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A STUDY ON ONLINE BUYING BEHAVIOUR AND CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO NORTH GUJARAT

Mr. Rahul M. Rathod

Research Scholar (Ph.D.)

Hemchndracharya North Gujarat University, Patan.

ABSTARCT

This research paper is based on the topic of the impact of online shopping on improvising the Customer satisfaction in the retail company. Nowadays, people cannot think about their life without online shopping. Online shopping is a unique process of shopping by which people can purchase the products within a very short time. Online shopping is very convenient, and it is one of the biggest parts of any business. This convenience quality of online shopping makes the customers more comfortable. The customers can avoid waiting for a long time in the queue due to the facility of online shopping. The companies maintain customer satisfaction by seeking the feedback of the customers asking some questions to the customers and analyzing the online comments. Based on these comments the company can bring some changes and innovation in their performances which help in satisfying the customers. Thus, it can be stated that online shopping can improve customer satisfaction in the retail company in this way. Online shopping has brought great success in the business of retail companies. If the customers do not like any particular brand' product then they can go for another option without wasting any time. The purchased products are also delivered to the customers' door by the company and it is one of the biggest facilities of online shopping. Thus, it can be stated that online shopping imparts a great impact on customer engagement and improvement of customer satisfaction as well. The focus of this research paper is to identify the impact of online shopping on the retail business. Apart from this aim, the research paper also has some other aims which such are as to determine the customers' satisfaction towards the products as well as services of the retail companies. The research study also aimed at identifying the impact of online shopping on the improvement of customers' satisfaction in the retail companies. The main objective of this research study is to explore & investigate consumer perception towards online shopping in North Gujarat Region. The present research paper has used Non – Probability Convenience Sampling Method to study the consumer preferences towards online shopping. The data was collected through Well – Structured Questionnaire. The results show that attitudes toward online shopping and intention to shop online were affected by lack of human resources, such as low level of experience in using the Internet and shopping websites for shopping, lack of developed IT infrastructure, trust in e-retailers, and online payment and delivery service concerns.

Keywords: – Consumers, online shopping, factors influencing, Buying behavior.

INTRODUCTION

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores. In fact, people can purchase just anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software and health insurance are just some of the hundreds of products consumers can buy from an online store.

Online shopping was introduced as a medium for transactions between consumers and firms. The overall expansion of the scope in marketing a product is making the conventional marketing approaches more ordinary. As a result, the online marketplace is booming and consumers are now showing a differential of behavior towards their nature of placing orders online and buying online. Online retailing (also known as e-tail) is a web-enabled interface between a retailer and its target consumers for selling products and services on the web with the facility of ecommerce. As an example consumers can shop with increased knowledge of products through online research and place less reliance on salespersons. With the growth of online shopping, comes, the concepts of satisfaction and loyalty for website are involved in providing services on the website and transacting online. The online shopping are important for people because it's very easy for the people to buy goods with the help of internet while they at home, office, college and anywhere.

They buy their favorites items without going to shops. Online shopping imparts a huge impact on customer satisfaction. Online shopping is the main part of electronic commerce and many customers are guided by this electronic commerce regarding the way of buying products from the companies. If the company is capable to attract more customers and to satisfy more customers through the process of online shopping, then the company will provide a strong competition to the other strong companies in the business market. One of the most alluring factors about online shopping, particularly during holiday season is that it eases the need to wait in long lines or search from a store for a particular item.

Now a day the life style of the people is different. People feel uncomfortable and time consuming for going in crowded markets. So, Online-Shopping is a boon as it saves lot of time. Revolutionary change in the development of online shopping is due to varying lifestyle of the consumers in and expansion of online activity. Major e-shoppers grab online opportunities since different products get better discounts. Much above that, it saves time and gives total relief from the crowd. Everything has merits and demerits.

Approach of Indians is more tending towards real shopping where they can actually touch, and compare products before buying. Therefore Indian society faces difference in people's opinion towards online shopping. Covid-19 has changed the life style of the people. Now people feel more comfortable by sitting back home and shop online rather than going out and shop in the traditional way. In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the internet and search for need related information. However, rather than searching activity, at times potential consumers are attracted by information about products or service associated with the felt need. They evaluate alternatives and choose the one that best fits their criteria for meeting the felt need.

