



CONTEMPORARY RELEVANCE OF ELECTRONIC SHOPPING A PARADIGM SHIFT AMONG CONSUMERS WITH REFERENCE TO BUYING BEHAVIOUR

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Abstract

The convenience of online purchasing offers a way out of the hectic pace of modern living. The manner in which customers go about their buying has undergone profound transformation during the last ten years. Even if customers still prefer to shop in real stores, those who do their shopping online report that it is far more convenient for them to do so. People in today's busy world sometimes find themselves unable or unable to devote a significant amount of time to shopping, thus the convenience of online shopping may be a lifesaver for them. It is essential for businesses involved in electronic commerce in India to take use of the internet as a medium for advertising in order to get their wares in front of customers as internet usage continues to rise throughout the country. The purpose of the study is to analyze the shopping behaviour of the customers towards the electronic shopping. The study is descriptive in nature conducted in Coimbatore city during the month of June 2022. The 250 customers are selected as sample respondents using convenient sampling method. The data are collected through Google forms in the study area. It is concluded from the findings that the customers prefer the electronic shopping for its convenience, reputation and quality of service, offer and discounts, low price, quality of products and delivery system.

Key words: *Contemporary Relevance, f Electronic Shopping, Paradigm shift and Consumers buying behavior*

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Introduction

The convenience of online purchasing offers a way out of the hectic pace of modern living. The manner in which customers go about their buying has undergone profound transformation during the last ten years. Even if customers still prefer to shop in real stores, those who do their shopping online report that it is far more convenient for them to do so. People in today's busy world sometimes find themselves unable or unable to devote a significant amount of time to shopping, thus the convenience of online shopping may be a lifesaver for them. It is essential for businesses involved in electronic commerce in India to take use of the internet as a medium for advertising in order to get their wares in front of customers as internet usage continues to rise throughout the country. Some of the most well-known names in the e-commerce world got their start as aggregators for other businesses, serving as a kind of one-stop shop for many different product categories on a single platform. Because of the proliferation of mobile phones, service providers have developed a wide variety of M-services, also known as mobile services, which include a wide variety of additional services that may be accessed via mobile

devices¹. It also examines the impacts that these processes have on the consumer as well as on society as a whole. Shopping is no longer just a need; rather, it has evolved into an experience that may be enriched by the addition of perks such as convenience, cost-effectiveness, and time savings, along with the advantages of variety and availability. The rate of change in people's lives is far faster than that of advertisements shown on television channels. People want everything to be as easy as the click of a finger, and internet shopping provides that for them. The method of choosing is already going through a period of transition, and it won't be long before buying online is the default option. Some of the most well-known names in the e-commerce world got their start as aggregators for other businesses, serving as a kind of one-stop shop for many different product categories on a single platform. Because of the proliferation of mobile phones, service providers have developed a wide variety of M-services, also known as mobile services,

¹ Viridi and Sehgal (2007); "Pragmatic Buyers or Browsers? A study of online buying behaviour. Journal of Indian Management Studies" Vol 2, pp.141-143.



which include a wide variety of additional services that may be accessed via mobile devices.

