

**CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING IN NORTH-
EAST MUMBAI, MAHARASHTRA.**

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Abstract

Internet has changed the mindset of the people throughout the world. It has changed the attitude and preferences of consumers for various products and services. Online shopping has emerged as blessing in the lives of people. Today major consumer's gives preference for online shopping instead of physical shopping as it saves their time and other cost. This topic has taken to understand varying behavior of consumers through structured questionnaire of 120 respondents from North East Mumbai region. Similarly the study has undertaken to understand the factors affecting the consumer's decision for online shopping. There are many online shopping sites where people go and buy. So the present study has encompassed the changing behavior of consumers due to availability of internet facility and websites.

Key words: Websites, consumers, online, shopping and behaviour

1. INTRODUCTION

The progression of eCommerce has advanced the customer expectations of the companies they buy from. They expect a seamless shopping experience that is personalized to them — one that is consistent no matter what device they are using for their shopping or what stage of the buying process they are in.

“Indians are looking at value – 97% of Indian households in 2019 bought at least one consumer packaged goods product on promotion, with overall promotion volumes up by 6.4%. Brands have no option but to find new ways of rewarding smart, well-informed, deal-seeking consumers, as information gathering becomes an integral part of the shopping experience. [85% of consumers check at least two data points other than prices and discounts when purchasing.]

Social commerce platforms like Meesho, GlowRoad, Dealshare, Mall18 will tap into the next wave of online shoppers [200 million] from smaller cities of India with very different behaviour and needs versus the current group. Their transactions are hyperlocal in nature and work by sharing deals over WhatsApp. New platforms are enabling sellers to find buyers by leveraging their social networks. Bulbul and Simsim

users interact with sellers during live video streaming and make their purchases immediately. Consumers have embraced technological solutions such as car-pooling and shared bus rides and the shared transportation market will grow to Rs 35,000 crores by 2025. Cities plagued by congestion and infrastructure troubles, such as Mumbai and Bengaluru, are quick adopters. The lack of action towards improving the quality of air is encouraging people to work from home.

22% of Indians say that plastic wastage is the top concern for them environmentally – significantly higher than the global average of 15% – and 53% of Indian consumers will pay more for environment friendly products. A similar proportion are prepared to make changes to their lifestyle for the environment. Expect greater awareness and action around food waste, and trends such as upcycling to take off, spurred by conscious business and activist youth.

Despite the political reluctance to leverage trade opportunities within Asia – Chinese, Japanese and Korean consumer brands will continue to do well. Expect an integration of technology and content in many of these products [from home appliances to automobiles to social platforms, such as TikTok]. While Korean pop culture will capture the imagination of youth across campuses and small-town India, Tokyo's hosting the Olympics will create greater engagement with Japanese brands.

Kantar's mobile gaming study reveals that 76% of the gamers indulge in playing games on their mobile phone more than twice a day and 31% play 4-5 times a day. 70% of gamers spend more than half an hour and 42% spend more than an hour playing mobile games.

An average Indian spends 6.2 hours consuming online content daily. Spending per month on digital media content is expected to grow by 2.5 times. 95% of online video consumption is in Indian languages and Bengali content is growing more than 100% year-on-year in watch time. Marketers will look towards online publishers and media companies to build engagement by learning techniques like Transmedia Storytelling, where single narrative cuts across multiple platforms and formats using available digital technologies.”

HENCE THIS PAPER WILL COVER THE STUDY ON CONSUMER BEHAVIOUR FOR ONLINE SHOPPING IN NORTH- EAST MUMBAI, MAHARASHTRA

2. REVIEW OF LITERATURE

1) Mahalaxmi and Nagamanikandan, (2016) focused on that the web has prompted uncommon potential for associations through interfacing globally. in the occasion web purchasing stills more issues arising astoundingly for apparel . Every buyer has stood up to number of difficulties maintained reasoning that it is' gathered that electronic shopping is getting popular inside the more young generation. The most limit inside the course of online shopping is that the security issue and low level of trust on web based stores thusly; sellers need to make genuine methods to grow the clients level of trust on them.

2) Shanthi and Kannaiah, (2015) focused on that generally the kids are joined to the web shopping and from now on the senior people dont use online shopping a ton of like appeared differently in relation to the more energetic ones. The survey includes the very reality that the youngsters between the ages of 20-25 are generally prepared to use the web shopping. it's in like manner found that the weight of people that shop online buys books online because it is more affordable stood out from the market regard with various cutoff points and offers. The concentrate also uncovers that the worth of the things have the transcendent affecting variable on web based purchase.