Across the demographics, a huge number of buyers are shopping online because of the changing lifestyles and shopping has the emergence of online shopping had developed with the emergence of the internet facility. Initially, it functioned as an advertising tool for the companies by providing information about its products to the customers. These quickly moved on from simple utility to actual online shopping transactions with the development of interactive web pages and secure payment transmissions.

Currently, numerous online shopping platforms, marketplaces and websites are in the service and the sphere is booming increasingly. Although the appeal of the physical stores is still quite apparent and according to market specialists this will last for an even longer period, the option of shopping online will become more convenient and handy as people are becoming busier with day to day activities and everyone wants to avoid hassle of tolerating time-losses on the way to the market. Ordering from home with a preferable payment method and get them at hand at prefixed time is becoming a major reason to lean on to the online shopping approach. Customer satisfaction is eminent topic in several fields like marketing, consumer research and psychology.

The satisfactions a feeling which is a consequence of the assessing process which notifies what has been received against what was expected, including the purchase decision and needs associated with the purchase. Internet has been constantly gaining importance nowadays. The number of people preferring internet for their day to day activities also keeps on increasing. People today are doing most of their domestic works online. Internet and online shopping is been a boon to people to manage their shopping and work equally. A phrase commonly used in ads is customer loyalty. This measures how the goods and services provided match or exceed the expectations of customers.

Customer satisfaction is described as "the amount of customers or the percentage of total customers whose reporting experience with a company exceeds its product or service objectives" "They noticed that consumer loyalty matrices were very helpful in management and tracking their enterprise in a study conducted by senior marketing managers. Client loyalty is seen as a crucial

distinction which becomes more and more a key aspect in corporate strategies in a dynamic marketplace where industry competes for consumers. Companies ought to handle consumer loyalty efficiently. In order to achieve this, companies need accurate and representative consumer satisfaction measurements in Flipkart's online products in the Coimbatore district.

MAJOR ONLINE SHOPPING PLAYERS IN INDIA

1. Amazon India
2. Flipkart
3. Snapdeal
4. eBay (Now 2GUD)
5. SHEIN
6. Myntra
7. Shopclues
8. H&M
9. Infibeam
10. FirstCry

REVIEW OF LITERATURE

The studies on consumer's perception on online shopping and other related topic in the Indian context are limited as the online shopping has entered into the market only a few years only. The literatures so far reviewed relates to the studies conducted outside India especially in the United States where the online shopping is a big hit. As taken the case of Indian scenario where the online shopping has just entered into the market and already it has been climbing the ladder. Though there are certain literature reviews by the context of Indian consumers.

Vaibhavi J Mehta, 2022) the purpose of this study is that the online shopping plays a great importance in the modern business environment and to know the factors that influence consumers. It is found that the online shopping is third most popular activity on the internet after email using and web browsing. The study of this research selected 250 online shoppers, keep in view of the problem, scope of the study and convenience. Sampling methods are also selected. The research is totally based on the primary data collected through a questionnaire and statistical tools such as qualitative and quantitative techniques are used. Primary data collected were analyzed by percentage method and statistical test. The study concludes that online shopping breaks all geographic and physical store requirements and proved best way to develop any business.

(G Anuradha, 2021) The purpose of this study is to know the risk involved in online shopping and understand customer attitude and satisfaction towards online shopping. They found that 50% of customers at the age of 20-50 years are mainly using online shopping. Majority of customers says that inability to touch and feel the product, technical problems; fake online stores are the risk involved in it. The studies conclude that the percentages of online customer are increasing day by

day and no doubt in future days Bangaloreans may be the part of global market. The study collected the data from Primary source and also Secondary source and they get sample unit of randomly selected peoples in Bangalore city and sample size is 120 respondents. The statistical tools used are Simple percentage, table, graph and charts.

(Veena p, 2019) the objective of this study is to know the demographic profile of college students & factors influencing to buy products in online. Majority of students (58%) shop products through online & spend less than I hour & they majorly prefer Flipkart for online shopping. This study finally conclude that college students prefer to shop online & buy the products from several brands because no need to visit shop, more choice, no need to bargain, without wasting money & time. This study collected data from Sample size, sampling design, both primary & secondary data and the tools like percentage analysis, Garret ranking technique.

