COMPARATIVE STUDY ON THE SHOPPING BEHAVIOR OF CONSUMERS ACROSS ONLINE SHOPPING WEBSITES

SWEETY SUTARIA

Abstract

The study has shown an interest in investigating shopping behavior of consumers across Online Shopping Websites. It is yet to understand what factors influence online shopping behavior process. The objective of this study is to provide an overview of online shopping behavior of consumers. There are different factors that influence shopping behavior of consumers across online shopping websites. Consumer’s shop when and where they want, where they are comfortable with the products and the choice of shopping. Many consumers have turned to the Internet for shopping goods and services making it a part of their lives. Many consumers prefer different websites depending on their purchases. These findings will be useful to the marketers of online business for effectively targeting their market and for designing effective online business strategies. These studies have all made important contributions to our understanding of the dynamics of the online shopping field.

INTRODUCTION

Online shopping is emerging very fast in recent years. Now a day the internet holds the attention of retail market. In this contemporary world customer’s loyalty depends upon the consistent ability to deliver quality, value and satisfaction. The focus of the study is on the consumer’s behavior to shop across online shopping websites. Online shopping attitude and behaviors are related to the consumers. Stage of life and income levels are certainly primary factors driving both online and offline shopping. Shopping behavior of consumers depends on income, age, family size, years of online shopping experience, promotions and discounts, variety of product, product return policy of the portal, delivery policies; it also depends on ease of ordering the product. On the other hand, some consumers still feel uncomfortable to buy online. Lack of trust, for instance, seems to be the major reason that impedes consumers to buy online. Also, consumers may have a need to exam and feel the products and to meet friends and get some more comments about the products before purchasing. Such factors may have negative influence on consumer decision to shop online. E-Consumer behavior refers to the process of purchasing products or services using the Internet. In the online shopping process, when potential consumers recognize a need for some product or service, they go to the Internet and search for need-related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need. They then evaluate alternatives and choose the one that best fits their criteria for meeting the felt need. Finally, a transaction is conducted and post-sales services provided. The major objectives of e-retailers are to identify the factors influencing e-consumer behavior.
RESEARCH OBJECTIVE

The primary objective of the study is to understand the Shopping behavior of consumer across Online Shopping Websites.

The proposed hypotheses were-

H1-Less than 40% of consumers are extremely satisfied with the overall shopping experience of flipkart
H2-More than 30% of people prefer flipkart for buying gadgets
H3-Average age of people shopping on flipkart who are slightly satisfied is less than 22 years
H4-Average age of people shopping on Myntra for Apparels is more than 25 years of age
H5-Amount spent buying on flipkart is not independent of gender
H6-Frequency of shopping on flipkart is not independent of age

REVIEW OF LITERATURE

Geissler (2012) the shopping motivation literature is abound with various measures of individual characteristics (e.g., innovative, venturesome, cosmopolitan, variety seeking), therefore, innovativeness and risk aversion were included in this study to capture several of these traits.

Chen (2009) in his dissertation entitled “Online consumer behavior: an empirical study based on theory of planned behavior” extends theory of planned behavior (TPB) by including ten important antecedents as external beliefs to online consumer behavior. The results of data analysis confirm perceived ease of use (PEOU) and trust are essential antecedents in determining online consumer behavior through behavioral attitude and perceived behavioral control. The findings also indicate that cost reduction helps the consumer create positive attitude toward purchase.
RESEARCH METHODOLOGY

This research was Quantitative in nature and an initial exploratory search was carried out through internet based sources. An extensive literature review was also conducted.

The primary data was collected through a survey in the city of Mumbai through E forms.

Selection of the sample units is based on easy availability and accessibility, thus it is non-probabilistic convenience sampling. The research contains responses from different age groups, gender, occupation and locality totaling to 282 in number.

Statistical tools were used for analysis of the primary data. The findings were tested through statistical tests such as-

- Test of Proportion
- Test of Mean
- Test of Independence

Chart for sample profile

Demographics
Observation: We failed to accept the null. Therefore we can say that less than 40% of consumers are extremely satisfied with shopping experience of Flipkart.

