

## A STUDY ON BUYING BEHAVIOR OF INTERNET SHOPPERS IN SELECTED CITIES OF GUJARAT

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### ABSTRACT

*Online shopping has acquired most important position in today's 21<sup>st</sup> century as such majority persons engage, loaded with busy their schedule. In such a condition online shopping became the simple and most preferable mode for shopping. Now a days Internet has changed the way and style of consumer's store, and has speedily developed into a global viewpoint. An online shop gives a facility of the physical similarity of buying products and services from internet shop and this procedure of shopping is known as business-to-consumer online shopping. Moreover, as we know the new advanced technology has rapidly convert the tradition way of doing online Shopping business. In today' era Online Shopping has become new kind of retail Shopping. The main objective of this study is to analyze buying behavior of Internet shoppers in Gujarat & at which extent they are prefer to do online shopping, which mode of payment used by them while purchasing online.*

**KEYWORDS:** Consumers, Buying Behavior, Online Shopping, E-commerce.

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### Introduction

Internet based shopping or Online shopping or online retailing is a type of of E-Commerce which give opportunity to customers to directly purchase products or services from a seller with the help of Internet or through smart phones using a web browser. Other names of internet-based shopping are also known as e-shop, e-store, Internet shop, web-shop, web-store, online store, virtual store. Online shopping environments are now a days plays an increasing and important role in the overall relationship between marketers and their customers. As such with the increasing internet education and learning, the ratio of online marketing is increasing in India day by day. As the Internet has now become a truly part of global point of view, the number of Internet users are increasing worldwide is expected to be high. It suggests that society having different tastes and objectives are now going to the web for information and to buy products and services. Thus, the impact of these online shopping environments on consumer behavior requires a critical understanding for marketing planning, moreover E-commerce has changed customer's lifestyles and personality entirely because being a customer do not have to spend much time and money in traveling in the market. We can also do our payment of shopping with help of e-commerce. We can also do online business with the help of e-commerce application development and web development solutions. In short everything is possible now a days with the help of internet and this technological era.

### Review of Literature

**Sinha and Uniyal (2005)** studied that the Shopping climate refers to the outlook of shopping, changing as such starting from the first departmental store to now a day malls then after to online shopping through the Internet. It has been search out that shoppers behave differently depending on the type of shopping conditions.

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**Pooja Mordani (2008)** Investigated study on customer's perception towards internet based e-shopping and the study includes an experiment in which the respondents were asked to go through the online shopping procedure and share their experiences. Finally the study conclude that the positive and best experience with a website plays a important part in gaining consumers trust while shopping through online and if consumers make trust on the website then they will perceived ease and safe of use, enjoyment and perceive the mainly 88 websites to be less risky to do shopping from that website.

**(Bhatt, 2014)**conclude that Online shopping is become popular among customers especially in case of young generation but in today' s changing scenario to it is also become equally popular among all age group of people. The result shows that mode of payment done by consumers is depend on income of the respondents. Moreover who's income having having monthly below Rs 1, 00,000 mainly prefer cash on delivery and who's income is above Rs 3, 00,000 are prefer net banking payments.

**G.R.Shalini, K.S.HemaMalini (2015)**discussed on features of OnlineShopping and Consumer's Intention towards the Purchase of Online Products in context of Chennai city. The sample size was 320 respondents were taken by researcher from Chennai city. Further The researcher had used Stratified sampling and simple random sampling methods for collection of data . The nature of the study was exploratory and descriptive in nature.&From the data Analysis, the researcher gave conclude that majority people select flip cart for do online shopping and also online shopping had become a trend now a days in this generation of 21<sup>st</sup> century. The study found that there is positive relationship between the website features and attitude, trust and intention towards online buying.

**Upasana Kanchan , Naveen Kumar and Abhishek Gupta(2015)**stated that online shopping is emerge popularly among people of young generation at high speed . speciallyHigher income group of people andliterate people areprefer buying morevia websites.Some Peopleare not preferring due to security and safety concerns. Simultaneously people are ready to accept change because of technological development while doing online purchase. Companies involved in online retailing also should focus on building trustworthy relationship between producers and to their customers.

#### **Objectives of the Study**

- To examine buying behavior of internet shoppers in Gujarat.
- To suggest appropriate precautions to consumers regarding how to shop safely and securely online.

#### **Scope of Study**

The study is mainly focus on specially urban part of western India in Gujarat state. This covers cities like Rajkot, Ahmedabad, Baroda & Surat.

#### **Universe of the Study**

The Universe of the study includes Indian customers who are doing internet shopping residinginthemajorcities of Gujaratstate.

#### **Sampling Size & Design**

For this present study, 200 respondents are selected by researcher from selected cities of Gujarat state & from each city 50 respondents are randomly selected by researcher. The Researcher has collected data by preparing structured questionnaire.Also he researcher has used convenient sampling method for the collection of data from respondents side.

