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## The Role of Consumer Behaviour Towards Online Shopping -An Empirical Evidence of Amazon, Flipkart, E-Bay, Myntra

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### ABSTRACT

*There is a big change among the millenniums in their shopping behavior especially when it comes to online shopping behavior. Being tech savvy's could be one of their primary reasons for their proximity between them and the online shopping behavior. Today from costumes to cosmetics, electronics to groceries all the items are purchased from the online shopping. There are been many researches being conducted to know the factors that contribute to the online shopping behavior among the potential target audience. This research mainly focuses on the point to know the demographical factors that display the differences in the online shopping behavior. The product reviews are one of the methods to build that customer relativity or customer opinion framing hence the customer reviews act as opinion leaders whose remarks will be key in forming the perceptions which become a prerequisite for forming the expectations and thereby the actual performances can be compared with such predetermined expectations.*

*The housewives who spend their time more in the household activities have preferences and needs when it comes to their consumer behavior towards online shopping when compared to the working women who spend half a day outside the house and their preferences and needs deviate a lot from that of the housewives, this clearly establishes a point that the economic status of a woman does have an impact on their needs and preferences particularly when it comes to online shopping it is evident. Similarly the age has also got a key effect on the preferences and consumer behavior among the potential target audience .Today electronic gadgets and devices like cellphones, laptops, pen drives, printers and other devices are more bought through online platforms. This indicates that the product literature, product reviews and product referencing becomes more important the moment the customer decides to enter the website of a particular company or a general ecommerce website.*

*So it becomes important for the ecommerce companies to know what are the reasons for the customer traffic which*



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*flows in to a particular website what are the expectations they have towards a particular website namely better user interface, speed processing, easy payment gateways, better shopping windows, larger scope for product comparison, and customer reviews. Hence this project primarily focuses on the factors and the demographic factors which influence the customers who make their decisions of buying products through online shopping.*

**Keywords:** Online Shopping, Consumer Behaviour, Marketing Techniques, Sales Promotions.

**JEL Codes:** D1, D2, D5, D6.

## 1. Introduction:

Virtual shopping is evoked tremendously in present lives. The increase in Technology changed our lifestyle and more hectic this made the people to concentrate on Online shopping whereas the 'brick & mortar' were having less services for consumers by the retailers, it is an B2C process of online shopping. In online shopping the consumers can purchase products through web browser easily.

The mode of internet is very easier and more convenient to the consumers. At present in 2020, the shopping can be done by customers by various modes like

system, tabs, mobiles, laptop, smart speakers this was started from 2016. In the recent days many are being very busy their own life by using internet the online shopping is more flexible for people and provides offers with less cost mainly it is less time-consuming process and available for 24 hours.

Online shopping means it is process of purchasing products or services through Internet from the trader and customers will buy from the respected companies which are accessible in the online. Consumers get their products by using websites directly through retailers and the other is by browsing with the other websites with the help of Search Engines in shopping sites which provides the various alternative products to the online shopping users by approaching different E-Retailers which has an opportunity for accessibility of same product and thereby they can estimate the final result of the product. The term online shopping named as virtual shopping store, internet shopping, web based shop, online store, e-web store, e-shop, e tailing.



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- **Online Shopping** by using Internet customers can purchase the products directly with the absence of intermediaries as E-Commerce. In few transactions intermediaries are presented in E-Bay.
- **E-Shopping** It is the web browsing and transactions of purchasing the goods using Internet or by any smart Catalogues. It is also said to be Home shopping through web browser.
- **E-Commerce** it is also a part of E-Business all the buying and selling of products and transactions were performed through electronically. E-Commerce is the main aspect to increase the establishment of e-business and at present there is a wider scope for the presence of e-business because it is done by providing discounts and offers. The main aspect is products are available at cheaper prices and the services by distribution..

## 2. Review of Literature

- ❖ **Dr. V. Lakshmi and Dr. R. Lakshmi (2018):** This article states

that the youth people are more interested on Internet based shopping. The age group of about 13-19 are more concentrated on E-Commerce. The change in technology has more impact on the younger level of generation towards online shopping. The young people are interested on internet way of mode because they have more awareness on the Internet and Technology.

