

**REVIEW AND ANALYSIS ON CONSUMER BUYING BEHAVIOUR AND PERCEPTION
TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO BHOPAL**

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Abstract

This research delves deeply into online consumer behavior, particularly within the burgeoning domain of online retail, with a focus on Bhopal, India. Its objectives encompass various facets, such as pricing, product variety, quality, promotional schemes, and the perceived time and cost savings associated with online shopping. The study formulates hypotheses to explore significant relationships between these factors and consumer behavior in the online retail context. The research seeks to dissect consumer reactions to pricing models, product assortments, and product quality in online retail. It also examines how consumers respond to different promotional schemes and discounts, along with their perceptions of time and cost savings during online purchases. Utilizing an analytical framework, this study aims to provide comprehensive insights into the evolving consumer landscape in online shopping. In summary, this research offers a comprehensive exploration of online consumer behavior, shedding light on the factors influencing choices and perceptions in the dynamic world of online retail, particularly within the context of Bhopal, India.

Keywords: Consumer Behavior, Online Shopping, E-Commerce, Price Sensitivity, Product Variety, Product Quality, Promotional Schemes, Time Saving, Cost Saving, Purchase Intention, Buying Behaviour, Perceptions, Preferences, Indian Market, Bhopal, Retail Strategies

Introduction

In India, internet shopping is quickly catching up to traditional retail. India's Internet usage has increased dramatically during the past ten years. India is a driving force behind the exponential rise in online commerce due to its expanding Internet user base, widespread mobile use, and innovative government policies. Every creative change, so the saying goes, brings opportunities. Prime Minister Mr. Narendra Modi's announcement of demonetization on November 8, 2016, was one such radical transformation. Demonetization has created a huge opportunity for digital payments in India, and the firms that provide digital wallets have seized this opportunity to increase their market share. For Indian customers, demonetization has provided a unique digital payment platform as an alternative to cash. Customers' perceptions of online income have drastically changed as a result of this shift from physical

payment. Following a successful online purchase, customers have completed their transactions using internet banking, mobile banking, card payments, or cellphones. The adoption of online shopping is significantly and positively impacted by customer perceptions about online items.

Amazon and Flipkart began as online book sellers, offering consumers a cost-effective alternative to visiting several stores, wasting hours perusing, and having their efforts wasted. Despite obstacles and limitations, the Internet has given manufacturers and sellers a seamless and trouble-free platform to contact more prospective customers. Due to its various opportunities, a ten-year-old e-commerce platform has drawn several traditional merchants to engage in online business. With the rapid development of e-commerce and e-retailing, new academics tried to understand the disparate behaviors of online consumers. In contemporary research, variables or hypotheses have been proposed based on widely-accepted models of consumer behavior, and the validity of such models has been assessed online.

Online shopping is therefore a convenient way to purchase a wide range of products, including food, clothing, electronics, stationery, and much more. Convenience is the main benefit of online shopping for consumers, since it saves them from having to spend their precious time at malls or shopping centers. Even while conventional shopping still has a sizable following, online shopping has grown in popularity. The tendency will eventually shift, and the number of consumers who purchase online will rise significantly. Researchers have conducted several studies in a variety of fields since the topic is so important. The goal of the current study is to assess consumers' perceptions about online shopping.

2. Literature Review

The route to accessing goods and services is provided by online shopping. Online shoppers have access to a wide selection of goods, including everything from fashion items to travel and insurance services. On the e-commerce platform, business-to-business (B2B) transactions are also rather popular. Online purchases at the end of 2011 amounted to almost Rs. 46,520 crores, according to data from the Internet and Mobile Association of India (IAMAI), which was cited by the Business Standard. IMAI reports that the market for digital commerce grew by 33% in 2013 compared to the prior comparable period in 2012. In 2013, the travel sector accounted for 71% of the internet commerce sales in the travel business, which totaled Rs44,907 crores. The whole digital commerce business, which includes goods and services after COVID-19 lockdowns that compelled customers to make purchases from home, reached 5.46 lakh crore in 2020.

In terms of sheer numbers, the Indian population is among the youngest in the world. Every year, more than 2 million recent graduates enter the workforce. The younger generation is well-suited to successfully operate their retail company online because to their technological know-how. Skeptics are customers who are reluctant to do business online. Online shopping swiftly gains traction as

customers realize its advantages and start using it as their primary means of payment. The benefits of avoiding a long wait and having more time to reach the counter were so obvious that they were ready to pay the increased rates.

