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A Study on Consumer Behavior towards Online Shopping

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ABSTRACT
Online shopping has become increasingly popular in recent years. In 2021, global retail e-commerce sales reached $4.9 trillion, and this number is expected to grow to $6.5 trillion by 2025. This growth is being driven by a number of factors, including the convenience of online shopping, the availability of a wider range of products, and the ease of comparing prices.
Consumers are dynamically looking for approaches to saving time and effort, and online shopping offers a supportive strategy for doing precisely that. Clients can scrutinize and purchase things from the comfort of their own homes, at whatever point of day or night. Consumers will undoubtedly shop online if they feel like they are being treated as individuals. Retailers can tweak the shopping experience by using data to recommend things, offer cutoff points, and give client support.
Online shopping is a creating example, and it is presumably going to continue to fill in the years to come. Retailers that need to win in the online business place need to sort out the components that influence consumer lead and change their frameworks in like manner.
KEYWORDS: *Online, Shopping, Consumer*

I. INTRODUCTION

Online shopping is the exhibition of buying work and items through the web. It has become dynamically notable lately, as a steadily expanding number of people approach the web and a creating number of associations offer their things and organizations online. (Gurunath, 2018)

There are many advantages to online shopping. One of the best advantages is convenience. Online clients can shop from the comfort of their own homes, at whatever point of day or night. They can moreover contemplate costs from different retailers and find the best plans. Besides, online clients much of the time approach a greater assurance of things than they would track down in a standard actual store.

Another advantage of online shopping is that it might be more sensible than traditional shopping. Various online retailers offer cutoff points and headways that are not available coming up. Besides, online clients don't have to pay bargains charge on various things, which can save them a great deal of money.

Clearly, there are furthermore a couple of insults to online shopping. One of the best injuries is that online clients can't see or contact the things they are buying before they make a purchase. This can be an issue in case the thing doesn't satisfy the client's suppositions. Likewise, online clients could have to remain by longer for their things to appear than if they were shopping accessible. (Jain, 2019)

By and large, online shopping is a useful and sensible strategy for buying work and items. In any case, being familiar with the normal risks before making a buy is basic. The possible destiny of online shopping is astonishing. The improvement of online retail is being driven by different factors, including the rising noticeable quality of mobile phones, the climb of social exchange, and the creating interest for solace.

Consumers are ending up being dynamically notable, and this is essentially influencing online shopping. In 2021, flexible business addressed 54% of overall web business bargains. This number should create to 72% by 2025.

Social exchange is one more example that is driving the improvement of online shopping. Online diversion stages like Facebook, Instagram, and Pinterest are ending up being dynamically well known for shopping. Consumers are using these stages to track down new things, find inspiration, and proposition their shopping experiences with others. (Cummins, 2018)

The interest for convenience is furthermore driving the advancement of online shopping. Consumers are dynamically looking for approaches to saving time and effort, and online shopping offers a supportive strategy for doing precisely that. (Khan, 2020)

While online shopping offers different advantages for consumers, it moreover presents challenges for retailers. One of the best hardships is blackmail. Online retailers need to take the necessary steps to protect client data, such as using secure portion doorways and executing strong wellbeing endeavors on their locales.

Another test for retailers is returns. Consumers need to have the choice to return things they purchase online really and easily. Retailers need to have a sensible and easy to-include returns methodology set up. (Khedkar, 2020)

II. RESEARCH METHODOLOGY:

Data collection

A self-constructed survey was conducted with the help of the institutional tutor. This survey helped in collecting the necessary data for the research work.

Sample type

For the present research work, a total of 200 respondents were selected using direct random sampling.

Statistical tools

Regression analysis tool was used for the present research work. The purpose of the regression tool was to examine the relationship between the three variables used (shopping frequency, brand preference and satisfaction level).

