

From Pursuing to Purchasing: An Analysis of Online Shopping Patterns and Customer Preferences

¹Swetha T, ² Dr S Meena

¹Research Scholar, Department of Commerce

Dr. M.G.R. Educational and Research Institute, Chennai.

²Professor, Department of Commerce

Dr. M.G.R. Educational and Research Institute, Chennai.

Abstract:

Electronic commerce has grown significantly in India, particularly as a result of smartphone applications. Online businesses interact with customers from a variety of demographics, and each has distinct buying habits. The specific goal of this study is to look into customer purchasing patterns in relation to app-based internet shopping. Using systems based on mobile applications, some of the main goals are to analyse how customers behave while making purchases online, learn how they feel about it, and gauge their degree of satisfaction.

The research was conducted in different parts of India via convenience sampling. A questionnaire was administered to collect primary data from 200 individuals. Percentage analysis, chi-square testing, and weighted average methods were applied to analyse the data. Most of the respondents have a preference for paying by cash on delivery, which is one of the most significant findings of the study. The research concludes that internet marketers can enhance consumer interaction and induce future changes in behaviour by raising awareness, building brand presence, and providing services that meet the expectations of the customers. In the e-commerce world, which is very competitive, such efforts may ultimately yield more lucrative results.

Introduction:

Ever since the creation of the World Wide Web, businesses have knowingly aimed for internet users following the realization of the huge potential of shopping online, which is an integral component of electronic commerce and allows shoppers to purchase products and services directly from suppliers in cyberspace. Ever since its initial introduction by Michael Aldrich in 1979, this concept has expanded to become a key retail channel worldwide. In addition, India's rising internet penetration and digital literacy have yielded a climate that is favorable to the development of online marketing. Shoppers may shop from the comfort of their own homes while sitting in front of the internet. Consumers may acquire a wide range of goods from internet sites, and enterprises who offer their products online may sell nearly everything. An online store allows customers to buy hundreds of items, such as clothing, toys, hardware, software, books, household appliances, and health insurance. Although this page talks about online shopping, it's

widely accepted that this is the process by which goods or resources are purchased online using devices with an internet connection. Online shopping has become more and more popular worldwide over the years. It is convenient and easy for people to look for deals from the comfort of their homes, workplaces, or any other place. Based on the kind of transaction, the words "business-to-business" (B2B) and "business-to-consumer," or "B2C," relate to distinct business models. companies trade products and services with one another in business-to-business (B2B) transactions, whereas companies sell directly to consumers in business-to-consumer (B2C) interactions. Online buying has been a prominent and quickly expanding trend in India, drastically altering consumer behavior. In addition to revolutionizing communication, the internet has changed how people purchase, making online shopping a necessary component of daily life. Since most people are now online, businesses are always coming up with new ideas to take a bigger chunk of the digital market. The efficiency and speed of online business have been greatly increased by the

simplification of electronic transactions made possible by Electronic Data Interchange (EDI). Large corporations had started investigating electronic transaction systems much earlier, even if the idea of e-commerce didn't catch on with regular internet users until the 1990s. Railroads were among the first sectors to embrace EDI in the 1960s after seeing its potential. Other transportation-related businesses quickly followed. When Michael Aldrich presented a ground-breaking concept in 1979 that established the framework for contemporary online buying, it marked a turning point in the development of e-commerce. Most people believe that Michael Aldrich and his spouse were out shopping when they invented the concept of online shopping. This realization led to a breakthrough that completely changed global trading procedures. As unexpected as it was, his innovation changed the way businesses and consumers interacted. Utilizing internet technologies and digital channels such as computers, smartphones, and other online sources, digital marketing emerged as an effective strategy for advertising commodities and services. The rapid growth of digital marketing during the 1990s and the early 2000s entirely revolutionized the way companies interact with their customers, and technology thus became an integral part of both consumer engagement and brand communication. The application of digital marketing in day-to-day interactions and business operations has increased exponentially with the development of digital platforms. Companies are leveraging various online technologies to effectively interact with their target audience as customers opt for digital devices over traditional in-store shopping.

