

Consumer's Predilection towards Online Shopping in selected areas of Bongaigaon Town of Assam

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Abstract: With the rapid expansion of telecom services in the country, the internet users have been increased tremendously. Along with the line of increased internet users, it is also noticed that the consumers demand, test and preferences relating to consumer goods and services have been raised. On the other hand business men are taking advantage on it by switching its business operation from offline to online. Today almost majority of the urban dweller customer prefers to buy online due to its wide range of operation and benefits. An attempt is made to know the customers preference on online shopping in this study. Samples of 50 respondents were selected conveniently from Bongaigaon Town of Assam with the objectives to understand the factors and attributes which influence buying behavior of consumers, to understand the spending pattern and shopping frequency of the consumers and to understand the consumer's perception towards online buying. A prepared set of questionnaires were distributed to 70 respondents. Out of which 50 respondents have returned filled questionnaire on time so samples size of 50 have been taken into consideration. Further a simple percentage method is used for interpreting collected data. Result shows that internet surfing takes place amongst the respondents irrespective of age and gender.

Keywords: Behavior, Consumer's, E-Commerce, Internet, Online Buying, Motivation and Satisfaction

I. INTRODUCTION:

In the edge of global technological advancement, the internet has played a pivotal role in promoting better lifestyle of the citizens of any country. The internet has managed to overcome the problems of borders between the various counties. India has become the second largest population of internet users in the world at present i.e. 2020 as per Wikipedia report. The emerging users of Internet has led to switch business organization from the traditional offline mode to online mode i.e. e-commerce. E-commerce is now become demand of costumers, time, business etc. It provides immense opportunity for the business man to sale goods and services over internet without having barriers of borders and much restriction. On the other hand, it has become like oxygen and blood for business organization and customers. Without which we cannot do anything. It is well said that if a person forget his wallet in America, he will not go back home to bring but if his mobile is left he will return back and brings back. It has become part and parcel of life. Internet in business has been a better options and added advantage to build a sound business organization. Doing business over internet is convenience.

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It will help business organization to operate round the clock and has many more advantages such as lesser cost, business promotion and it provides better product information to the customers.

II. REVIEW OF LITERATURE:

The researcher has tried to incorporate some of review of literature to give gist in the studies according to the objectives are:

Karthikeyan Sundarraj (1994), the author made an observation in the behavior of consumers preference towards buying garments. His study focuses on the consumption pattern and the lifestyle of Indian consumers and also focuses on the awareness of green fashion and social responsibility responsibilities between Indian consumers. His study shows that majority of consumers prefer western culture in case of dress code. Indian customers are not much aware of green fashion.

Ajzen (1994), in his he reveals that customers perceptions toward online shopping and their intention to make online shopping are not only affected by ease of use, enjoyment and usefulness, but also affects by the external factors like situational factors, consumer traits, previous online shopping experiences, product characteristics, and trust in online shopping.

Ramirez Nicolas (2010), discusses that peoples lifestyles have been changed with the rapid expansion of Internet. The way we interact with bankers, communicate with others; watch television and read news in mobiles instead of newspaper have been totally changed. Even we sale and buy our household products through the internet. All this changed has happened due to the continuously flow of offerings to new business and innovations. Discount coupons have always attracted customers and have become a important marketing tools.

Kapoor (2012), studies found that customers decision for online shopping are governed by number of consumers characteristics such as why we buy, when we buy what we buy etc. In this context, the factor that influences consumers are socio-cultural factors, marketing efforts of the seller, personal questions, psychological factors, experience and post decision behavior of the consumers this generally affects the consumers buying decisions.

Goswami A, Baruah P. and Borah S, (2013), their research studies have given new dimensions on efficient quality, security and experience have immensely led customers to purchase online product. In the era of technology online retailer should focus on consumer's satisfactions. They must retain existing customers by giving incentives such as offers and discounts etc. New scheme must also be communicated to them.

Bhatt A. (2014), he has pointed out in his study that online shopping is getting more and more popular amongst the young generation. He also focuses that to make equally popular amongst all category of customer, online marketing need to do lot on things. Despite the age, people are doing shopping daily in their day to day life. The perception of consumer is changing day by day. Looking at the country like us, people feel comfortable in making online purchase.