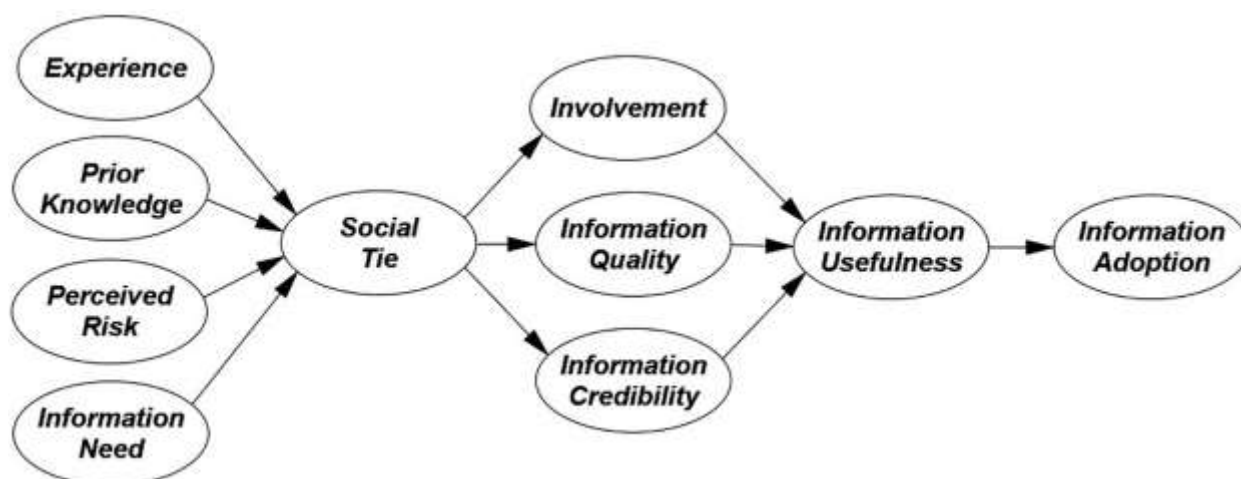
Background of the study

The internet has emerged as a new route for distribution, and the number of transactions conducted online is fast growing. Because of this, there is now a pressing need to reframe how customers understand internet shopping. It was determined that price, trust, and convenience were essential considerations to consider. The majority of the students ranked cost as the most significant consideration in their decision-making process. The conventional method that people shop has been fundamentally changed by the advent of the internet. A customer is not constrained any longer by opening hours or a particular location. That way, he may become active pretty much whenever and wherever he wants, and he can acquire the goods. Internet is a new medium for transmission of information that has become prevalent in modern life. The people using the internet is consistently going up, which indicated that more people are also shopping online these days. The behaviour of consumers is the driving force behind the dramatic increase. The internet is widely recognized as a mass media that gives customers access to a unique set of purchasing options not offered by any other medium. The ability to see and buy things at any time, envision one's demands in relation to a product's capabilities, and discuss products with other customers are just a few of the features that make this method of purchasing more convenient for the customer than the conventional method of shopping. When a customer makes the decision to shop over the internet, they are said to have engaged in the practice of "online shopping." The assessment of this channel has moved into a new phase because to the proliferation of the internet as a new distribution channel. The year 1996 marked the beginning of the era of full-fledged online commerce. The use of either a credit card or a debit card to pay for the items that were bought. The remaining balance may be paid off in a variety of different methods,

including cash on delivery, payment through postal money order. If the products that were purchased are connected to the acquisition of software, songs, or music, then those items may be obtained by downloading them. Utilizing the locator software and collecting the items from the approved retailer that is geographically located closest to you is yet another technique of acquiring the things.²



² Ankur Rastogi (2010), "A study of Indian online consumers and their buying behavior, International Research Journal" Vol-1, Issue 10 pp80



Online Shopping in India – The Changing Paradigm

In today's increasingly interconnected and worldwide economy, e-commerce and the internet have fundamentally altered the manner in which we conduct our shopping for products and services online. There is evidence that internet shopping has been more popular in India over the last several years, but the industry is still in its infant stages. The widespread use of internet technology has had a significant influence on the pace of expansion. Although there are still many people who prefer to purchase in physical locations since they can get a better sense of the goods there, it is impossible to deny the ease of shopping online. One of the most significant advantages of buying online is that it enables customers to investigate items made by a variety of manufacturers and read reviews written by other customers or industry professionals in order to help them make more educated purchasing decisions. When it comes to shopping, customers' views are the most essential factor, and internet shopping makes it possible for them to reduce the amount of trash produced by the retail eco system. Online shopping in India is also proving to be a godsend for a large number of small and medium businesses, who are now teaming up with big Indian online portals in order to market their services and exhibit their goods. With more and more people in India becoming

familiar with the internet, online shopping has become the newest trend in the country, and the majority of internet users are in favour of buying online.³ The state of mind of the consumer has a direct relation with their buying behavior. The respondents with positive outlook and optimism are the ones who will adapt to new normal much sooner than otherwise the practice of acquiring goods and services over the internet increasingly takes place via the medium of online shopping. Purchasing goods or services over the internet allows for more convenience than traditional methods. There is an infinite number of websites accessible where customers may purchase things online while they are relaxing in the comfort of their own homes. Consumers have access to a wealth of information on the goods as well as its pricing when they buy on these websites. As a result of the proliferation of online shopping websites in the modern era, consumers have access to a greater variety of goods for selection, and they can also easily compare the prices of the goods offered by various online retailers; consequently, online shopping for consumer goods has become an increasingly popular practice in the modern era.

