

## **E - Commerce and Consumer Behaviour**

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#### **Abstract:**

*Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Electronic Shopping is a recent phenomenon in the field of e-business and is definitely going to be the future of shopping in the world. Most of the companies are running their on-line portals to sell their products/services on-line. Though online shopping is very common outside India, its growth in Indian Market, which is a large and strategic consumer market, is still in line with the global market. The potential growth of on-line shopping has triggered the idea of conducting a study on online shopping in India. The internet revolution has brought about a paradigm shift in the way things are done. The Internet and worldwide web (www) have dramatically changed the way consumers seek and use information. The objective of the paper is to investigate how e-commerce affects online purchasing behaviour of consumers. People are doing business online and trade has become more easy and fast. Internet provides new ways to promote business. Website becomes the essential part of online business as to show their services and products. Consumer buying behaviour is a widely researched area but online buying behaviour is still evolving. In order to sell anything over the internet, sellers need to understand the how e-commerce affects consumer behaviour.*

**Key words:** online, consumer, e-commerce, shopping, internet

#### **Introduction**

With the increasing importance of the Internet in everyday life, both from a social and commercial point of view, it has become ever more crucial to understand the new market and the new type of consumer. This information is hidden in the perceptions and attitudes where these parts depict the behaviour of consumers, which is why spies are used in extracting this type of information. The more concrete task of the spies in the context of this thesis consists of understanding what implications the Internet has on consumer behaviour in general and high-involvement purchases in particular.

Ecommerce has made life simple and innovative of individuals and groups; Consumer behaviour in online shopping is different from the physical market where he has access to see the product. The www is rebuild around people where social circles influence and lead to online buying. Online shopping and online consumer behaviour depend on these factors such as Website visibility, online shops credibility, information comparison, payment security, privacy, website interface, convenient time, education level and experience of network. Culture, social, personal, psychological behaviour also affects the consumer behaviour in online shopping. Online shopping is based on individual to individual perceptions.

The Internet and the e-commerce revolution have brought a paradigm shift in the way customers shop. Online shopping is a growing phenomenon worldwide and with increase in internet penetration and broadband India too is witnessing a surge in online shopping. Consumer buying

behaviour is a widely researched area but online buying behaviour is still evolving. Marketers are trying to understand the online buying behaviour of Indian consumers so that they can look out for new ways of identifying distinct profitable customer segments and targeting them better. Though very few studies have currently been done on Indian consumer-buying behaviour, and especially on the role of gender, there are indicators that different findings from those from the West may evolve.

The existence of the Internet brought many advantages to individuals' daily lives. With the help of the medium, people can communicate, learn, entertain, buy products and get services. Of course the disadvantages of it have long been discussed; as the virus threat, the risk of personal information theft, spamming etc. However since the advantages outweigh the drawbacks, most of the people cannot resist bringing it to the centre of their lives.

Research has examined the role of different factors on individuals' e-commerce adoption, such as geography and store accessibility, perceived risk and online shopping benefits, typology of online stores, enjoyment and trust in Web sites, gender differences in attitudes toward online shopping, and impact of consumers' socio-economic conditions (Sorce, Perotti, and Widrick 2005; Farag et al.). Dennis, Morgan, Wright and Jayawardhena in the article, "The influences of social e-shopping in enhancing young women's online shopping behaviour", in the Journal of Customer Behaviour states that in the traditional world, women do most of the shopping but online, it is the reverse. Why should this be? Could it be that online shopping (e-shopping) lacks the social experience of brick and mortar shopping?

In this electronic age the entire world is tied with the internet loop, business has no geographical boundaries. The customer knows what is available in the world and where to buy; and the seller of goods is in search of consumers and provides them maximum value and convenience to withstand competition. On-line retailing is an excellent platform available with the seller to present complete market in customer's doorstep. On-line retail is promotion and distribution of goods via internet, also called e-shopping or e-tailing. It is a kind of electronic commerce by which the consumer is allowed to directly buy goods or services from a seller over the Internet using a web browser; it is a technique of business-to-consumer (B2C) sale with the help of a website. The journey of online retailing started with the online technology around 1994, relevant studies were made since then and are on the rise [Christy M. K. Cheung et al., 2003], most studies were made to explore consumer adoption and online purchase behaviour in its preliminary period but now the research should concentrate on consumer continuance behaviour or repurchase approach. Many people prefer online shopping for convenience and price comparison opportunities.

The internet is being developed rapidly since last two decades, and with relevant digital economy that is driven by information technology also being developed worldwide. After a long term development of internet, which rapidly increased web users and highly speed internet connection, and some new technology also have been developed and used for web developing, those lead to firms can promote and enhance images of product and services through web site. Therefore, detailed product information and improved service attracts more and more people changed their consumer behaviour from the traditional mode to more rely on the internet shopping.

There are many reasons for such a rapid developing of internet shopping, which mainly due to the benefits that internet provides. First of all, the internet offers different kind of convenience to consumers. Obviously, consumers do not need go out looking for product information as the internet can help them to search from online sites, and it also helps evaluate between each sites to get the cheapest price for purchase. Furthermore, the internet can enhance consumer use product more efficiently and effectively than other channels to satisfy their needs. Through the different search engines, consumers save time to access to the consumption related information, and which

information with mixture of images, sound, and very detailed text description to help consumer learning and choosing the most suitable product.

However, internet shopping has potential risks for the customers, such as payment safety, and after service. Due to the internet technology developed, internet payment recently becomes prevalent way for purchasing goods from the internet. Internet payment increase consumptive efficiency, at the same time, as its virtual property reduced internet security. After service is another way to stop customer shopping online. It is not like traditional retail, customer has risk that some after service should face to face serve, and especially in some complicated goods.

There are billions of people online and each of them is potential online consumer for a company which providing online services and goods. Now a day, there are rapid and fast developments in information technologies industry. According to Keynote, "Online retail competition is heating up as consumer's behaviour savvier on the Web". Competition increases day by day due to increase attention of consumers towards online shopping. The best retailer is based on their experiences on web. Online consumers also increase their expectations and they are set by their experience with online retailers across the Web.

Brown says in his interview, "It is becoming increasingly imperative for retailers to provide a strongly positive online shopping experience". It is very important to know that what kind of things and strategies help to increase sales in this fierce competition in market with high expectation of online consumers. To enhance and attract online customer it is very important to know about their behaviour and understand what they require and need. Since online shopping is the new medium of shopping with new demands of consumers. All customers have their own desires and demands for products so that it is very crucial for all online retailers to identify and know about their online consumers.

### **The Concept of E-Commerce**

The internet technology, appearing during the last quarter of the 20th century and having been used frequently for few years in daily lives, has influenced all parts of our lives in a short time. The change in technological area all over the world has changed the concept of information and communication. The use of internet for commercial purposes gave rise to the existence of the electronic commerce (e-commerce) phenomenon. With the implementation of these information and communication technologies by commercial institutions in order to support business activities, electronic business concept was developed.

Electronic commerce, also referred as e-commerce is defined by Oxford Dictionary (2012) as 'commercial transactions conducted electronically on the Internet'. Another definition made by Financial Times (2012) as a buying and selling activity over the Internet. To sum up e-commerce can be defined as the buying, selling and exchanging of goods and services through an electronic medium (the Internet) by businesses, consumers and other parties without any physical contact and exchange.