Singh P. (2014), states that the online retailer is giving best offer to the customers and hence customer is benefited with some sort of saving. They are also able to buy product online at their budget. He also focuses that online retailing like Flipkart is offering products at low price. Online purchase is hassle free purchase. Today online retailers have created brand image.

Shanthi and Kannaiah, (2015), they emphasized in is study that the young generation and closely attached to the online shopping in the family and hence age old member in the family does not bother about it. His study shows that the age of young generation about 20 to 25 are always techno savvy and have been addicted to the internet and mobile. He also focused that majority of the customer in his study said online shopping like books are little cheaper than the offline stores. Price of the product has attracted customers towards online shopping.

III. OBJECTIVES OF THE STUDY:

The researcher has undertaken the following objectives in the study:

1. To understand the factors and attributes which influences buying behavior of consumers
2. To understand the spending pattern and shopping frequency of the consumers.
3. To understand the consumers perception towards online buying.

IV. LIMITATIONS OF THE STUDY:

1. The study area is confined to Bongaigaon Town of Assam
2. Respondents have been selected irrespective of cast, occupation, gender and qualification.
3. The reliability of data is based on the responses received from the customers.
4. The size of sample is very less in comparison to the population of Bongaigaon Town.

V. RESEARCH METHODOLOGY

The study is based on primary and secondary source of information. The primary source of information has been collected from the respondents in a prepared set of questionnaire. Secondary source has been taken from the publications of bulletin and research paper published by few authors.

Sample size:

To collect the response from the respondents a prepared set of questionnaire was administered to 70 nos. of respondents irrespective of age, sex, gender, occupation of the inhabitant of Bongaigaon Town. Out of 70 questionnaires 50 number of properly filled questionnaire were returned to researcher on time.

VI. DATA INTERPRETATIONS & RESULT:

1. Preference for Online Shopping:

Every customer has got different taste and preferences. Some buy products visiting departmental stores, malls etc. but some prefers to buy sitting at home through internet. Today many customers are seen techno savvy. Therefore, it is very important to know the preference of the customer for online shopping. Researcher has a direct question to the customers as do you prefer online shopping? From the respondents it is seen that majority of the customers i.e. 70% of the total respondents makes online shopping. It is worth mentioning that, the rapid expansion of internet facility, customers have gradually switching into online shopping.

**Table No: 1
Do you Prefer Online Shopping?**

Opinions	Response	% of response
Yes	35	70%
No	15	30%
Total	50	100%

Source: Response of customers

2. Motivating factors for online shopping:

Customers are always driven by some factors which lead them for purchase of goods and services. Without motive no customers go to purchase any single things. It is also very important to know the factors behind the customers for making online shopping. Some of the factors were laid down in the questionnaires to know which actually lead them to purchase online. From the response of the customers it is understood that only few factors such as convenience, price and product comparison motivates customers to go for online shopping which is accounted for 44%, 30% and 16% respectively. The remaining factor does not have much implication for buying online.

**Table No: 2
Motivating factors for online shopping**

Opinions	Response	% of response
Convenience	22	44%
Price	15	30%
Saves Time	2	4%
Product Comparison	8	16%
Any others	3	6%
Total	50	100%

Source: Response of customers

3. Customers preference online shopping sites:

Different customers have different choices of online shopping sites. It depends upon the perceptions of the customers. Some go for only one site all the time and some go for different sites for buying different products. With the rapid expansion of internet at very cheap rate, there are many sites that are doing really good in business.



Some sites have started offering heavy discount to customers during celebrations like Dipawali, Christmas and New Year etc. etc. The customers were seen buying products in almost all the given sites. It is seen that the popular sites among the customers are Flipkart, Amazon, Myntra, Snapdeal and followed by Homeshop18 accounted for 20%, 18%, 16%, 12% and 10% respectively. There are few sites where the customers have not paid more attention such as E-bay, Jabong, Shopclues and others. The customer's choice to these sites is 4%, 8% and 4% respectively. It is also obvious that all the sites are not able to satisfy customers. It may be due to the quality of the product and other facilities.