The shift in consumer behaviour towards e-shopping, as opposed to the

³ Kim and Park (2005), "A consumer's shopping extension model: attitude shift toward the online store" *Journal of Fashion Marketing and Management* Vol. 9, (1), pp.106-121



conventional form of shopping, has been contributed to by a number of factors, including convenience, time, and variety, amongst others. Reserving a place in your thoughts for this explanation. The market organizes all of its activities so that they are focused on the final customer and analyses their behaviour in great detail. E-commerce and internet shopping are both seeing huge leaps in popularity in India right now. According to the findings of a number of studies, India's online market is expanding at a rapid rate each year, and consumers in India are spending a significant amount of money on mobile phones and clothes when they purchase online. As of July 2017, India has over 450 million internet users, which is equivalent to forty percent of the population, and among those internet users, 69 million customers made purchases online. The increasing prevalence of internet usage in India has brought about changes in the manner in which Indian customers shop, as well as how they purchase and sell products and services.

1. **Demand for Need Only:** The purchasing habits of customers have been significantly altered during the lockdown because they must now choose between satisfying their desires and their requirements. The modern consumer makes more educated choices than ever before, prioritizing health and hygiene purchases above purchases of comfort goods and luxury. Their budget now includes a greater amount of spending on necessary goods such as food, supplies for the home, and entertainment options inside the home itself.
2. **Stocking up Essentials:** Because there was a shortage of items during the lockout, customers reacted by purchasing whatever they could get their hands on and stockpiling supplies in case there were more disruptions to the supply chain in the future. It was also inquired of the participants in the survey whether or not they had begun storing up the necessary materials in preparation for the forthcoming months. In response to the question, "Are you stocking up on critical

things to meet out any emergency circumstance like the current COVID-19 in the future too?", a large proportion of the respondents (49.5 percent) said that they were. Even once the markets have been opened up, it is probable that this will continue for at least some time in the foreseeable future. As a direct result of this, the demand for necessary products will continue to rise.

3. **Priorities for Health and Hygiene:** The decrease in consumer spending that may be seen across all sectors can be attributed to lockdown measures that have reduced the number of available purchasing alternatives. With a few notable exception, such as the sale of just the very most necessary goods, all shopping centres, department stores, and even internet shopping have been shut down. The Confederation of Indian Industry (CII) questioned two hundred chief executive officers (CEOs) of firms and found that the majority of them are concerned that their companies would see a precipitous decline in sales income and profits over the next few months. Due to the fact that it is unclear whether or not the lockdown effect will continue for the foreseeable future, individuals are unable to freely leave their homes in order to go shopping, dine, or watch movies as they did before the lockdown was implemented. They are only concerned with acquiring things that are really necessary, such as food and groceries, as well as products for their health and cleanliness. The growth rate of the FMCG business was reduced from 9–10 percent to 5–6 percent for the year 2020, according to market research conducted by Nielsen. This is a significant reduction from what was expected before the epidemic. Because of the viral epidemic, health and cleanliness have been of the utmost importance, which has led to an increase in the sale of hand sanitizers. The market for floor cleaners as well as toilet cleaners has been expanding rapidly.



4. **Abandoning Brand Preferences:** Because of the preventative steps that were taken, such as social separation, the manufacturing of products came to an abrupt end while the facility was under lockdown. In addition, there was a shortage of availability of raw materials and labour, in addition to limitations on the transit of products, which further exacerbated the difficulties for both the buyers and the sellers. Customers were forced to settle with whatever was on offer at the retailers since their preferred brands were no longer in stock. The dramatic increase in popularity of Parle-G cookies over the last several years is an excellent illustration of how customers' tastes for certain brands are evolving. They have begun meeting their requirements by using things that are readily accessible in their area. Hygiene items such as soaps, sanitizers, and shampoos, along with other basic commodities such as wheat and beans, experienced a shift in the brands that consumers preferred to use.⁴

Contemporary relevance of electronic shopping a paradigm shift

1. **Customization-** Customers may be contacted from all around the globe via internet channels. Their particular preferences go through a great deal of evolution as a direct result of the most recent technology advancements as well as fashion strategies. On the basis of previous experiences and purchases, the personalization of items may be done all at once.⁵
2. **National and International Barriers-** When it comes to buying via physical methods or

offline commerce, they provide some kind of resistance. Retailers are hampered in their ability to carry out a variety of transactions due to numerous export or import taxes, rules, and processes. This, in turn, causes an increase in the total cost of the product.

