

# CONSUMER BEHAVIOUR ANALYSIS IN E COMMERCE AS MYNTRA USING DATA ANALYTICS

Anjali Nagar<sup>1</sup>, School of Business, Galgotias University, Greater Noida, India

## Abstract

*"Millennials exhibit significant changes in their shopping behavior, particularly when it comes to online shopping. Their tech-savviness plays a crucial role in their affinity for online purchases. Nowadays, everything from clothing to cosmetics, electronics, and groceries is bought online. Researchers actively study the factors influencing online shopping behavior among the potential target audience. This study primarily aims to understand how demographic factors contribute to variations in online shopping behavior.*

*Product reviews serve as a method to establish customer relativity and frame customer opinions. These reviews act as opinion leaders, shaping perceptions that become prerequisites for forming expectations. Comparing actual performance with these predetermined expectations is essential.*

*Housewives, who spend more time on household activities, exhibit different consumer behavior toward online shopping compared to working women who spend half their day outside the house. Economic status significantly impacts preferences and needs, especially in online shopping. Age also plays a key role in consumer behavior among the potential target audience.*

*Electronic gadgets and devices like cellphones, laptops, pen drives, and printers are predominantly purchased through online platforms. Consequently, product literature, reviews, and referencing become critical when customers visit a company's website or a general e-commerce platform.*

*For e-commerce companies, understanding customer traffic reasons and expectations is vital. Factors such as user interface quality, processing speed, easy payment gateways, shopping window design, extensive product comparison options, and customer reviews significantly influence purchasing decisions in the online shopping landscape."*

**Keywords:** Online Shopping, Consumer Behaviour, Marketing Techniques, Sales Promotions.

## 1. INTRODUCTION

Technological advancements have transformed our lifestyles, leading people to focus more on online shopping. Traditional brick-and-mortar stores often provide limited services to consumers, whereas online shopping offers a convenient B2C (business-to-consumer) process. Consumers can easily purchase products through web browsers.

The widespread availability of the internet makes online shopping accessible and convenient. Since 2016, customers have been able to shop using various devices such as computers, tablets, mobile phones, laptops, and even smart speakers. Online shopping offers flexibility, cost-effective deals, and operates 24/7.

Online shopping involves purchasing products or services via the internet. Consumers can buy directly from retailers' websites or explore other options through search engines. E-retailers offer alternative products, allowing users to estimate the final outcome. Terms like 'virtual shopping store,' 'internet shopping,' 'web-based shop,' 'online store,' 'e-web store,' and 'e-shop' all refer to online shopping.

- **Online Shopping:** Customers directly purchase products using the internet, bypassing intermediaries. However, platforms like E-Bay may involve intermediaries in certain transactions.
- **E-Shopping:** This refers to browsing and purchasing goods online, often through smart catalogs. It's essentially home shopping via web browsers.
- **E-Commerce:** A subset of e-business, e-commerce encompasses all electronic buying and selling transactions. Discounts and competitive pricing contribute to its widespread adoption."

## 2. REVIEW AND LITERATURE

- **Dr. V. Lakshmi and Dr. R. Lakshmi (2018):** Their article highlights that young people are increasingly drawn to internet-based shopping. Specifically, the age group of 13-19 shows significant interest in e-commerce. Technological advancements play a pivotal role in shaping the online shopping behavior of the younger generation. Their familiarity with the internet and technology drives their preference for online modes of shopping.
- **Dr. V. Shanthi & Dr. L. Nanda Gopal (2018):** In an exploratory study on online shopping, the researchers emphasize the importance of understanding customer needs. By maintaining strong relationships and bridging gaps, e-retailers can enhance their impact and future prospects. Trust and customer interest in online shopping are closely linked to these efforts.
- **Upasana, Naveen Kumar, and Abishek Guptha (2015):** This study reveals that individuals with higher income levels are more inclined toward online shopping. The younger generation significantly contributes to the popularity of internet shopping. While some people harbor security concerns about online transactions, technological advancements continue to drive adoption. E-retailers should prioritize security to strengthen customer relations.
- **Professor Ashish Batt (2014):** Conducted in Gujarat, this study explores consumer attitudes and behavior toward e-commerce. Although the younger demographic heavily influences online shopping, preferences should be consistent across all age groups. Income levels impact payment methods, and consumer attitudes evolve over time. In India, most customers find online shopping comfortable and convenient.

- **Gua Jun & Noor Ishmawathi Jaffar (2011):** Their study focuses on consumer behavior toward online shopping, considering factors like reputation and marketing mix. The results indicate a positive response to online shopping, with significant influence from consumers. Domestic culture and attitudes play a crucial role in shaping regional people's behavior regarding online shopping.
- **Zurooni Md Jusoh & Goh Haai Ling (2012):** This study explores factors influencing consumer attitudes and behavior toward e-commerce through online shopping. Online shopping experience, product perception, and service quality significantly impact e-commerce. Interestingly, there is no significant consumer risk associated with online purchasing.
- **Mohammad Hussain Moshreff Jawadi (2012):** Focusing on Iran's online stores, this study identifies non-delivery risks and financial security as factors affecting consumer behavior. Ensuring safer delivery terms and satisfying customer needs is crucial.
- **Gupta and Ruchi Nayar (2011):** Their research delves into demographic and psychographic factors related to online shopping. Age, gender, income, and perceived ease of use influence consumer behavior. An Indian survey reveals some hesitation due to unpleasant experiences with online shopping.
- **Ankur Kumar (2010):** Investigating Indian consumer behavior in internet shopping, this research uses socioeconomic variables. Understanding consumer perceptions, attitudes, and goals is essential for market-driven strategies. Assessing consumer attitudes toward internet shopping is crucial for success.