Katta and Patro had analyzed the four categories of internet shoppers [2018]. These purchasers comprised those who made their first online purchase, those who shop sometimes, those who shop often, and those who shop regularly online. This study brought to light a number of factors that influence consumers' purchasing decisions. These factors include things like platform dependability, data security, customer service, and website design. They also learn that the viewpoints of various categories of internet consumers vary.

According to Alyoubi et al. (2015), the growth of the web and its wider reach have aided in the adoption of e-commerce in developing nations, allowing customers to conduct business internationally. Through the use of structural equation modeling, cluster analysis, and exploratory correlation analysis, the study concludes that Pakistani customers act differently from consumers in Western nations or those that have completely embraced internet purchasing. Convenience and trust are important characteristics that impact customer behavior, but perceived pricing and data accessibility are also important considerations.

Ahuja et al. (2003) concentrated on examining how customer preferences for certain product and service categories were backed by attitudes and actions related to purchase. We've looked at this tendency in relation to both goods and services. College students who shopped online cited convenience (28%) as their top motivation, followed by better pricing (25%) and time savings (23%). It was 31% and 23% for non-students, respectively. 27% for time savings, better pricing, and convenience. Online shoppers are primarily motivated by convenience and customer service, and the absence of these elements poses significant obstacles.

Adnan (2014) investigated the elements influencing Pakistani consumers' online buying habits. These included website design, hedonic motivation, perceived hazards, and a variety of psychological elements, particularly those related to security and trust

Aimol et al. (2014) looked at the variables impacting consumers' online buying habits. The research employed purposive sampling as a technique to gather data from 105 participants, including 55 male and 50 female individuals aged 18-30 who had prior experience with internet purchasing. Consequently, the respondents were selected from the cross Yamuna region of Allahabad.

E-commerce has emerged as one of the core features of the Internet, according to Banu et al. (2014). When it comes to what people do on the Internet, it is even more popular than looking for news, entertainment, or information—the two most frequent searches.

S. Baveja. along with S. According to Rastogi (2000), future profitability may be significantly

influenced by the loyalty of online customers. More so than offline, devoted internet shoppers spend more, recommend more individuals, and are more inclined to branch out into other product categories. They are therefore more lucrative than one-time clients.

Bhatt (2014) investigated the attitudes of consumers in Vadodara and Ahmedabad, Gujarat, about internet purchasing, bolstered by customer behavior, beliefs, preferences, and views. SPSS was used for data analysis. Perceived security, perceived privacy, perceived usefulness, perceived fun, and perceived information were shown to be the five main elements influencing online shoppers' opinions. The younger generation occasionally enjoys online purchasing. But it has become more and more well-liked lately in all age levels. Additionally, the findings indicate that consumers in both metropolitan regions thought the product description was realistic. They discovered that options like COD, website customisation, home delivery, etc. make online purchasing convenient. The outcome demonstrates that consumers' choice of payment method is influenced by their yearly income. When paying for goods with cash on delivery, those whose monthly income above Rs 1,00,000 see greater value in doing so, while those whose income exceeds Rs 3,00,000 would rather use online banking. Every day, people from different age groups purchase online.

Analysis and Finding

The Online shopping has become an integral part of modern consumer behavior, reshaping the retail landscape globally. In the context of Bhopal, India, this analysis delves into the segmentation of participants based on various demographic factors and their online shopping behavior. The data is presented in a series of tables, each shedding light on different aspects of the study's participants. These tables provide a comprehensive understanding of the geographical distribution, age, relationship status, education, occupation, gender, income levels, e-shopping experience, purchase frequency, internet usage, reasons for e-shopping, website preferences, product discovery methods, payment preferences, and spending patterns. These insights are essential for businesses and policymakers to tailor their strategies and services effectively in the realm of e-commerce. The advent of the internet and the proliferation of e-commerce platforms have revolutionized the way consumers shop. Online shopping offers convenience, accessibility, and a wide array of choices, making it an attractive option for consumers across demographics. Understanding the characteristics and behaviors of online shoppers is crucial for businesses seeking to cater to this growing market effectively.

Table No - 4.1 Classification of the respondents based on their Wards

S. No	Division of City Corporation	Number of Respondents
1.	Zone 1	140

2.	Zone 2	160
3.	Zone 3	155
4.	Zone 4	145
Total		600

Table 4.1 provides valuable insights into the geographical distribution of the study's participants across different districts of Bhopal, India. It reveals that the study encompasses a total of 600 participants, each residing in various city districts. This segmentation is essential because it helps researchers and businesses understand the regional variations in online consumer behavior.