3. **Competence-** When compared to the expenditures associated with starting an e-commerce company, the initial investment required to launch a traditional "brick and mortar" firm is much higher. It needs fewer licenses in addition to permits, and the requirement to look for an acceptable geographical area is removed. This results in a heightened capability of competency with conventional market systems. Therefore, using this strategy for retail is a productive way to conduct commercial operations.
4. **Confidentiality-** The vast majority of consumers are hesitant to purchase online because of the high level of confidentiality and total anonymity that is associated with their financial dealings. Customers are required to divulge a great deal of personal information, such as their telephone numbers, addresses, banking or credit card information, and as a result, they prefer not to take any risks that could lead to the disclosure of such crucial information, as this would render their purchase equivalent to that of a storefront transaction..
5. **Inconceivable:** Expediency if we look at online retailing from the perspective of the customer, we can see that it provides easy access to a wide variety of goods and services in a single transaction, including those for the home, the office, the grocery store, the care of infants and children, and various telecommunications services. As a consequence of this, the competitive and realistic environment of today asks for the provision of services in which manual work and moving around from location to location in pursuit of daily employment are required.

Literature review

⁴ Kiran, R. et al (2008), "Attitude, preferences and profile of online buyers in India: Changing Trends", South Asian Journal of Management, Vol-15, issue-3, pg. 55-73

⁵ Nagra, G.K. And Gopal, R. (2014), "Consumer Online Shopping Attitude and Behavior": An assessment towards product category", International journal of marketing and technology, Vol-4, (5), pp. 54-62



The term "online shopping" refers to the use of the internet to engage in electronic commerce for the purpose of purchasing goods or services directly from a vendor. People are utilizing the internet to purchase for a wider array of products than ever before, including anything from houses to shoes to airline tickets. When individuals buy for items and services using an online platform, they now have access to a number of different possibilities from which to pick. The conveniences of purchasing online give rise to several distinct advantages. Huseynov and Yildirim (2014)⁶ emphasized that the lack of a human connection is typically the biggest obstacle to making retail purchases online, followed by worries about the privacy of individual information and the safety of financial transactions done over the internet.. Demangeot and Broderick (2010)⁷ revealed that in this case, the pattern of behaviour is not influenced by the apparent simplicity of use; rather, the pattern is driven by concerns regarding privacy and safety. Even if a consumer spends a significant amount of time on the internet, there will be no connection developed between them and the online store as long as there is a perception of danger associated with the internet. This holds true even if the consumer spends a significant amount of time shopping online. (Zuroni & Goh, 2012)⁸.

Customers are able to make purchases on the internet in ways that are not feasible via any other channel. This is because the internet is a medium. Regarding the topic of shopper

behaviour in regard to online shopping, a significant amount of research has been carried out all over the world in several different countries. These researchers conducted studies on a variety of topics, including demographics, the ease of online shopping, the availability of a wide selection on online mediums, and other topics similar to these. Their studies focused on the economic factors typical of online mediums, which are luring customers to make purchases online. The study includes an enhanced version of a section of the literature review that concentrates on these topics. This section was also included. Some of the features that make shopping on the internet a more convenient and appealing place for customers than traditional methods of shopping. Other features include the capacity to engage in product-related conversation with other users and the provision to pay for purchases once they have been sent. The purpose of this study was to identify the factors that motivate people to purchase online. The findings indicated that the ease of shopping is a significant element in consumers' decisions about online purchasing. A different research came to the conclusion that the economic rewards, product availability, and security risk are all essential variables in categorizing online consumers. (Kanchan. et. al, 2007)⁹. The prices that products are sold at are another aspect that attracts customers to purchase online. Sarkar & Khare (2017)¹⁰ discovered that people are drawn to internet shopping more often due to the availability of discount coupons and other incentives. Sam, Sharma (2015)¹¹ explored the elements

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⁶ Huseynov and Yildirim (2014). "Internet users' attitudes toward business-to-consumer online shopping: A survey. *Information Development*, Vol.32 (3), pp. 452-465.