Table No: 3
Customer's preferential shopping site

Opinions	Response	% of response
Amazon	9	18%
Flipkart	10	20%
E-bay	2	4%
Myntra	8	16%
Snapdeal	6	12%
Jabong	4	8%
Shopclues	4	8%
Homeshop18	5	10%
Other	2	4%
Total	50	100%

Source: Response of customers

4. Overall customers satisfaction and experience of online shopping:

Since satisfaction is the prime objectives in the study, the researcher has tried to know the satisfaction level of customers who are involved in online shopping. The majority of the respondents have agreed that neither fully satisfied nor dissatisfied accounted for 44% of the total respondents, satisfied 30%, highly satisfied 10% and followed by dissatisfied 1%. It is noted that majority of the respondents are not fully satisfied. Only few customers are seen to have fully satisfied. It can be understood that online shopping is not very effective amongst the major populations.

Table No: 4
Satisfaction and Experience of Online Shopper

Opinions	Response	% of response
Highly satisfied	5	10%
Neither satisfied nor dissatisfied	22	44%
Satisfied	15	30%
Dissatisfied	8	16%
Total	50	100%

Source: Response of customers

5. General expressions of customers on online shopping:

All the customers are not alike. Therefore, different customers have different expressions on shopping and their responses are also different in nature. The opinions

regarding expressions of customer have been taken into considerations for fulfilling the objectives of the study. The responses tabulated are varying from opinions to opinion. Majority of the respondents i.e. 46% have state that online shopping is hassle free and time saving followed by not reliable and tricky, easy but dint enjoy, not so much fun accounted for 24%, 16% and 14% respectively. It is understood that least number of respondents i.e. 14% and 16% does not enjoy buying online.

Table No: 5
General expressions of customers in online shopping

Opinions	Response	% of response
Hassle free and time saving	23	46%
Easy but dint enjoy	8	16%
Not so much fun	7	14%
Not reliable and tricky	12	24%
Total	50	100%

Source: Response of customers

6. Customers encounter barriers while making online shopping:

Internet has been advantageous to the both buyers and sellers but along with its benefits, there are some demerits associated with it. It is well said that to do good things one must face bad things. Similarly internet has been a blessings as well as curse. While making online purchase, it is seen that the following tabulated problems are always encountered by the customers. According to the response received from the customers, 34% respondents do not enjoy online shopping, rather they enjoy going out to the malls and stores. Another 24% respondents are agreed that they enjoy buying in person. They like to feel and touch it. Some other have got the problem of cost of returning goods, they are accounted for 16% followed by risk of giving debit card and credit card number and risk of providing personal information i.e. 10% and 6% respectively.

Table No: 6 Customers encounter barriers while making online shopping

Opinions	Response	% of response
Risk of giving credit/debit card number	5	10%
Risk of providing personal information	3	6%
I enjoy going out to do my shopping	17	34%
I like to see/touch the product in person, before I buy it	12	24%
The cost/hassle of returning the product	8	16%
Any other	5	10%
Total	50	100%

Source: Response of customers

7. Frequency of online shopping by the customers:

The time interval of online shopping is important to know the consumer perception in buying. It is seen that the customer do not always go for online shopping. 62% of the respondents agree that they shop online sometimes i.e. once in a month and 22% customers are seen buying very rarely that is not always. From the response of the customers it can be understood that they purchase their daily need items from the traditional stores like malls, departmental stores and grocery stores etc. There are also few customers they almost go for daily online shopping that accounted for 2% and sometimes i.e. once in every 4 to 5 days accounted for 14% respectively. It is worth mentioning that online shopping does not fulfill the day to day needs of the customers.

Table No: 7
Frequency of online shopping

Opinions	Response	% of response
Everyday	1	2%
Often (once in every 4-5 days)	7	14%
Sometimes (once in months)	31	62%
Rarely ever (not always)	11	22%
Total	50	100%

Source: Response of customers

8. Monthly average amount spent on making online shopping by the customers:

To fulfill the objectives of the study, the researcher has taken into consideration the following few opinions relating to the amount spent on making online purchase. In this regards the responses the researcher have received are tabulated in the different range for interpretations. There are different types of customers who has different spending pattern. It is seen that, the majority of the respondents i.e. 60% spends amount of Rs 500/- to Rs 2000/- in a month followed by 30% respondents spends Rs 100/- to Rs 499/- , 6% respondents spends Rs 2000/- to Rs 5000/- and 4% respondents spends more than Rs 5000/- in a months. In contrast to the table number 7, it is seen that 62% of respondents makes purchase on a monthly basis. Hence there is much similarity between the table no. 7 and 8.