'The rise of these new information and communication technologies and of Internet users, has introduced a new marketing reality (Xavier and Pereira, 2006). This new presence changes the relations between the players. Furthermore businesses have realised and seen the importance of the Internet and it has become that e-commerce in the business context, for most companies, can be seen as a complement (Shaw, 2006; XV).The importance of the competitive power and superiority has come to foreground and organisation's understanding of competition has changed dramatically. In today's world businesses use electronic commerce channels to communicate with customers and to increase competitive advantage (Lee and Lin, 2005; 161).

Internet makes life simple and innovative. People are doing business online and trade has become more easy and fast. Internet provides new ways to promote business. Website becomes the essential part of online business as to show their services and products. Internet gathers all competitors and consumers in one place. It brings new lane to promote, advertise products and services in market.

Online consumers are always seeking new products, new attractiveness and the most important thing being price compatibility with their budget. The internet is the best way to save time and money through purchasing online within their range of budget anywhere and anytime. Online consumers don't have limits to online shopping. They also use internet for comparison of prices of goods and services, news, visit social networks and search information and so on.

### **Categories of E-Commerce**

So many companies now operate on the Internet. Some of companies only have a web presence, called as click-only dotcoms, such as Amazon.com and Expedia.com. These companies sell products and services directly to consumers via the Internet. On the other hand traditional companies also enhance their marketing strategies to adopt today's requirements and create their own online sales channels and become click-and-mortar companies. Nowadays it is hard to find an organisation that doesn't have a web presence (Kotler and Armstrong, 2012; 533).

E-commerce has been divided into four categories considering the characteristics of the buying and selling parties. These categories are: business to business (B2B), business to consumer (B2C) or consumer to consumer (C2C) or consumer to business (C2B). (Korper and Ellis, 2001; 11, Kotler and Armstrong, 2012; 533).

Furthermore, Wise and Morrison (2000; 86) state that e-commerce helps organisations to access too many buyers and sellers. According to Gummesson and Polese's argument (2009; 342) it is not noticeable that which B represent the supplier or the customer. Initiatives could come from both sides. Buyers can demand and/or sellers can provide buyers' desires.

Another type of transaction, business to consumer e-commerce activities also known as e-retailing, take place between organisations and the customers. E-commerce is just another tool for retail companies selling products by using web-based technologies. www.gap.com is an example for this kind of companies which use a web site to reach their customers and also providing shipping services. The success of this area mainly based on trust issue (Lee and Turban, 2001 ; 75). Situations such as; products cannot be seen or touched by consumers or if customers do not have a previous experience, to reassure customers for companies have carried a critical importance. Yet, trust is an important element for commercial activities (Gefen and Straub, 2004; 407) it becomes more crucial for e-businesses. Moreover, organisations should be customer-centric (Gummesson, 2008c; cited in Gummesson and Polese, 2009; 342). It is because the success of e- business mostly depend on loyal customers (Smith and Merchant, 2001; cited in Cao, et al., 2005; 645). Individuals could find another provider anytime, anywhere on the Internet (Singh, 2002; 434). Therefore, managing customer relations are important and especially in the e-business there is no face-to-face contact, e-services are important to satisfy customers.

The third type is consumer to consumer e-commerce action which provides to consumers to put their goods on the market for other consumers 'in auction format' (Korper and Ellis, 2001; 11). eBay is the first and most popular C2C type of e-commerce company. If an individual wishes to sell its product, can simply register to a web-site and put the product on the market. After that a buyer can browse and search the product they interested in. Later, if the buyer is willing to buy the product they can buy it directly from the seller. In this way, the organisation (eBay) acts as an interface between

two players and generates revenue from this action. Organisations usually charge fees from seller side, not from the buyer part in these kind of activities because of fees could discourage buyers from the purchasing activity (Makelainen, 2006; 4).

The final online marketing domain is consumer to business online marketing. With today's Internet environment consumers can reach companies easily. Using the web, consumers can drive transactions with businesses, rather than the other way around. In this transaction, dominating factor is seen as price (Muzumdar, 2011; 9). For instance, Priceline.com provides to companies to buy airline tickets, hotel rooms etc. which are put by consumers on the web site. Consumers can also send requests and complaints via complaint web sites (Kotler and Armstrong, 2012; 536)

### **E-Commerce Consumer Behaviour Model**

The model can be divided into four main variables, where each variable has sub-variables.

The independent or uncontrollable variables comprise personal characteristics and environmental characteristics. The intervening or moderating variables hold the business aspect and its control in the form of market stimuli and EC systems. Found in the centre of the model is the decision-making process which is influenced by the two previously mentioned variables (independent and intervening). The whole model ends with the dependent variables or results which are the buyer's decisions box (Turban et al., 2006a).

Personal characteristics involve demographics, behaviour and individual factors. These factors influence online consumer behaviour in various ways, for instance; consumers with high levels of education and/or income are correlated with higher amount of online shop-ping. Another finding is that the more experience consumers have with online shopping, the more likely it is that they will spend more money online. Personal characteristics also affect why consumers do not buy, where the two most influencing reasons are shipping fees and inconvenience of assessing the product's quality. The least mentioned reason for not buying online is the occurrence of a negative experience (Turban et al., 2006a).

Environmental characteristics consist of social, cultural/community, political, technological and other environmental variables. With regards to the purpose of this thesis, most weight is put on the social factors. The social variables play a major part in online purchasing (Turban et al., 2006a), as does group influence in traditional purchasing (Kotler et al., 2005). These aspects are quite alike since both consider how family members, friends, co-workers, neighbours and so on influence the consumer.

The important difference is that the online environment enables consumers to communicate through online communities and discussion groups (Turban et al., 2006a).

The intervening or moderating variables are comprised by product and brand offerings, marketing mix, and supporting systems and services. The market stimuli aspects are quite common with the stimuli in the traditional environment but the services and systems differ somewhat from the ones in the traditional environment. For example, online payments are different from traditional payments as well as customer contact which differ in the sense that online consumers cannot physically see the salesperson or feel the atmosphere at the company (Turban et al., 2006a).

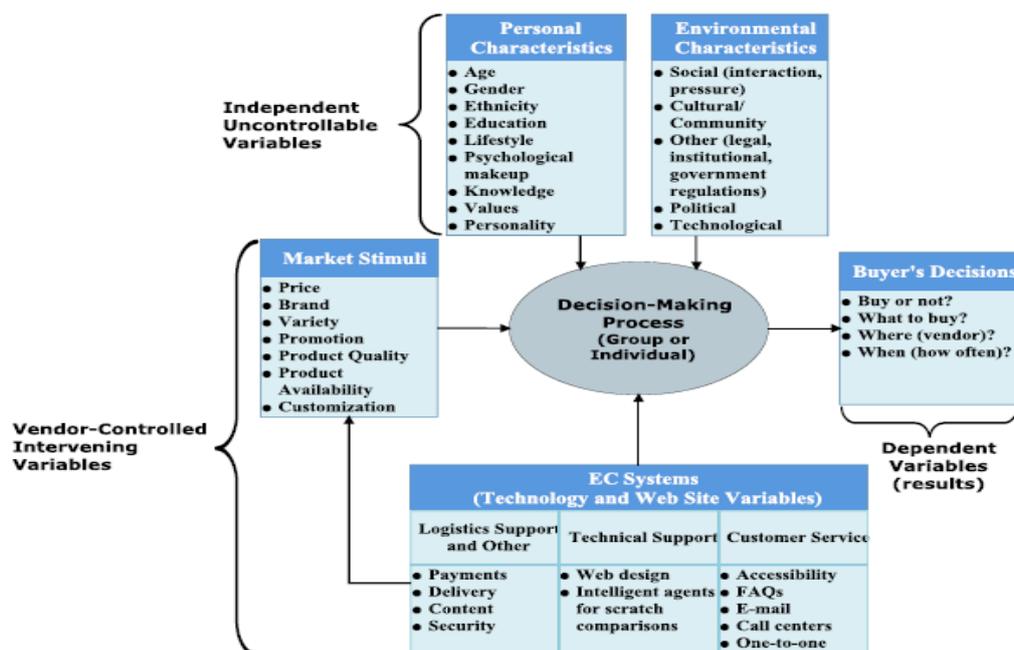


Figure 1.1: E-commerce consumer behaviour model

To wrap up the e-commerce consumer behaviour model, the consumer's decision-making process is influenced by the independent (personal and environmental characteristics) and intervening (market stimuli and e-commerce systems). The results of this whole process are basically the answers to the questions regarding buyers' decisions, i.e. to buy or not, what to buy, where to buy and when. Businesses can only affect the intervening variables but it is highly important to understand in what way these variables affect consumers and how one could achieve even greater effects (Turban et al., 2006a).

