



A STUDY OF ONLINE BUYING BEHAVIOR OF CUSTOMERS

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Abstract

This study examines the consumer buying behavior through online market. Objective of this study is concept of online marketing and online buying behavior of consumer/customers. Both primary and secondary sources have been used for this study. Primary data collected from respondent with the help of interview schedule. For the analysis purpose 37 have been selected as a sample through convenient sampling method. Researcher find out that 46% respondent purchase electronics product through online websites. Researcher conclude that most of customer buy goods and services through on online website also they prefer cash on delivery services and the customers are satisfied online services.

Key Words: Online Marketing, Online consumer buying behavior, Customer satisfaction.

Introduction:

Recently online shopping has become very popularly increase due to convenience. Consumers are buy and shop goods and services by using internet. By using internet marketing Many companies using marketing strategy for cost saving. Online shopping has its disadvantages too, we cannot touch and feel the item, delay in shipping, shipping charges make product costly specially in low cost items, risk of down your money, Stolen your card details etc. Online buying/Purchasing is the process whereby consumers/customers directly buy goods or services from a seller in real time without any intermediate person through the internet. It is a platform of electronic commerce. The total selling and purchasing transaction is completely electronically in real time. Some time intermediary may be present in some transaction and websites. A large percentage of electronic commerce is conducted completely in electronic form for essential items such as access to premium content on a website, but regularly

electronic commerce involves the transportation of physical items in some way. Online retailers are sometimes known as e-trailers and online retail is sometimes known as e-tail. Almost all big retailers are currently electronically currently on the World Wide Web.

Objectives:

1. To study the concept of On-line Buying.
2. To study the consumer behavior online buyers.

Significance of the study:

1. This study is useful to the business man which is related to online marketing.
2. This study is useful to people that people he doesn't know about online purchasing.

Research Methodology:

The investigation is based mainly on primary data. Researcher selected 37 respondents from the study area. 'Convenient Sampling Method has been used for the purpose of sample. Present researcher has collected data through structured interview schedule and personal observation. In addition the necessary secondary information collected from periodicals, books, websites and internet.

Conceptual Framework:

Definition of Online Buying Behaviour

Use of the Internet for trade shopping has extended massively in recent years and has had a profound influence on the shopping process for many consumers. Online buying behaviour is a type of behaviour which is exhibited by customers while Browsing websites of an e-tailer in order to search, select and purchase goods and services, in order to fulfill their needs and wants. It's basically a behaviour which is reflected by the buyer for the duration of the process of buying through the internet websites.

Data Analysis and Interpretation:

Table No 1 What do you like most about online shopping

Sr. No	Particulars	Frequency	Percentage
1	Save Time	9	24%

2	Choice	8	22%
3	Superior selection/Availability	5	13%
4	Cheaper price/Discounts	8	22%
5	Convenience	4	11%
6	Product comparisons	3	8%
	Total	37	100%

(Source: Field Work)

Table 1 showing online shopping. 24% respondent are like online shopping because of save time. 8% respondent like online shopping because of in online shopping product can be compare each other at different approach such as price, quantity, quality, features etc.

Table 2 Satisfied about online shopping

Sr. No	Particulars	Frequency	Percentage
1	Satisfied	20	54%
2	Highly Satisfied	8	22%
3	Neither satisfied nor dissatisfied	7	19%
4	Dissatisfied	2	5%
5	highly dissatisfied	0	0%
	Total	37	100%

(Source: Field Work)

Table 2 showing satisfaction about online shopping 20 respondent are satisfied about online shopping that mean they can satisfy about online services i.e., 54%. 5% respondents are dissatisfied about online buying.

Table 3 Sides using for online buying

Sr. No	Particulars	Frequency	Percentage
1	Flipkart	21	57%
2	Snapdeal	2	5%
3	Amazon	14	38%
4	Home shop 18	0	0%
5	Ebay	0	0%
6	Croma	0	0%
7	Ezone	0	0%
8	Indiatimes	0	0%
	Total	37	100%

(Source: Field Work)

Table no 3 showing side using for online purchasing.21 Respondent i.e. 57% are using Flipkart web site. The Flipkart was founded by Sachin Bansal and Binny

Bansal students of Indian Institute of Technology, Delhi in 2007, currently very popular website for online purchasing product and services.

Table 4 Where do you discover for product

Sr. No	Particulars	Frequency	Percentage
1	Specific site for specific product categories	13	35%
2	Google search	14	38%
3	Social media	4	11%
4	Price aggregator sites	2	5%
5	Others	4	11%
	Total	37	100%

(Source: Field Work)

Table 4 showing discover product information on web site at the time of Using Internet the advertisement notifications are receive in your screen. Most of internet user using Google search engine and it is very popular and large number of internet user's use for searching other information. sometime other information search on net then product and services notification receive and the customer can go on that website. 38% are using Google search engine for the purpose of online buying. 5% respondents are use for online buying at price aggregator sites.