### 3. OBJECTIVE OF THE STUDY

1. Investigate the online shopping behavior of men and women.
2. Examine the factors that influence online shopping behavior specifically between men and women.

### 4. RESEARCH METHODOLOGY

- **Data Sources:** Collected directly from respondents using a prepared questionnaire.
- **Secondary Data:** Gathered from existing sources related to consumer internet usage.
- **Sample Size:** The study aims to collect data from 100 participants within the age range of 18 to 65.
- **Tools:** The study employs ANOVA (Analysis of Variance) as a statistical tool for analysis.

### 5. LIMITATION OF THE STUDY

- **Geographical Scope:** The research is limited to the Uppal region, and results may vary in other regions across India.
- **Sample Size:** The study relies on data from 100 respondents, which may not always represent the entire population accurately.
- **Focus Area:** The study specifically concentrates on online shopping through commercial websites.

## 6. NEED OF THE STUDY

- Investigate the key factors that influence online shoppers' purchasing decisions.
- Understand the factors impacting customer behavior during online shopping.
- Explore the elements that drive consumer behavior in the context of online shopping.
- Identify the most preferred websites among consumers.

## 7. DATA ANALYSIS

Online shopping involves various payment methods, including:

1. **Cash on Delivery (COD):** Customers pay in cash when the product is delivered.
2. **Debit Card:** Payment is made directly from the customer's bank account.
3. **Cheque:** Some platforms accept cheque payments.
4. **Gift Cards:** Customers can use pre-loaded gift cards for purchases.
5. **Billing to Mobiles:** Charges are added to the customer's mobile phone bill.
6. **Direct Debits (within the same countries):** Automatic deductions from the customer's bank account.
7. **E-Money:** Digital wallets or online payment systems.
8. **Postal Money:** Payment via postal services.
9. **E-Transfer / Wire Transfer:** Electronic funds transfer.
10. **Delivery on Payment:** Payment is made upon product delivery.

### Factor influencing online shopping.

- **Cultural Factor:** Cultural differences significantly impact consumer preferences for online shopping. There are three types of culture: culture (based on behavior and desires), subculture (tailored to specific market segments), and social class (reflecting consumer interests and values).

- **Social Factors:** Family, group dynamics, status, and roles all influence online shopping behavior directly or indirectly.
- **Marketing Mix:** Elements like product, price, place, and promotion play a crucial role in shaping consumer decisions and attitudes.
- **Personal Factors:** Age, self-perception, lifestyle, attitude, economic conditions, personality, and life cycle stage impact online shopping behavior.
- **Psychology:** Psychological factors such as learning, perception, motivation, attitudes, beliefs, and trust vary based on market trends and individual experiences, affecting consumer attitudes toward online shopping.

## 8. CONCLUSION OF THE STUDY

In today's digital landscape, online shopping has become increasingly popular among consumers. Surveys indicate that females spend a significant amount of time browsing online sites. However, when it comes to making actual purchases, women tend to be more cautious than men. This hesitation is often due to concerns about security and the inability to physically touch and feel the products before buying.

The study you mentioned was conducted in the Uppal region, involving 100 respondents selected through random sampling. The primary focus was on understanding the online shopping behavior of both men and women. By analyzing factors such as gender, age, marital status, education, occupation, and income, researchers found that a majority of the responses came from male participants aged over 18. Many of these individuals were well-educated graduates with an income exceeding 10,000.

This valuable insight can guide companies in formulating effective strategies to attract more consumers. By understanding the influencing factors behind online shopping decisions, businesses can stay ahead of their competition and tailor their offerings to meet customer preferences.

## 9. REFERENCES

1. Dixit, R., Choudhary, S., & Govil, N. (2022, February). Analysis of the Factors Influencing the Consumer Buying Behaviour in Online Shopping: An Empirical Study with Reference to Delhi, India. In *Proceedings of the International Conference on Innovative Computing & Communication (ICICC)*.
2. KRISHNA, P., T HEBA, M., & LAKSHMI V, S. R. E. E. (2023). *THE ANALYSIS OF AI ON E-COMMERCE WITH REFERENCE TO AJIO AND MYNTRA* (Doctoral dissertation, St Teresa's (autonomous) Ernakulam).
3. Kumaresh, S., Haran, R., & Jarret, M. M. (2021). Analytics of e-commerce platforms based on user- experience (UX). In *Intelligent Computing and Innovation on Data Science: Proceedings of ICTIDS 2021* (pp. 309-318). Springer Singapore.
4. Kumari, S., & Singh, V. A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS MYNTRA ONLINE SHOPPING. *AGAMYA 2022*, 346.
5. Patra, S. K., Mahapatra, D. M., & Baral, S. K. (2021). 'The big billion days' vs. 'great Indian festival' e- shopping: A study on new consumer behavior paradigm. *Pragati: Journal of Indian Economy*, 8(1), 116-133.
6. Kumar, G. H., & Dadapeer, P. (2022). Consumer behaviour towards online shopping. *Journal of Management and Science*, 12(2), 32-38.
7. Udupa, A. R., & Nagoji, S. (2023). A Study on Consumer Behaviour towards Online Apparel Shopping. *Modern Research in Consumer Behaviour and Marketing Research*, 68.