# Statistical Analysis on consumer behavior towards online shopping with special reference from flipkart in South Gujarat Region region

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## Abstract:

The potential of internet user for online shopping in India is increasing tremendously. If e-marketers know the key factors affecting customer behavior and their relationship, then they can devise their marketing strategy to convert potential customers into loyalists and retain existing online customers. This research paper will highlight the Consumers Satisfaction towards online shopping. After the study was completed the researchers learned that customers use the online shopping not only to purchase the product, but also to compare prices, product features and after sale services facilities they will receive if the purchase the product from a particular store.

Keywords: Consumer Behavior, Online Shopping, One Sample T Test, Frequency Distribution

## Introduction:

Online shopping is defined as purchasing items from Internet retailers as opposed to a shop or store or the act of purchasing products or services over the internet. It a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same products availability and pricing at different e retailers the process is called business to consumer (B2C) inline shopping. Consumers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet and smart phones. It is also popular as e shop, e store, online store and virtual store.

Purchase a product from internet eliminates the need to shift through a store's products with potential buys like pants, shirts, belts and shoes all slung over one arm. Online shopping also eliminates the catchy, yet irritating music, as well as the hundreds, if not thousands, of other like-minded individuals who seem to have decided to shop on the same day.

The popular online retailing companies in India are Flip kart, Snap deal, Shop clues, Amazon.com, Myntra, e – Bay.com etc. the five dominant factors which influence consumer perceptions for online

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shopping are information, easy to use, satisfaction, security, proper utilization of available information to compare the different products.

## Review of Literature:-

According to A.Lakshmanan (2016) product preferences, problems faced by the customers, more number of products with discount, risk perception and after sales services are the factors which affects customer satisfaction towards online shopping.

According to Hasanov Jasur, Khalid Haliyana (2015) website quality is not the only determining factors that could increase consumer purchasing intention. Other qualities such as good customer service, efficient product distribution and logistics and also positive reviews from customers also play an important role.

Prof. Ashish Bhatt (2018) in article entitled "Consumer Attitude towards Online Shopping in Selected Regions of Gujarat" published in Journal of Marketing Management stated that online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. As per study mode of payment is depended upon income of the respondents. People from different age groups are doing online shopping regularly. The attitude of consumers is changing with the time. In a country like India, consumers are finding online shopping very comfortable because of many variables like cash on delivery, customization or personalization of the websites, home delivery etc.

Prashant Singh (2019) in his article "Consumer's Buying Behaviour towards Online Shopping A case study of Flipkart.Com user's in Lucknow City" published in Abhinav stated that future of e-retailers in India looking very bright. E-retailers give consumers the best way to save money and time through purchasing online within the range of budget. Flipkart.com offering some of the best prices and completely hassle-free shopping experience. The whole concept of online shopping has altered in terms of consumer's purchasing or buying behaviour and the success of E-retailers in India is depending upon its popularity, its branding image, and its unique policies.

Upasana Kanchan , Naveen Kumar and Abhishek Gupta (2014) in their article "A Study of Online purchase behaviour of Customers in India" Published in ICTACT Journal on Management Studies stated that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchase. Companies involved in online retailing should focus on building trustworthy relationship between producers and customers.

## Research Methodology:-

- Problem statement:
  - o Research on consumer behavior towards online shopping with special reference from flipkart in South Gujarat Region region.
- Research Design:-
  - O A research design includes an outline of what the researcher do from research and its operational implication to the final analysis of the data. I used the descriptive research design in this research study.
- Objectives of Study:-
  - O To identify the main Characteristics which influence shoppers to do online shopping.
  - O To study the satisfaction level of the customer for online purchase of South Gujarat Region Town.
  - o To find out the customers satisfaction level for services provided by the online shopping.
- Nature of Data and Sources of Data The study is descriptive in Nature and mainly based on primary data. Structured questionnaire and sample is collected from the Consumers of South Gujarat Region Town.
- Sample Size: - The refers to the number of items to be selected from the total population to constitute the sample. The sample size used for study is 100.
- Statistical Tools:- The data collected through questionnaires were analyzed using simple percentage analysis.
  - o Frequency Distribution
  - o One sample T test
- Limitations of the study in this research primary data are use and only for Online Shopping of South Gujarat Region Town so there is some limitation of this method is heredity to in this research work.
  - O This research work is confined to South Gujarat Region Town only.
  - O The study is based on consumer behaviors of online shopping only.
  - O The data collected for the research is fully on primary ad limited 100 respondents only and which was given by consumers. There is chance for personal bias.

## Statistical Analysis

### Main Characteristics which influence shoppers to do online shopping

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| Factor | Opinion | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Strongly Disagree | (%) | Disagree | (%) | Neutral | (%) | Agree | (%) | Strongly Agree | (%) |
| 1. Easy to choose and make comparison with other products | 5 | 5 | 10 | 10 | 15 | 15 | 30 | 30 | 50 | 50 |
| 2. Detailed information about the prodcut | 10 | 10 | 8 | 8 | 22 | 22 | 30 | 30 | 30 | 30 |
| 3. Quality of Information provided in online shopping | 22 | 22 | 18 | 18 | 25 | 25 | 25 | 25 | 10 | 10 |
| 4. Facts consider before online shopping | 12 | 12 | 18 | 18 | 20 | 20 | 25 | 25 | 25 | 25 |
| 5. choices of availability of products | 8 | 8 | 12 | 12 | 20 | 20 | 20 | 20 | 40 | 40 |
| 6. Website layout helps in searching the product easily | 5 | 5 | 14 | 14 | 26 | 26 | 25 | 25 | 30 | 30 |
| 7. Safe and secure with online shopping | 20 | 20 | 15 | 15 | 20 | 20 | 25 | 25 | 20 | 20 |
| 8. Shopping Experience | 14 | 14 | 16 | 16 | 20 | 20 | 20 | 20 | 30 | 30 |

**Interpretation:**

As per the above table, Researcher can interpret that almost more than half of the respondents do agree with the above given 8 influencing factors. And they are very optimistic with the online shopping.