- ❖ **Dr. V. Shanthi & Dr. L. Nanda Gopal (2018):** This is an exploratory study on Online shopping. This research says that depending on few questions the study was conducted. The result of the study is the producers should understand the needs of customers and should maintain a relationship and bridge the gap between them which results to increase the impact and future scope for e-retailers and the customers will trust and get interest on online shopping.

- ❖ **Upasana, Naveen Kumar and AbishekGuptha (2015):** This study



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reveals that higher level of income people are concentrated more on online shopping. Mostly the young generation was having higher impact on shopping by this age level customers the Internet shopping gaining more popularity in Market. In other sense few people are having their trust and security issues on Internet but on the other hand at the same point because of changes in technology the customers were opting online shopping. This research suggests that E-Retailers should concentrate on the security issues to increase the relation with customers.

- ❖ **Professor Ashish Batt (2014):**The Study was conducted in areas of Gujarat about the Consumer Attitude and behavior towards E-Commerce. This study states that in present situation the younger trend have more impact on online shopping but in same way all the age people should have the same preference in broad sense on internet shopping. Based on this

study it reveals that depending on their income levels the mode of payment was differed by the respondents. Based on the time variation the attitude of consumers was also changing. In India, mostly all customers are comfortable by using online shopping.

- ❖ **Prashant Singh (2014):**This article states that the future scope for E-retailers was high. It is a case study on Flipkart in the Lucknow on Consumer Behaviour on Online Shopping. This article says that Online retailers will give the reasonable price to customers to save money and time by online based on their level of budget. Flipkart offers best prices to the customers. The growth and success of India in E-retailing is mostly depending on the unique price policies, brand.
- ❖ **Gua Jun & Noor Ishmawathi Jaffar (2011):** The study is on Consumer behavior towards online shopping. In this study they considered factors like Reputation



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and Marketing Mix. The result is that there is a positive response towards online shopping. There is a significant influence towards the online shopping by consumers. The domestic culture and their attitude determine the behavior of regional people with regards to online shopping this was concluded from the research.

- ❖ **Zurooni Md Jussoh & Goh Haai Ling (2012):** The study is based the factors influencing the consumer attitude and behavior towards the E-Commerce through the online shopping. This study reveals that online shopping experience, product perception and service this factor had a significant relations towards e-commerce. This study concludes that there is no consumer risk towards the online shopping this has no significant relation over online purchasing through E-Commerce.
- ❖ **Mohammad Hussain Moshreff Jawadi (2012):** The study is on the factor's affection online shopping towards Consumer's Behavior in

Iran Online Stores. They found that Non-Delivery Risks & Financial Security will affect the attitude of consumer behavior. The conclusion is delivery terms and service for customers should be safer and satisfy the consumer.

- ❖ **Gupta and Ruchi Nayar (2011):** This research is concentrated on demographic factors and psychographic factors and their interest on Online Shopping. Demographic Factors like Age, Gender and Income, Perceived Ease Of Use (PEOU) this influenced the consumer behavior. Based on Indians Survey they inspected that there is an unpleasant action so they hesitate to do online shopping.
- ❖ **Ankur Kumar (2010):** The research was conducted a s an attempt to know the Indian consumer behavior of Internet Shopping in present scenario. This study was done by using various socioeconomic variables this helps the analysts about the consumer perception, attitude and their goal to do on



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Volume 5, Issue 11, November 2020, <http://ijmec.com/>

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internet shopping. The conclusion may be important and helps to guide for the market-driven. The result of this research suggests that its better to understand the consumer behavior by assessing the consumer attitude towards the internet shopping.

- ❖ **Amar Chema and Purshotham Bapatla (2009):** this study it is an attempt to know the relative difference between internet shopping and offline shopping. The result is that there is an increase in the purchase of utilitarian products like software and hardware computer products than the hedonic like movies, music etc., relatively the decrease in online information with the relation of increase in experience of customer of internet and Trust of consumers will decrease towards SE's and vice versa towards online shopping.
- ❖ **Pooja Mordaani (2008):** This article is based on Consumers Perception towards Ecommerce that

is Internet Shopping. This is an practical inspection of survey in which they asked the respondents to go through the online shopping process and share their experiences it's like an reviews of the online shopping. The result is positive as if consumers trust the website then they will ascertain ease to use and conveniently ease to perform their online process of shopping.