### Objectives Of The Study

- The aim of this study is to investigate the how e-commerce affects online purchasing behaviour of consumers. Moreover, it is also aims to identify and analyse online buying habits of consumers in Delhi region. The paper attempted to identify the determinants of online purchase intentions of consumers.

### Research Methodology

Focusing the objective of the present paper, a survey was conducted with the help of a structured questionnaire to collect data about the consumer behaviour for online shopping in Delhi, India. The respondents were selected conveniently and data of 200 respondents was analysed for this study.

The structured questionnaire was designed to collect information about demographic profile of the respondents such as age, gender, occupation. In addition to this, various questions related to the experience of internet usage, the purpose of using Internet, types of products purchased online, factors affecting consumer behaviour while online shopping etc. were asked from the respondents.

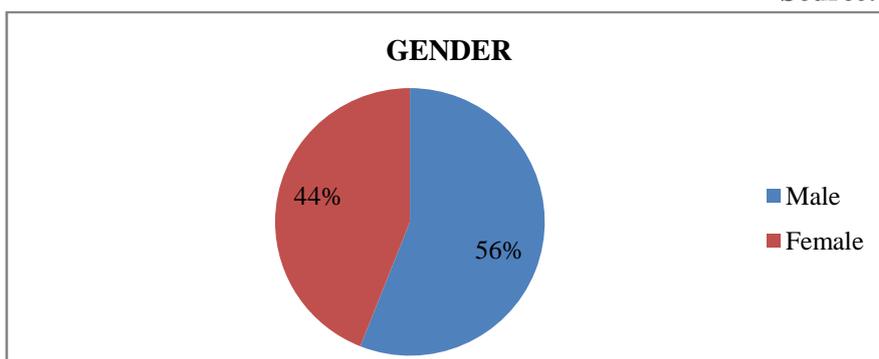
In the questionnaire Likert scales generally are used to assess attitudes. The scale could offer a five-item or seven-item scale to make the respondents to tick the appropriate point on the scale that matches most closely their feelings or attitudes. In this questionnaire, question 10 is Likert scales.

**Data Analysis And Interpretation:**

**Table.1.1 Classification of respondents on the basis of gender**

Gender	Frequency	Percentage
Male	112	56%
Female	88	44%
<b>GRAND TOTAL</b>	<b>200</b>	<b>100%</b>

Source: Primary data



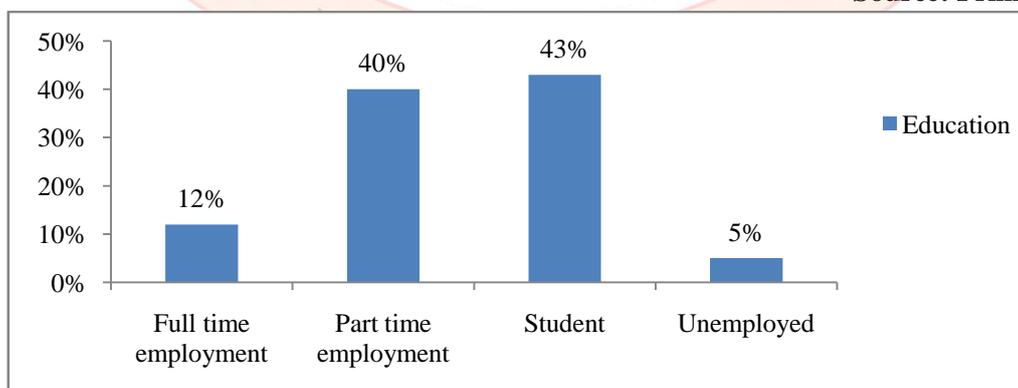
**Figure 1.1: Gender analysis**

Table 1.1 presents the demographic gender profile of the respondents. The number of male respondents is higher than female respondents. 56% of the respondents are male while 44% of them are female.

**Table.1.2. Classification on the basis of education level**

Education	Frequency	Percentage
Full time employment	24	12%
Part time employment	80	40%
Student	86	43%
Unemployed	10	5%
<b>GRAND TOTAL</b>	<b>200</b>	<b>100%</b>

Source: Primary data



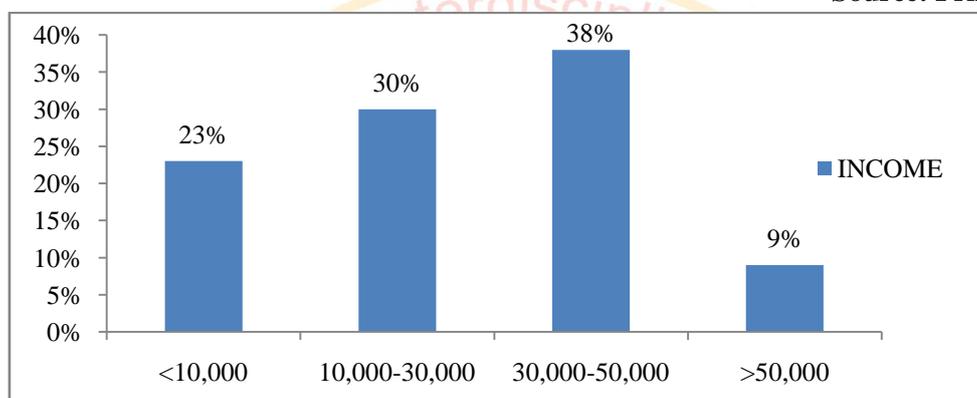
**Figure 1.2: Educational Background of respondents**

The above frequency table and pie chart shows frequency distribution on the basis of education. Out of 200 respondents surveyed, 43% are students and 40% are part time employed. A big part of the respondents were composed of students whereas only 12% are full time employed. This is understandable, since more of the respondents were relatively young, this data is predictable.

