



International Journal of Recent Development in Engineering and Technology  
Website: [www.ijrdet.com](http://www.ijrdet.com) (ISSN 2347-6435(Online) Volume 11, Issue 01, January 2022)

# An Analysis of Consumer Behavior in Online Purchasing

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**Abstract--** This essay will analyse a study on the difficulties consumers have when shopping and marketing online. One form of electronic commerce that enables users to purchase goods and services online or over the internet is online shopping. Through internet marketing and buying, the user can obtain a wide variety of things from their house or while sitting down. Online marketing and shopping are highly quick, affordable, and handy. Although internet marketing and commerce are still relatively small in India, they are expanding rapidly right now. Online marketing and shopping are becoming increasingly popular. There are numerous benefits to online marketing, but there are also numerous drawbacks for customers. In this essay, an effort is made to understand the types of issues people have when purchasing and marketing online.

**Keywords--** Online, Consumers, Marketing, Goods and Services.

## I. INTRODUCTION

The practise or action of purchasing goods or services online is known as online shopping. It entails using the internet to find a seller's website, choosing what you want, and making arrangements for delivery. A credit or debit card can be used to make an online purchase, or payment can be made in person at the time of delivery. Online in this article refers to "on the Internet." The phrase refers to both looking for something online and purchasing them. In other words, even though I may have been shopping online, I didn't make any purchases. Online sales have been available for roughly 25 years. Its popularity has considerably increased. Nowadays, we can buy almost everything online. In fact, according to retail experts, internet shopping will soon surpass traditional shopping in terms of revenue. Online purchases happen when a customer buys through a digital platform. Bikerringshop.com, an online retailer of motorcycle rings in Thailand, is an illustration of such a platform.

You don't have to be a citizen of this nation to purchase something from our shop. One of the main advantages of online buying is the availability of global coverage. Online shopping is a form of electronic commerce that enables customers to purchase products or services directly from online vendors by using a web search engine. A significant portion of consumers worldwide are making purchases online because it is more convenient for them. In 1999–2000, online purchasing grew in popularity. By establishing the first bookshop with a solely online presence, Amazon.com created history.

Later, Yahoo.com and MSN.com also instituted online shopping channels where people could buy more than just books. Consumer behavior and buying habits are evolving quickly. In the upcoming years, online buying will spread like wildfire.

## II. OBJECTIVES

1. To understand digitalization and innovation towards Goods and services.
2. To measure the Opportunities of digitalization and innovation towards Goods and services.
3. To explore challenges and issues of digitalization and innovation towards Goods and services.

## III. METHODOLOGY

The study is supported by data from both primary and secondary sources. The original data came from a survey, and secondary data came from a variety of books, periodicals, and magazines.

## IV. RESULTS AND DISCUSSION

The following table shows the profile of the online buyers in the study.

**Table-1**  
**Profile of the online buyers**

<b>Personal Factors</b>	<b>Classification</b>	<b>Number of Respondents</b>	<b>Percentage</b>
<b>Gender</b>	Male	20	40
	Female	30	60
<b>Age</b>	Below20	08	16
	20-40	30	60
	40-60	12	24
	Above60	00	-
	HouseWife	03	06
<b>Occupation</b>	Business	18	36
	Employee	18	36
	Others	11	22
<b>MonthlyIncome</b>	Below10000	03	06
	11000-20000	10	20
	21000-30000	15	30
	Above31000	22	44

**Table:2**  
**Reasons for customer Prefer Online Shopping and Marketing**

<b>Reasons</b>	<b>Number of Respondents</b>	<b>Percentage</b>
<b>Convenient</b>	20	40
<b>Variety</b>	08	16
<b>Lesscost</b>	10	20
<b>MoreQuality</b>	12	24

The above table clearly reveals that 40% of the respondents choosing online shopping for the convenient purpose, 24% are choosing for more quality, 20% are choosing online for low cost and 16% are choosing because of variety.

**Table:3**  
**How do customer purchase products Online**

Reasons	Number of Respondents	Percentage
Cash	18	36
Debitcard	17	34
Creditcard	10	20
Others	05	10

The above table clearly reveals that 36% of the respondents buy products online in cash, 34% buy through debit card, 20% through credit card and 10% buy products through other mode.

