’.

V. FINDINGS

45.5% respondents do always compare price with other shopping app and same percentage of respondents sometimes compare price before purchasing products from online.

53% college student did not suffer from fraud from online paying amount during their online shopping. 57% respondent thinks that are of good quality in online shopping.

81% of College Students are interested to pay amount as a case on delivery mode in online shopping. In this study we have also found that 87% students are trust on online shopping.

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