OBJECTIVES:

- To analyze consumer purchasing behavior when using mobile applications for online shopping in India.
- To examine consumer perceptions and attitudes toward online shopping platforms and their usage.
- To evaluate the level of customer satisfaction with online shopping experiences conducted through mobile applications.
- To identify preferred payment methods among online consumers, with a specific focus on the popularity of cash on delivery.

- To provide insights for online marketers on how improved branding, awareness, and service delivery can influence consumer buying behavior in the digital marketplace.

REVIEW OF LITERATURE:

DR.E. MuraliDharshan and JapaAsritha reddy (2019)

A study with the goal of determining the main elements influencing decisions to buy in the digital marketplace and comprehending customer attitudes toward online buying. According to their research, the most important factors influencing internet shoppers' decisions are convenience, cost, and trust. The study came to the conclusion that maintaining safe and dependable transaction procedures is crucial to the long-term viability and expansion of online commerce. Online shopping is predicted to prosper and grow in a market that is becoming more competitive and changing quickly if these factors are successfully addressed.

McKinsey (2019)

Observed that the increasing use of the internet among India's younger generation has opened new doors for online retailers. The report suggests that by gaining a better understanding of what drives online purchasing decisions—along with how these factors differ across shopper types—e-commerce companies can improve their strategies to turn interested users into actual customers. The study used survey responses to explore shopping behavior and found that characteristics like age, gender, education, and income significantly affect how people shop online in India. It also pointed out that understanding how consumers view the convenience and usefulness of online platforms can help retailers create more effective, targeted marketing campaigns.

Poonam Deshprabhu, Sadekar, and Naila Pereira (2018).

Determining the factors that influence people's choices for online shopping was their main objective. The most crucial factors in influencing consumer satisfaction with online buying, according to this study, were comparability, cost-effectiveness, secure value, and personalized attention.

DR. SHUCHI SINGHAL and SHASHI SHEKHAWAT (2015)

Consumer buying behavior was define it as a conglomeration of personal expectations, preferences, objectives, and choices made when making a purchase of products or services. Many scholars have examined this tendency in both offline and online settings throughout the years. Their work's objective was to present a thorough analysis of the vast body of material that had been written between 1999 and the time of their investigation. They discovered a variety of elements that affect customer behavior in online settings by examining studies carried out over a fifteen-year period.

JONNA LORD (2014)

Online shopping is now a significant aspect of contemporary business. As more consumers rely on the internet to buy products, businesses have discovered new methods of making more profit and being ahead of competitors. This paper examines various factors influencing online shopping habits. The primary objective is to give an easy-to-understand overview of where online shopping currently is and what drives consumers' behavior in the digital world.

The research also examines how individuals' purchasing habits and preferences have shifted with increased internet-based shopping. All the while, it identifies some of the challenges customers encounter when using the internet as their primary way of purchasing items. This research uses in-depth examination of previous research and indicates that ease is one of the largest explanations for why customers go online to shop.

POWNALL (2013)

The prospects for e-commerce in India look bright. People's attitudes towards buying online are increasingly positive, as the availability of internet and digital literacy keep growing. With round-the-clock shopping facilities and comfort of buying from anywhere, along with safety and ease of payment, Indian consumers are increasingly adopting the facility of online buying. The internet provides consumers not just an ability to purchase goods but also to compare different items and stores before making a purchase. The purpose of this research is

to investigate the most important factors that determine consumer behavior in the virtual world, including the functionality and usability of online shopping platforms, security of the internet, privacy, and overall trust placed by consumers in these systems. In doing this, the research examines shopping motivation, background variables, and decision-making in online purchases. Synthesis of previous studies has also been done to provide a richer context to support a comprehensive understanding of how the factors influence consumer behavior in India's growing digital economy.