**Factor Wise Significance test**

**Availability of Quantitative Product:**

Here, the mean of Quantitative product is 2.14 so, let we check respondent are agree or neutral.

H0: Respondent do not agree with the Quantitative Product, Product Price, Payment Safety, Delivery Charges and Product Collection.

H1: Respondent do agree with the Quantitative Product, Product Price, Payment Safety, Delivery Charges and Product Collection.

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**One-Sample Statistics**

|  | N | Mean | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|
| Quantitative Product | 100 | 2.141 | .7286 | .0732 |
| Product Price | 100 | 1.717 | .6707 | .0674 |
| Payment Safety | 100 | 1.747 | .5019 | .0504 |
| Delivery Charges | 100 | 2.444 | .9607 | .0966 |
| Product Collection | 100 | 2.263 | .6482 | .0651 |

**One-Sample Test**

| | Test Value = 2 | | | | | | |
|---|---|---|---|---|---|---|---|
| | T | Df | Sig. (2-tailed) | Mean Difference | 95% Confidence Interval of the Difference | | Interpretation |
| | | | | | Lower | Upper | |
| Quantitative Product | 1.931 | 99 | .056 | .1414 | -.004 | .287 | P value          α Value<br><br>0.056      >      0.05<br><br>**Hence, Ho. is Accepted.** |
| Product price | -4.196 | 99 | .000 | -.2828 | -.417 | -.149 | P value          α Value<br><br>0.000      <      0.05<br><br>**Hence, Ho. is rejected.** |
| Payment Safety | -5.006 | 99 | .000 | -.2525 | -.353 | -.152 | P value          α Value<br><br>0.000      <      0.05<br><br>**Hence, Ho. is rejected.** |

| Delivery Charges | -5.754 | 99 | .000 | -.5556 | -.747 | -.364 | P value | | α Value |
| | | | | | | | 0.000 | < | 0.05 |
| | | | | | | | **Hence, Ho. is rejected.** | | |
| Product Collection | -11.319 | 99 | .000 | -.7374 | -.867 | -.608 | P value | | α Value |
| | | | | | | | 0.000 | < | 0.05 |
| | | | | | | | **Hence, Ho. is rejected.** | | |

Researcher will compare the significance value with α value at 5 % level of significance.

From the above t-test,

o Researcher observes that respondents are neutral with the Quantitative product and Quantitative product has positive effect to take decision for purchasing products from flipkart.

o Researcher observe that respondents are nearby agree with the product price and Product price has positive effect to take decision for purchasing products from flipkart.

o Researcher observe that respondents are nearby agree with the payment safety and Payment safety has positive effect to take decision for purchasing products from flipkart.

o Researcher observe that respondents are neutral with the payment safety and Delivery charges has positive effect to take decision for purchasing products from flipkart.

o Researcher observe that respondents are neutral with the Product collection and Product collection has positive effect to take decision for purchasing products from flipkart.

## **Findings:-**

o It is concluded that majority (75%) of the respondents are male.

o The higher (48%) of the respondents is falling under the category of 18-30 years age group.

o (70%) percentage of the respondents is falling under the category of Town area.

o It is concluded that majority (35%) of the respondents are engaged on in students and others are belongs to Businessmen and Servicemen.

o Majority 48% of the respondents are post graduate level

o Majority 58% of the respondents are belongs to Nuclear family.

o Majority 28% of the respondents are earning the monthly income between Rs.10, 000 to Rs. 20,000.

o Majority 38% of the respondents visited Amozon.com, which is followed by Flipkart and Snapdeal, Shoplues.com.

o Majority 42% of the respondents get awareness about websites through from Social Media, followed by Friends and Television.

o Majority 30% of the respondents purchased Mobiles via online Shopping.

o Majority 34% of the respondents Prefer online shopping for Discount offers.

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- o Majority 42% of the respondents visiting retail store before online shopping.
- o Majority 32 % of the respondents make purchase on Online Shopping Monthly.
- o Majority of respondents doing their payment for online shopping by Cash on delivery and credits cards.
- o Majority 80% of the respondents Agree with the easy to choose and make comparison with other products in online shopping.
- o Majority 60% of the respondents Agree with the detailed information about the products in online shopping.
- o Majority 35% of the respondents agree with the Quality of Information provided in online shopping.
- o Majority 45% of the respondents Strongly Agree with the Safe and secure with online shopping.
- o Majority 60% of the respondents stronglyagree with the choice of products available in online shopping.
- o Majority 40 % of the respondents consider product review before online shopping.
- o Majority 50% of the respondents Agree with the Website layout helps in searching the products easily.
- o Majority 50% of the respondents did not face any of the problems in online shopping.

## Conclusion:-

From the above discussion, it is concluded that future of online shopping in India looks very bright. Online shopping give customers best alternative to save money and time. Companies offers detail product information, easy mode of payment, facility of comparison of price and very important completely hassle free shopping experience. Success of on line shopping depends on its popularity, its brand image and its unique promotional policies.

Consumer habits of online shopping are on the rise these days. Anything can be ordered from any place and anytime through online shopping. It is more admired day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping , making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. Many customers who were not able to go shop for buying they can easily buy through online shopping.

This use of technology has opened new doors and opportunities that enable a more comfortable lifestyle today. Diversity, fast service and reduced prices were the three notable ways in which online shopping influenced people around the world. Our country has been revolutionized and influenced.

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