



AN EVALUATIVE ANALYSIS ON CONSUMER'S BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING IN HARYANA

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Abstract

In today's technological world, the Internet has become a crucial aspect that brings people together for communication and helps create a better business environment. It is one of the remarkable technologies that provide a global communication and connectivity system. Nowadays online shopping is having 3/4 of organized store shopping. The primary objective of the study is to testing consumer's behaviour regarding online shopping in the landscape of Haryana region. The research aims to unravel the impact of cultural influences, technological trends, marketing strategies, socio-economic factors, and ambiance on the decision-making processes of shoppers. Employing a combination of quantitative surveys and qualitative methodologies, the study seeks to capture the richness and diversity of consumer experiences. By analyzing a representative sample of participants across various demographics and geographic regions within Haryana, the research aims to uncover nuanced patterns and insights that contribute to a holistic understanding of consumer behavior. The findings of this study hold the potential to provide actionable insights for businesses, policymakers, and marketers, enabling them to tailor strategies, enhance customer satisfaction, and thrive in the dynamic and competitive realm of shopping malls in Haryana. The research contributes to the existing body of knowledge in consumer behavior studies, offering valuable implications for both academia and the practical landscape of online shopping in Haryana.

Key Words: Consumer Behavior; Online shopping; Consumers attitude.

Introduction:

Consumer behaviour is shaped by a variety of components. Management should examine consumer's buying habits to identify emerging trends. Often, brands can only influence consumer behaviour through elements they have control over. Therefore, it's crucial to understand what factors lead consumers to accept a particular brand. In this space, most sellers in the marketing field have a positive attitude towards online business. This allows them to reduce unnecessary expenses and cut down on costs related to setting up a physical store. Although consumers continue to purchase from a physical store, consumers feel very convenient to shop online since it frees the customer from personally visiting the store. Internet shopping has its own advantages and it reduces the effort of travelling to a physical store. Decisions can be made from home at ease, looking at various choices and prices also can be compared easily. In online shopping, customers buy products and services through the Internet and make payments and pay charges through electronic banking systems. This process is known as business to consumer (B2C) and is supported by online shopping. Most customers prefer online shopping because it saves a lot of time and allows them to complete all their shopping activities using their cell phones, laptops, or computers. In fact, they find online shopping to be hassle-free. They can get all the product information and make their own purchase decisions without being pressured by sales staff. They use various electronic devices like desktop computers, laptops, tablets, and smartphones to communicate with their online sellers globally. They find it convenient to interact with marketers, but they often cannot get support for specific products they intend to buy.

At the same time, customers have their own feelings and opinions about online shopping. There are many factors that influence their attitude towards it. Technology, convenience, and comfort are the main factors that affect customers' decisions to make online purchases. Therefore, this research focuses on identifying the factors that influence customers' attitudes towards online shopping. The study aims to explore both the positive and negative attitudes that contribute to the success of online purchases.

Review of Literature: A good number of literatures are reviewed for this study. Some of them are following.

- **Chopra and Kashyap (2021)** performed a study on to compare the two organized and unorganized retail locations to analyse buying patterns for convenience goods. Analysis of customer choices for goods in



organized and unorganized retail outlets was the main goal of this paper's research. Data for the current study was gathered from both first-hand sources of data and secondary sources of information, including papers, books, periodicals, trade publications, management reports, the website, and others. The research was conducted to determine the choices of convenience items in organized and unorganized retail stores by research method as well as through first-hand information gathering. The questionnaire for actual information was created in Google Form and was completed by 89 respondents. The above-mentioned data analysis clearly indicates that consumers normally prefer to purchase convenient products from unorganized retail outlets, however this does not mean that they should just sit around since they must be important to remember that organized retail stores had also developed to such a large extent that they would be slowly removing unorganized retail outlets as the preferred shopping places. Additionally, the thought of online buying had recently come into existence, that was creating a significant challenge for unorganized retail stores. The research will be focused on a few strategies for raising customer experience at both organized and unorganized retail stores.