Insights: People’s satisfaction with the overall shopping experience of flipkart might be due to its ease of delivery, great discounts and quality of product. People can opt for multiple products in the same portal that makes people connected to this portal. They satisfaction level of people with flipkart is due to its heavy discount on products, and its reliability on product with fast delivery options.
Hypothesis 2: Test of Proportions

Ho: Less than 30% of people prefer flipkart for buying gadget
Ha: More than 30% of people prefer flipkart for buying gadget

Ho : p < 30%
Ha : p > 30%
Test of Proportions
Right-Tailed Test
Confidence = 90%
Alpha = 10%
Probability = 90%
Critical Value 1.28
Calculating the Observed value
x = 90
n = 244
p' = 37%
p = 30%
q = 70%
p' - p = 7%
p, q = 21%
Sqrt (n) = 15.62
p' - p = 2.37
sqrt(p*q)/n
Observed Value = 2.37
P Value = 0.01
Alpha = 0.10
0.01 < 0.10, p-value < alpha

Observation: We failed to accept the null. Therefore we can say that more than 30% of people prefer Flipkart for buying Gadgets

Insights: More than 30% of people prefer Flipkart for buying Gadgets as Flipkart is known for the discounts. They have more variety in gadgets as compared to other shopping sites. Offers given by flipkart on gadgets are comparatively more than any other websites. Gadgets are amongst the top selling product of flipkart, therefore flipkart also focuses a lot on offers and discounts to be offered on gadgets
Hypothesis 3: Test of Mean.

Ho: Average age of people shopping on flipkart who are slightly satisfied is more than 22 years
Ha: Average age of people shopping on flipkart who are slightly satisfied is less than 22 years

Ho: \( \mu > 22\% \)
Ha: \( \mu < 22\% \)
Test of Means
Left tailed
Confidence=0.9
Alpha=0.1
Probability = 0.1
Critical value = (1.29)
Calculating the observed-value
\( X' = 3.29 \)
\( \mu = 22 \)
\( X' - \mu = (18.71) \)
\( S = 22.60 \)
\( N = 55 \)
Observed value = (6.13)
P= 0.00
A=0.1
Tc> To (1.29)>(6.13)

Observation: We failed to reject the null. Therefore we can say that average age of people shopping on flipkart who are slightly satisfied is more than 22 years

Insights: Average age of people shopping on flipkart who are slightly satisfied is more than 22 years as they have more no. of customers based in the age group of 20-25 years.
Hypothesis 4: Test of Mean.

Ho: Average age of people shopping on Myntra for apparels is less than 25 years
Ha: Average age of people shopping on Myntra for apparels is more than 25 years

Ho: \( \mu < 25 \)
Ha: \( \mu > 25 \)

Test of Means
Right tailed
Confidence=0.9
Alpha=0.1
Probability = 0.1

Critical value = (1.28)

Calculating the observed-value
\( X' = 1.95 \)
\( \mu = 25 \)
\( X' - \mu = (23.05) \)
\( S = 24 \)
\( N = 93 \)

Observed value = (9.29)

Observation: We failed to accept the null. Therefore we can say that average age of people shopping on Myntra for apparels is less than 25 years

Insights: Average age of people shopping on Myntra for apparels is less than 25 years as young generation is attracted towards new trends, fashion, large variety and discounts. Myntra is known for its fashion apparels that is the reason young generation is more towards Myntra for fashion.
Hypothesis 5: Test of Independence (Chi-square test)

Ho  Amount spent buying on flipkart is independent of gender
Ha  Amount spent buying on flipkart is not independent of gender

<table>
<thead>
<tr>
<th>AMOUNT SPENT BUYING ON FLIPKART</th>
<th></th>
<th>Rs 1000-2000</th>
<th>Rs 2000-3000</th>
<th>Rs 3000-4000</th>
<th>Rs 4000-5000</th>
<th>Zero</th>
<th>(blank)</th>
<th>Grand Total</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>OBSERVED</td>
<td>&gt;Rs 1000</td>
<td>&lt; Rs 5000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>24</td>
<td>17</td>
<td>22</td>
<td>10</td>
<td>3</td>
<td>2</td>
<td>19</td>
<td>8</td>
<td>105</td>
</tr>
<tr>
<td>Male</td>
<td>39</td>
<td>13</td>
<td>40</td>
<td>15</td>
<td>2</td>
<td>4</td>
<td>15</td>
<td>11</td>
<td>139</td>
</tr>
<tr>
<td>Grand Total</td>
<td>63</td>
<td>30</td>
<td>62</td>
<td>25</td>
<td>5</td>
<td>6</td>
<td>34</td>
<td>19</td>
<td>244</td>
</tr>
</tbody>
</table>

| EXPECTED                      | >Rs 1000       | < Rs 5000     |               |               |               |      |         |             |            |
| Female                        | 27.11          | 12.91         | 26.68         | 10.76         | 2.15          | 2.58 | 14.63   | 8.18        | 105        |
| Male                          | 35.89          | 17.09         | 35.32         | 14.24         | 2.85          | 3.42 | 19.37   | 10.82       | 139        |
| Grand Total                   | 63             | 30            | 62            | 25            | 5             | 6    | 34      | 19          | 244        |