**Table:4**  
**Reasons to buy products Online**

Reasons	Number of Respondents	Percentage
Quality	12	24
Prestige	08	16
Guarantee	10	20
Services	20	40

The above table clearly reveals that 40% of the respondents choosing online shopping for the purpose of services, 24% are choosing for quality, 20% are choosing online for guarantee and 16% are choosing because of prestige.

**Table:5**  
**Frequency of Online Buying Online Shopping and Marketing**

Reasons	Number of Respondents	Percentage
1-3 months	20	40
3-6 months	15	30
6-9 months	07	14
9-12 months	04	08
More than 1 year	04	08

The above table tells that 40% of the respondents buy products online 1-3months, 30% are buying for 3-6 months, 14% are buying 6-9 months, 8% a will buy for 9-12 months and 8% will buy for more than 1 year.

**Table:6**  
**Docustomers get detailed information about the goods and services while purchasing shopping online**

<b>Reasons</b>	<b>Number of Respondents</b>	<b>Percentage</b>
<b>Yes</b>	43	86
<b>No</b>	07	14

The above table highlights that 86% of the respondents get detailed information about the goods and services and 14% of the respondents will not get the detail information through online.

**Table: 7**  
**Have customers received any duplicate of products while shopping online**

<b>Reasons</b>	<b>Number of Respondents</b>	<b>Percentage</b>
<b>Yes</b>	31	62
<b>No</b>	19	38

The above table highlights that 62% of respondents have received duplicate products while shopping online and 38% of respondents have received duplicate products.

**Table:8**  
**How is the quality of products while customers brought online**

<b>Reasons</b>	<b>Number of Respondents</b>	<b>Percentage</b>
<b>Verygood</b>	42	84
<b>Good</b>	00	00
<b>Poor</b>	08	16
<b>Verypoor</b>	00	00

The above table clearly reveals that 84% of the respondents tells that the quality of products is very good, 20% customers tells that quality products is poor and No respondents housed for good and verypoor.

**Table:9**  
**Customers have faced any problems with online marketing**

<b>Reasons</b>	<b>Number of Respondents</b>	<b>Percentage</b>
<b>Yes</b>	35	70
<b>No</b>	15	30

The above table highlights that 70% of respondents have faced problems with online marketing and 30% of respondents have faced problems through online marketing.

**Table: 10**  
**What type of problems do customers face at the time of online shopping**

<b>Reasons</b>	<b>Number of Respondents</b>	<b>Percentage</b>
<b>Delivery problems</b>	14	28
<b>Defective problems</b>	15	30
<b>Replacement or Refund Issue</b>	11	22
<b>Poor response of customer care</b>	10	20

The above table clearly tells that 30% of the respondents face Defective problems at the time of online shopping, 28% are facing delivery problems, 22% are facing replacement problems and 20% are facing poor response of customer care.

#### V. FINDINGS

From the above table and analysis the following findings were extracted:

- 40% of the respondents are choosing online shopping for the Convenient of the products and 24% are choosing online shopping for more quality.
- 40% of the respondents purchase the products 1-3 months.
- 70% of the respondents are facing problems at the time of online buying.
- The problems faced by the online consumers are: Delivery problems, supply of defective products, refund issues and poor response of customer care.

#### VI. SUGGESTIONS

To improve the satisfaction level of consumers the following suggestions are

- The online companies should give more importance to their marketing strategies for increasing number of online consumers.
- The online companies should pay an attention to solve the problems faced by the online consumers.

#### VII. CONCLUSION

This essay makes it abundantly evident that consumers may easily purchase products and services anywhere in the world at any time thanks to online shopping and marketing. The trend of internet marketing and shopping is growing daily. According to a survey, the majority of the younger generation prefers to purchase goods and services online, however there are certain benefits and drawbacks to online marketing and shopping, including delivery, services, guarantees, etc.



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Today's consumer has a wide range of options when choosing products and services via the internet, but there are still a lot of isolated locations where the internet does not function. Even in urban areas, internet speed is not particularly good. This is a significant drawback of internet advertising and shopping. Therefore, taking this into account, consumer concerns should be resolved by consumers.

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