⁷ Demangeot and Broderick (2010). "Consumer perceptions of online shopping environments. *Psychology & Marketing* ", Vol. 30(6), pp.461-469

⁸ Zuroni and Goh (2012). "Factors influencing consumers' attitude towards e-commerce purchases through online shopping. *International Journal of Humanities and Social Science* ", Vol.2(4), pp.223-230

⁹ Kanchan,, Kumar and Gupta (2015). "A study of online purchase behaviour of customers in India". *Journal on Management Studies*", Vol.1 (03), pp. 2395-1664.

¹⁰ Sarkar and Khare (2017). "Moderating effect of price perception on factors affecting attitude towards online shopping". *Journal of Marketing Analytics*" Vol.5 (2), pp.68-80.

¹¹ Sam and Sharma (2015). "An Exploration into the Factors Driving Consumers in Singapore towards or away from the Adoption of Online Shopping. *Global*



determining consumers' choice to purchase online, and how the decision might be altered by product type. The findings indicated that an essential element affecting the consumer's choice to purchase online is an availability of product information on websites. Ease of use is another enticing aspect to purchase online. It was also revealed that things such as movies, music and videogames are more acceptable commodities for internet purchase.

Yu & Wu, (2007)¹² pointed out that Customers who are searching for ease in their purchasing experience are more likely to find what they need via internet buying. Nagra Gagandeep and Gopal (2013)¹³ The purpose of this study is to investigate the influence that the demographic characteristics of customers have on aspects of online shopping such as the extent to which customers are satisfied with the experience, their plans for future purchases, the number of items they buy online, the frequency with which they do so, and their total spending. According to the findings of the research, demographic characteristics such as age, gender, marital status, the number of members in a household, and income all have a substantial impact on the prevalence of online shopping in India. Kumar & Kumari. (2014)¹⁴ explored that based on Patna found that Eighty percent of consumers who buy at low-income retailers online fall into the low-income category with annual incomes between \$10,000 and \$30,000. Online purchasing is preferred by just 28% of those in high income groups. Books, clothing, movie and concert tickets, electronics,

and gifts and accessories are some of the most popular categories for online shopping in Patna. The most popular online shopping destinations are Flipkart (preferred by 42% of users) and Jabong (preferred by 35% of customers). People in Patna have a preference of 38 percent for price discounts, 32 percent for accessibility to brands, and 24 percent for availability when it comes to purchasing online. (Kibet 2015)¹⁵ In terms of the conceptual framework, the Theory of Planned Behavior is applied to circumstances in which people do not have complete control over their behaviour. This is the case for many real-world scenarios. It states that real use is formed by perceived behavioral control and the goal behind the conduct Velarde (2012)¹⁶ stated that the subjective norm, an individual's attitude, and their level of perceived behavioural control are the three components that influence a person's behavioural intention. Each component has its own set of belief structures and characteristics. When used to the context of online shopping, the term "subjective norm" refers to the internal or external forces that have an effect on an individual's attitude toward buying online. The total sentiments that purchasers have about how beneficial or unbeneficial online buying is to them is referred to as their attitude. The concept of perceived behavioral control refers to the enabling factors that make it possible to purchase online as well as the buyers' levels of confidence when it comes to purchasing online. One of the most significant benefits of this approach is that it investigates the behavioral aspects of individuals as well as their eventual reactions to a certain technology.

Need of the Study

Today, companies all around the globe are beginning to acknowledge the truth behind the adage "the customer is king of the market."

Business and Management Research" An International Journal, Vol. 7, (1), pp. 60-73.

¹² Yu, and Wu (2007), "Determinants of internet shopping behavior: An application of reasoned behavior theory", International Journal of Management, Vol.24(4), pp.744-762

¹³ Nagra Gagandeep , Gopal R(2013), "An study of factor affecting on online shopping behavior of consumers," International journal of scientific and research publications, Vol.3, (6), pp.8-9

¹⁴ Kumar & Kumari (2014). "A shift Paradigm of Consumer towards online shopping". Journal of Business and Management Research, pp.16-18.

¹⁵ Kibet,(2016). School of computing and informatics (Doctoral dissertation, University of Nairobi).

¹⁶ Velarde (2012). "Determinants of online purchasing behavior: An empirical investigation using an extension of the Theory of Planned Behavior" Business and Social Science.