DATA ANALYSIS AND INTERPRETATION:

Data analysis and interpretation in terms of mean return, standard deviation, variance, correlation coefficient, and beta and alpha of the chosen vehicle businesses are covered in this portion of the study report. depicts the factors that impact internet purchasing. The majority of respondents prefer to purchase online to save time, 78 percent like a greater selection, 66 percent prefer availability, and 74 percent prefer diversity. depicts the respondents' preference for Amazon. The majority of respondents, 45 percent, prefer variety of items when purchasing things online, 25 percent prefer after-sales services, and 30 percent favour product dependability. According to 70% of respondents prefer electronic, 68 percent prefer apparel, 56 percent prefer home utilities, and 47 percent prefer to purchase groceries when purchasing items. According to the majority of the 35 percent respondents choose the quality element, 40% prefer the pricing factor, and 10% prefer the brand factor when purchasing a product. According to the above product reviews are important to 55 percent of respondents, 30 percent of respondents, and 15 percent of respondents. The above depicts the issue that Amazon customers experience while purchasing a goods. The majority of customers have issues with EMI, 20% have issues with extended delivery times, and 15% have issues with cancelling orders due to product shortages. The online payment mechanism is seen in the graph above. 65 percent of respondents feel online payment is secure, 25% do not believe it is secure, and 10% have no idea. The above depicts the most common

way of payment used by customers. Cash on delivery is used by 55% of respondents, net banking is used by 10%, debit cards are used by 50%, and credit cards are used by 20%. Consumer satisfaction with online shopping features such as 'Discounts and offers' is ranked first, 'Searching products in websites' is ranked second, 'Availability of product information' is also ranked second, 'Visual appearance in websites' is ranked fourth, 'Mode of payments' is ranked fifth, 'Safety and Security' is ranked sixth, 'Description of terms and conditions' is ranked seventh, and 'Packaging' is ranked eighth. Thus, when it comes to customer satisfaction with

online purchasing features, 'discount and offer' takes the top spot.

Consumer satisfaction with online shopping features such as 'Discounts and offers' is ranked first, 'Searching products in websites' is ranked second, 'Availability of product information' is also ranked second, 'Visual appearance in websites' is ranked fourth, 'Mode of payments' is ranked fifth, 'Safety and Security' is ranked sixth, 'Description of terms and conditions' is ranked seventh, and 'Packaging' is ranked eighth. Thus, when it comes to customer satisfaction with online purchasing features, 'discount and offer' takes the top spot.

H0: Online purchases are unsatisfactory.

H1: Online shopping makes people happy.

Online shopping related statements	Mean Score	Rank
Shopping on Internet its Saves Time	2.85	8
Shop at any Time	3.25	2
Online Shopping is Risky	2.79	9
Selection of Goods Available	2.70	10
Products Shown on very Accurate	2.94	4
Long Time required for product Delivery	2.89	6
Information about product Sufficient	3.10	3
Prefer Cash on Delivery	3.35	1
Product return to seller with easy Procedures	2.86	7
Necessity of Online Payment facilities	2.92	5

According to the above table, consumers' opinions on online shopping-related statements such as 'Prefer cash on delivery' is ranked first, 'Shop at any time' is ranked second, 'Information about products is sufficient' is ranked third, 'Necessity of online payment facilities' is ranked fourth, 'Products

Shown on Very Accurate' is ranked fifth, 'Long Time Required for Product Delivery' is ranked sixth, 'Product Return to Seller As a result, customers' opinions on online shopping-related phrases such as "prefer cash on delivery" are ranked top.

• Consumers' satisfaction with the benefits of online buying

Online shopping features	Mean Score	Rank
Discounts and Offers	4.03	1
Searching Products in the Websites	3.80	2
Availability of Product Information	3.76	3
Description of Terms and Condition	3.40	7

Safety and Security	3.42	6
Visual Appearance of websites	3.56	4
Mode of Payments	3.44	5
Packaging	3.23	8
Product Delivery System	3.09	9
After sales services	2.95	10

Consumer satisfaction with online shopping features such as 'Discounts and offers' is ranked first, 'Searching products in websites' is ranked second, 'Availability of product information' is also ranked second, 'Visual appearance in websites' is ranked fourth, 'Mode of payments' is ranked fifth, 'Safety and Security' is ranked sixth, 'Description of terms and conditions' is ranked seventh, and 'Packaging' is ranked eighth. Thus, when it comes to customer satisfaction with online purchasing features, 'discount and offer' takes the top spot.