#### **Data Collection and Analysis**

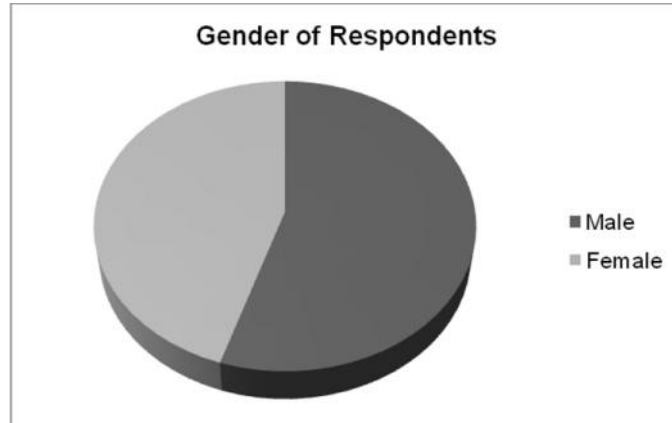
The researcher has used descriptive research design conduct this research work Structured Questionnaire has been prepared to get information regarding the buying behavior of consumers.

#### **Data Analysis & Interpretation**

Analysis of buying behavior of internet shoppers in Gujarat state is as under:

- **Gender of respondents and its impact on their buying behavior**

Gender	Respondents
Male	110
Female	90
Total	200

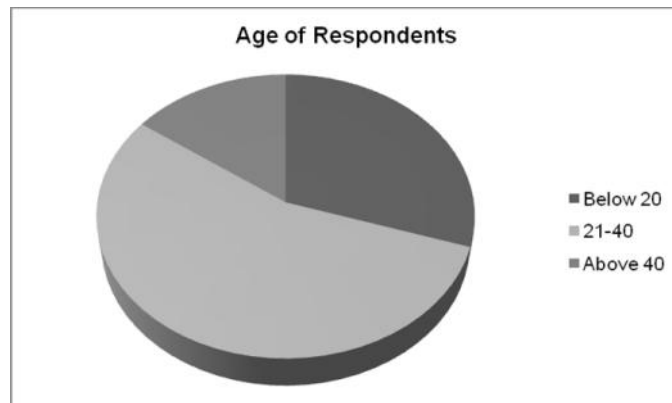


**Interpretation**

The above table shows that 55% of Male respondents who prefer to do internet based shopping while in case of female, 45% of respondents are doing internetbased shopping.

- **Age of respondents and its impact on their buying behavior**

Age	Respondents
Below 20	60
21-40	110
Above 40	30
<b>Total</b>	<b>200</b>

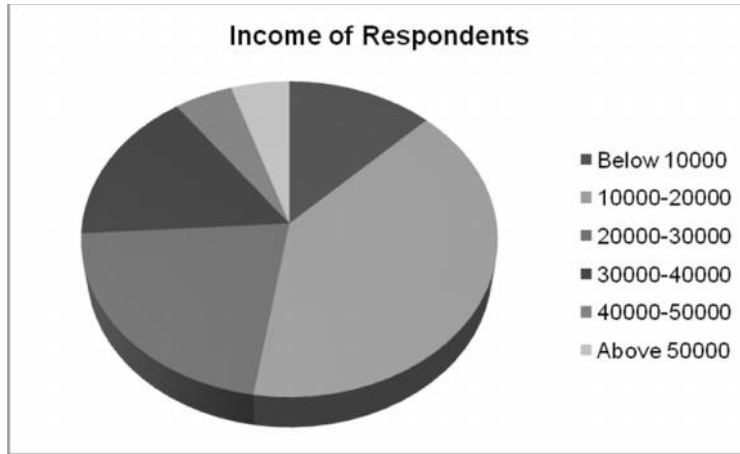


**Interpretation**

The table indicate the age of respondents & their impact on online buying behavior. Researcher interpreted that the respondents between age of 21-40 are more to do online purchasing that is almost 55%. While other respondents that means above 40 are smaller to do online purchasing.

- **Income of respondents and its impact on their buying behavior**

Income	Respondents
Below 10000	25
10000-20000	80
20000-30000	43
30000-40000	32
40000-50000	10
Above 50000	10
<b>Total</b>	<b>200</b>



**Interpretation**

The above table shows respondents 'income level and its impact on online buying behavior. By this researcher given conclusion that who's income is between 10000-20000 is given maximum priority to shopping through internet while who's income between between40000-50000 and more than 50000 are give less priority to online shopping.