**Table.1.3. Classification on the basis of monthly income**

Monthly Income (Rs.)	Frequency	Percentage
<10,000	46	23%
10,000-30,000	60	30%
30,000-50,000	76	38%
>50,000	18	9%
<b>GRAND TOTAL</b>	<b>200</b>	<b>100%</b>

Source: Primary data



**Figure 1.3: Monthly income analysis**

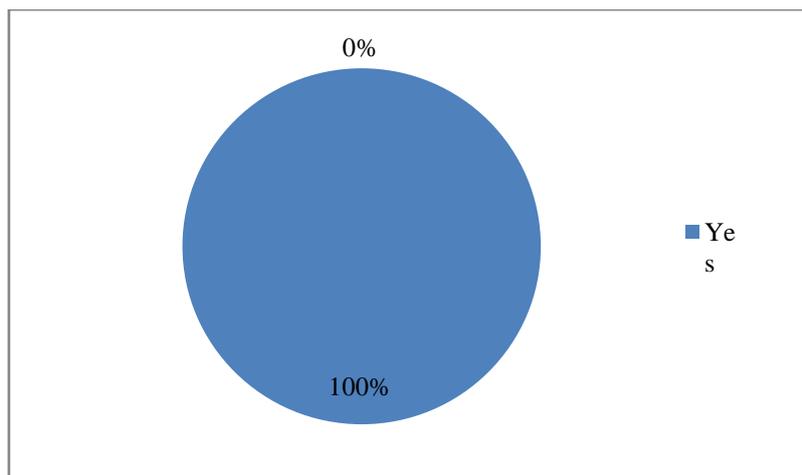
From the survey of 200 respondents, it was analysed that the highest frequency 38% in income distribution falls under 30,000-50,000pm and 30% fall under 10,000-30,000. Smallest frequency 9% falls under more than 50,000. Majority of the respondents fall under the category of monthly incomeRs.10,000-50,000.

**Q1. Do you have internet access?**

**Table.1.4. Internet access**

Do you have internet access?	Frequency	Percentage
Yes	200	100%
No	0	0
<b>GRAND TOTAL</b>	<b>200</b>	<b>100%</b>

Source: Primary data



**Figure 1.4: Internet access**

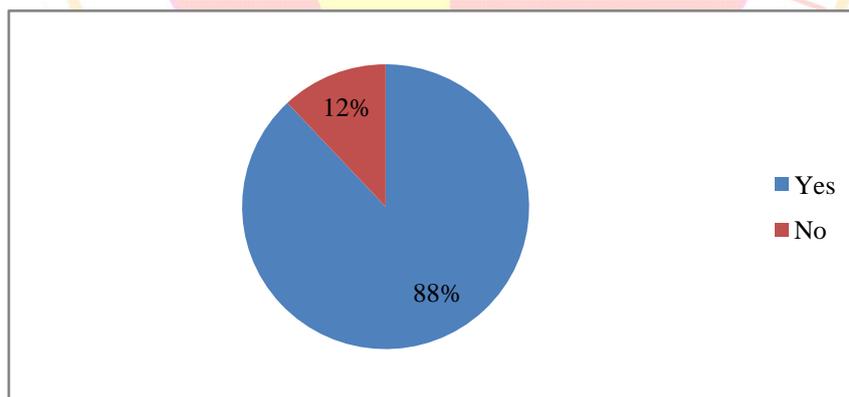
The above frequency table and pie chart shows the number of respondents having internet access. It can be easily analysed from sample of data of 200 respondents that 100% respondents from Delhi have access to internet.

**Q2. Do you have a credit/debit card?**

**Table.1.5. Credit/debit card access**

Do you have a credit/debit card?	Frequency	Percentage
Yes	176	88%
No	24	12%
<b>GRAND TOTAL</b>	<b>200</b>	<b>100%</b>

Source: Primary data



**Figure 1.5: Credit card/debit card access**

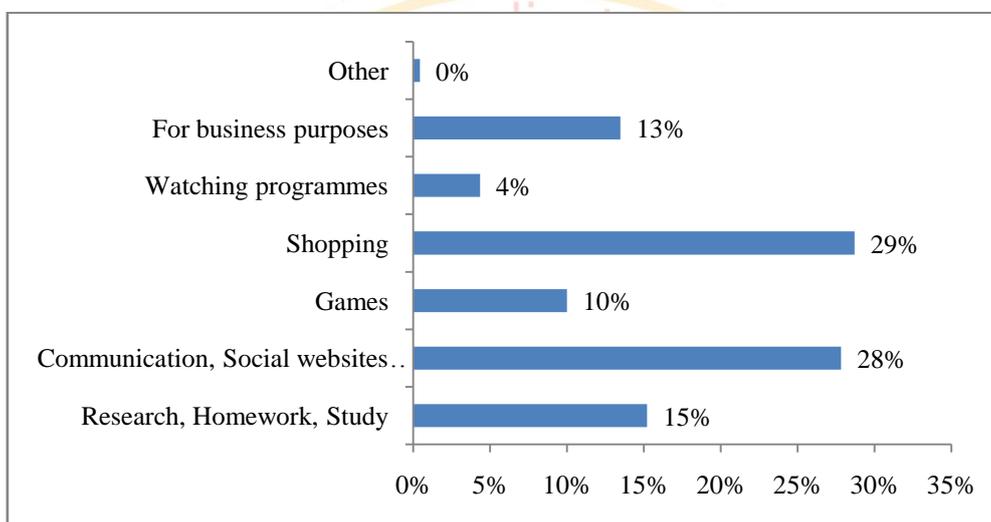
The above frequency table and bar chart shows frequency distribution for respondents having credit/debit card. It shows that 88% of the respondents have access to credit/debit card.

**Q4. For what purpose you use the internet more?**

**Table.1.7. Purpose of using internet**

Purpose of using internet	Frequency	Percentage
Research, Homework, Study	70	15%
Communication, Social websites	128	28%
Games	46	10%
Shopping	132	29%
Watching programmes	20	4%
For business purposes	62	13%
Other	2	0%
<b>GRAND TOTAL</b>	<b>460</b>	<b>100%</b>

Source: Primary data



**Figure 1.7: Purpose of using internet**

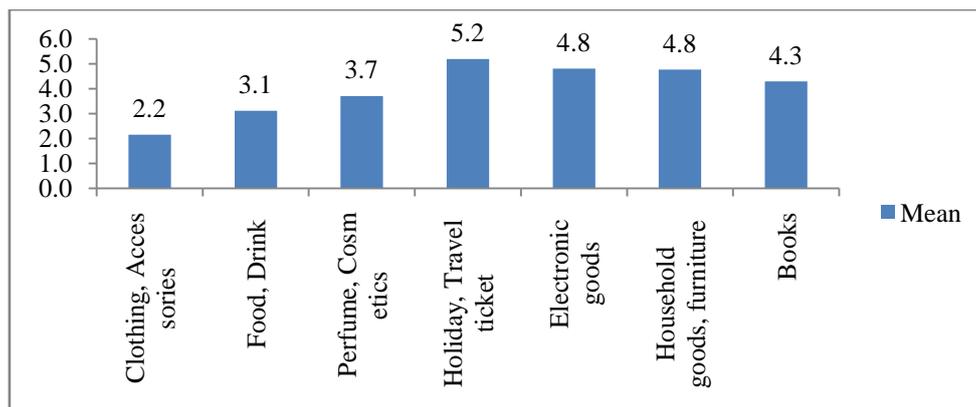
From the above frequency distribution and chart it is clear that highest number of respondents use internet for Shopping (29%) and Communication & Social websites (28%) purpose. 15% of the respondents use internet for research, study purpose.

