A STUDY ON ONLINE SHOPPING HABITS OF WORKING PROFESSIONALS

BHAVESH SUNDRANI[1], SHWETA PATEL[2]
[1]MBA Student, AMITY BUSINESS SCHOOL, AMITY UNVERSITY, RAIPUR (C.G)
[2]Assistant Professor, AMITY BUSINESS SCHOOL, AMITY UNVERSITY, RAIPUR (C.G)

ABSTRACT

Online shopping is a type of electronic commerce in which customers use a web browser to make direct purchases of goods or services from sellers online. An increasing number of customers use the internet to make purchases of goods and services, gather product information, learn about market trends, and even for entertainment. This makes it easier to study the purchasing habits of customers with a variety of employment backgrounds, such as students, professionals, self-employed individuals, and salaried individuals, as well as their gender, age, and other demographic factors. and the additional factors that influence their online purchase decision. The respondents provided the source of the data for the analysis, and various strategic tools were used to analyze the factors. Online shopping also saves time, making it easier to compare a product's price and features. In addition, there is a significant correlation between occupation and frequency of online product purchase, as well as the expansion of online sales, which indicates the future of online sales and customers' online purchasing decisions.

KEY WORDS- Online shopping, Purchase behavior,Demographic factors, factor analysis

INTRODUCTION

Online shopping is a type of electronic commerce in which customers use a browser or an application to directly purchase a product from a seller. Customers can shop for products from a variety of sellers online and compare their prices and quality before making a purchase. In this day and age, people buy goods from online stores using a variety of computer devices like desktop computers, laptops, mobile phones, and so on. Customers can also buy physical goods online, like paper, electronic goods, and even food. They can also buy digital goods online, like software, an audio file of a song, and so on. The e-tailer sends the file to the customer online. When the idea of e-commerce first emerged in 1991, very few people worldwide used the internet to buy and sell goods. By the late 1990s, however, many people were aware of the internet, but many of them did not need it because it was a luxury at the time. However, only in 2002 did Indians become aware of online services when the IRCTC introduced an online reservation system. After that, Indians began using the internet. In addition, Amazon was the first Indian company to launch an online shopping website in February 2012 under the name junglee.com. This site lets customers compare prices online but does not allow them to make a purchase. In the beginning, it sold books, movies, and television shows; however, within a week, it planned to sell mobile phones and cameras. In addition, numerous businesses began launching online platforms in India; according to Google India, there were 35 million

online shoppers in India in 2014, and they anticipated that number would reach 100 million by 2016. In addition, in the wake of the COVID-19 pandemic, the Indian government issued a directive to stop delivery of non-essential product through ecommece platforms. This led many ecomess platforms to merge with each other to sell the products, such as Myntra's partnership with Wildceaft to sell protective face masks and Uber's partnership with Uber for last-mile delivery of essential items to its customers. According to consultants from Colliers International, covid lockdowns in major cities like Mumbai, Kolkata, Bangaluru, Chennai, and Delhi have increased demand for warehousing of 5000 to 10,000 square feet. During the second quarter of 2020 to 2021, e-commerce contributes to a 122% increase in Nestle's sales, or 3.6% of overall sales.

OBJECTIVES OF THE STUDY

• The primary goal of the study is to learn about working professionals' online shopping habits.
• To examine customer preferences and attitudes toward online shopping
• To determine the various factors that influence whether or not a customer purchases a product online
• To determine which category and type of product they choose to purchase online.

REVIEWS OF PAST STUDYS

According to Sultan and Henrichs's (2000) research, a consumer's willingness and preference to use the Internet for shopping was also positively correlated with income, household size, and inventiveness.

Moez Limayem, Mohamed Khalifa, and Anissa Frini(2000) Made a concentrate on what are the variables that make the clients to purchase items in online with the information of 705 and seen that as the greater part of the clients had utilized the web based shopping just a single time or exceptionally uncommon buy where made through on the web and gave an idea that it significant for organizations is to hold their clients for rehashed buy

According to a study that Radhejha (2003) conducted on customer perceptions of online shopping in India, there has been a rise in online purchases among customers in India. Some of the barriers to online shopping include a lack of touch-feel-try, reliability in payment methods, and late product delivery.

According to a study conducted by Chung-Hoon Park and Young-Gul Kim (2003), the key factors that influence consumer purchase behavior in an online shopping context are user interface quality, product and service information quality, security perception, and site awareness. These factors have a significant impact on consumer commitment to a website. And discovered the significance of the online shopping site's user interface design and high-quality product information.

