

INTRODUCTION

Online shopping is the process consumers go through to purchase products or services over the internet. _ An online shop, e -shop, e-store, internet shop, webshop , webstore, online store, or virtual store evokes the physical analogy of buying products and services in a shopping mall.

The metaphor of online catalogue is also used, by analogy with mail order catalogs. All types of stores have retail web sites, including those that do and do not also have physical storefronts and paper catalogs.

Online shopping is a type of e-commerce used for business to business (B2B) and business to consumer transactions. The term "Webshop" also refers to a place of business where web development, web hosting and other types of web related activities take place (Web refers to the World Wide Web and "shop" has a colloquial meaning used to describe the place where

ONLINE BUYING BEHAVIOUR



Buying online means that there are new ways of reducing costs by reducing the number of staff needed, It is a more effective way of getting products to people and spreading into different demographics.

Porter 5 Forces and online buying

- 1) Bargaining power of consumers. They enjoy a wider choice.
- 2) Supplier power. It is more difficult for consumers to manage a non-digital channel. Internet increases commoditisation.

ADVANTAGES

Convenience

Online stores are usually available 24 hours a day, and many consumers have Internet access both at work and at home. A visit to a conventional retail store requires travel and must take place during business hours.

Searching or browsing an online catalog can be faster than browsing the aisles of a physical store. Consumers with dial-up Internet connections rather than broadband have much longer load times for content-rich web sites and have a considerably slower online shopping experience.

Some consumers prefer interacting with people rather than computers (and vice versa), sometimes because they find computers hard to use. Not all online retailers have succeeded in making their sites easy to use or reliable.

In most cases, merchandise must be shipped to the consumer, introducing a significant delay and potentially uncertainty about whether or not the item was actually in stock at the time of purchase. Bricks and clicks stores offer the ability to buy online but pick up in a nearby store. Many stores give the consumer the delivery company's tracking number for their package when shipped, so they can check its status online and know exactly when it will arrive. For efficiency reasons, online stores generally do not ship products immediately upon receiving an order. Orders are only filled during warehouse operating hours, and there may be a delay of anywhere from a few minutes to a few days to a few weeks before in-stock items are actually packaged and shipped. Many retailers inform customers how long they can expect to wait before receiving a package, and whether or not they generally have a fulfillment backlog. A quick response time is sometimes an important factor in consumers' choice of merchant. A weakness of online shopping is that, even if a purchase can be made 24 hours a day, the customer must often be at home during normal business hours to accept the delivery. For many professionals

Fraud and Security Concerns

Given the lack of ability to inspect merchandise before purchase, consumers are at higher risk of fraud on the part of the merchant than in a physical store. Merchants also risk fraudulent purchases using stolen credit cards or fraudulent repudiation of the online purchase. With a warehouse instead of a retail storefront, merchants face less risk from physical theft.



Secure Sockets Layer (SSL) encryption has generally solved the problem of credit card numbers being intercepted in transit between the consumer and the merchant. Identity theft is still a concern for consumers when hackers break into a merchant's web site and steal names, addresses and credit card numbers. A number of high-profile break-ins in the 2000s has prompted some U.S. states to require disclosure to consumers when this happens. Computer security has thus become a major concern for merchants and e-commerce service providers, who deploy countermeasures such as firewalls and anti-virus software to protect their networks.

Phishing is another danger, where consumers are fooled into thinking they are dealing with a reputable retailer, when they have actually been manipulated into feeding private information to a system operated by a malicious party. Denial of service attacks are a minor risk for merchants, as are server and network outages.

Quality seals can be placed on the Shop web page if it has undergone an independent assessment and meets all requirements of the company issuing the seal. The purpose of these seals is to increase the confidence of the online shoppers; the existence of many different seals, or seals unfamiliar to consumers, may foil this effort to a certain extent.

Whether a shopper is looking for an expensive one of a kind item or an item which has a great deal of sentimental value and very little financial value, traveling around the world to find this item would be time consuming and expensive. However, when this trip around the world is taken virtually by visiting online retailers around the world the shopping excursions take relatively little time and are very inexpensive. Furthermore the ability to shop online greatly increases the possibility that the shopper will be successful in his search for a particular item.