III. RESULT AND DISCUSSION

Table 1: Gender of respondents

Gender	frequency	,
Male	100	50%
Female	100	50%

It can be seen from Table 1 that out of 100 respondents, 50% were male and 50% were female respondents.

Table 2 : Age of respondents

age	frequency	,
20-23	49	24.5
24-30	56	28
31-40	49	24.5
41-50	37	18.5
above 50	9	4.5

It can be seen from Table 2 that there were 49 respondents in the age group of 20-23 while 9 respondents were above 50 years of age

Table 3: Marital status

S. No.	Marital status	Frequency	%
01	Single	94	47
02	married	80	40
03	divorced	26	13

It can be seen from Table 3 that 47% respondents were unmarried while 26% were divorced.

Table: 4: Family type

S. No.	Family type	frequency	,
01	nuclear	134	67
02	Joint	66	33

It can be seen from Table 4 that 67% respondents lived in nuclear while 33% were living in joint families.

Improved Frequency of doing online shopping:

Table No. 5: Classification of respondents on the basis of Frequency of doing online shopping

S. No.	Frequency of doing online shopping	Male Respondents		Female Respondents	
		No.	Percentage	No.	Percentage
1.	Weekly	30	30	34	34
2.	Monthly	43	43	46	46

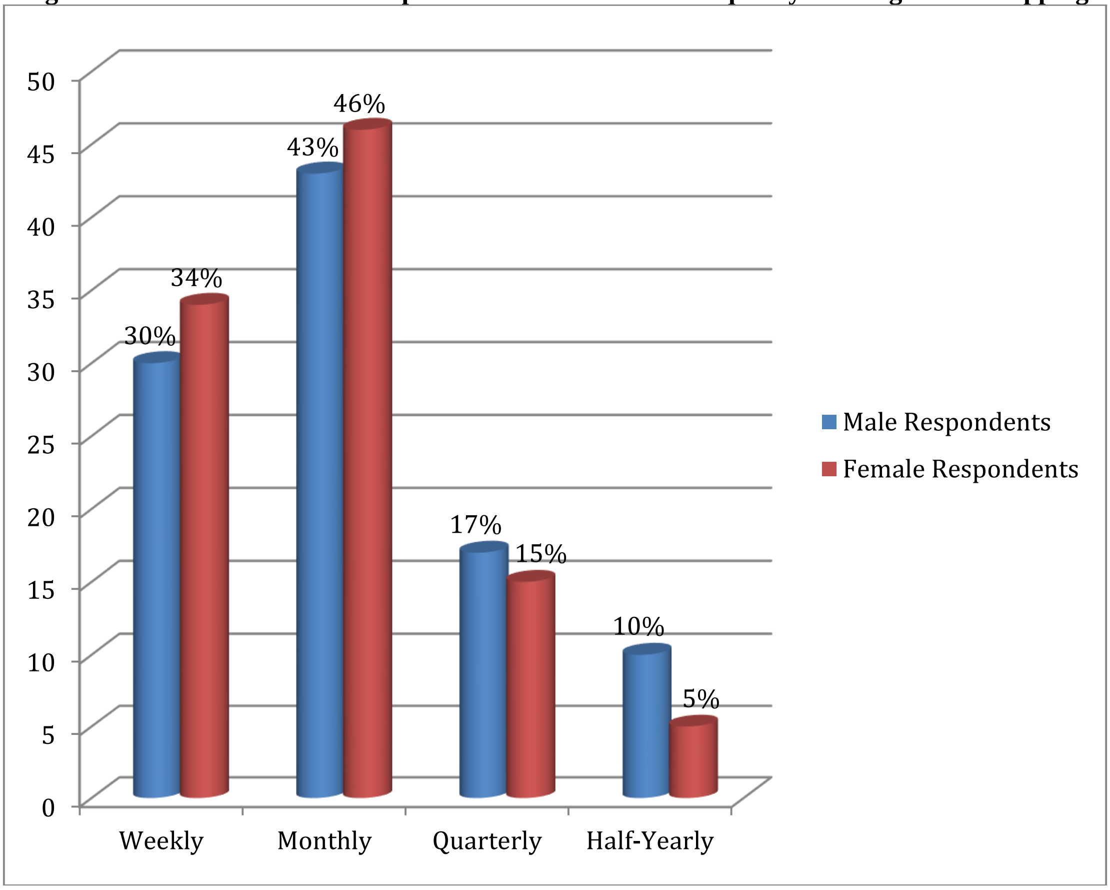
3.	Quarterly	17	17	15	15
4.	Half-Yearly	10	10	5	5
	Total	**100**	**100**	**100**	**100**