3) Bhatt (2014) found in his survey that Online shopping is procuring reputation among people exceptionally the more energetic age yet in today circumstance to end up being comparatively well known among all age packs e-exhibiting should cover an extended distance. The eventual outcomes of our survey shows that technique for portion is depended on pay of the respondents. People having month to month pay underneath Rs 1, 00,000 blessing cash down or more Rs 3, 00,000 incline towards Internet banking portions. People from different age packs do electronic shopping reliably.

4) Chandra and Sinha (2013), focused on that, by and by days the new and latest sort of retail shopping are web shopping. it's by and by been taken on any place the planet including India. In various countries this shopping method stays not furthermore known or recognized, and anyway the data on web shopping in India is presently starting to increase rapidly. to investigate factors impacting on online shopping behavior of clients which may be one among the boss huge issues with web business

and advancing field, this is much of the time the most impartial of the audit. it's a complex socio-particular characteristic and incorporates an unnecessary number of factors all together that there's astoundingly confined data about electronic purchaser lead.

5) According to Kapoor (2012), web picking and electronic shopping characteristics are managed by collection of buyer affirmation and direct properties and grounded in speculative pieces of client picking . There are number of things that impact what we buy, when we buy, and why we buy. As to buying on the web, the factors that sway clients are advancing undertakings, socio-social effects, mental components, individual questions, post decision lead, and data

6) Jun and Jafar (2011), business change may be a model which is given by web shopping. Online business is experiencing a period of quick improvement at present in China; for the advancement of the web shopping market, sizable proportion of Internet customers gives a real foundation. Directly following considering and exploring different elements this assessment found that there have been associations between the evident accommodation, seen security, and saw assurance, seen after-bargains organization, seen exhibiting mix, seen reputation and purchasers attitude to taking on web shopping in China. Regardless, simply advancing mix and reputation were basically sway clients demeanor to take on electronic shopping. Following focusing on this journal we arranged to fathom customers online purchase lead.

3. OBJECTIVES OF THE STUDY

The objectives of the study are as under:

1. To study the factor influencing consumer behavior for online shopping.
2. To understand the relationship between preference of consumer and features of Online-shopping.

4. SCOPE OF THE STUDY

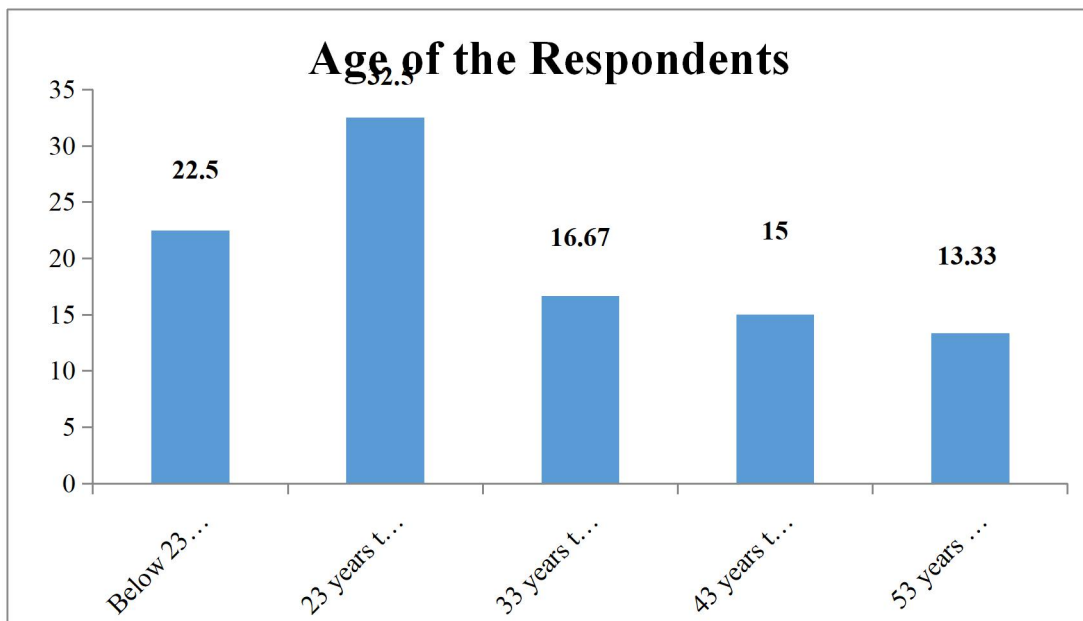
- 1) The study is confined to factors influencing the consumer behavior for online shopping
- 2) The study is confined to North-East Mumbai region.
- 3) The study is confined to online shoppers.