(f_o-fe)^2/fe

<table>
<thead>
<tr>
<th></th>
<th>&gt;Rs 1000</th>
<th>&lt;Rs 5000</th>
<th>Rs 1000-2000</th>
<th>Rs 2000-3000</th>
<th>Rs 3000-4000</th>
<th>Rs 4000-5000</th>
<th>Zero</th>
<th>(blank)</th>
<th>Grand Total</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>0.36</td>
<td>1.30</td>
<td>0.82</td>
<td>0.05</td>
<td>0.33</td>
<td>0.13</td>
<td>1.30</td>
<td>0.00</td>
<td>4.30</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>0.27</td>
<td>0.98</td>
<td>0.62</td>
<td>0.04</td>
<td>0.25</td>
<td>0.10</td>
<td>0.99</td>
<td>0.00</td>
<td>3.25</td>
<td></td>
</tr>
<tr>
<td>Grand Total</td>
<td>0.63</td>
<td>2.27</td>
<td>1.44</td>
<td>0.09</td>
<td>0.59</td>
<td>0.23</td>
<td>2.29</td>
<td>0.01</td>
<td><strong>7.55</strong></td>
<td></td>
</tr>
</tbody>
</table>
H0: Amount spent on flipkart is independent of gender  
Ha: Amount spent on flipkart is not independent of gender

RIGHT TAILED TEST
Alpha=0.01  
Probability=0.01

Critical value  
= 18.48

Observed value= 7.55  
p-value=0.37

Alpha = 0.01  
p-value>alpha

Observation: We fail to reject the null. Therefore we can say that amount spent on flipkart is independent of gender.

Insights: We can observe from the graph that sometime men spend more amount on shopping as compared to women; where as in some cases it is opposite of that. Amount spent on shopping does not depend up on gender but it completely depends up on individuals need and want.
Hypothesis 6: Test of Independence (Chi-square test)

H₀  Frequency of shopping on flipkart is not independent of age
Hₐ  Frequency of shopping on flipkart is independent of age

<table>
<thead>
<tr>
<th></th>
<th>Annually</th>
<th>Daily</th>
<th>Monthly</th>
<th>Never</th>
<th>Occasionally</th>
<th>Quarterly</th>
<th>Weekly</th>
<th>Grand Total</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-25 years</td>
<td>10</td>
<td>2</td>
<td>14</td>
<td>13</td>
<td>40</td>
<td>21</td>
<td>6</td>
<td>106</td>
<td>47%</td>
</tr>
<tr>
<td>25-30 years</td>
<td>1</td>
<td>4</td>
<td>12</td>
<td>7</td>
<td>13</td>
<td>16</td>
<td>9</td>
<td>62</td>
<td>27%</td>
</tr>
<tr>
<td>30-35 years</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>5</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>17</td>
<td>8%</td>
</tr>
<tr>
<td>35-40 years</td>
<td>1</td>
<td>0</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>8</td>
<td>4%</td>
</tr>
<tr>
<td>Above 40 years</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>1</td>
<td>9</td>
<td>4%</td>
</tr>
<tr>
<td>Below 20 years</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>12</td>
<td>4</td>
<td>1</td>
<td>24</td>
<td>11%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>14</td>
<td>7</td>
<td>33</td>
<td>34</td>
<td>72</td>
<td>47</td>
<td>19</td>
<td>226</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Annually</th>
<th>Daily</th>
<th>Monthly</th>
<th>Never</th>
<th>Occasionally</th>
<th>Quarterly</th>
<th>Weekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-25 years</td>
<td>6.57</td>
<td>3.28</td>
<td>15.48</td>
<td>15.95</td>
<td>33.77</td>
<td>22.04</td>
<td>8.91</td>
</tr>
<tr>
<td>25-30 years</td>
<td>3.84</td>
<td>1.92</td>
<td>9.05</td>
<td>9.33</td>
<td>19.75</td>
<td>12.89</td>
<td>5.21</td>
</tr>
<tr>
<td>30-35 years</td>
<td>1.05</td>
<td>0.53</td>
<td>2.48</td>
<td>2.56</td>
<td>5.42</td>
<td>3.54</td>
<td>1.43</td>
</tr>
<tr>
<td>35-40 years</td>
<td>0.50</td>
<td>0.25</td>
<td>1.17</td>
<td>1.20</td>
<td>2.55</td>
<td>1.66</td>
<td>0.67</td>
</tr>
<tr>
<td>Above 40 years</td>
<td>0.56</td>
<td>0.28</td>
<td>1.31</td>
<td>1.35</td>
<td>2.87</td>
<td>1.87</td>
<td>0.76</td>
</tr>
<tr>
<td>Below 20 years</td>
<td>1.49</td>
<td>0.74</td>
<td>3.50</td>
<td>3.61</td>
<td>7.65</td>
<td>4.99</td>
<td>2.02</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Annually</th>
<th>Daily</th>
<th>Monthly</th>
<th>Never</th>
<th>Occasionally</th>
<th>Quarterly</th>
<th>Weekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-25 years</td>
<td>1.80</td>
<td>0.50</td>
<td>0.14</td>
<td>0.54</td>
<td>1.15</td>
<td>0.05</td>
<td>0.95</td>
</tr>
<tr>
<td>25-30 years</td>
<td>2.10</td>
<td>2.25</td>
<td>0.96</td>
<td>0.58</td>
<td>2.31</td>
<td>0.75</td>
<td>2.75</td>
</tr>
<tr>
<td>30-35 years</td>
<td>1.05</td>
<td>0.43</td>
<td>0.93</td>
<td>2.33</td>
<td>0.03</td>
<td>1.82</td>
<td>0.13</td>
</tr>
<tr>
<td>35-40 years</td>
<td>0.51</td>
<td>0.25</td>
<td>0.02</td>
<td>2.68</td>
<td>0.94</td>
<td>0.26</td>
<td>0.16</td>
</tr>
<tr>
<td>&gt;40 years</td>
<td>0.56</td>
<td>0.28</td>
<td>0.08</td>
<td>0.31</td>
<td>1.22</td>
<td>2.42</td>
<td>0.08</td>
</tr>
<tr>
<td>Below 20 years</td>
<td>0.18</td>
<td>0.74</td>
<td>1.79</td>
<td>0.04</td>
<td>2.48</td>
<td>0.20</td>
<td>0.51</td>
</tr>
</tbody>
</table>
H0: Frequency of shopping on flipkart is not independent of age
Ha: Frequency of shopping on flipkart is independent of age