RESEARCH METHODOLOGY :

Research design

Descriptive research

Research equipment

Questionnaire

Sampling method

Non-probability technique

Sample design

Data has been presented with the help of bar graphs, pie-chart etc

Sources of data

Both the primary sources and secondary sources of data have been used to conduct the study

Plan of analysis

- Digrammatic representation through graphs and charts
- Suitable inferences will be made after applying necessary satisfied tools.
- Findings& suggestions will be given to make the study more useful

Methods for data collection

Primary data

Primary sources of data collected by Questionnaire

Secondary data

Secondary sources of data was collected

Sample size

The sample size for this research was 200

Findings:

1. From the graph above, it can be seen that 100% of the respondents prefer to purchase online.
2. The graph above depicts the factors that impact internet purchasing. The majority of respondents prefer to purchase online to save time, 78 percent like a greater selection, 66 percent prefer availability, and 74 percent prefer diversity.
3. The graph above depicts the respondents' preference for Amazon. The majority of respondents, 45 percent, prefer variety of items when purchasing things online, 25 percent prefer after-sales services, and 30 percent favour product dependability.
4. According to the graph above, 70% of respondents prefer electronic, 68 percent prefer apparel, 56 percent prefer home utilities, and 47 percent prefer to purchase groceries when purchasing items.
5. According to the above graph, the majority of the 35 percent respondents choose the quality element, 40% prefer the pricing factor, and 10% prefer the brand factor when purchasing a product.
6. According to the graph above, product reviews are important to 55 percent of respondents, 30

percent of respondents, and 15 percent of respondents.

7. The graph above depicts the issue that Amazon customers experience while purchasing a goods. The majority of customers have issues with EMI, 20% have issues with extended delivery times, and 15% have issues with cancelling orders due to product shortages.

8. Respondents watch a product-related ad, as shown in the graph above. The majority of respondents saw advertisements when they visited the internet, with 15% receiving them very often, 10% receiving them very seldom, and 5% receiving none at all.

9. The online payment mechanism is seen in the graph above. 65 percent of respondents feel online payment is secure, 25% do not believe it is secure, and 10% have no idea.

10. The graph above depicts the most common way of payment used by customers. Cash on delivery is used by 55% of respondents, net banking is used by 10%, debit cards are used by 50%, and credit cards are used by 20%.

11. The graph above depicts why respondents prefer online payment over cash on delivery. The majority of respondents (40%) pay online because of the discount option, 25% because of the EMI facility, and 35% for other reasons.

12. According to the above statistics, 10 percent of respondents prefer to buy things online using the e.bay website. The Amazon website is used by 55 percent of the respondents to buy things online 25 percent of those polled prefer to shop for items on the Flipkart website. The Snapdeal website is used by 10 percent of the respondents to buy things online 5 percent of those polled prefer to shop for items on the Jabong website. For buying things online, 55% of respondents prefer to buy things online via the Amazon website.

13. According to the above table, consumers' opinions on online shopping-related statements such as 'Prefer cash on delivery' is ranked first, 'Shop at any time' is ranked second, 'Information about products is sufficient' is ranked third, 'Necessity of online payment facilities' is ranked fourth, 'Products Shown on Very Accurate' is ranked

fifth, 'Long Time Required for Product Delivery' is ranked sixth, 'Product Return to Seller As a result, customers' opinions on online shopping-related phrases such as "prefer cash on delivery" are ranked top.

14. Consumer satisfaction with online shopping features such as 'Discounts and offers' is ranked first, 'Searching products in websites' is ranked second, 'Availability of product information' is also ranked second, 'Visual appearance in websites' is ranked fourth, 'Mode of payments' is ranked fifth, 'Safety and Security' is ranked sixth, 'Description of terms and conditions' is ranked seventh, and 'Packaging' is ranked eighth. Thus, when it comes to customer satisfaction with online purchasing features, 'discount and offer' takes the top spot.