- **How often do you Shop Online/Internet based shopping?**

**Table showing Number of Respondents purchasing behavior for Shopping Online**

Particular	Respondents
Frequently (once a week)	20
Regularly (at least once a month)	53
Occasionally (once in 2-4 months)	42
Rarely(once in a year)	33
According to the need	37
Never	15
<b>Total</b>	<b>200</b>



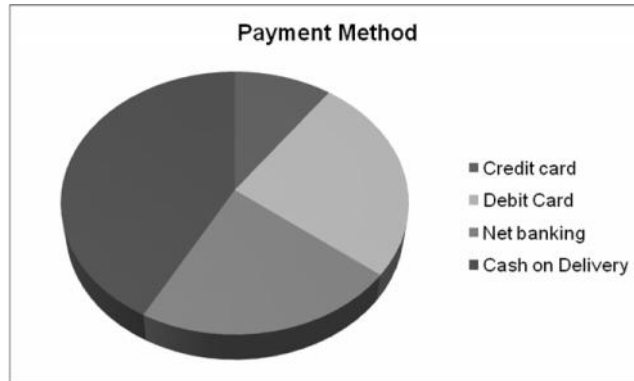
**Interpretation**

From the above table shows it is clear that 26.5 % of the respondents are doing Internet based shopping while only 7.5% of the respondents never prefer to buy online. This shows that very a smaller number of the respondents never shop online.

• **Select the Payment Mode normally adopted by you in Internet Shopping**

**Table showing Payment Mode normally adopted in Internet based Shopping**

Payment Method	Respondents
Credit card	20
Debit Card	51
Net banking	45
Cash on Delivery	84
<b>Total</b>	<b>200</b>



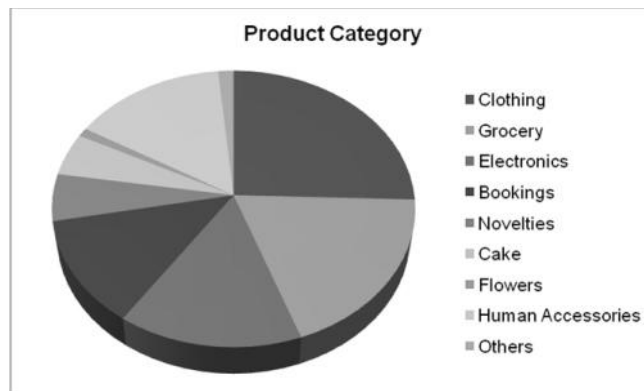
**Interpretation**

The above table shows that 42% of the respondents are ready prefer cash on delivery while purchase through online while only 10% of the respondents prefer to pay from credit card as a payment mode during internet shopping. This shows that majority of the respondents prefer cash on delivery as a payment mode while shopping with the help of internet.

• **Which kind of product buy on Internet by consumer?**

**Table showing category of products customers buy on internet**

Particular	Respondents
Clothing	51
Grocery	38
Electronics	30
Bookings	25
Novelties	11
Cake	10
Flowers	2
Human Accessories	30
Others	3
<b>Total</b>	<b>200</b>



### Interpretation

From the above table it is concluded that 25.5% of respondents prefer to purchase clothes from Internet while only 1% are prefer to purchase flowers on online mode.

### Findings of the Study

Following are the findings of the study:

- From the view point of Gender wise classification researcher found that 55% of the respondents are Male who prefer to do internet-based shopping.
- From the view point of Age wise classification researcher search out that 55% of the respondents are between 21-40 age, who give priority to internet-based shopping, while only 15% of respondents are above the age of 40. It means they are less interested in internet-based shopping.
- From the view point of Income wise classification researcher conclude that 40% of the respondents whose income between 10,000 to 20,000 who give maximum importance to internet based shopping.
- From the view point of Purchasing behavior wise classification researcher elaborated that 26.5% of the respondents are doing online shopping regularly it means once in a month, while only 17.5% of respondents are not at all doing internet based shopping.
- From the view point of Payment method wise classification researcher stated that maximum number of respondents that is 42%, prefer Cash On Delivery as a part of payment, while only 10% prefer to do payment from credit card.
- From the view point of Product category wise classification researcher research that 25.5% of the respondents are purchase to prefer cloths as per today's demand, while only 1% of the people purchase flowers online.

### Suggestions

Here Researcher has given few suggestions to customers on how to purchase safely and securely online. Follow these basic things and shop online with safe & confidence.

- Always Use Familiar Websites like Amazon, Flipkart
- Always prefer safety and security first
- Don't share your username and password with anyone
- Check Statements once in a day
- Set Strong Passwords like alpha, numerical, upper case, lowercase etc....

### Conclusion

Internet based shopping is speedily changing the way world do business in all over the world. Generally, In the business-to-consumer portion, sales with the help of the web have been increasing continuously over the last many years. Consumers, not only those from much developed countries but also from developing countries like India, are now become habituated to used the new shopping channel, new way of shopping. Because the internet has given step to great potential for businesses through connecting at global level. No doubt, we can say that majority of the respondents are familiar about internet shopping but they do not shopping online as they still today prefer traditional way of shopping. This may be because of trust and risk in online shopping.

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