Verifying the Authenticity of Items Purchased Online

Although online shopping may be a wonderful opportunity for shoppers seeking rare items, there are some aspects of purchasing these items which are more difficult when the shopping is done online. Specifically the ability to verify the authenticity of the item is more difficult online than it is when shopping in traditional stores. This is because the buyer does not have the opportunity to carefully examine the item in person to ensure it is authentic. The authenticity of items purchased for sentimental value may not be very important because the buyer may simply be looking for an item which symbolizes a fond memory for them. However, when items are purchased as part of a collection or for the purpose of reselling the item, verifying the authenticity is critical.

Online shoppers who are concerned about verifying the authenticity of an item should ask the online retailers for any additional photos or information which will assist the buyer in verifying the authenticity of the item. If the seller is unable to provide sufficient information for the buyer to verify whether or not the product is authentic the buyer will have to decide whether or not they still want to make the purchase.

Correcting Mistakes When Online Shopping

Posted: May 05, 2010

As with any type of shopping it is possible to make mistakes during the process of online shopping. These mistakes may include ordering the wrong item, ordering the correct item in the wrong size or color, providing the wrong shipping address, providing inaccurate billing information, purchasing the wrong quantity of an item and even dealing with mistakes made by the online retailer. This article will discuss some effective strategies for

convenient for the shopper. However, when the shopper is returning the item because he made a mistake or simply did not like the item the consumer will likely be responsible for the cost of shipping the item back to the online retailer.

Tips for Avoiding Mistakes when Online Shopping

Although correcting mistakes made during online shopping is not always difficult it is far better to try to avoid these mistakes in the first place. The best way to avoid mistakes when placing an order online is to carefully review the purchase before submitting the order. Most online retailers provide shoppers with the opportunity to verify information such as the items being purchased, shipping address and billing information before the purchase is submitted to the online retailer. Online shoppers should carefully review all of the information provided on this verification screen to help avoid making mistakes which can be costly in terms of time or money.

Mistakes when online shopping can also be avoided by placing the order through a customer service representative as opposed to through the online retailer's website. This method can help to limit the potential for mistakes because the consumer has the opportunity to converse directly with a representative who can answer any questions the consumer has about the product. Therefore, mistakes which often result from the consumer misreading the product description can be avoided.

Common Problems with Online Shopping

Posted: May 03, 2010

Despite the many advantages of online shopping there are also problems which may occur with this type of shopping. These problems such as ordering the wrong item, receiving the wrong item and the need to return an item can often be significant enough to make a potential online shopper reconsider the decision to purchase an item online. Although these problems are some of the most common which occur in online shopping they do not necessarily happen frequently. However, when these problems do occur they can cause a great deal of stress and frustration for the online shopper. This article will

- b. **Nature of Data:** The nature of data that has been used under project is both primary and secondary in nature. The term data can be defined as facts, figures and information, systematically collected and presented for the purpose of drawing inferences. The first hand information bearing on any research, which has been collected by the researcher, or his agent or assistant is called “*primary data*”.

The results based on primary data are bound to be empirical and of great utility. Once the primary data has been put to use, the original characters disappear and the data becomes secondary. The data which has already been collected, compiled and presented earlier by any agency, may be used for the purpose of investigation.

- c. **Type of Research :** Survey is best suited for descriptive and analytical research. Survey are undertaken to learn about people's knowledge, beliefs, preferences, satisfaction and so on and to measure these magnitudes in the general public. In the present study have done this survey for Descriptive and analytical research process. Descriptive research includes surveys and fact finding enquiries of different kinds. The main purpose is description of the state of affairs is noted down and analytical research used to analyze the material and facts.