RIGHT TAILED TEST
Alpha=0.01
Probability=0.01

Critical value = 50.89
Observed value= 39.26
p-value = 0.12

Alpha = 0.01
p-value > alpha

Observation: We failed to reject the null. Therefore we can say that frequency of shopping on flipkart is not independent of age.

Insights: Frequency of shopping on flipkart is dependent on age as non tech-savy customer might find it difficult to use online shopping website. Young generation and middle age group people find it easy and convenient to use online shopping website; whereas it might not be same for older age group.
CONCLUSION

Conclusions for study are:

- Less than 40% of consumers are extremely satisfied with shopping experience of Flipkart
- More than 30% of people prefer Flipkart for buying Gadgets
- Average age of people shopping on Flipkart who are slightly satisfied is more than 22 years
- Average age of people shopping on Myntra for apparels is less than 25 years for new trends and fashion
- Amount spent on Flipkart is independent of gender but it could depend up on individual’s needs and wants
- Frequency of shopping on Flipkart is dependent of age factor

LIMITATION OF RESEARCH

For survey E forms were sent to people. E form included fixed choice questionnaires which is generally assume an un-stated general knowledge of the topic being investigated, and force the respondent to answer questions that he or she might be ignorant of, have a different understanding of based on personal perception, or which are influenced by factors such as education, culture, age, or societal status.

Almost all section was fixed choice so respondent has to fill the form without having knowledge of product. For particular questions the answer has multiple choice option which restricted people to enter their respective choices. For the same portal they can’t choose other product so they randomly answer the questions.

Data was collected based on the age group of 20 to 55 years, wherein majority of the students were student. So majority of the responses depend on the perception and thinking of students only.
REFERENCES


https://www.google.co.in/search?q=MOST+PREFERED+ONLINE+SHOPPING+WEBSITE&oq=MOST+PREFERED+ONLINE+SHOPPING+WEBSITE&aqs=chrome...69i57.891j0j7&sourceid=chrome&ie=UTF-8

https://search.proquest.com/openview/c00e4c1a829d956be1627d8f12e20e56/1?pq-origsite=gscholar&cbl=18750&diss=y

https://www.researchgate.net/profile/Boudhayan_Ganguly/publication/237787934_Website_characteristics_Trust_and_purchase_intention_in_online_stores_-_An_Empirical_study_in_the_Indian_context/links/543e44aa0cf2d6934ebd2381.pdf

http://www.sasrlink.com/blog/entry/why-shoppers-prefer-bricks-and-mortar