**Q5. Which product groups you buy most online over the internet? (Rank in order of preference from 1 to 7)**

**Table.1.8. Product segmentation**

Product segmentation	Mean
Clothing, Accessories	2.2
Food, Drink	3.1
Perfume, Cosmetics	3.7
Holiday, Travel ticket	5.2
Electronic goods	4.8
Household goods, furniture	4.8
Books	4.3

Source: Primary data



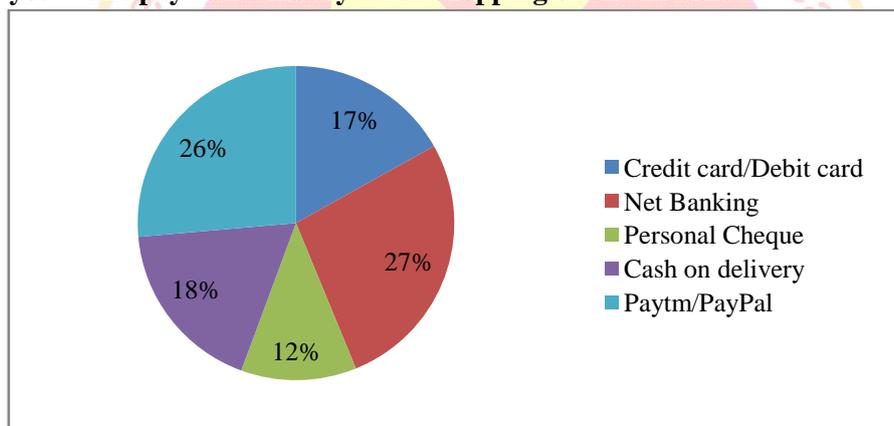
**Figure 1.8: Product segmentation**

In the above table and graph, the mean was calculated using the ranks which the respondents provided for each of the product category.

Clothing, accessories have the lowest mean of 2.2, therefore it is the most preferred choice which is shopped online. Food, drinks and perfume, cosmetics have mean of 3.1 and 3.7 respectively and are the next preferences of the respondents.

The analysis indicates that online shopping is very popular for clothing, accessories items followed by food, drink.

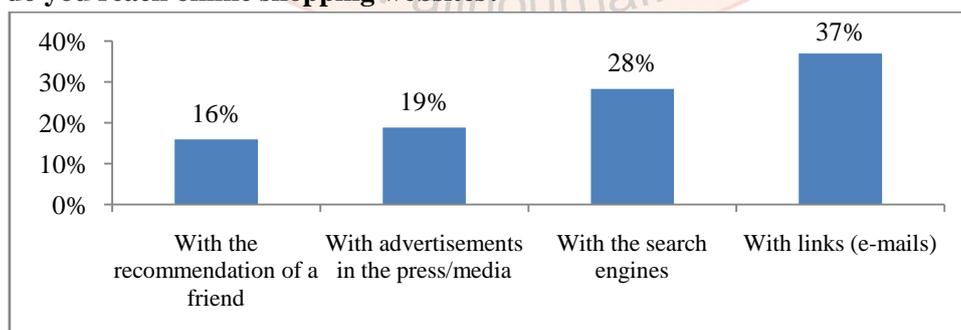
**Q6. How do you make payments mostly when shopping on the Internet?**



**Figure 1.8: Methods of payment**

From the above chart it is clear that, 27% of the respondents use Net banking as a mode of payment followed by Paytm/PayPal (26%). Net banking is found most popular and personal cheque method is found least popular for online shopping among consumers.

**Q8. How do you reach online shopping websites?**



**Figure 4.13: How do you reach online shopping websites?**

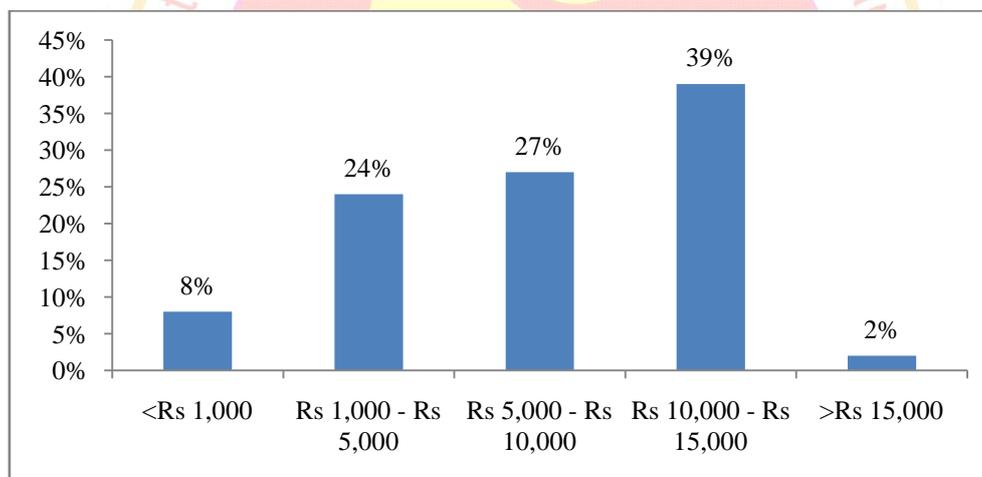
It has been analysed from the above figure 4.13 that 37% of the 200 respondents in Delhi region reach online shopping websites with links (e-mails). Another 28% use search engines to reach online shopping websites. Thus this result can help marketers to formulate marketing penetration strategies accordingly.

**Q9. What is the average amount that you spend per purchase while shopping online?**

**Table.4.11. Average amount that spend on per purchase while shopping online**

Average amount that you spend per purchase while shopping online?	Frequency	Percentage
<Rs 1,000	16	8%
Rs 1,000 - Rs 5,000	48	24%
Rs 5,000 - Rs 10,000	54	27%
Rs 10,000 - Rs 15,000	78	39%
>Rs 15,000	4	2%
<b>GRAND TOTAL</b>	<b>200</b>	<b>100%</b>

**Source: Primary data**



**Figure 4.14: Average amount that spend on per purchase while shopping online**

Income is one of the important and sensitive demographic variables.

From the above figure it is clear that out of 200 respondents from Delhi region of India, who had made online purchasing, 39% respondents spend Rs10,000-15,000 average amount per purchase. It is the highest frequency class Rs5,000-10,000 spend by 27% of the total respondents.

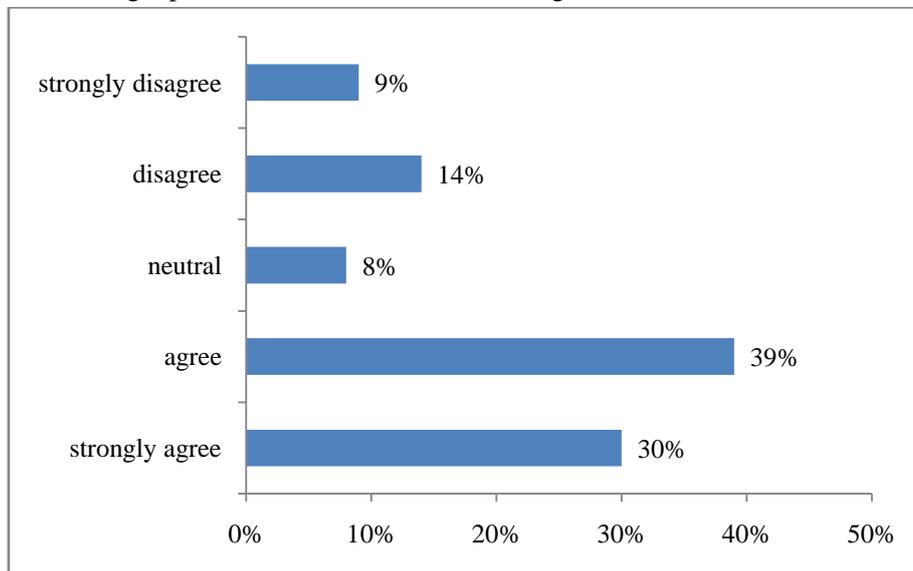
24% respondents spend Rs1,000-5,000, 2% and 8% respondents spend more than Rs15,000 and less than Rs1,000 respectively.

The mode is the value that appears most often in a set of data. The numerical value of the mode is the same as that of the mean and median in a normal distribution, and it may be very different in highly skewed distributions. From table 4.11, it is clear that the modal class is Rs 10,000 - Rs 15,000. It is the group with the highest frequency.

