

A study on buying behaviour of the consumer in online shopping with reference to textile product

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Abstract

E-commerce has made a life simple and innovative of individuals and groups etc; consumer Behavior in online shopping is different from the physical markets where the consumer has access to see the product. The purpose of the research was to study the consumer behavior in online shopping of electronics products. The main research question in how consumers behave while shopping online. Primary data collected through the questionnaire survey and by emails from personal contacts. Price, time saving and convenience were identified as the important factors which lead to certain buying behavior in online shopping. The rebuild around people where social circles influence and lead to online buying. The main advantage of e-commerce over traditional commerce is the user can browse online shopping, compare prices and order merchandise sitting at home on their PC. For increasing the use of e-commerce in developing countries the B2B e-commerce is implemented for improving access to global markets for firms in developing countries. For a developing country advancement in the field of e-commerce is essential in online shopping. The research strategy shows the importance of e-commerce in developing countries for business applications.

Key words: consumer behavior, satisfaction, consumer influence .

1.INTRODUCTION TO ONLINE SHOPPING

Online Shopping is a form of electronic commerce where by consumers directly buy goods or services from a seller through the internet without an intermediary service. Online Shopping becomes more popular into people's day to day life of people prefer online shopping to normal shopping. Online shopping is easy and convenient for people to pickup the product what they want using internet people just need to click the mouse to finish the whole shopping process from the place they are.

Online shopping makes shopping easy and also life become easy too. There are various reasons of shifting the customers buying patterns towards online shop. The facility of comparing a product with other

competitive products on the basis of price, products colour , size and quality is one of the biggest benefits of online shopping. The internet has made a huge transformation in a way that companies, including retailers, do business. Nowadays, it has allowed retailers to customize and transform their offering to the customers in addition to reinstating their competitive positioning in the online shopping.

ADVANTAGES OF ONLINE SHOPPING

Online shopping is a form of electronic commerce where the consumers directly buy goods or Services from a seller through the Internet without an intermediary services.

Easy to Find: Finding a product online is has become much easier than looking for it in the local store. You can search any product easily by using the search engine feature in an online shopping website. But in offline store you have to look for it until you find it.

DISADVANTAGES OF ONLINE SHOPPING

Delay: The main disadvantage of online shopping is, you cannot receive the product immediately. You have to wait until the product arrives from the retailer. Sometime it is better to have an item instantly which keeps waiting for it for many days. I would prefer to buy that item instantly if the delivery time is too long.

Inferior product: As You don't know about the actual quality of the product. Sometime the description of the product might be differ from the actual product. As a result of that you might end up with inferior quality product.

2.REVIEWOF LITERATURE

Gaga deep Nagra,R. Gopal (2013) performed a research study on “A study of Factors Affecting on Online Shopping Behavior of Consumers”. The main objective of the research was to identify the impact of Demographic factor impacting on-line shopping Behaviour of consumers with special emphasis on Age, Gender, Education, Income Possession of internet, Frequency of online purchase, Motivation drives for online purchase.

Kwon & Lee (2003) Fashion retailers have been attempting to use multi-channel systems to enhance opportunities to go shopping and ultimately to increase profits. Due to ease of accessibility, consumers can buy an apparel product wherever and whenever they want by using their smart phones and computers.

Liu, He, Gao and Xie (2008), it is important for e-tailers to provide the varied types of merchandise and preferential price because customer satisfaction is still based on product price and product variety; to create competitive advantage, small e-tailers should offer more product choices for the consumers and offers and competitive pricing.

3.OBJECTIVES

- To identify the various factors influencing buying behaviours of consumer on textile products

4. RESEARCH METHODOLOGY

Research Design

The research design is used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or groups. The studies concerned with specific prediction with narrations of facts and characteristics concerning individual group or situation are all examples of descriptive research studies.

Measures

Standardized questionnaire is used for data collection. A questionnaire consists of a number of questions printed or type in a definite order on a form or set of forms .The Respondent has to answer the questions on their own way. Apart from this observations and interviews has also been used as a source for primary data collection.

STATISTICAL TOOLS FOR ANNALYSIS

❖ ANOVA

5. RESULT,SUGGESTION AND CONCLUSION

From the analysis of the data collected ,the following result are obtained.

1. There is no significant influence between monthly income and shopping on apparel by the respondent.
Hence Accept H₀
2. There is significant influence between monthly income and amount spend on apparel by the respondent.
Hence Reject H₀

ANOVA					
What is your monthly income?					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	48.911	3	16.304	11.904	.002
Within Groups	242.415	178	1.370		
Total	291.326	181			

5.1 Suggestion

- 1.For the problems faced by the customer like size problems ,the website can have a 3d or virtual trails for customer so that they can reduce the size problems a lot and also reduce the returning of the products
- 2.Convenient and easy buying is important factor impact the online buying so that the marketer can take care additional effort in these area in order to improve the level of customer satisfaction. To improve the online shopping behavior in the rural area, more advertisement can be conducted through various media. It is also suggested that online store may offer customer an e-wallet which transfer balance from customer online bank account to the store payment system. This may help seller to gain more sales from these who want to

buy online service but do not have credit card or do not want to use their credit card online. The online marketers should deliver right colour, quality and quantity of product order by the consumers'. It will improve the customer satisfaction in order to increase online trading

5.2 Conclusion

The internet has given rise to great potential for businesses through connecting globally. In case in online purchasing stills more problems arising specially for apparel. Every consumer has faced number of difficulties. Based on finding it is concluded that online shopping is getting popular in younger generation. The main barrier in the process of online shopping is the safety issue and data privacy and low level of trust on online stores therefore; sellers have to make proper strategies inorder to increase the consumer's level of trust on them.

This study implies customer behavior in Online Shopping. Online Shoppers seek for clear information about product and service, time saving, connivance, wide variety and Better price on time are all important factor for online shopping. All Online Shopping should improve their promotional and service strategies to make aware the customer regarding Information Technology services and build up positive perception to improve the level of usage of Online Shopping with high level of satisfaction.

5.3 REFERENCE

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