The behaviour of customers also assists businesses in determining how best to appease "the king." It is impossible for businesses to expand if their customers are unhappy. For this reason, the fundamental premise of marketing, which was simply to sell the goods, has given way to an emphasis on the happiness of the consumer. Using a variety of channels of communication, businesses strive continually to increase their market share and connect with their target demographic of customers. Because of the fast advancement of technology, businesses have discovered via the internet an engaging method to communicate with one another as well as with their customers.¹⁷ According to the research that has been done, there is a widespread belief that companies are developing e-marketing strategies due to the long-term influence that the internet has had on marketing. Considering that India is now ranked in second place globally in terms of internet use, there is still a long way to go for India in terms of online marketing. This also opens the path for purchases to be done online. Consumers, and students in particular, have a favourable attitude about internet buying because of their ability to readily adapt to new developments. Therefore, the suggested research would concentrate on determining the extent to which these factors are significant and the degree to which they impact the consumers' willingness to make online purchases.¹⁸

Research Objectives

The purpose of the study is to analyze the shopping behaviour of the customers towards the electronic shopping.

Research Methodology

The study is descriptive in nature conducted in Coimbatore city during the month

of June 2022. The 250 customers are selected as sample respondents using convenient sampling method. The data are collected through Google forms in the study area.

Findings and Results

1. Nature of the respondents

The demographic nature of the customers influences their behaviour and attitude. Their age, gender, education, occupation and economical status are considered as important factors in the social science research. The distribution of the respondents based on the demographic nature is given below in the chart.

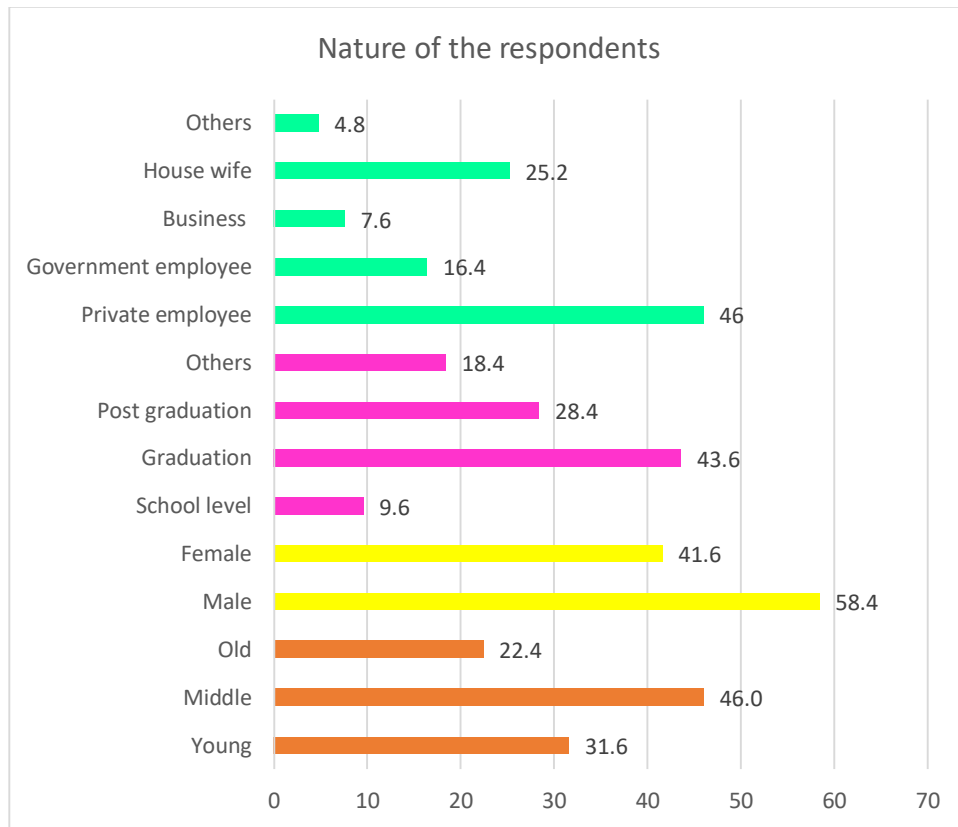
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¹⁷ Rastogi kumar Ankur (July 2010), "A Study of Indian Online Consumer and Their Buying Behaviour", International research Journal, Vol. I, Issue 10, pp. 8-82.

