

A STUDY ON FACTORS INFLUENCING SHOPPING IN BANGALORE CITY WITH SPECIAL REFERENCE TO ONLINE PLATFORM

Lakshmi S¹ and Nandini R G²

Seshadripuram Academy of Business Studies, Department of Commerce and Management, Bangalore
¹lakshmi.shastri2011@gmail.com, ²nrgsabs.2017@gmail.com

ABSTRACT

The dynamics in e-commerce leads to Online shopping which allows consumers to directly purchase products or services through electronic mode. Since the last three decades, on line shopping has become very popular in metropolitan cities, urban and sub urban areas as well. The network of online shopping has been extended all over the world. As we know, today people do not find time to buy the product/ Services directly because of their busy schedule and life style. In this regard, On-line shopping plays a vital role in saving time, helps the customer to shop conveniently by providing various options in selection of brands, styles etc. The purpose of this study is to analyse various factors affecting Online shopping Such as Price, Quality, Satisfaction level, Varieties of brands, home delivery and return policy Review etc. To analyse, the data from 136 respondents were collected who belongs to various categories in Bangalore city. Questionnaire was used to gather the data and examine the same.

keywords: Online Shopping, Customer, Perception, Attitude, Satisfaction

1. Introduction

Online shopping plays a vibrant role in present scenario which allows consumers to directly buy goods/provide services from a seller through the Internet. "Consumers search the product of his/her interest at various e-commerce websites directly or by analysing the products pricing and availability at various e-commerce platforms". Consumers do online shopping using various devices like laptops, mobile phones and various other electronic gadgets as they do not find time to spend on shopping.

Because of the numerous advantages, more and more people say that they prefer online shopping than the traditional one. The buyer's decision-making process has changed several times in recent years. The internet helps the consumer in doing online business much easier and faster. This leads to the change in the way as the people opt for the new business trend which is used world-wide for E-Commerce.

1.1 Review of Literature

"Zuroni Md Jusoh Goh Hai Ling, "factors influencing consumers' attitude towards e-commerce purchases through online shopping" (2012). The researcher in the paper evaluated the impact of socio-demographic factors such as age, income and occupation of the customer which influence the customers' attitude towards online shopping. In the paper, the author analyse the pattern of online purchase

viz types of goods, experience in shopping and time spent on the same.

"Guo Jun & Noor Ismawati Jaafar, "Study on Consumers' Attitude towards Online Shopping in China"(2011). The author of the paper has examined the customers of various income categories and the attitude of the consumers' who adopted online shopping in China.

"Dr.R.Shanthi& Dr. Desti Kannaiah", "Consumers' Perception on Online Shopping" (2015). The objective of the paper is to understand the types of product purchased by customers based on the factors influencing the online purchase.

1.2 Objective of the study

1. To determine consumer attitude towards online buying
2. To know the factors influencing on Online shopping
3. To determine the Satisfactory level of the consumer

1.3 Scope of the Study

The study can be applied even age, category (such as men, women and kids), product wise (Home appliances, Electronic items), Readymade cloth (fashion), food, grocery etc.

1.4 Research Methodology

The study is on Primary research conduct to the online customers in Bangalore City. The primary information collected through mailing questionnaire to respondents.

1.5 Source of Data Collection:

The Primary data collected through structured questionnaire from the respondents. Secondary data is used from various sources like books, journals, articles and websites.

1.6 Sample Design of The Study

Sample size: Total sample size is 136 Online Customers.

Coverage of the study: The study is restricted to Bangalore city.