The data shows that participants are not evenly distributed across districts. District B has the highest participant count, with 160 respondents, followed closely by District C, which has 155 participants. Districts A and D have 140 and 145 participants, respectively. This variance in participant numbers highlights the importance of considering district-specific strategies for targeting online shoppers effectively.

Table No - 4.2 Distribution of Participants by Age Group

S. No	Age Bracket	Participant Count	Percentage
1	Under 20	290	48.3
2	21 - 30	145	24.2
3	31 - 40	100	16.7
4	Over 40	65	10.8

Table No - 4.3 Distribution of Participants Based on Relationship Status

S. No	Relationship Status	Participant Count	Percentage
1	Married	280	46.7
2	Single	220	36.7
3	Bereaved	100	16.6

Table No - 4.4 Participants' Educational Background

S. No	Education Level	Participant Count	Percentage
1	Trade Certificate	190	31.7
2	Undergraduate	390	65.0
3	Postgraduate	10	1.7
4	Advanced Professional	10	1.6

Table 4.2 categorizes participants into different age groups, providing insights into the age distribution of the study's respondents. Age is a fundamental demographic factor that can significantly influence online shopping preferences and behaviors.

The data reveals that the majority of participants fall into the "Under 20" age group, comprising 48.3% of the total respondents. The "21-30" age group represents 24.2% of the participants, "31-40" constitutes 16.7%, and those "Over 40" make up 10.8%. This distribution indicates that younger age groups are more prominent in the study, underscoring the need for businesses to tailor their online shopping experiences to cater to the preferences of younger consumers.

Table 4.3 categorizes participants based on their relationship status, providing insights into the marital status of the respondents. Relationship status can influence online shopping behaviors, as married and single individuals may have different needs and preferences. Table 4.4 presents the educational background of the study's participants, categorizing them into four education levels: Trade Certificate, Undergraduate, Postgraduate, and Advanced Professional. Education is a critical determinant of consumer behavior, as it can impact decision-making processes and preferences.

Table No - 4.5 Factors Ranked by Influence on Online Shopping

Factors	Order of Rank
Price	1
Quick Loading	2
Time Saving	3
Quality of Product	4
Trust	5
Brand Conscious	6
User Friendly	7
Special Offers	8
Secure Services	9
Discount/Cash Back Scheme	10
Fast Shipping	11
Product Information on Site is Sufficient	12

Table No - 4.6 Distribution of Respondents and Their Internet Shopping Preferences

Particulars	No. of Respondents	Percentage
Low	27	4.5
High	573	95.5
Total	600	100.0
Mean	43.40	
Median	34.00	
S.D.	8.549	
Min.	15	
Max.	80	

Table 4.7 One-Sample t-test for Analyzing Reasons for Rejecting Online Shopping

S.No	Statements	Mean	S.D.	T	Df	Sig
1	Too much time taken to deliver and receive product	3.45	1.47	55.07	2	.000
2	Risk of credit card and identity theft	3.30	1.47	54.26	1	.000
3	Dislike online shopping for lack of touch and feel	3.42	1.47	58.12	9	.000
4	Poor return policy	3.38	1.43	62.39	0	.000
5	Lack of after-sale service	3.57	1.34	71.31	0	.000
6	High price of goods and services	3.44	1.38	62.22	0	.000
**	Significant at 0% level					

Table 4.8 One-sample t-test examining motivations for online product purchases

S.No	Statements	Mean	S.D	T	Df	Sig.
1	I believe online shopping saves time.	3.35	1.481	66.483	559	.000
2	Shopping online at any time is advantageous.	3.38	1.480	56.966	559	.000
3	Online shopping is easy.	3.62	1.328	65.892	559	.000

4	I prefer traditional shopping over online shopping.	3.29	1.319	62.390	559	.000
5	Online shopping is flexible and convenient.	3.33	1.463	61.313	559	.000
6	Online shopping will eventually supersede traditional shopping.	3.27	1.382	58.640	559	.000
7	I prefer online shopping because of lower prices.	3.46	1.395	55.492	559	.000
8	Internet delivery is very quick.	3.59	1.481	58.274	559	.000
9	A wide variety of goods is available online.	3.17	1.480	55.261	559	.000
10	Online product descriptions are accurate.	3.40	1.245	56.072	559	.000
11	Information about products online is sufficient.	3.25	1.464	62.179	559	.000
12	Online shopping is as secure as traditional shopping.	3.64	1.361	59.222	559	.000
13	I am comfortable with online payment methods.	3.62	1.527	62.072	559	.000
14	Internet shopping reduces additional costs.	3.51	1.446	55.261	559	.000
15	Online shopping offers multiple payment options.	3.45	1.396	68.129	559	.000
16	I am satisfied with online purchases.	3.54	1.527	56.390	559	.000