- C) **Sampling Design :** It is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. The sampling plan or design calls for the following decisions:

- d. **Universe:** Research sample unit refers to the geographical area that in the present study have covered while conducting the research. The universe of my study are all the persons who access internet and do online purchasing.
- e. **Population:** The aggregate of all the units pertaining to a study is called the population. Population is the largest group to be studied. It's the total collection of elements about which we wish to make inferences the populations for this

Response	Debit Card	Bank Account
Yes	92%	92%
No	8%	8%



Analysis: It is clear that, 92% of the people have debit card and bank account, and 8% do not have debit as well as bank accounts.

Interpretation: It is clear from the above fig. That out of the 66 people who were asked, 61 of the people have bank accounts and debit cards and around 5 people didn't have either debit card or bank account or both.

4. Percentage of people who are aware of online shopping

like purchasing things daily. Thus, it shows that people don't like to purchase things regularly through online shopping.

7. Factors prompting people to purchase online

Factors	Scores	Percentage
Price	27	11
Quality	27	11
Convenience	35	14
System of payment	30	12
After sale service	16	6
Door step service	19	8
Variety	20	8
Distinctiveness	33	12
Reliability	25	10
Brands	19	8
TOTAL	251	100



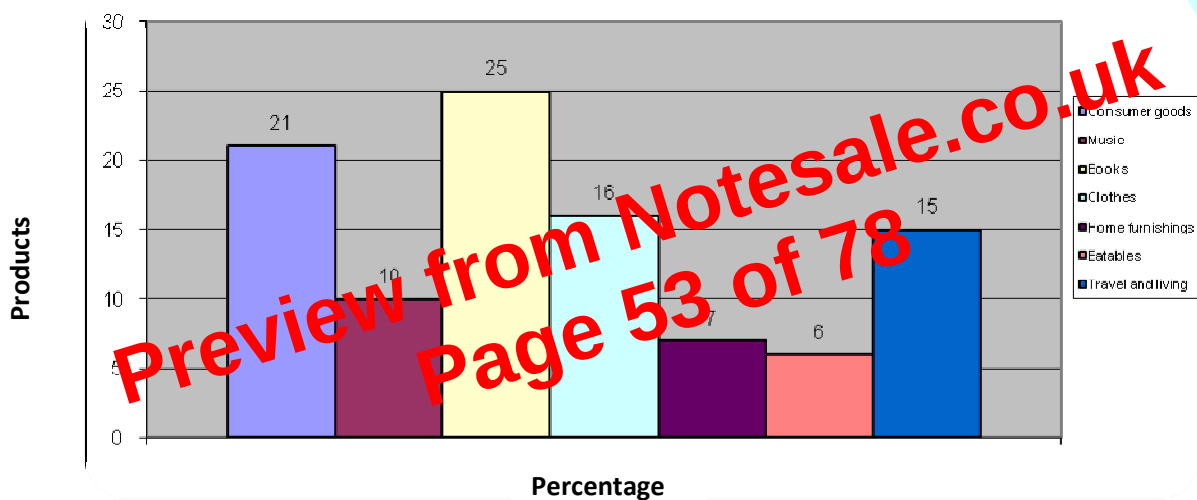
Analysis: Out of the total respondents 14% of the respondents purchase online due to convenience, 12% due to system of payment and distinctiveness, 11% due to price, and quality, 10% due to reliability, 8 % due to door step service, variety and brands, and 6% due to after sale services.

Interpretation: It is clear from the figure that, out of the 61 respondents, 9 respondents purchase through online shopping due to convenience they have in purchasing the goods, and around 7 respondents purchase goods due to the system of payment and distinctiveness and 6 respondents do so because of price and the quality they get from online purchasing, and rest very few people like purchasing because of door step service, variety, reliability etc.