Table 5 Is shopping online- Safe

Sr. No	Particulars	Frequency	Percentage
1	Depends on the store	23	62%
2	Safe	8	22%
3	Unsafe	6	16%
	Total	37	100%

(Source: Field Work)

Table 5 showing information about online buying safe or not. 23 respondent 62% are respond that online buying is safe or not is based on store. Some online store are safe and they provide correct information/ services to the customer hence the customer also feel safe at the time of buying goods and services. 16% are respond online shopping is not safe i.e. Unsafe.

Table 6 Frequency of online shopping

Sr. No	Particulars	Frequency	Percentage
1	As needed	23	62%

2	Once a month	8	22%
3	Once a week	4	11%
4	Once in few days	2	5%
	Total	37	100%

(Source: Field Work)

Table 6 showing information about frequency of online shopping. 62% are purchase online product whenever they need product and services they purchase.11% are purchase goods in once a week.

Table 7 With whom do you shop online

Sr. No	Particulars	Frequency	Percentage
1	Alone	11	30%
2	With Friends	13	35%
3	With Family	8	22%
4	Any other	5	13%
	Total	37	100%

(Source: Field Work)

Table 7 show with whom do you shop product online. 35% respondent are buy goods with friends that means some people does not know about product or services information and they feel uncomfortable at the time of buying process in online. 30 respondents buy product Alone.

Table 8 Most frequently purchased category

Sr. No	Particulars	Frequency	Percentage
1	Electronics	17	46%
2	Clothing & Fashion	6	16%
3	Books & Media	2	6%
4	Accessories	2	5%
5	Home décor/ Furniture	2	5%
6	Deals from local service Providers	0	0%
7	Other	8	22%
	Total	37	100%

(Source: Field Work)

Table 8 showing information about most frequently purchased category product and services. 46% respondent purchase electronics product currently the electronic product selling growth is higher than other product and services. Only 5% respondent purchase furniture and accessories. Furniture is easily available from local service provider hence the people don't purchase furniture and accessories goods.

Table 9 What are the payment methods you generally use for Online Purchases

Sr. No	Particulars	Frequency	Percentage
1	Credit Card	2	5%
2	Debit card	6	16%
3	Net Banking	1	3%
4	Cash on Delivery	27	73%
5	Gift Cards & Promotional codes	1	3%
	Total	37	100%

(Source: Field Work)

Table 9 show payment methods generally use for online purchasing. The higher number of respondent purchase goods and when delivery has been receive than payment can be give. 73% respondent are use cash on delivery services for online purchasing process. Only few respondents i.e., 3% are using net banking and gift cards & promotional codes services use for purchasing product.

Table 10 Most amount spend in single transaction

Sr. No	Particulars	Frequency	Percentage
1	Rs.250-1000	22	59%
2	Rs.1001-2000	8	22%
3	Rs.2001-10,000	2	5%
4	Rs.10, 001-50,000	5	14%
5	Rs.50, 001-100,000	0	0%
	Total	37	100%

(Source: Field Work)

Table 11 show information about spend amount in single transaction. 59% respondent purchases goods for rupees only 250 to 1000 rupees only they cannot believe on online product hence they purchase only low price product. Only 14% respondent are purchase goods rupees 10001 to 50,000 rupees amount that mean the customer are well aware about online marketing and they are believe on online marketing, some time they get more discount and less price.

Finding:

1. In this survey 46% respondent purchase electronics product through online websites.
2. 73% respondent is use cash on delivery services for online purchasing process.

3. 59% respondent purchase goods for rupees only 250 to 1000 rupees.
4. 21 Respondent i.e. 57% are using Flipkart web site for the purpose of online purchasing.
5. satisfaction about online shopping 20 respondent are satisfied about online shopping that mean they can satisfied about online services i. e. 54%

7. Suggestion:

1. The online selling companies provide fair services to the customers. The companies can sell their product with lower price but they can maintain/provide qualitative product to customers.
2. At the time of buying the goods and service the customer should aware about website and they read all instruction about that goods and services and prefer cash on delivery services because in cash on delivery process you should check you product and service at the time of delivery and then give payment of that person.

Conclusion:

Researcher conclude that online marketing is in future mandatory to all business organization because the customer needs are increasing trends. Today customer is very fast they need product and services immediate without any time consuming and lower price. There are various online side for purchasing goods and services and also, they provide cash back services, discount, home delivery, less cost, post purchase services, cash on delivery, loan facility, credit card facility etc. But the customer some time can't believe on online website hence they purchase only low price product.

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