RESEARCH GAP

A research problem, in general, refers to some difficulty, which a researcher experiences in the context of either a theoretical or practical situation and wants to obtain a solution for the same. This research may fill the gap between the choice of online shopping and offline shopping. This study reflect the problems and factors of online and offline shopping. There are certain problems, why people do not do online shopping and go for market to shop things? What are the major reasons behind the online and offline shopping? This study helps the consumer to get an idea about the online shopping. The study makes the consumer clear about which option should be taken by the consumer to get more benefit out of it. For filling this research gap, Researcher took this topic: **“A STUDY ON ONLINE BUYING BEHAVIOUR AND CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO NORTH GUJARAT”**

RESEARCH METHODOLOGY

1. Need of the Study

The purpose of this study is analyzing factors affecting online shopping behavior of consumers in North Gujarat Region. This goal has been followed by examining the effect of perceived risks, service & infrastructural variables & return policy on attitude toward online shopping, impact of domain specific innovativeness, subjective norms perceived behavioral control & attitude toward online shopping on shopping behavior as the hypotheses of the study:

Table 1.1: Independent & Dependent Variables

Independent Variables	Dependent Variables
Financial Risks	Approach
Product Risks	Online Shopping Behavior

Convenience Risk	
Non-Delivery Risk	
Infrastructural Variables	
Return Policy	
Approach	
Subjective Norms	
Perceived Behavioral Control	
Domain Specific Innovativeness	

2. Objectives of the Study

- To know the Factors influencing the consumer attitude with reference to online shopping.
- This research has also been conducted to find out the factors influencing the buyers to switch from traditional shops to online Markets.
- To know the consumer attitude towards Online shopping experiences.
- To understand consumer attitude towards online shopping and their satisfaction.

3. Hypotheses Framework

H₀: Online Buying Behaviour of the Consumers is Independent from Various Demographic Variables.

H₁: There is no significant relationship between Online Buying Behaviour of Consumer & Consumer Locations.

4. Sample Selection

SOURCE OF DATA: Primary & Secondary

SAMPLING DESIGN: Descriptive & Analytical

SAMPLING TECHNIQUE: Non-Probability Quota Sampling Method

SAMPLE SIZE: 50 Respondents

SAMPLING AREA: North Gujarat Region

SOURCES OF DATA COLLECTION: Well Structured Questionnaire

DATA ANALYSIS AND INTERPRETATION

Table No.1: Age-Group Statistics

Age Group	Frequency	Percentage
18-25	31	62.00
25-35	12	24.00
35-45	3	6.00
45 & Above	4	8.00
Total	50	100.0

(Source: Calculated Data)

Table No. 2: Gender-Wise Statistics

Gender	Frequency	Percentage
Male	26	52.00
Female	24	48.00
Total	50	100.0

(Source: Calculated Data)

Table No. 3: Occupation-Wise Statistics

Occupation	Frequency	Percentage
Accountant	10	20.00
Filmmaker	3	6.00
Housewife	6	12.00
Medical	4	8.00
Supervisor	6	12.00
Students	12	24.00
Teacher	4	8.00
Nil	5	10.00
Total	50	100.0

(Source: Calculated Data)

Table No.4: Reason for Choosing Online Shopping

Reason for Choosing Online Shopping	Frequency	Percentage
Convenient & Time Saving	35	70.00
Low Price	6	12.00
Good Quality	6	12.00
Others	3	6.00
Total	50	100.0

(Source: Calculated Data)

Table No.5: Apps Prefer for Online Shopping

Apps Prefer for Online Shopping	Frequency	Percentage
Amazon	24	48.00
Flipkart	23	46.00
Myntra	1	2.00
Other	2	4.00
Total	50	100.0

(Source: Calculated Data)

Table No.6: Frequency of Conducting Online Shopping

Frequency of conducting Online Shopping	Frequency	Percentage
Once a Month	25	50.00
Once in Six Months	14	28.00
Once a Year	1	2.00
Others	10	20.00
Total	50	100.0

(Source: Calculated Data)

Table No.7: Whether Online Shopping is Affordable?