¹⁸ Miyazaki D. Anthony and Fernandez Ana (2001), "Consumer Perception of Privacy and security Risks for Online Shopping", The Journal of Consumer Affairs, Vol. 35, (1), pp. 27-44



Chart 1



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2. Source of information

The customers will take their buying decision based on their information get from various sources. Regarding the electronic shopping, the customers need more information as it is developing every day. The products availability, service provided, new

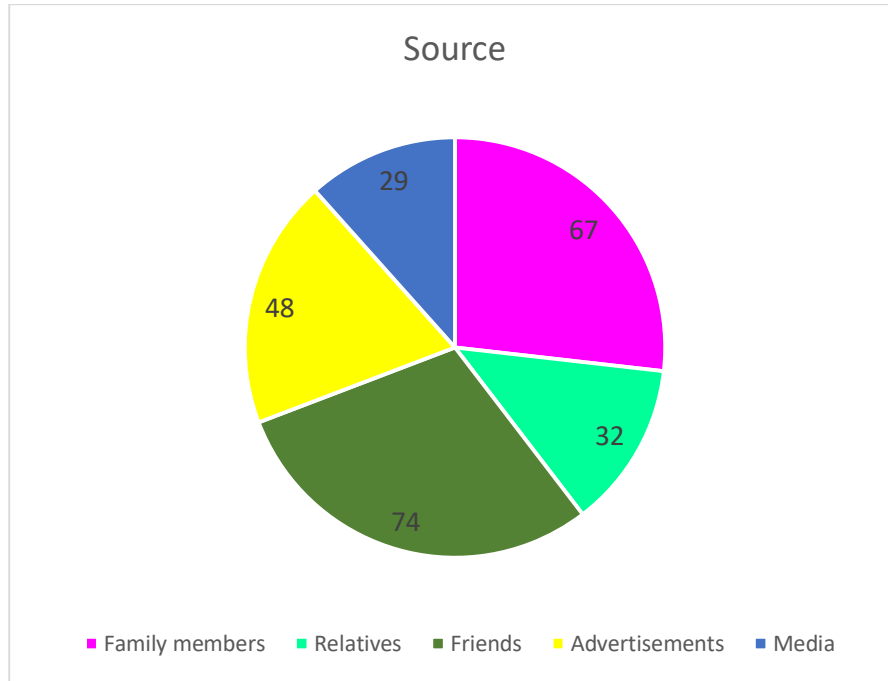
companies and technologies introduced in the online shopping are always changing. Hence, the study makes an attempt to know the major source of information they use to take buying decision regarding the electronic shopping. The result is given below

Table 1: Sources of information

Source	Number of respondents	Percentage
Family members	67	26.8
Relatives	32	12.8
Friends	74	29.6
Advertisements	48	19.2
Media	29	11.6
Total	250	100.0



Chart: 2



Most of the respondents (29.6%) get information about the electronic shopping through their friends and colleagues. They share information about the new products purchased and other details also. Not only the positive information, the negative, fraud and fake information are also shared immediately. 67 (26.8%) respondents get information from family members to buy a product in the online shopping. External sources (advertisement (19.2%) and media (11.6%)) are also

significantly provide information to the customers.

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3. Frequency of buying

The customers buy the products based on their need. The electronic shopping provides all the facilities to supply the quality products, in right time at economical price. From milk to durable items, the customers are able to buy in online shopping. The respondents are asked to mention about the frequency of buying each products. The result is given below.

Table 2: Frequency of buying

Product	Daily	Weekly	Monthly	Rarely	Never	Total
1. Electronic	0	7	57	173	13	250
2. Consumables	42	57	104	41	6	250
3. Books magazines	0	2	43	82	123	250
4. Garments	0	0	27	187	36	250
5. Others	0	0	11	208	31	250



The customers are used the electronic shopping to buy the consumable products daily (mostly milk) and groceries weekly or monthly. 42 respondents buy the consumable items daily through the online shopping market. 57 buy weekly and 104 order monthly. Next to the consumable products, the electronic items are purchased at least monthly once by 57 respondents. 173 respondents buy the electronic items rarely. 208 respondents buy other items and 187 respondents buy garments or cloth items rarely. 123 respondents have not

bought the books or magazines in the electronic shopping.