**Q10. Recall your earlier online buying/shopping experience and please indicate your degree of agreement with the following statements:**

**1 = strongly agree, 2 = agree, 3 = Neutral, 4 = Disagree, 5 = Strongly Disagree**

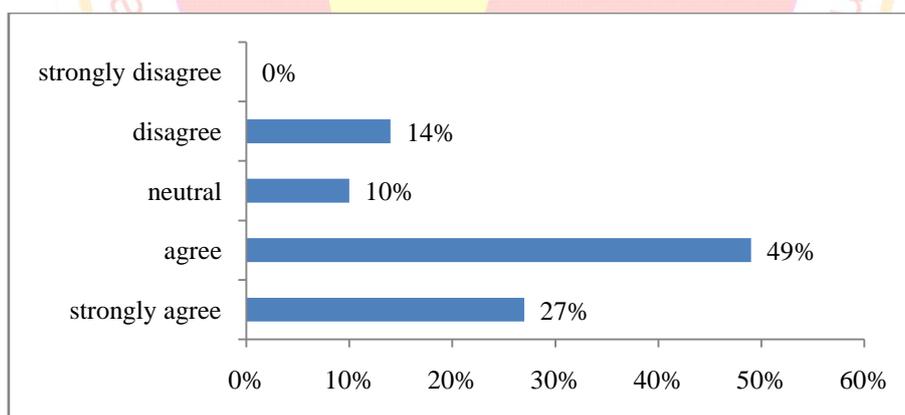
i. I prefer making a purchase from internet than using local malls or stores



**Figure 4.15**

After looking at the results of figure 4.15, 39% of the respondents agreed with the statement that they prefer making a purchase from internet than using local malls or stores and only 9% respondents strongly disagree with the statement.

ii. It is a risk for me not to see the product in real



**Figure 4.16**

Figure 4.16 shows that 27% of the respondents strongly agree and 49% of the respondents are agree with the statement that “It is a risk for me not to see the product in real”, 10% neutral, and 14% disagree with the statement.

iii. It is a risk for me to share my banking details while shopping online

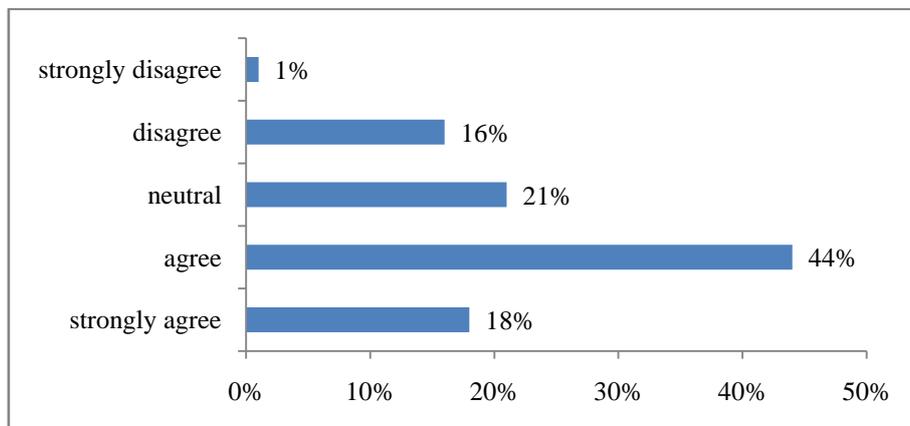


Figure 4.17

Figure 4.17 indicates that, 18% respondents strongly agree and 44% respondents agree, with the statement that “It is a risk for me to share my banking details while shopping online”. It shows that online shopping security is important aspect which negatively influences consumers to shop online. It is imperative for online companies to ensure customer that they will never use customers’ information to other purposes by clarifying customer privacy policy. This will at least ease consumer concern about their identify security.

Online stores may use integrated mechanism in order to build the trust in safeguarding consumer’s personal information and avoidance of misuse of their banking details.

iv. I have never received a defective product in online shopping

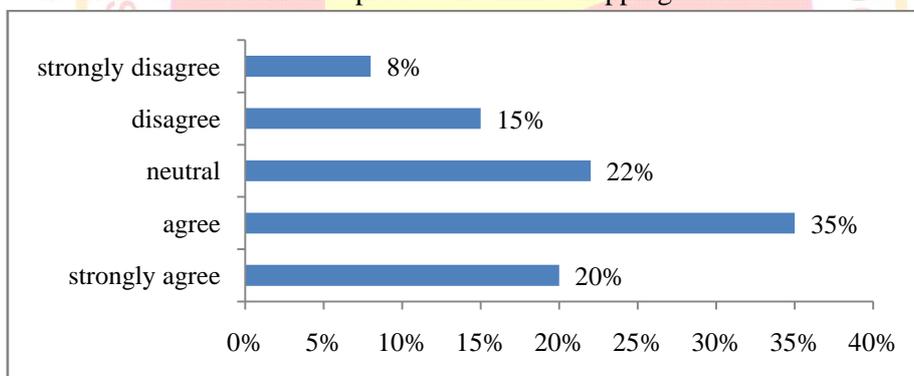
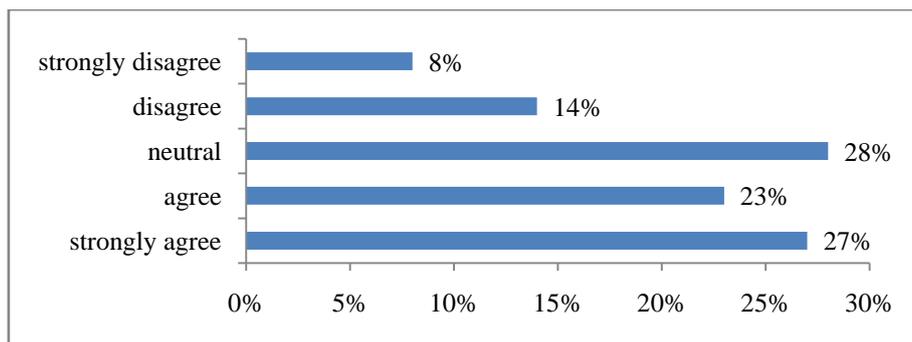


Figure 4.18

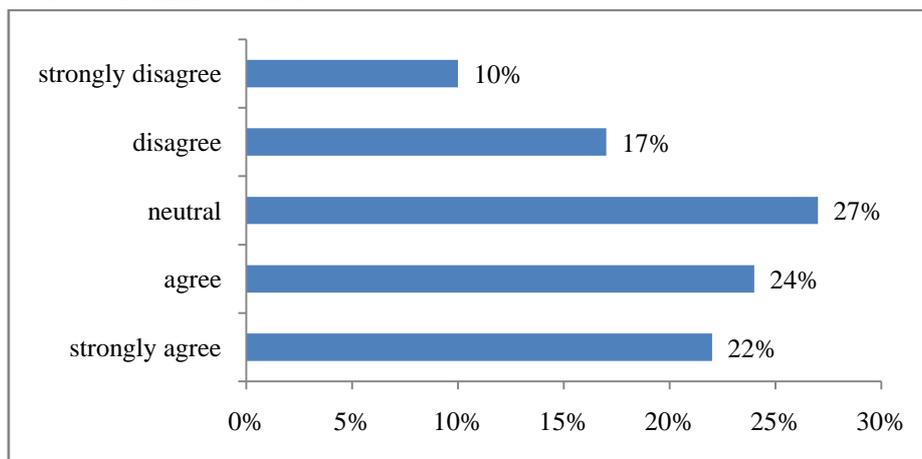
Figure 4.18 indicates 35% of the respondents agree that “I have never received a defective product in online shopping”, 20 % strongly agree with this statement.