- ❖ **Sinha & Uniyal (2005):** According to this study Shopping refers that it is a panorama environment as it is changing from various perspective like departmental to malls to as present e-commerce that is online shopping. This study found that the behavior of consumers will differ based on their shopping options or their situations. This concludes that the online shopping is based on the perception of consumer's attitude and behavior.

## 3. Objectives of the Study:

1. To understand the online shopping behavior of Men and Women.



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Volume 5, Issue 11, November 2020, <http://ijmec.com/>

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2. To study the factors which are influencing the online shopping behavior between Men and Women.

## 4. Hypotheses of the Study:

**H0:** There is NoSignificant relationship between the online shopping needs of Men and Women.

**H1:** There is a significant relationship between the online shopping needs of Men and Women.

**H0:** There is No significant relationship between Men and Women in the behavior of Online Shopping.

**H1:** There is a significant relationship between Men and Women in the behavior of Online Shopping.

## 5. Research Methodology:

- ❖ **Sources of Data:**Primary Data collected from the respondents,Questionnaire has been prepared to collect the data from respondents for my study,Secondary

source to get the information regarding consumer using Internet.

- ❖ **Sample Size:**I would like to take Samples is 100. The Sampling Unit is 18-65.

- ❖ **Tools used in the Study:** The study has applied the ANOVA.

## 6.Limitations of The Study:

- ❖ This research has been constricted only to the Uppal region and the results might also differ with different regions in India.
- ❖ It has constricted to the 100 respondents and the data that has been taken from them may not stand to be true always.
- ❖ This study focuses only on the online shopping like commercial sites.

## 7. Need of the Study:

- ❖ To insight the what are the main factors the online shoppers will consider to buy the products by using Internet.
- ❖ To identify what affects the behavior of customers while doing Online shopping.





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- ❖ Factors influencing the behavior of customers while considering online shopping.
- ❖ To identify which websites are preferred mostly by consumers.

## 8. Data Analysis:

**Process Of Online Shopping:** In online shopping usually payment done through credit cards, international cards, some sites accept both shipping and billing addresses and there are few alternative ways:

1. Cash on Delivery (COD)
2. Debit card
3. Cheque
4. Gift cards
5. Billing to mobiles
6. Direct Debits within the same countries.
7. E-Money
8. Postal money
9. E-Transfer / Wire Transfer
10. Delivery on Payment

## Factors Influencing Online Shopping

**Behavior Of The Consumer:** Consumer attitude affected based on demographic, knowledge, shopping attitude. It is more complicated to understand the consumer behavior as it is a socio-technical case. It is purely related to psychological behavior of consumer. It is not an easy task to judge the consumer state of behavior as there are many other various factors which influence to shop through Internet. There are few common factors as follows

**Cultural Factor:** This is the crucial factor that influences consumer for preferring product in online is cultural differences. There are 3 types of culture, subculture, social. *Culture*, is based on behavior and desires. *Subculture*, is based on segment of market it is purely based on







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tailormadedesried segments. *Social class*, it includes consumers interests, values and same behavior of consumers. It is the divided with permanent and fatigued society.

**Social Factors:** It includes family, group, status and role. Based on each variable they will influence the online shopping directly or indirectly.

**Marketing Mix:** Product, Price, Place, Promotion these components are directly or indirectly influence the consumer decision and attitude.

**Personal Factors:** In personal it includes various factors like Age, self, lifestyle, attitude, behavior, state of economy, personality, lifecycle.

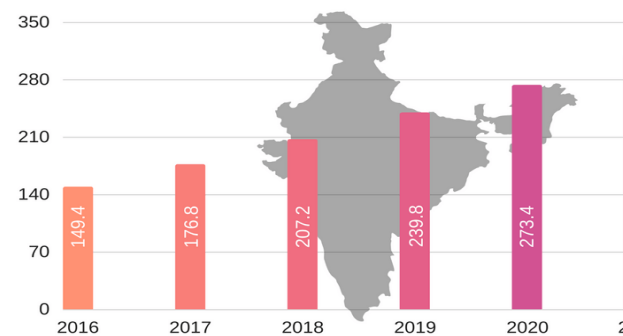
**Psychology: Psychological** factors are Learning, Perception, Motivation, Attitudes, Beliefs and Trust. Based on the market and economical changes the individual psychological thinking varies towards products and based on their experience the attitude changes to shop.