4. Payment method

The electronic shopping is working based on the electronic payment system. The digital payment system helps the customers to make payments in online. They have credit and debit card, UPI payment and internet banking facilities. Some of the customers may fear to make online payment. There is another option called cash on delivery system. In this background, the customers' choice is studied.

Table 3: Preferred mode of payment

Mode of Payment	Number of respondents	Percentage
Debit card	112	44.8
Credit card	78	31.2
Cash on delivery	12	4.8
Other modes of payment	53	21.2

A customer may prefer any one of the payment system or more than one based on the need and situation. The result shows that 112 (44.8%) respondents pay using debit card. 78 (31.2%) use credit cards. 53 (21.2%) use other payment modes. Only 12 respondents out 250 go with cash on delivery system.

5. Factors affecting shopping behaviour

There more benefits in buying the product and services through the electronic shopping. The customers prefer the shopping based on any one of the features. In this perspective, the respondents are asked to give their opinion about the level of each factor considered at the time of buying the products in online shopping.

Table 4: Factors considered by the customers

Factors	Mean	Std. Deviation	Mean Rank	Rank
Offers and discounts	3.30	1.105	6.29	III
Convenience	3.58	1.121	7.02	I
Reputation of the company	3.51	1.239	6.68	II
Security	3.05	1.466	5.64	VIII
Product information	3.09	1.162	5.60	IX
Quality	3.30	1.087	6.20	V
Privacy policy	2.92	1.162	5.10	X
Low price	3.29	1.370	6.24	IV
Trust	3.15	1.122	5.80	VII
Delivery time	3.15	1.314	5.85	VI

From the 5 point Likert scale, the mean of each factor is calculated. According to the mean rank, the factors are ranked based on the customers' preference. Most of the customers prefer the electronic shopping for the

convenience of buying (7.02). The reputation of the company providing the service is also important. It is preferred by the most of the customers (6.68). Thirdly, offers and discounts (6.29) from the marketing companies attract



the customers to prefer the electronic shopping. Low price (6.24), quality of the product (6.20) and delivery system followed in

the electronic shopping (5.85) are ranked fourth, fifth and sixth respectively. The significance of the rank is tested as below.

Table 5: Friedman Test

N	250
Chi-Square	80.959
df	9
Asymp. Sig.	0.000

The calculated Chi-Square value (80.959) under the Friedman test for the degree of freedom 10 is significant at 1% level. The value of p is 0.000. Hence, it is concluded from the findings that the customers prefer the electronic shopping for its convenience, reputation and quality of service, offer and discounts, low price, quality of products and delivery system.

6. Sites

There is more number of companies in the business of providing the electronic shopping in India. International and domestic companies, companies for every type of products and services, are coming in to the market. But the customers prefer the companies based on the trust on the service and quality. In this study, few leading companies are taken in the study

Table 6: Most used electronic shopping sites

Company	Mean	Std. Deviation
Amazon India	3.29	1.370
Flip kart	3.15	1.122
Snap deal	3.03	1.126
Big basket	3.15	1.314
Ebay	3.05	1.252
Big bazaar	3.13	1.161
Others	2.97	1.442

The above table shows that the Amazon India (3.29) is the most preferred company in online shopping. Flip Kart and Big basket (3.15) are also used by the customers to buy durable and consumer goods. Big bazaar (3.13) is also mostly used by the customers to buy the consumable goods frequently. Beyond these companies, there are many companies to market different products like medicine, eye wear, wooden furniture, etc. The customers can prefer the companies based on their need and taste.

Conclusion and theoretical implications

This study lays the groundwork for future researchers who want to investigate the shopping behaviour of consumers who do their e-shopping. Expanding the size of the study

sample to include a population that is representative of the whole landscape of consumer behaviour around internet shopping may make it feasible to conduct more research. In addition, it is possible that the factors that have been found in this study are insufficient, and it is recommended that more variables be explored in any future research. The researcher investigated the elements that impact online purchasing behaviour, consumer happiness, and loyalty. Internet has changed the way consumers purchase goods and services. It is concluded from the findings that the customers prefer the electronic shopping for its convenience, reputation and quality of service, offer and discounts, low price, quality of



products and delivery system. Many companies use the Internet with the objective of cutting marketing costs, thereby reducing the price of their product and service in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate. It is concluded from the findings that the customers prefer the electronic shopping for its convenience, reputation and quality of service, offer and discounts, low price, quality of products and delivery system.¹⁹

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