Analysis

It is clear from the above table that out of total 100 male respondents, 30 respondents like to do online shopping weekly while 43, 17 and 10 respondents like to do online shopping monthly, quarterly and half-yearly respectively.

Similarly, out of total 100 female respondents, 34 respondents like to do online shopping weekly while 46, 15 and 5 respondents like to do online shopping monthly quarterly and half-yearly respectively.

Figure No. 1: Classification of respondents on the basis of Frequency of doing online shopping



Interpretation:

It is clear from the above graph that majority of the male respondents i.e. 43% do online shopping monthly. Similarly, majority of the female respondents i.e. 46% do online shopping monthly. Similarly, average of male and female respondents i.e. 16% do online shopping quarterly.

Preferences to branded products:

Table No. 6: Classification of respondents on the basis of preferences to branded products

S. No.	Do you purchase branded product in online shopping ?	Male Respondents		Female Respondents	
		No.	Percentage	No.	Percentage
1.	Agree	37	37	45	45
2.	Strongly Agree	23	23	27	27
3.	Disagree	19	19	15	15
4.	Strongly Disagree	11	11	5	5
5.	Neutral	10	10	8	8

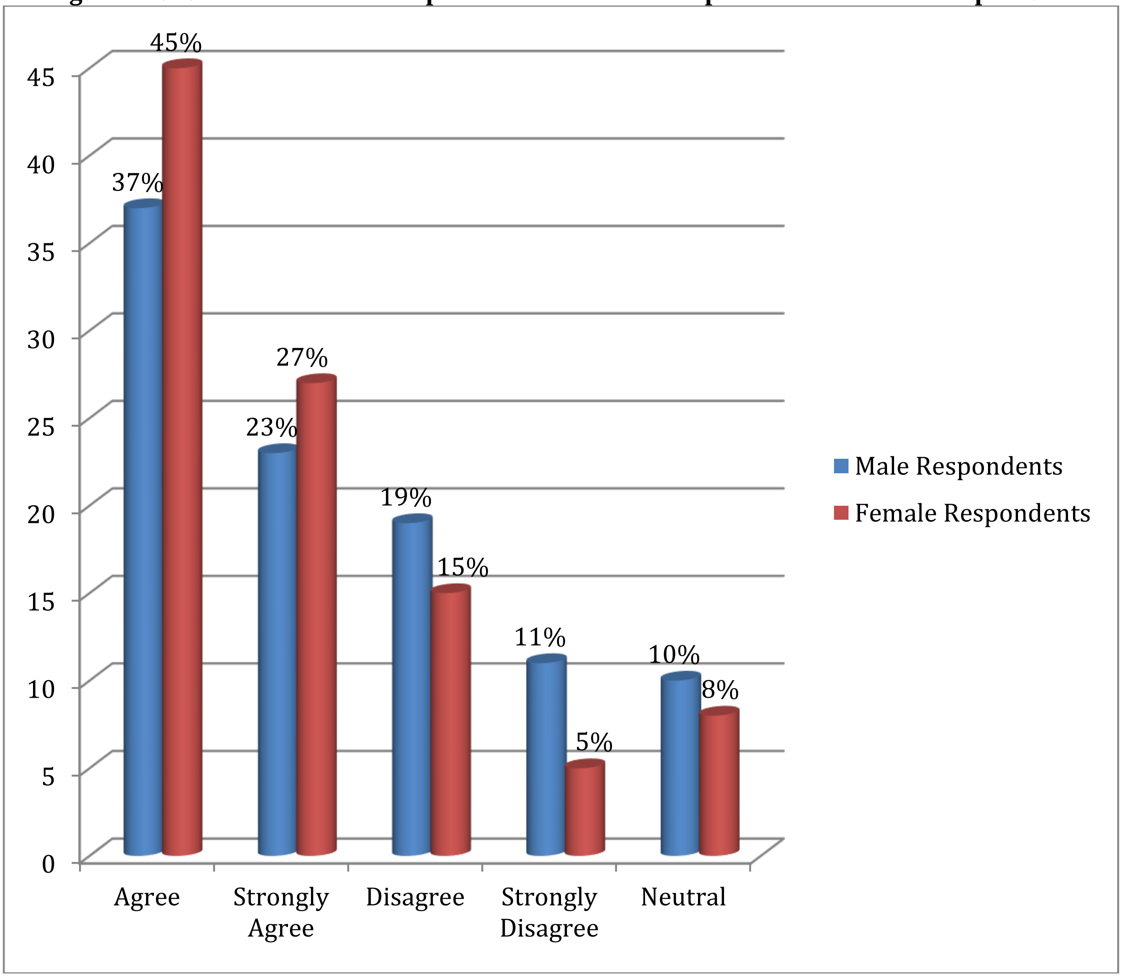
	Total	**100**	**100**	**100**	**100**

Analysis

It is clear from the above table that out of total 100 male respondents, 37 respondents agree that they prefer to purchase branded product in online shopping while 23 and 19 respondents were 'strongly agree' and 'disagree' with this statement respectively. On the other hand, 11 and 10 respondents were 'strongly disagree' and 'neutral' with this statement respectively.

Similarly, out of total 100 female respondents, 45 respondents agree that they prefer to purchase branded product in online shopping while 27 and 15 respondents were 'strongly agree' and 'disagree' with this statement respectively. On the other hand, 5 and 8 respondents were 'strongly disagree' and 'neutral' with this statement respectively.

Figure No. 2: Classification of respondents on the basis of preferences to branded products



Interpretation:

It is clear from the above graph that majority of the male respondents i.e. 37% agree that they prefer to purchase branded product in online shopping.

Similarly, majority of the female respondents i.e. 45% agree that they prefer to purchase branded product in online shopping.

Satisfaction towards online shopping

Table No. 7: Classification of respondents on the basis of satisfaction towards online shopping