Preview from Notesale.co.uk
Page 52 of 78

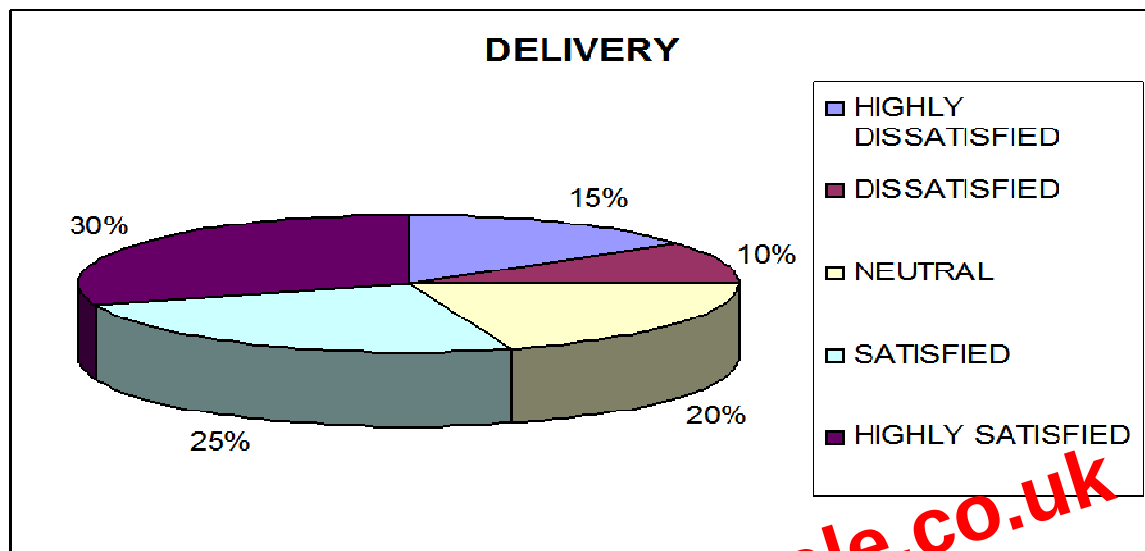
8. Preference of things for online shopping:

Things preferred for online purchase	Scores	Percentage
Consumer goods	40	21
Music	20	10
Books	48	25
Clothes	30	16
Home furnishings	14	7
Eatables	11	6
Travel and living	29	15
TOTAL	192	100



Analysis: it is clear from the figure and the table that around 25% of the total respondents like to make purchases in terms of books, 21% for consumer goods, 16% for clothes, and 15%, 10%, 7% and 6% for travel & living, music, home furnishing and eatables resp.

G. DELIVERY:



Analysis: 15 % of the respondents are highly dissatisfied ,10%are dissatisfied ,20%are neutral, 25%are satisfied and rest 30 %are highly satisfied with the delivery of the goods purchased by them online.

Interpretation: It is clear that most of the people are satisfied with the delivery of the goods purchased by them online.

QUESTIONNAIRE

Dear Respondent,

I student of B.B.A Conducting Survey on “*Perception of Consumer about Online Shopping.*” Please Provide following Information.

Name _____

Gender _____

Male ☐

Female ☐

Age

18-30 yrs ☐

30-45 yrs ☐

Above 45 yrs ☐

Education

Under graduate ☐

Graduate ☐

Post graduate ☐

Profession ☐

OCCUPATION

Businessman ☐

Service ☐

Student ☐

House Wife ☐

Other ☐

INCOME

Less than 1 Lacs ☐

1 to 2 lacs ☐

2 to 5 Lacs ☐

5 Lacs & above ☐

1. Do you have an internet connection at home?(if yes then move to question 4)

Yes ☐ No ☐

2. If no, then where do you browse net ?

Cyber Cafe ☐

College ☐

Workplace ☐

Other ☐

3. Do you possess a debit card and a bank account?

Debit Card	Yes / No
Bank Account	Yes / No

4. Are you aware of online shopping? (if no, then stop here)

Yes ☐ No ☐

5. If yes, then have you ever purchased anything online?

Yes ☐ No ☐

6. How often do you purchase online?

Daily ☐

Weekly ☐

Monthly ☐

Yearly ☐

7. What are the factors that prompts you to buy things online?(Please mark the factors as per your preference, it can be more than 2 also)

Price	
Quality	
Convenience	
System of payment	
After sale service	