Table No: 8
Monthly average amount spent on buying online

Opinions	Response	% of response
100 - 499 Rs	15	30%
500 – 2000 Rs	30	60%
2000 – 5000 Rs	3	6%
More than 5000 Rs	2	4%
Total	50	100%

Source: Response of customers

9. Items on which customers spends more money (above Rs 500)

All customers have no similar things to purchase. Some purchase garments, some footwear, electronic gazettes and some beauty products. Following table shows the interest of man and women in buying different products. It is learnt that customer spends more money i.e. above Rs 500 on electronic gazettes followed by service insurance/online booking/e-payment, men and women clothes/accessories accounted for 36%, 20%, 18% and 16%. It is also worth mentioning that a negligible percentage of respondents spend money on kids/baby product and kitchen tools i.e. 4% and 6% respectively. From the table below, it can be understood that majority of online shoppers spends money on electronic gazettes as because electronic gazettes have more offers and discounts when they purchase online. Today all customer have become conscious, they compare market price with online price. It is also learnt that electronics gazettes sales in the traditional stores have been declining. Thus the traditional stores have also started giving discounts and offers.

Table No: 8
Items on which customers spends more money

Opinions	Response	% of response
Men/Women clothes /Accessories	9	18%
Electronic Gazettes/Technology	18	36%
Service- Insurance/Online Booking/e-payment	10	20%
Kids/baby product	2	4%
Kitchen tools/product	3	6%
Others	8	16%
Total	50	100%

Source: Response of customers

10. Overall rating of experience for online shopping from 1 to 10

Overall experience for online shopping is important to know the consumers preference towards online shopping. As we know there is different taste and preferences with different customers. Therefore, the rating also varies from person to person. Below tabulated is the rating given by the respondents. The highest number is excellent or highly satisfied followed by decreasing the satisfaction level with the decreasing of number. As per the response made by the customers, the majority of the respondents have rated overall experience 9 that means they are happy with the overall performance of online shopping. 22 numbers of customers out of 50 have rated below 5. That means they are not happy with the performance of online vendors. 28 numbers of customers have given rating above 5 i.e. up-to 9. Interestingly there is not a single person to rate 10 on 10. It means the customers are not highly satisfied and happy with the performance of online vendors.



The reason could be different. The online seller must improve the service quality so to get the 100% satisfactory results.

Table No. 10
Overall rating of experience for online shopping

1 to 10	No. of Respondents	% of respondents
1	5	10%
2	2	4%
3	5	10%
4	8	16%
5	2	4%
6	3	6%
7	7	14%
8	8	16%
9	10	20%
10	0	0%
Total	50	100%

Source: Response of customers

VII. CONCLUSIONS

The paradigm shifts of customers have been noticed in the recent past into online shopping from traditional. It has happened due to some motivating factors like convenience, low price and wide choice in the online platforms. E-commerce like B2B has been benefited from this shift as a result increased in sales through website selling. New ventures and entrepreneurs have got a platform to sale good sitting at different corner of the country and world in general. Most of the urban base customers prefer online shopping than buying from the stores. They feel independent and hassle free while buying online. The online stores like Amazon, Flipkart and Myntra have been performing better these days than the other forms of online selling business. It is obvious that there are some demerits associated with the online shopping. Like loss of transactions, payment failure etc. Majority of are seen buying online product almost once in a months. The customer who spends more money prefers to buy electronic gazettes like mobile phones and others. Customer's ratings were also taken into considerations where majority of the customers have rated above 5 to 9. It shows good sign for the online sellers. Few customers were also seen unhappy with the performances of online sellers. There is lot more improvement required to make more convenience and hassle free selling and buying from the vendors/sellers point of view.

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