Patricia Sorce and Victor potty (2005)Made a concentrate on Disposition and age contrasts in web based purchasing and found that Age made sense of more fluctuation in buying conduct on the off chance that the e shopper had first looked for the item on the web

In this study, Wang, Liu, and Jun Cheng (2008) looked at the factors that influence and restrict online shopping in China. A number of factors for both traditional and online shopping are compared in the exploratory research. The creator specified exchange risk, protection concern, shopper cognizance and Web insight as the major impacting factors for web based shopping in China

JuxtConsult (2007), an online research company based in Delhi, conducted the research for this report. According to the findings of the research, 34% of online shoppers still prefer to visit eBay, which leads Rediff, Google, and Yahoo as the most preferred site for online shopping. Rediff comes in at number two, with 25% of online shoppers choosing to visit it. Nonetheless, both eBay and Rediff have lost utilization share on favored premise over the most recent one year, while new participant Futurebazaar alongside Google have been the greatest gainers. The main two of the main 10 items purchased on the Net by online purchasers are train tickets (53%) and air tickets (45%). In addition, the study revealed that 76 percent of all regular online Indians search online for products and services. However, concerns regarding "product quality" and "delivery" may be negating some of the accomplishments. However 'abuse of a Visa' is a nonissue among online purchasers, the exploration uncovers that 'absence of a Mastercard' is as yet an unequivocally seen road obstruction to development of internet purchasing

This study is based on customers' online shopping habits from ACNielsen (2009). has demonstrated that an increasing number of Indians are shopping online. It recommended a vertical pattern in web based shopping across the world. The fact that India outnumbers its global counterparts in terms of monthly purchases is an important finding from this study. More than 20% of respondents have made purchases of apparel, music, and electronic entertainment, such as games, DVDs, and electronic entertainment, in addition to electronics. The most preferred method of installment for online buys in India is the utilization of charge cards followed with money down. As PC and web entrance develops, the way to expanding on the web buys will stay in the possession of advertisers in India

Dahiya Richa (2009) conducted this study on the impact of demographic factors on online shopping behavior. It found that gender has a positive impact on online shopping frequency and that family size has a positive impact on overall online shopping spending. She also said that online shopping websites should pay more attention to female customers because research shows that women shop more online than men do. As a result, businesses ought to come up with policies and strategies for attracting more people from this market in the future. Additionally, online retailers should investigate the possibility of operating call centers, which could guarantee that customers have a formal interaction with the other party prior to making a purchase. Because it included people from a variety of backgrounds and from various Indian cities, this is one of the most significant studies on online shopping in India. It includes a random sample of people from India's major cities, which represent the entire Indian population. By including individuals from a variety of age groups and income levels with varying attitudes and purchasing patterns, this study reveals unanimity among diversity.

Neelotpaul Banerjee (2010) conducted the study on customers' consent to online shopping in India. The goal of the study was to understand customers' consent, which will help online marketers devise a successful strategy to meet customers' needs. The study surveyed 316 people from across India, and the findings indicate that consumers are consent to online shopping in India. They also stated that people do not engage in online shopping because of the stigma associated with online shopping.

Ankur kumar Rastugi (2011) conducted this study using a modern approach to online shopping. The goal of the study was to find out why people buy products online and what the current and future of online shopping are. According to his study, online shopping is faster, easier, safer, and cheaper. Online shopping saves us a lot of time and allows us to choose from a wide range of products at the best prices.

The findings of this study, which is based on the online shopping habits of consumers in India, are as follows: discount coupons are emerging as an appealing feature encouraging more consumers to shop online; offline shopping takes longer to complete than online shopping; and online shopping habits are rapidly expanding and growing every year as a result.

According to Srinivas (2015), the study looked at how Indian consumers' demographics affected their online shopping habits. It found that respondents had a positive perception of online shopping, which makes it clear that online shopping is growing in the country. What's more, says that the recurrence of online clients are less and recommend the organization to approach a viable system to build the recurrence of the web-based customers

Factors Influencing Online Shopping Behavior

- **Demographic Factors** : The review digs into the impact of different segment factors on web based shopping conduct, like age, orientation, occupation, and pay level. Understanding what these elements mean for web based shopping propensities can give significant experiences to organizations focusing on unambiguous client portions

- **Product Preferences:** Investigating the kinds of items that functioning experts like to buy online can be significant for organizations. Distinguishing famous item classifications and understanding the variables that drive these inclinations can help in fitting promoting procedures and item contributions to fulfill client needs

- **Technological Trends:** With the fast progression of innovation, it is fundamental to consider how mechanical patterns impact web based shopping propensities. Factors like the ascent of versatile shopping, the effect of virtual entertainment on buying choices, and the coordination of increased reality in web based shopping encounters can shape the fate of web based business

- **Customer Experience:** The exploration could additionally examine the significance of client experience in web based shopping. Factors, for example, site convenience, client support quality,

merchandise exchanges, and customized suggestions assume a critical part in molding clients' discernments and unwaveringness towards online retailers