Sampling techniques: Probability Sample where simple Random Sampling is used

collecting data, respondents are collected through structured questionnaire from online customer from the Bangalore City based on convenience. (Convenience Sampling)

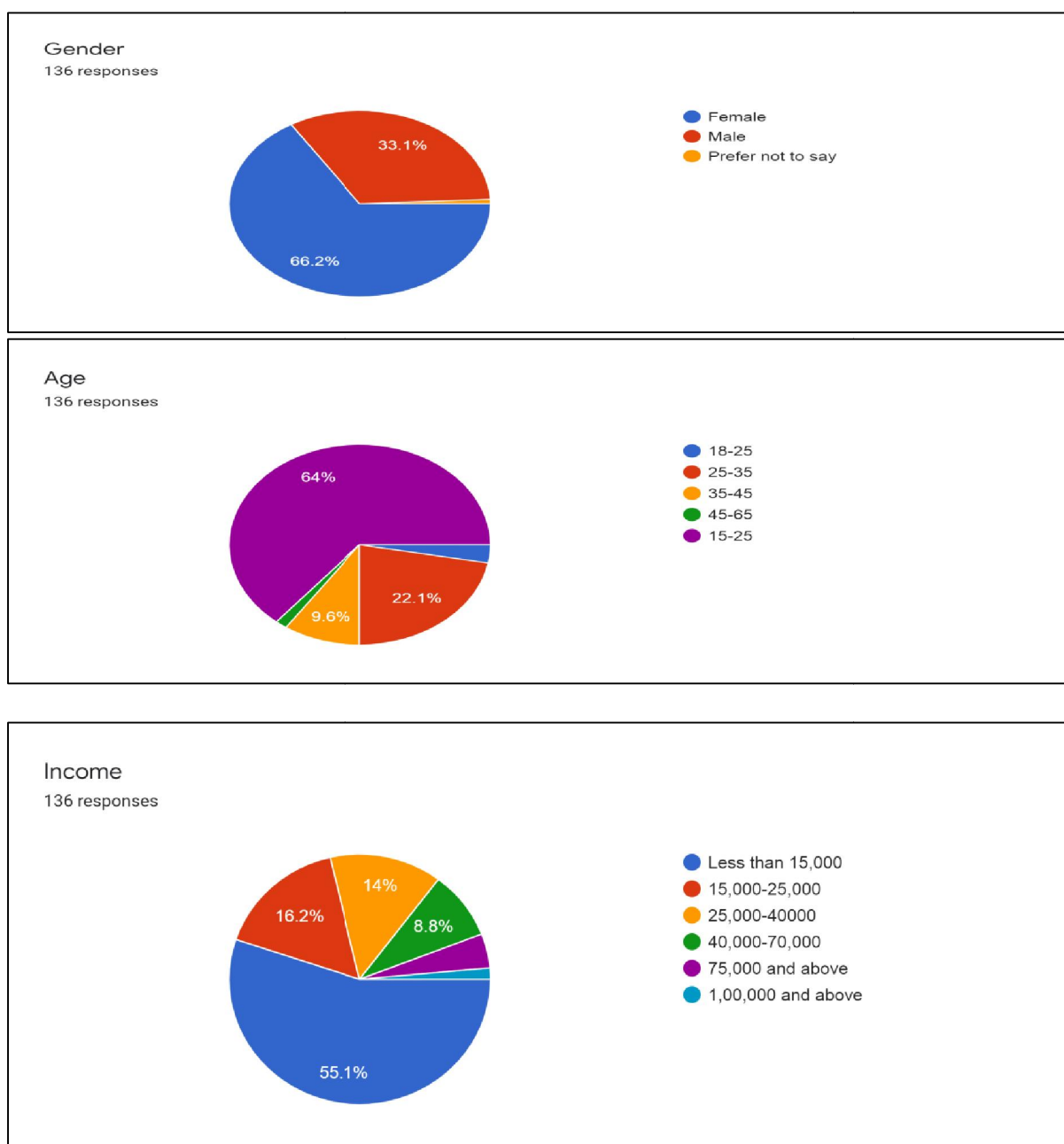
1.7 Techniques for Analysing Data

Data analysis done by tables and graphs .