5. LIMITATIONS OF THE STUDY

- 1) The sample size is 120
- 2) The study is carried in North East Mumbai region.
- 3) The data collected through questionnaire and information collected from respondents.
- 4) The study is conducted on consumer behavior for online shopping.

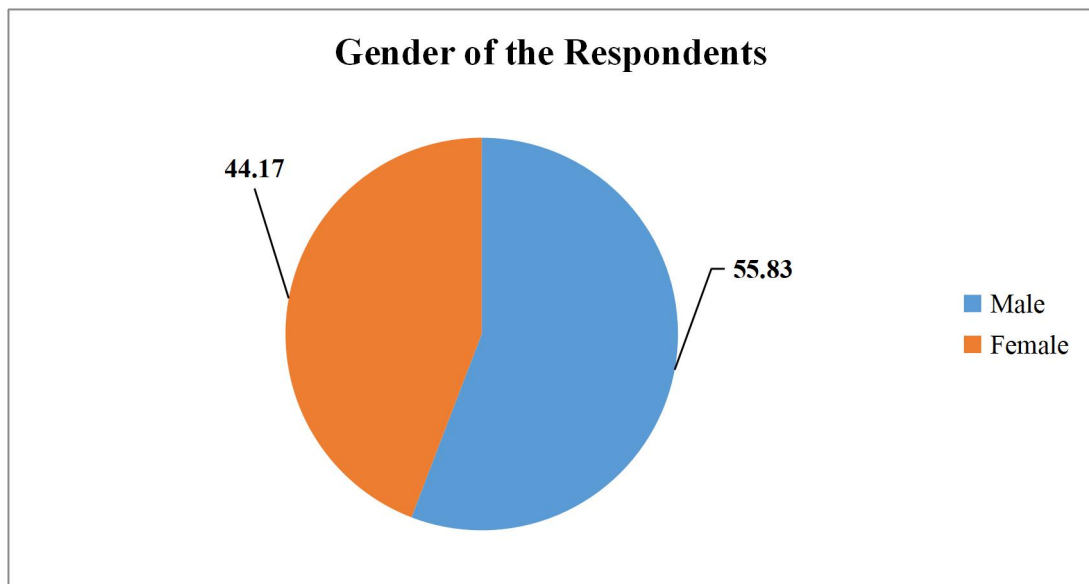
6. DATA ANALYSIS & HYPOTHESIS TESTING

Figure 1 Age of the Respondents



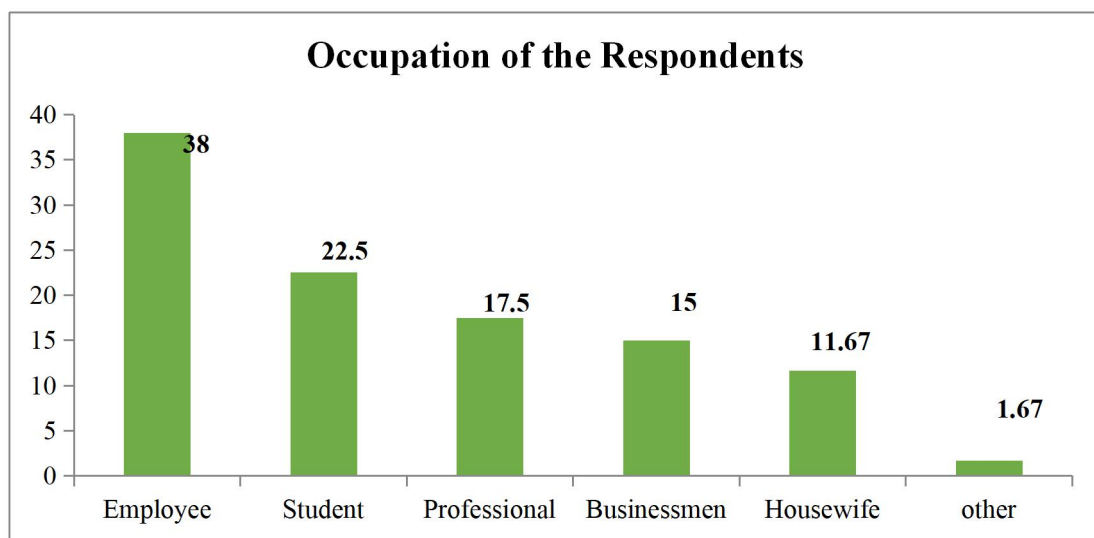
In above figure 1, it is inferred that age of the respondent (consumer) is one of the crucial factor in determining the behavior of consumer for online shopping. 55% respondents are in the age category below 23 years and 33 years have more preference for online shopping to save time in-place of physical shopping as well as various schemes and new version of mobile are available whereas remaining (45%) age group also favoring online shopping due to several parameters like price, to save physical efforts etc.