- **Impact of COVID-19 :** Given the notice of the Coronavirus pandemic in the exploration paper, investigating how the pandemic has sped up changes in web based shopping conduct could be adroit. Understanding the shift towards internet looking for fundamental and trivial things during the pandemic can give important examples to organizations adjusting to changing customer inclinations

Product Categories and Spending Patterns

- Look at web based spending on fundamental versus optional things among working experts when the pandemic
- Investigate the development of online staple and food conveyance administrations and their reception by working experts
- Survey the effect of pay levels on the sorts of items bought and absolute web based spending

Payment Methods and Security Concerns

- Assess the use of computerized wallets, UPI, and other arising installment choices for web based shopping
- Examine the worries around information protection and monetary security and their effect on internet shopping reception
- Break down the job of confidence in web-based retailers and its effect on installment technique inclinations

Challenges and Opportunities

- Distinguish the key difficulties looked by working experts in web based shopping, for example, item quality, conveyance issues, and merchandise exchanges
- Survey the potential for development in unambiguous item classifications and administrations in light of the advancing requirements and inclinations of working experts
- Examine the job of arising advancements like expanded reality and voice colleagues in upgrading the web based shopping experience

DISCUSSIONS

The study discovered a strong association between the frequency of online transactions and occupation, indicating that internet buying is growing more and more common among Indian working professionals. This is consistent with the general pattern of India's internet shopping market's explosive growth, where 100 million Indians are anticipated to purchase online by 2016.

Working professionals' internet buying habits are largely influenced by demographic traits including age, gender, occupation, and income level. For instance, the study discovered that women shop online more frequently than men, indicating a favorable correlation between gender and frequency of online shopping. The amount spent overall online was strongly connected with the size of the family.

Product preferences represent yet another crucial element. The study recommends examining the product categories that working professionals most frequently purchase online, as well as the factors that influence these preferences. Online purchasing habits are also being shaped by technological trends including the popularity of mobile shopping, the influence of social media, and the incorporation of augmented reality.

The COVID-19 epidemic seems to have hastened several changes in the way people purchase online, such as the rise in the use of online grocery and critical goods delivery services. Gaining insight into how the epidemic has affected working professionals' internet expenditure on necessities vs wants could be beneficial.

Security issues and payment options are other topics to research. Analyzing the use of digital wallets, UPI, and other cutting-edge payment methods along with worries about financial security and data privacy and how they affect the uptake of online purchasing could produce significant results.

CONCLUSION

In summary, this survey offers insightful information about the preferences and online shopping behaviors of Indian working professionals. The results demonstrate how important online shopping is becoming to this group of people due to a variety of product, demographic, technological, and experience variables.

Online retailers should create focused tactics to draw in and keep working professional clients in order to profit from these changes. Based on the unique requirements and preferences of this market, this may entail refining product offers, marketing, payment methods, and customer experiences.

Monitoring the shifting landscape of internet buying and the increasing expectations and behaviors of working professionals will require ongoing research. Online merchants can position themselves for success in this quickly expanding and profitable market by becoming aware of these trends.

REFERANCES

- Advertising Research: The Internet, Consumer Behavior, and Strategy. Chicago: American Marketing Association. Zinkan, George published on (2011).

- For the first time, India has more rural net users than urban". timesofindia. Retrieved 23 February 2021.

- Online shoppers in India to cross 100 million by 2016: Study". The Times of India. Retrieved 4 May 2016

- Shopping process more important than product to Gen Y: Research (2013).The Financial Express.

- E-commerce: A study on online shopping in Malaysia Chua, A. P. H., Khatibi, A., & Hish, I. (2006)

- E-commerce: The role of familiarity and trust. International Journal of Management by Gefen, D. in(2000).

- Study on the Influencing Factors of Online Shopping, Wang, N., Liu, D., & Cheng, J. (2008)

- Online and upcoming: The internet's impact on India. Technology, Media and Telecom practiceMcKinsey & company. (2012).

- Online shopping factors that affect customer purchasing behaviour. Jozef Bucko, Lukas Kakalejcik & Martina Ferencova (2018)

- Chen, Y., & Barnes, S. (2007). Initial trust and online buyer behavior. Industrial Management &Data Systems, 107(1), 21-36.

- Chen, J. S.*, Ching, R. K. H., & Tsou, H. T. (2009). Multi-channels store image and the effects on purchase intention. Service Industries Journal, 29(9), 1215-1230 (SSCI, IF: 1.01).

- Chua, A. P. H., Khatibi, A., & Hish, I. (2006). E-commerce: A study on online shopping in Malaysia. Journal of Social Science, 13(3), 231-242.

- ComScore (2013). India Digital Future in Focus 2013: Key Insights & the Digital Trends Shaping the Indian Online Space, 22 August, 2013.

- Dann, S., &Dann, S. (2001).Strategic internet marketing. Australia: John Wiley & Sons.

- Kwak, H., Zinkhan, G., Pan, Y., & Andras, T. (2008). Consumer