i. Products can be returned easily to online retailers



**Figure 4.19**

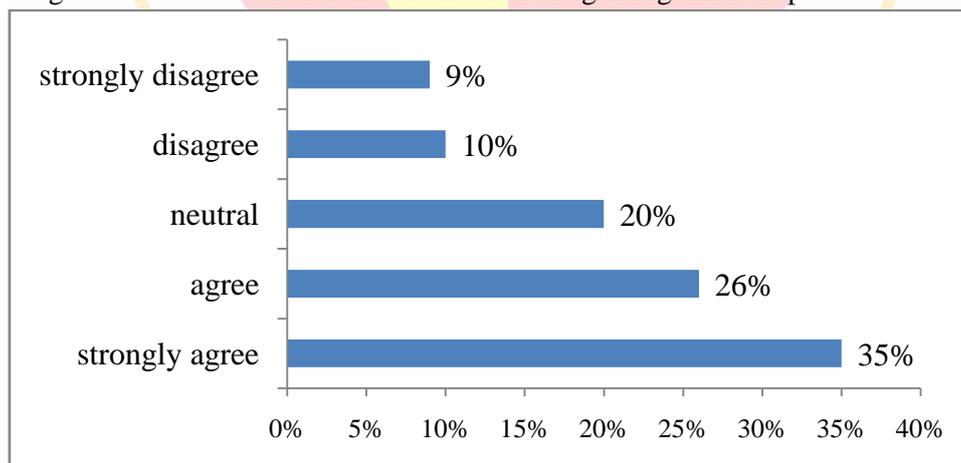
ii. I have trust on online retailers



**Figure 4.20**

Figure 4.20 indicates that 22% respondents strongly agree, 24% agree, 27% uncertain, 17% disagree and 10% respondents strongly disagree with the statement that “I have trust on online retailers” This shows that average respondents are uncertain that they feel safe and secure while shopping online.

iii. I can get the latest information from the Internet regarding different products/services

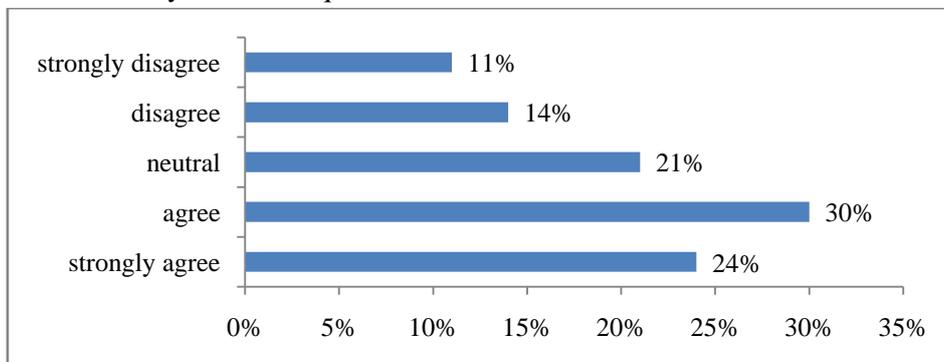


**Figure 4.21**

Out of total 200 respondents 35% strongly agree with the statement that “I can get the latest information from the Internet regarding different products/services” whereas 26% agree, 10% disagree and 9% strongly disagree as shown in figure 4.21above. This shows strong positive

agreement with the statement that latest information is available from the internet regarding different products/services.

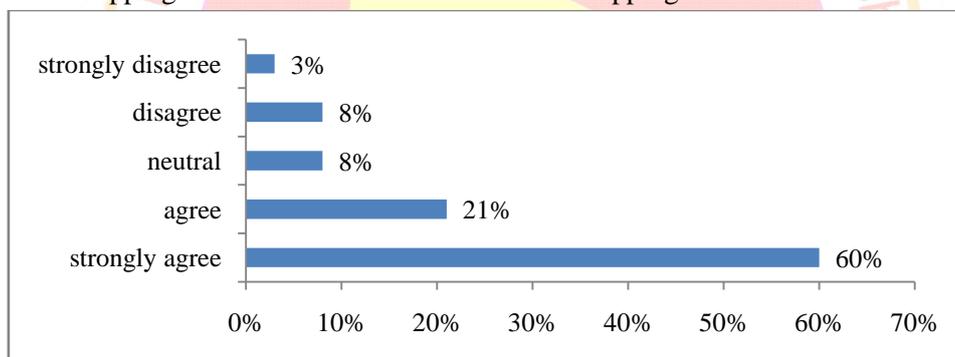
- iv. Online shopping provides me with the opportunity to get the products delivered on specific date and time anywhere as required.



**Figure 4.22**

The percentage scores from the figure 4.22, shows that 30% of the respondents agree with the statement that “Online shopping provides me with the opportunity to get the products delivered on specific date and time anywhere as required”, whereas 24% strongly agree, 21% uncertain, 14% disagree and 11% strongly disagree with above statement. Majority of the respondent’s falls in strongly agree and agree.

- v. Online shopping is more convenient than in-store shopping and saves time



**Figure 4.23**

If we look at the results of figure 2.3, 60% of the 200 respondents strongly agree with the statement “Online shopping is more convenient than in-store shopping and saves time”, and 21% agree with the statement.

It shows strong positive agreement with the statement as products can be bought and compared easily online.

The descriptive analysis depicted in table 4.13 clearly shows that the largest value is 120. Range is calculated as 114 which shows that there is greater variation between the opinions given by the respondents.

- vi. There is an option to have access to more products

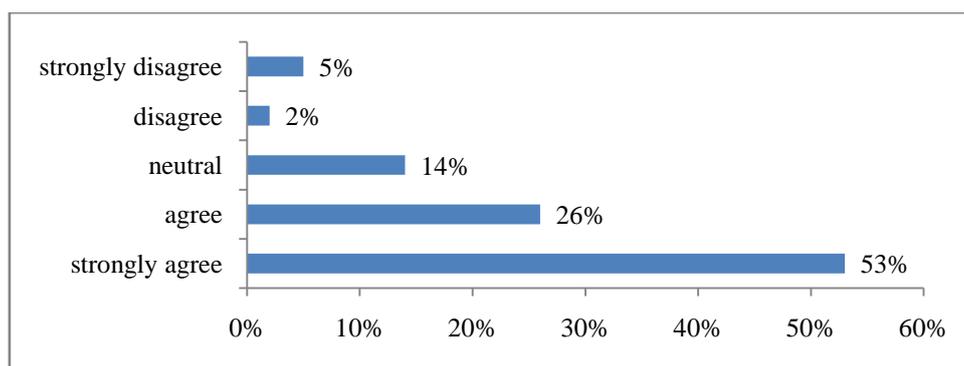


Figure 4.24

The percentage scores from the figure 4.24, depicts that 53% of the respondents strongly agree with the statement that “There is an option to have access to more products”, whereas 26% Agree, 14% uncertain, 2% disagree and 5% strongly disagree with above statement. Majority of the respondent’s falls in strongly agree and agree.