Figure 2 Gender of the Respondents



It is clearly stated from above figure 2 that ‘How does Gender respondents behavior affects preference for online shopping’. 55.83% male respondents have likeness and tendency for online shopping compared to Female respondents (44.17%) in the study region.

Figure 3 Occupations of the Respondents



In figure 3 description of Occupation of respondents is displayed as one element of Consumer employment which determines intensity of buying for online shopping. 38% respondents who does service gives preference to online shopping as a prime respondents, 22.5% respondents are students, 17.5% respondents are professional,

15% respondents are businessmen, 11.7% respondents are housewives and 1.67% respondents are doing other occupation have preference for online shopping.

Figure 4 Qualifications of the Respondents

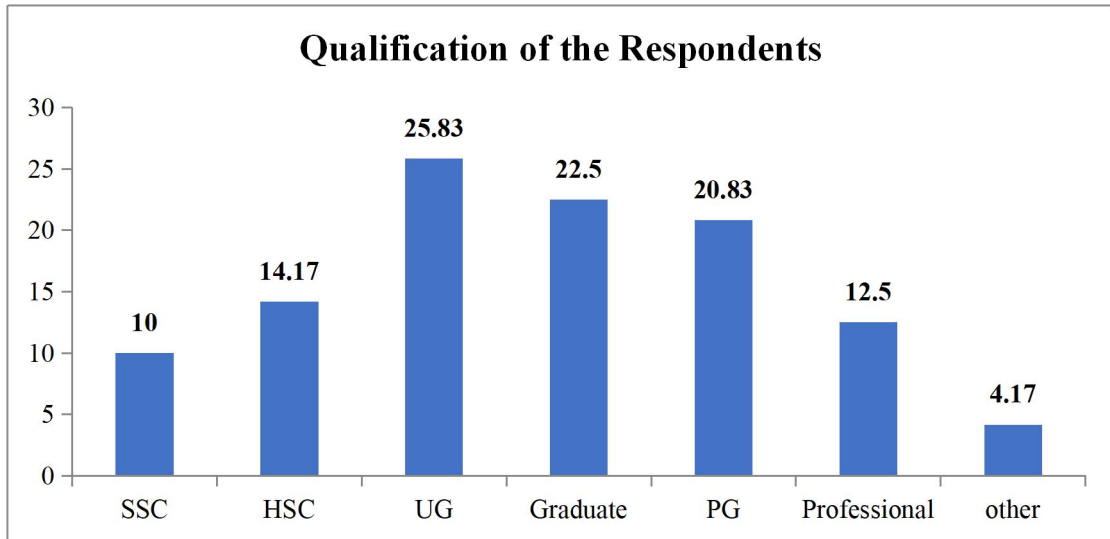


Figure 4 displays information about Qualification of the respondents having preference for online shopping in the study region. 25.83%, 22.5% and 20.83% respondents having qualifications Under Graduates, Graduates and Post Graduates who are major online shoppers compared to other respondents in the study region.