Frequency of whether Online Shopping is Affordable?	Frequency	Percentage
Affordable	27	54.00
Neutral	23	46.00
Not Affordable	0	0.00

Total	50	100.0
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(Source: Calculated Data)

Table No.8: Mode of Payment

Mode of Payment	Frequency	Percentage
Cash on Delivery	24	48.00
Online Payment	21	42.00
Debit/Credit Card	5	10.00
Total	50	100.0

(Source: Calculated Data)

Table No.9: Time Spent per Visit

Time Spent per Visit	Frequency	Percentage
Less than one hour	38	76.00
1-3 hours	11	22.00
3-5 hours	1	2.00
More than 5 hours	0	0.00
Total	50	100.0

(Source: Calculated Data)

Table No. 10: Whether daily use products are convenient to purchase through online platforms

Whether daily use products are convenient to purchase through online platforms	Frequency	Percentage
Convenient	31	63.30
Inconvenient	18	36.70
Total	50	100.0

(Source: Calculated Data)

Table No. 11: Rating of the Quality of the products Bought Online

Rating of the Quality of the products Bought Online	Frequency	Percentage
Very Good	7	14.00
Good	32	64.00
Neither Good or Bad	11	22.00
Bad	0	0.00
Total	50	100.0

(Source: Calculated Data)

Table No.12: Satisfaction from Online Shopping

Satisfaction from Online Shopping	Frequency	Percentage
Highly Satisfied	4	8.00
Satisfied	24	48.00
Neutral	21	42.00
Dissatisfied	1	2.00
Highly Dissatisfied	0	0.00
Total	50	100.0

(Source: Calculated Data)

Table No. 13: Whether recommended Online Shopping to Friends/Relatives

Whether recommended Online Shopping to Friends/Relatives	Frequency	Percentage
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Yes	44	88.00
No	6	12.00
Total	50	100.0

(Source: Calculated Data)

Table No. 14: Amount spent on Online Shopping per Month

Amount spent on Online Shopping per Month	Frequency	Percentage
Less than 1000 Rs.	34	68.00
1000-5000 Rs.	15	30.00
5000-10000 Rs.	1	2.00
More than 10000 Rs.	0	0.00
Total	50	100.0

(Source: Calculated Data)

Table No.15: One Way Sample Descriptive Statistics among Age of Respondents and How often do you buy Products Online

Descriptive								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min.	Max.
					Lower Bound	Upper Bound		
1	31	1.00	0.388	0.169	1.65	2.35	1.00	4.00
2	12	0.96	0.401	0.121	1.67	2.15	1.00	4.00
3	3	1.03	0.287	0.103	1.85	2.27	1.00	3.00
4	4	1.00	0.334	0.211	1.52	2.48	1.00	3.00
Total	50	0.99	0.363	0.070	1.83	2.11	1.00	4.00

(Source: Calculated Data)

Table No.16:One-Way ANOVA between Age of Respondents and How often do you buy Products Online

ANOVA						
	Sum of Squares	df	Mean Square	F	Sig.	At 5% level of Significance
Between Groups	0.372	4	0.010	.344	0.848	Not Significant
Within Groups	28.09	45	0.270			
Total	28.46	49				

(Source: Calculated Data)

CONCLUSION

In conclusion, this study primarily examines factors influencing consumer behaviour in E-Commerce. The younger generation is more inclined towards online shopping due to their tech-savings, with platforms like Flipkart and Amazon being their preferred choices. The variety of options at reasonable prices is driving the increasing demand for online shopping, especially in clothing and fashion accessories. Key factors such as website quality, trust, and privacy were investigated, along with prior research to gain clarity on the subject. The customer's purchase decision-making process emphasizes the importance of information search for finding suitable products or services. Online retailers should focus on providing detailed product information and efficient search capabilities. The consumer's satisfaction on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The Satisfaction of the consumer also

has similarities and difference based on their personal characteristics. Consumer prefer online store and offline store for the necessary products. It mainly depends on the delivery date, prices of the product and availability of the product. Quality assurance and affordable pricing influences the consumer to make purchase decision. The best in class quality and discounted prices encourages to shop in trusted online platforms. Convenient time and available 24*7 throughout the years are a boom of online market. With customer service working round the clock to provide best service.

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