vii. Cash on Delivery is a better way to pay while shopping on the Internet

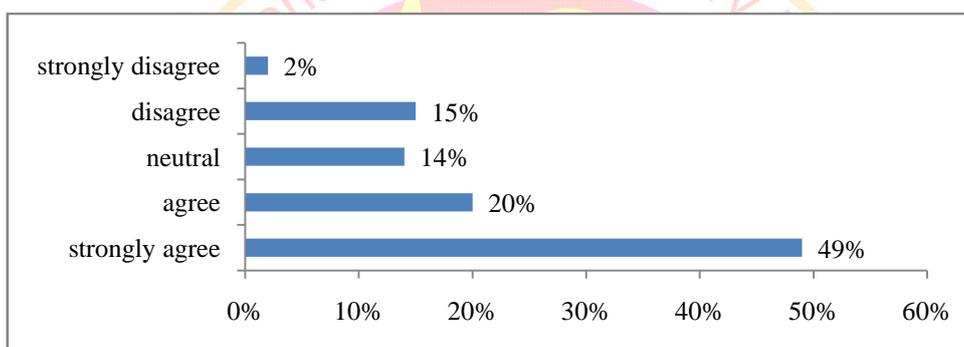


Figure 4.25

viii. Internet provides regular discounts and promotional offers to me

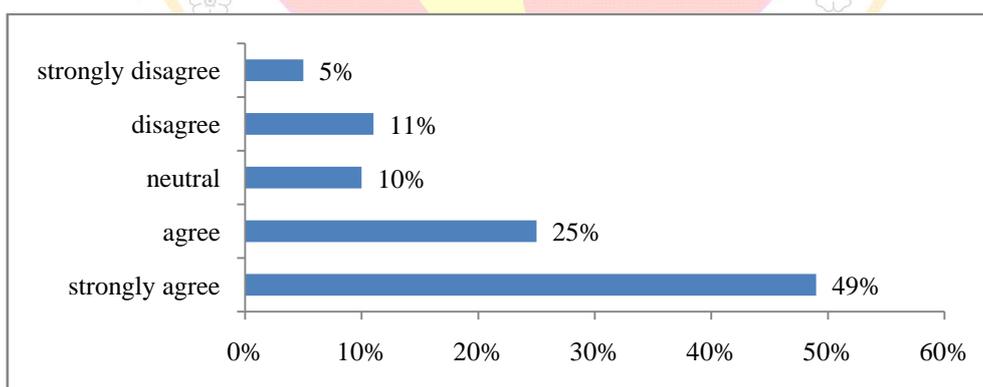
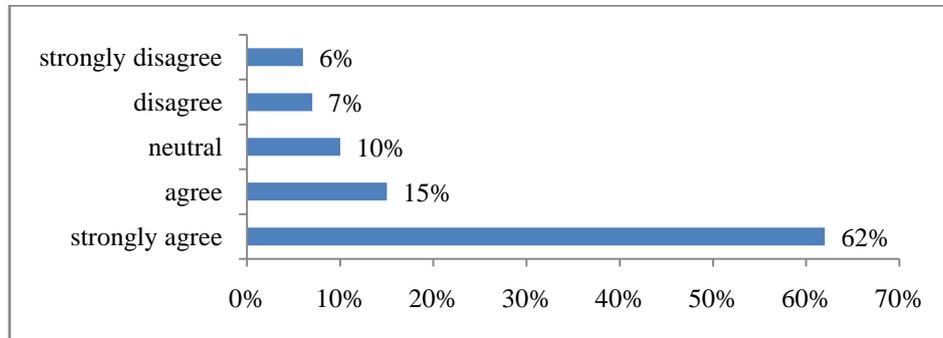


Figure 4.26

Figure 4.26 shows that 49% of the respondents strongly agree with the statement that “Internet provides regular discounts and promotional offers to me”, 25% agree, 10% uncertain, 11% disagree with the statement and only 5% strongly disagree. This shows strong positive agreement with the statement that internet provides regular discounts and promotional offers to the respondents.

The descriptive analysis depicted in table 4.13 depicts that the largest value is 98 and smallest value is 10. Range is calculated as 88.

ix. Product options can be compared more easily



**Figure 4.27**

The percentage scores from the Figure 4.27, shows that 62% of the respondents strongly agree with the statement that “Product options can be compared more easily”, whereas 15% Agree, 10% neutral, 7% disagree and 6% strongly disagree with above statement. Majority of the respondent’s falls in strongly agree and agree. This shows a strong positive agreement that online shoppers in Delhi region believe that it is easy to choose and make comparison with other products while shopping online.

**Table 4.12.Summary**

QUESTIONS	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I prefer making a purchase from internet than using local malls or stores	60	78	16	28	18
It is a risk for me not to see the product in real	54	98	20	28	0
It is a risk for me to share my banking details while shopping online	36	88	42	32	2
I have never received a defective product in online shopping	40	52	44	48	16
Products can be returned easily to online retailers	54	46	56	28	16
I have trust on online retailers	44	48	54	34	20
I can get the latest information from the Internet regarding different products/services	70	52	40	20	18
Online shopping provides me with the opportunity to get the products delivered on specific date and time anywhere as required	40	58	52	28	22
Online shopping is more convenient than in-store shopping and saves time	120	42	16	16	6
There is an option to have access to more products	106	52	28	4	10
Cash on Delivery is a better way to pay while shopping on the Internet	98	40	28	30	4

<b>Internet provides regular discounts and promotional offers to me</b>	98	50	20	22	10
<b>Product options can be compared more easily</b>	124	30	20	14	12

**Source: Primary data**

**Conclusion of The Study:**

- The growing use of Internet in India provides a developing prospect for online shopping. If e-marketers know the factors affecting online Indian behaviour and the relationship between these factors and the type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existent online customers. The online customer is more aware and more sensitive and, therefore, much more difficult to retain.
- The Indian scenario is quite different from that of the West. It has become difficult to identify the consumer behaviour in the globalized era. The internet customer is very hard to predict and is different from the normal customer. The consumer behaviour in Internet retailing is influenced by a variety of factors.
- The Internet is bringing about a fundamental transformation in consumer behaviour. The process of unbundling the information and the physical product has started to gain momentum. Even for firms not selling online, a Web site is increasingly becoming the gateway to their products and services. Hence Web sites have to be carefully designed to make it very appealing.
- The online consumer market place is growing at an exponential rate. At the same time, technology has enhanced the capacity of online companies to collect, store, maintains, transfer and analyze vast amount of data from and about the consumer who visit their web sites. This increase in the collection and use of data has raised public awareness and consumer concern about online privacy.
- The Internet has become so vital for our everyday life where it has evolved from a theoretical concept to the reality it is today. There are so many activities on the Internet that not even your imagination can set the boundaries for what is possible. No matter what it is used for, it will be around for a long time and also an elementary part of our society. The increased competition in the online environment has made the acquiring and retaining of customers more complex than ever before. The key here is to be able to understand the consumer behaviour online in order to find success.
- E-commerce provides consumers more choices, more information and more ways to buy. Moreover, e-commerce will remain as a medium to sell products, services and content over the internet (Korper and Ellis, 2001; 1). As a result individuals can buy or sell anything, 'at any time, from anywhere through online shopping' (Ko, et al., 2004; 20). According to the latest data, more than two billion people use the internet worldwide which equals to 30 percent of the world's population. Furthermore, individuals spend 5 percent of their total time on the internet with online shopping activity. (We are social, 2012).
- Internet makes life simple and innovative. People are doing business online and trade has become more easy and fast. Internet provides new ways to promote business. Website becomes the essential part of online business as to show their services and products. Internet gathers all competitors and consumers in one place. It brings new lane to promote, advertise products and services in market.

- Online consumers are always seeking new products, new attractiveness and the most important thing being price compatibility with their budget. The internet is the best way to save time and money through purchasing online within their range of budget anywhere and anytime. Online consumers don't have limits to online shopping. They also use internet for comparison of prices of goods and services, news, visit social networks and search information and so on.

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