## Statistics Of Online Shoppers in India:

Indian e-commerce is projected to increase from 4% of the total food and grocery,

apparel and consumer electronics retail trade in 2020 to 8% by 2025. ... As of August 2020, the number of internet connections in India significantly increased to ~760 million, driven by the 'Digital India' programme.

**NUMBER OF ONLINE SHOPPERS IN IN**  
(in millions)



Source: Statista, e-Commerce India, User in millions

One Way ANOVA		Sum of Squares
I shopped in the online shopping using the same approach as	Between Groups	1.00
	Within Groups	57.11
	Total	58.11
I usually find great pleasure in shopping at online shopping	Between Groups	.61
	Within Groups	99.38
	Total	100.00
It was easy to learn how to use the online shopping	Between Groups	3.70
	Within Groups	86.24
	Total	90.00



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I had trouble finding an item one I had found it in The online sites	Between Groups	I have browsed when shopping	.178	Between Groups	.277	.698	2
	Within Groups	63.132	98	.644	Within Groups		61
	Total	63.310	99		Total		64
In the future, I could use using online shopping instead of malls and Kirana shops	Between Groups	.205	1	.205	.252	.617	
	Within Groups	79.535	98	.912			
	Total	79.740	99				
I have to browse when shopping	Between Groups	.093	1	.093	.142	.708	
	Within Groups	64.417	98	.657			
	Total	64.510	99				

## 9. Findings of The Study:

1. The total number of Responses received is 100.
2. The maximum number of people responded to the survey are above 18.

One Way ANOVA		Sum of Squares	df	Mean Square	F	Sig.
I shopped in the online shopping using the same approach as	Between Groups	1.402	4	.350	F	Sig.
	Within Groups	56.758	95	.597	.587	.673
	Total	58.160	99			
I usually find great pleasure in shopping at online shopping	Between Groups	2.697	4	.674		
	Within Groups	97.343	95	1.025	.658	.623
	Total	100.040	99			
It was easy to learn how to use the online shopping	Between Groups	.775	4	.194		
	Within Groups	89.225	95	.939	.206	.934
	Total	90.000	99			
I had trouble finding an item one I had found it in The online sites	Between Groups	1.763	4	.441		
	Within Groups	61.547	95	.648	.680	.607
	Total	63.310	99			
In the future, I could use using online shopping instead of malls and Kirana shops	Between Groups	2.304	4	.576		
	Within Groups	77.156	95	.815	.707	.589
	Total	79.460	99			

## 10. Suggestions Of The Study:

1. As our survey has been confined to the Uppal region, there are more likely chances for the future people to go beyond the Uppal region and



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can conduct the research program to the most.

2. People are likely to purchase the products through Online, hence it may help the Online companies to provide the better assistance to the people to retain them.
3. This is the world of young generations where people are much aware of online shopping, because most of them are well educated in their own way, if they want any information, they simple search for it and can know about it through internet and social media platforms and many more. This will help the companies to load more content about their products and upcoming products, their specifications that attracts the consumer to the most.

## **11.Conclusion of The Study:**

Now a day's consumer are most likely to purchase through online, according to these survey females spent most time on online sites but they won't purchase products through online sites as like men because of security issues and lack of touch and feel of the

products. The present study has been conducted in the Uppal region with a respondents of 100 in number through random sampling technique. This study is mainly focused on the online shopping behavior of men and women.

The study has been conducted based on various factors such as Gender, age, marital status, education, occupation, income. Through these factors we find out that most of the responses are belonging to male gender who are >18 age group, most of them are educated and are graduates, who are belonging to an income of more than 10,000. This study helps us to know the influencing factors that are responsible for online shopping decisions by the consumer in Uppal region.

The above generated information can help the companies to formulate the new strategies in order to get the more number of consumer's/customer's towards their companies and can stay



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Volume 5, Issue 11, November 2020, <http://ijmec.com/>

ahead of their competition by  
knowing the pulse factors of people

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