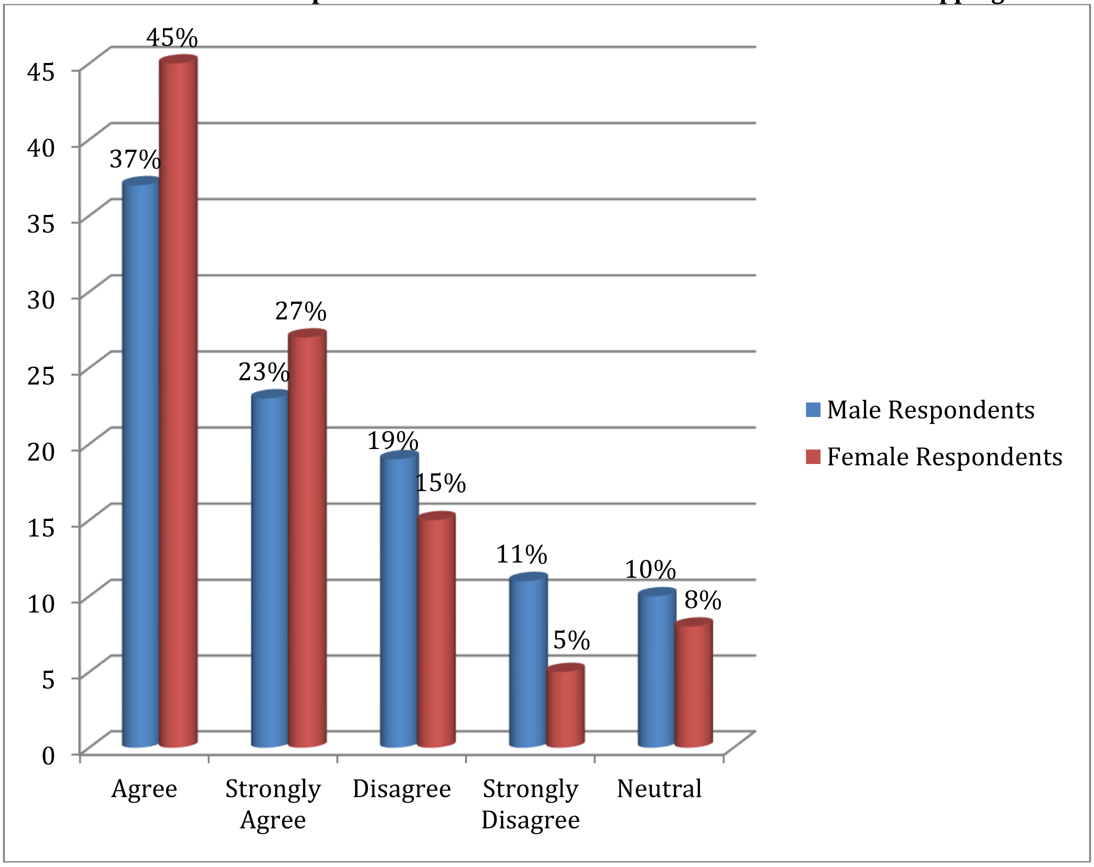
S. No.	Are you satisfied towards online shopping ?	Male Respondents		Female Respondents	
		No.	**Percentage**	**No.**	**Percentage**
1.	Agree	37	37	45	45
2.	Strongly Agree	23	23	27	27
3.	Disagree	19	19	15	15
4.	Strongly Disagree	11	11	5	5
5.	Neutral	10	10	8	8
	Total	**100**	**100**	**100**	**100**

Analysis

It is clear from the above table that out of total 100 male respondents, 37 respondents agree that they are satisfied towards online shopping while 23 and 19 respondents were 'strongly agree' and 'disagree' with this statement respectively. On the other hand, 11 and 10 respondents were 'strongly disagree' and 'neutral' with this statement respectively.

Similarly, out of total 100 female respondents, 45 respondents agree that they are satisfied towards online shopping while 27 and 15 respondents were 'strongly agree' and 'disagree' with this statement respectively. On the other hand, 5 and 8 respondents were 'strongly disagree' and 'neutral' with this statement respectively.

Figure No. 3
Classification of respondents on the basis of satisfaction towards online shopping



Interpretation:

It is clear from the above graph that majority of the male respondents i.e.37% agree that they are satisfied towards online shopping.

Similarly, majority of the female respondents i.e. 45% agree that they are satisfied towards online shopping.

Table: 8: Regression analysis

	male respondent	female respondent
r^2	0.409	0.413
F	36.608*	38.912*
Constant	0.304	0.367
Shopping Frequency	0.196*	0.006
Brand Preference brand EEmpowerment PpePPerformance	0.006	0.290*
Satisfaction level	0.296*	0.198***

Table 8 shows that the shopping frequency, brand preference and satisfaction level variables explain 40.9% (male respondents) and 41.3% (female respondents) of the variation in women progress.

IV. CONCLUSION

The current study summarizes that the trend of doing online shopping has increased immensely. We used three variables i.e. shopping frequency, brand preference and satisfaction level and found that most of the respondents were agreed that these three parameters lead to their reliance on online shopping.

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