SUGGESTION :

1. MAINTAIN A COMPETITIVE PRICE ADVANTAGE

Inventory, logistics, customer service, and pricing all play a role in winning Buy Box.

2. USE DISCOUNTS TO ATTRACT CUSTOMERS

Discounts are a powerful tool for attracting customers. Promotions and discounts can propel you to the top of the category while also increasing your chances of being featured in Amazon's 'Hot Deals' and 'New & Noteworthy' sections, which can drive significant traffic to your page, increase the visibility of related products, and encourage customers to buy more.

3. MAKE YOUR BRAND REMARKABLE AND FAVORABLE

All the major companies have a great deal of success in making consumers understand who they are and what they do.

4.MAINTAIN A HIGH SELLER RATING

There are several little criteria that Amazon considers when evaluating your overall seller rating, and how much attention you give to the minutiae typically impacts the kind of customer experience purchasers receive.

5. EMI FACILITY ON DEBIT CARD: Consumers must be provided with an EMI facility on their debit cards. So that people may readily purchase. This aids in the rise of sales.

LIMITATIONS OF THE STUDY :

1. The research's results are solely relevant to customers in the
2. Study regions and cannot be extrapolated to other countries.

Conclusion:

As there is more use of the internet, online buying has seen a huge expansion in the last few years. Yet, knowing the demands and needs of internet buyers has been a complicated task for marketers. Retrieving information about the buying behavior of consumers, improving the drivers that make consumers go online to shop, and addressing major drivers of online shopping enable marketers to achieve a competitive edge. Thus, it is important for online marketers to emphasize creating business and product awareness among multiple customer segments. Providing selective discounts and promotional schemes specific to specific age groups can make products more attractive to a larger population. Also, as in many locations consumers prefer cash on delivery, creating more stable and convenient cash-on-delivery options could be required. Overall, the study indicates that with a focus on awareness, brand positioning, and fulfilling consumer convenience and service expectations, online marketers can shape consumer purchase behavior in a positive way. This strategy can increase their profitability and exposure of their services and products in various market areas.

Bibliography:

1. Dr. V. Santhi and Dr. L. Nanda Gopal (2018) consumer behavior towards online shopping in Coimbatore city. International Journal of pure and applied mathematics, Vol.120, Issue No.5, ISSN – 13143395, P.P – 1459 – 1490.
2. Dr. Sonal Kala and Ragesh Kumar Sharma (2015) behavior of customers towards online shipping in India. International Journal of core engineering & management Vol. 2, Issue – 4, ISSN: 23489510, P.P 127-131
3. Prof. Pritam P. Kothari and Prof. Shivganga S. Maindargi (2016) consumer attitude towards online shopping in India and its impact. International Journal of Advance research ideas and innovations in technology. Vol. 2, Issue-6. ISSN – 2454-132X, P.P 1-9.
4. PushpakSinghal and Dr. Supriyopatra (2018) consumer behavior towards online shopping in Kolkatha. Journal of business and management e-ISSN-2278-487X, P- ISSN 2319 7668 – P.P. 91-102- P.P-91-101.
5. Ms. Dipti Jain. Ms. Sonia Goswami, MS. ShipraBhutani (2014) consumer behavior towards online shopping in Delhi. Journal of business and management, Vol-6, Issue- 9 ISSN – 2278-487X – PP – 65 – 72.
6. Prashant Singh (2014) consumer buying behavior towards online shopping with special reference to flipkart.com city. National Monthly Refereed Journal of research in commerce & management Vol.111, ISSN 2277-1166. P.P. 27-34.
7. Prof – Ashish Bhalf (2014) consumer attitude towards online shopping in Guarat. Journal of Marketing Management Vol.2- No.2, ISSN – 2333-6080 P.P. 29-56.
8. Poonam Deshprabhu, sadekar and Naila Pereira (2018) consumer attitude towards online shopping. International journal of advanced scientific research and management, Vol – 3, Issue-10, ISSN – 2455- 6373. P.P. 44-51.
9. Mrs. Chitra Sharma (2015) consumer buying behavior towards online shopping. Indian journal of applied research Vol.5, Issue-4, ISSN 2249 555X P.P. 854-856.
10. Dr. Shefali Tiwari and Dr. Shraddha Sharma (2017) consumer behavior and preferences towards E – tailing. International Journal of Advance research in computer science and management studies, Vol.5, Issue – 9, ISSN – 2321-7782. PP – 7-15.
11. T. Jukariya and R. Singhvi (2018) factors affecting online buying behavior of students. International Journal of Current microbiology and Applied Sciences, Vol.7, Issue – 1, ISSN 2319 7706, P.P. 2558 – 2565.
12. N. Ramar and Dr. C.K. Muthukumaran (2016) consumer behavior towards online shopping.