Table 4.9 One-sample t-test for trust and security in online sellers

S.No	Statements	Mean	S.D	T	Df	Sig.
1	The layout of the online seller's website indicates credibility.	3.33	1.501	56.809	559	.000
2	Product images on the seller's website increase my trust.	3.24	1.439	57.509	559	.000
3	Well-known brand online stores have higher trust.	3.22	1.503	54.854	559	.000
4	More details on the seller's website increase	3.28	1.451	57.845	559	.000

	trust.					
5	Longer history of the online store indicates higher trust.	3.36	1.363	63.066	559	.000
6	Recommendations on the seller's website increase trust.	3.28	1.500	55.872	559	.000
7	Methods to verify product authenticity increase trust.	3.51	1.375	65.273	559	.000
8	More positive comments on the website indicate credibility.	3.10	1.440	54.971	559	.000
9	Credibility of online stores impacts my purchase decision.	3.56	1.392	65.307	559	.000
10	I feel safe and secure while shopping online.	3.42	1.351	64.065	559	.000
11	Privacy policies of online sellers increase my trust.	3.40	1.497	56.779	559	.000
12	Online sellers' customer service affects my trust.	3.29	1.506	58.009	559	.000
13	Guarantees on product quality increase trust.	3.51	1.400	61.706	559	.000
14	Easy returns and refunds increase my trust.	3.54	1.501	59.929	559	.000
15	Secure payment options increase trust.	3.47	1.515	58.153	559	.000
16	Verified seller badges on online stores increase trust.	3.46	1.453	57.092	559	.000

Table 4.10 One-sample t-test examining factors influencing online purchase intentions

S.No	Statements	Mean	S.D	T	Df	Sig.
1	Discounts and promotions influence my online purchase intentions.	3.60	1.366	59.224	559	.000
2	Online reviews and ratings affect my purchase intentions.	3.33	1.397	56.874	559	.000

3	Recommendations from friends and family impact my intentions.	3.48	1.442	62.428	559	.000
4	The convenience of online shopping influences my intentions.	3.57	1.468	58.517	559	.000
5	The variety of products available online impacts my intentions.	3.27	1.441	57.385	559	.000
6	Online advertisements affect my purchase intentions.	3.12	1.380	55.785	559	.000
7	Brand reputation influences my online purchase intentions.	3.39	1.464	59.341	559	.000
8	I am influenced by online recommendations and suggestions.	3.22	1.398	56.764	559	.000
9	Special offers and deals impact my online purchase intentions.	3.56	1.494	60.284	559	.000
10	Product availability online affects my purchase intentions.	3.32	1.423	58.959	559	.000
11	I consider online shopping when searching for specific products.	3.33	1.502	56.330	559	.000
12	The speed of delivery influences my online purchase intentions.	3.44	1.505	57.525	559	.000
13	Secure online payment options impact my purchase intentions.	3.45	1.415	63.986	559	.000
14	Loyalty programs affect my intentions to purchase online.	3.30	1.428	59.021	559	.000
15	The ease of returns and refunds affects my online purchase intentions.	3.42	1.477	58.232	559	.000
16	Environmental sustainability influences my online purchase intentions.	3.14	1.437	59.152	559	.000

In summary, these tables provide valuable insights into the factors influencing online purchase decisions and the demographic or job-related aspects that may or may not impact these opinions. While demographic factors like gender, education, income, and job titles may not play significant roles, factors like trust and reputation have a substantial influence on overall purchase decisions. This information can guide e-commerce businesses in tailoring their strategies to meet the needs and preferences of their diverse customer base.

In conclusion, the tables presented in this analysis offer a comprehensive understanding of participant demographics and online shopping behavior in the context of Bhopal, India. These insights are invaluable for businesses, marketers, and policymakers seeking to engage with and serve the diverse and dynamic population of online shoppers.

Conclusion

Understanding the geographical distribution of participants across districts highlights regional variations that businesses can leverage for targeted marketing and service delivery. Age, relationship status, educational background, and job profiles provide crucial demographic information for tailoring marketing strategies and product offerings. Gender and income brackets shed light on potential variations in preferences and spending capacity.

E-shopping experience, purchase frequency, internet usage, reasons for e-shopping, website preferences, product discovery methods, payment preferences, and spending patterns collectively offer a holistic view of online shopping behavior. Businesses can use this information to optimize their online presence, payment options, and product offerings to align with the needs and preferences of their target audience.

In the ever-evolving landscape of e-commerce, staying attuned to participant demographics and behavior is paramount. These insights enable businesses to adapt

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