Figure 5 Monthly Income of the Respondents

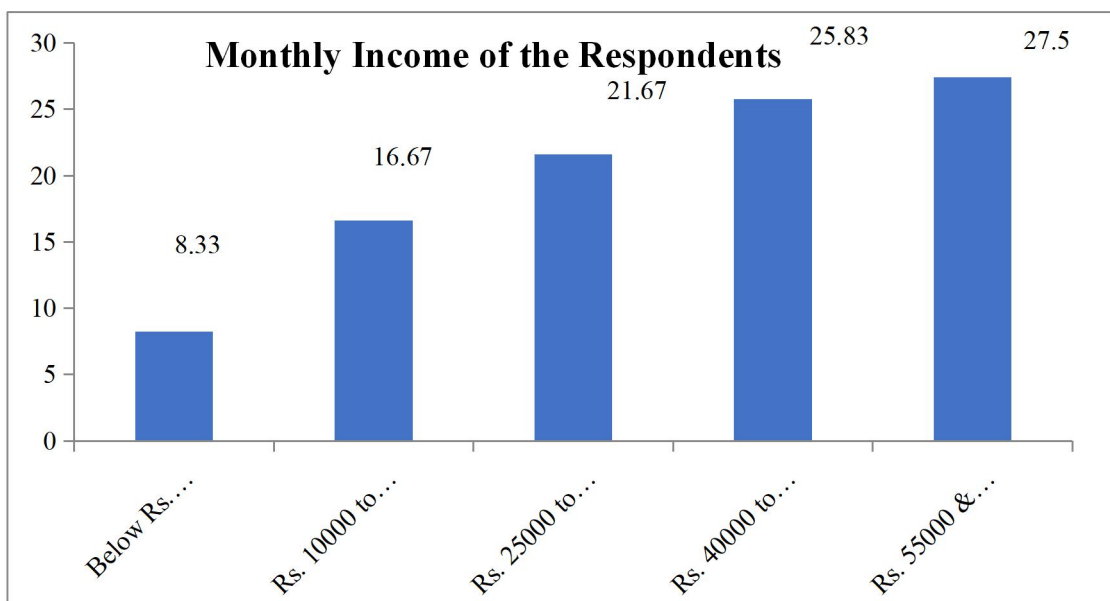


Figure 5 portrays about monthly family income of respondents is one of the psychological factor of consumer behavior for online shopping. About 75% respondents have fall in monthly income category from Rs. 25000 to Rs 55000 & above. This category buys more home used articles, mobile and other products as well services for their daily living.

Table 1 Features of online shopping

Features of online shopping	Frequency	Percent
Saves time and efforts.	14	11.67
The convenience of shopping at home.	11	9.17
Wide variety/range of products are available.	9	7.50
Good discounts / lower prices.	10	8.33
Get detailed information about the product.	13	10.83
We can compare various models/brands.	7	5.83
Ubiquity. internet/web tech is available everywhere	9	7.50
Global reach.	8	6.67
Universal Standards	13	10.83
Richness.	7	5.83
Interactivity.	6	5.00
Personalization/Customization.	8	6.67
Social Technology.	5	4.17
Total	120	100

Source: Primary Data

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Feature of online shopping are displayed in Table 1. 11.67% respondents do online buying to save time and efforts, 10.83% respondents are online shoppers as they get adequate information of major products and products are of Universal Standards on online platform, whereas rest of the respondents has preference for online shopping due to several reasons.

Table 2 Websites preferences

Websites preferences	Frequency	Percent
Amazon.com.	19	19.17
Paytm	5	4.17
makemytrip.com	10	8.33
Flipkart	25	20.83
Homeshop 18	23	15.83
Snapdeal	17	14.17
Myntra	12	10.00
Total	120	100

Source: Primary Data

In above table 2, it describes about websites used by respondents (Consumers) as buying platform for online shopping. Most of the respondents (20.83%) use Flipkart as online platform for online shopping, 19.17% respondents are using Amazon website for online shopping, 15.83% respondents use Homeshop 18 for online shopping whereas rest of the respondents have preference for other websites to buy different products like booking tickets, bill payment and other reasons.

Table 3 Product Category

Product Category	Frequency	Percent
Consumer electronics	31	25.83
Books	27	22.50
Clothing and apparel	22	18.33
Household goods	18	15.00
Cosmetics	13	10.83
Movie Tickets	9	7.50
Total	120	100

Source: Primary Data

Table 3 gives information about consumer preferences for different products. 25.83% respondents buy consumer electronics products on online platform, 22.50% respondents do online shopping for buying books, 18.33% respondents buy Clothing and apparels, 15% respondents preferred to buy household goods and remaining respondents uses online platform for buying cosmetics and movie tickets respectively.

7. CONCLUSION:

Internet usage has increased over a decade due to penetration service providers in remote areas and untapped areas. Today consumers are more demanding and wanting innovative services, convenient and time and effort saving services hence the usage and importance of online shopping have rapidly increased. Online marketers should make more provisions of large variety of products, safety for online payment measures, delivery modes, more payment options, clarity of schemes and offers, accuracy regarding delivery of purchased product and not default one. Consumer should be more cautious while placing an order and making payment as there are chances of online frauds and stealing your confidential information.

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