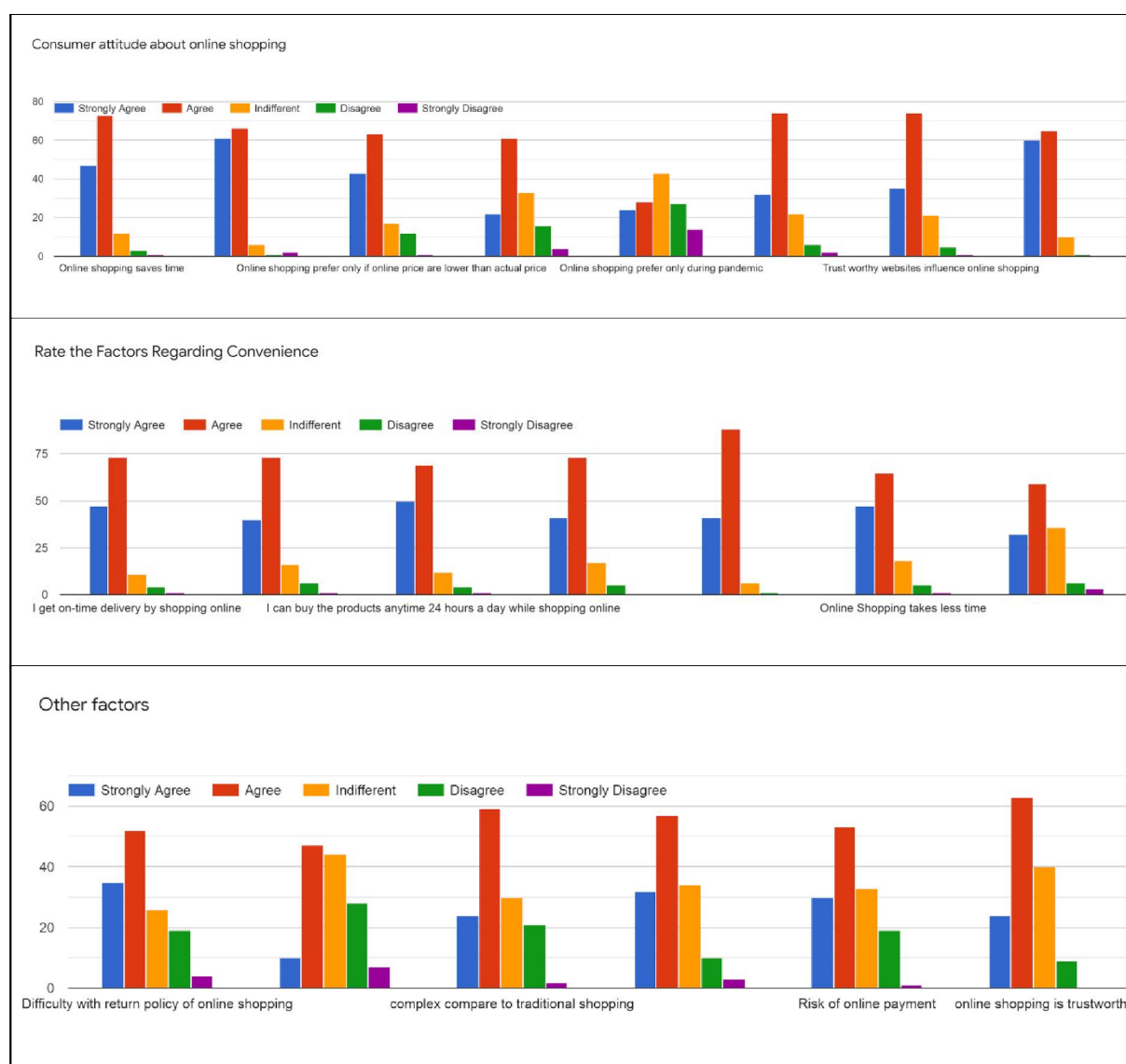
1.8 Limitations of the Study

The result obtained from online customer restricted to the Bangalore City only. The study could not reveal any particular product or commodity and any specified category of target customers.