International Journal of Contemporary Studies,
 Vol.1, Issue-1, ISSN 2u56- 0960P.P. 1-8

13. Dr. E. MuraliDharshan and JapaAsritha Reddy (2019) customer behavior towards online shopping in Hyderabad. International Journal of trend in scientific research and development Vol.3, Issue-2, ISSN 2456-6470, PP. 741-744.
14. SrishtiDixena and SumanSahu (2018) customer satisfaction towards online shopping from Flipkart.in Raipur city. International Journal of research in Engineering, Science and Management Vol.1, Issue-12, ISSN-2581-5792 (online) P.P. 262-265.
15. Dr. N. MeeranMydheen (2016) attitude of students towards online purchasing. International Journal of Economic and business Review. Vol.4, Issue-5, e-ISSN 2347- 9671, P-ISSN=2349-0187 P.P. 105-110.
16. R.Ananthaxmi, K.ArunSarathkumar (2016)Awareness and attitudes of consumers in using internet for online purchase. International journal of research granthaalayah.ISSN-2350-0530, vol.4,Issue -9,PP 26-36
17. Alkaraghunath, Murlidharpanga (2013) Problems and Prospects of E- commerce, International journal of research and development, vol.2 ,Issue 1 ,ISSN 2319 5479 PP 59-68
18. Miss Pinkydhokalia(2015) Prospects of e-commerce and its future implications in india. International multidisciplinary research journal vol-2,Issue-2 ISSN-2349- 7637,PP1-4
19. J.Ramadevi and S.Murugan (2017) A study on problems and prospects of online marketing, World journal of pharamaceutical and medical research,vol-3,Issue-2, ISSN-2455-3301,PP 232-235
20. Dr.payalupadhyay and jasvinderkaur, Analysis of online shopping behavior of customer in kota city. International journal in multiciplinary and academic research,vol-2,Issue-1,ISSN -2278-5973,PP 1-28
21. Ardramuralidharan, K.P.Sradha and Rashmi,J.menon (2018) Analysis of consumers buying behavior in online shopping in kochi, International journal of pure and applied mathematics,vol.119.Issue-12,ISSN-23489510,PP 2515-2526
22. Rudresha C.E,H.R Manjunath,chandrashekarappa.U (2018)Consumer's perception towards online shopping , International journal of scientific development and research.Vol.3,Issue-11,ISSN-2455-2631,PP 147-153
23. Ashwini. N,Manjula.R(2015) An empirical study on consumers perception towards online shopping. International journal of management and commerce innovations, vol-3,Issue-2,ISSN-23487585,PP 1103- 1110
24. Mehردادsalehi (2012) consumer buying behavior towards online shopping stores in Malaysia. International journal of academic research in business and social sciences.vol.2.Issue-1, ISSN- 2222-6990.
25. NurulnadiaAbd Aziz, NormilaAbdwahid(2018)factors influencing online purchase intention among university students.International journal of academic research in business and social sciences, vol-8,Issue- 7,ISSN-2222-6990.PP 702-717.