Abstract

Online shopping provides a good example of the business revolution. E-commerce has made life simple and innovative of individuals and groups; consumer Behavior in online shopping is different from the physical market where he/she has access to see the product. The main objective of this research is to study, especially what are factors affecting the consumers directly for online shopping. Online buyer behavior is influenced by many factors when making online purchase. The main research question in thesis is how consumers behave while shopping online. Primary data was collected through the questionnaire survey through face to face and personal contact. To this end, a survey was conducted and the 150 questionnaires were distributed among the students and the general public. The replies have been analyzed by means of frequency distribution, average and chart analysis.

I. INTRODUCTION

The term Internet is as a business tool for companies and individuals. Internet became a new mediator between companies and their customers. Today, the Internet is a public, cooperative and self-sustaining facility accessible to hundreds of millions of individuals worldwide. Nowadays; Internet accepted as s significant effective communications channel challenging with the traditional ones, such as Radio, Magazines, and TV. The Internet shop offers dissimilar ways of online communications with communication differences tools that need a better decision of their effect on customer communications. Internet is frequently using for online shopping. Online shopping refers to the shopping behavior of consumer in an online store or a website used for online purchasing purpose (Monsuwe et al. 2004). Online shopping has experienced a rapid growth during the recent years due to its unique advantages for both consumers and retailers, such as shopping at

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round the clock facilities, decreasing dependence to store visits, saving travel costs, increasing market area, decreasing overhead expenses and offering a wide range of products. More than 85% of world’s online population has ordered goods over the internet during the recent year. Todd and Jarvenpa, (1997) introduced technology-centered view and consumer oriented views for adoption of online shopping. The technology-centered view involves the technical specifications of an online store that influence consumer’s awareness of using that technology (Chen et al. 2002). On the other hand, the consumer-oriented view involves customers understanding or views about online shopping.

2. RESEARCH OBJECTIVES

- To clarify and get insight into consumer behavior towards online shopping
- To find out factors that influences the consumers towards online shopping.

3. RESEARCH METHODOLOGY

For this research it is decided to use questionnaire approach that would be filled by people in Haryana especially those people who are in my circle and from the general public and encourage them to respond on this questionnaire in order to increase the response rate, the questionnaire is limited to two sheet of A4 paper.

For the purpose of the study data has been collected from the 150 of the people to fill questionnaire on online shopping based on closed ended questions. Data was gathered through different population of Teachers & students from different institutions and from the general public with different professions. It should be ensured that responses are the validity of the research.

4. DATA ANALYSIS AND RESULTS

4.1 Profile of the Respondents

Personal and demographic information such as gender, age, income, education level, status, frequency of internet use and potential purchase over the internet are presented in the following Table 1.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>114</td>
<td>76%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>36</td>
<td>24%</td>
</tr>
<tr>
<td>Age</td>
<td>18-25</td>
<td>95</td>
<td>63%</td>
</tr>
<tr>
<td></td>
<td>26-35</td>
<td>35</td>
<td>23%</td>
</tr>
<tr>
<td></td>
<td>36-45</td>
<td>15</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>46 &amp; Above</td>
<td>5</td>
<td>4%</td>
</tr>
<tr>
<td>Income</td>
<td>Below 10000</td>
<td>45</td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>10000-30000</td>
<td>85</td>
<td>57%</td>
</tr>
</tbody>
</table>

4.2 Influencing Factors Analysis

![chart](chart.png)

Chart 1 show that people are very rapidly moving towards online shopping. About 68% of the respondent replied that they have enjoyed online shopping and 32% of the respondent declared that they have never experienced online shopping at all. More people of Haryana will try to do online shopping in the future.
Chart 2 be evidence for that about 63% of the participant were not recommended by someone to purchase online products, at the same time only 37% of the people were recommended by someone either their friends or family members to do online shopping.

Chart 3 demonstrate that about 73% of the people positively believe that much time is saved while shopping online because it is the fact that when shopping online from home or office does not involve to leave that place, that could be consider as a time saving. On the other side about 23% of the people have neutral attitude about this and 4% of the people have negative attitude towards time saving factor through online shopping.
Chart 4 illustrate that majority of the respondent about 55% of the consumers felt secure for online shopping and it is very important for the people to feel secure when purchasing goods online. At the same time about 30% of the respondents not felt secure when doing online shopping. About 15% of the respondents were neutral in trust and security factor for online shopping.

![Price Factor Chart](chart1.png)

Chart 5 demonstrate whether the respondent felt that they are saving money when they are shopping online as compare to physical shopping. It shows that about 44% of the respondents believe that the Price is not high when shopping online and they had saved money. About 33% of the respondents believe that the cost is usually high through online shopping and they have not saved money. At the same time about 23% people say either the cost is high or low. Their attitude towards price factor was neutral.

![Convenience Factor Chart](chart2.png)

Chart 6 results confirms that almost 46% people have opinion in accordance with this fact that online shopping is convenient and easy as compare to shopping in the market. On the other side about 23% were in opposition to this perception that it is not very convenient and easy for everyone to find the right product easily through online shopping. About 31% were neutral in this regard that online shopping is neither convenient nor inconvenient.
Chart 7 results show that 43% of the respondents agreed that psychological factors are the main factors affecting consumer buying behavior. About 27% of the respondents pointed out the privacy factor, 17% pointed out social factors, and 13% pointed out emotional factors affecting consumer buying behavior.

V. CONCLUSIONS
The study was accomplished to discover the affects of online shopping towards the attitude of consumer buying behavior in Haryana. The results of the study analysis have shown that most of the people already shopping online and prefer to make their purchases online. According to our survey, online shopping is getting popularity in the young generation such as students and professionals. Students usually prefer to buy goods from its original source and they mostly prefer online shopping. When a consumer to make purchases online to buy something, he or she is affected by assorted factors. The main influencing factors have been identified as ‘time saving’, ‘product price’, ‘convenience’, ‘accessibility’, ‘shop anywhere and anytime’, ‘confidence’, ‘security’, ‘after sale service and discounted deals’. The price factor exists because the prices are often lower through online shopping as compared with physical purchases in the market. Buy online can be of great benefit to the consumer in terms of convenience, saving time and money. The protection of security and privacy are major problems that affect the behavior of the consumers to buy online. Various attitudes of consumers toward online shopping are not in rest in the study which reveals that the purchase online is easy, comfortable and better that conventional shopping due to various factors.

VI. REFERENCES


To Cite This Article