2. Findings From The Primary Data Collected

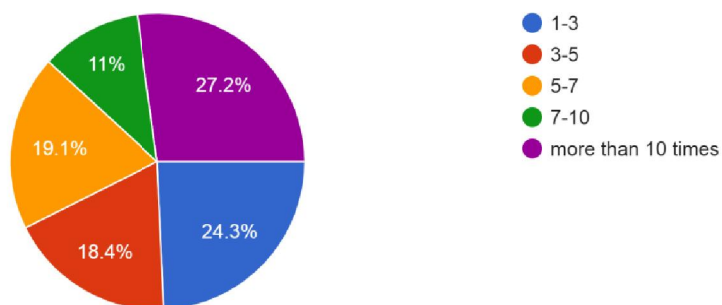


Consumer attitude about online shopping	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Online shopping saves time	47	73	12	3	1
Online shopping are able to shop anywhere and any time	61	66	6	1	2
Online shopping prefer only if online price are lower than actual price	43	63	17	12	1
To get Online shopping experience	22	61	33	16	4
Online shopping prefer only during pandemic	24	28	43	27	14
Selection of goods available on the internet is very broad	32	74	22	6	2
Trust worthy websites influence online shopping	35	74	21	5	1
Online shopping provides reviews, it helps to select the best one	60	65	10	1	0



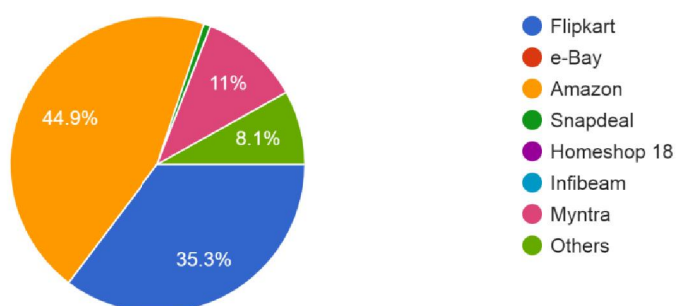
Rate the frequency of buying online product in a year

136 responses



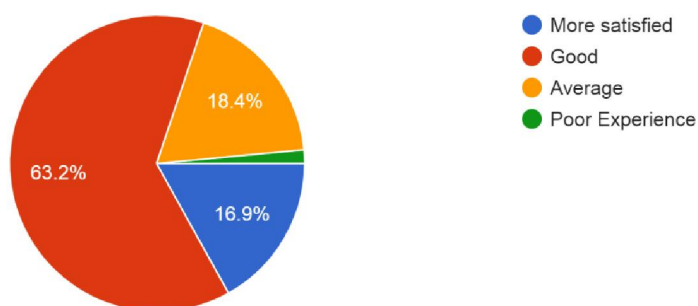
Which is the best online site for shopping

136 responses



Rate the satisfying level of online shopping

136 responses



3. Suggestions

- As per the study more review should be added
- Encourage the buyers to buy products regularly
- Improve the internet accessibility more trust worthy
- Fix the prices at reasonable rate
- Return policy should be simplified
- Convenient Online payment process
- Quality should be improved in order to buy high income group

4. Conclusion

The study reveals that more youngsters aged between 18-25 are attached to the online shopping compared to the other age group. It is also found that many customers are satisfied with amazon site for online shopping and the most influencing factors is anywhere anytime shopping and takes less time. Another most important factor is security of the product and nice description of the product with different category. The study highlights on easy access

on the internet with people linking for easy to access the online shopping and to be more convenient. The study also reveals Negative factors like difficulty with return policy and online shopping accessibility is complex when we make comparison with traditional shopping because of lack of knowledge towards internet access to Uneducated. It is also found that because of insecurity online payment is risk in making payments through online payment.

References

1. "Zuroni Md Jusoh Goh Hai Ling", "Factors Influencing Consumers' Attitude Towards E-Commerce Purchases Through Online Shopping"(2012).
2. "Guo Jun & Noor Ismawati Jaafar", "Study on Consumers' Attitude towards Online Shopping in China" (2011).
3. "Dr.R.Shanthi & Dr. Desti Kannaiah", "Consumers' Perception on Online Shopping"(2015)