- **Anupam Sharma and Deepika Jhamb (2020)** in their study entitled, "Changing Consumer Behaviours towards Online Shopping – An impact of COVID-19" paid concentration to various issues and viewpoint related to online marketing because of the COVID-19 pandemic. There are still many things that are uncertain, and it's hard to predict how sales in the coming months will affect people and businesses around the world. This study looks at the impact of the epidemic on a wide range of everyday items, from toilet paper rolls to baby supplies, pet food, and much more. The results show that online marketing and shopping are likely to return to normal, but the losses and slowdown caused by the pandemic are significant and cannot be ignored.
- **Komal B. Sharma (2020)** conducted a study titled "A Study of Consumer Attitude towards Online Shopping in India and its impact." The study examines consumer attitudes towards online shopping and its effects, focusing on the factors that influence these attitudes and the barriers that consumers face when shopping online. The findings show that in terms of demographic information, the profession of the consumer does not play a major role in their decision-making. It was also found that older people are not very interested in online shopping. However, among younger people, especially undergraduate and postgraduate students, there is a greater interest in online shopping. The research highlights several factors that influence consumers' attitudes towards online shopping, such as easy access, timely delivery, secure payment methods, a wide variety of products, effective grievance handling, and simple return and exchange processes. The study also identified certain factors that act as barriers to online shopping, such as concerns about sharing credit card details, fear of receiving low-quality or incorrect products, lack of awareness about return and exchange policies, misleading product reviews, and products not meeting expectations.
- **Tan Shi Wen et al (2020)** looked at a study called "Consumers Intention towards Online Shopping in Malaysia" to figure out what makes consumers want to shop online in Malaysia. The study found that consumers attitudes and how they see their own actions play a big role in their willingness to buy online. Privacy is still a worry, and better privacy features in online transactions can help make people feel more comfortable about shopping online.
- **Praveen and Jyoti Singla (2019)** did research on "An Insight into the Factors Affecting Consumer's Perception towards Online Shopping." Their study tried to understand what influences how people see online shopping. The idea of buying things without leaving home is appealing. Online shopping also offers great deals and is very convenient. Using the internet to search for prices and compare options helps people make smarter buying decisions. This study looked at what affects how customers feel about online shopping and how their feelings and views have changed from traditional shopping.

Objective of the Study

Following research objective was frame out for this topic

- To analyze the consumer behavior towards shopping malls in Haryana



Research Methodology

The research method for this study includes gathering primary data from a sample of 80 people by using statistical methods like frequency analysis. The main goal is to understand how consumers in Haryana behave when shopping online. Frequency analysis helps find common trends and patterns in the data. This approach allows the study to fully explore consumer behavior and provides a comprehensive understanding of consumer behaviour towards online shopping in Haryana.

Data Analysis and Findings

Data analysis is the process of looking at and understanding data that has been gathered to find out patterns, trends, and important information. Using statistical methods and software tools, it helps in making sense of the data, making informed decisions, and achieving the goals of a research project.

Table: Frequency Analysis of Demographic Variable

Demographic Variables		Frequency	Percentage
Gender	Male	55	68.8
	Female	25	31.2
	Total	80	100
Age	Under 21	13	16.3
	21-30	36	45
	31-40	13	16.3
	41-50	12	15
	Above 50	6	7.4
	Total	80	100
Educational Qualification	12 th	11	13.8
	Graduation	17	21.2
	Post-Graduation	36	45
	Others	16	20
	Total	80	100

The Frequency Analysis of Demographic Variables provides a snapshot of the diverse characteristics of the sample population in the study. The gender distribution reveals a slightly higher representation of males, constituting 68.8% of the total respondents, while females make up the remaining 31.2%. This gender distribution reflects an unbalanced representation, showing that male customers are more oriented towards online shopping than female customers in Haryana.

Examining the age distribution unveils that a significant portion of participants falls within the 21-30 age category, making up 45% of the overall sample. Following this, the 31-40 age group and under 21 age group trails behind, representing 16.3%, underscoring a noteworthy presence of young adults within the study. The age categories of above 50 give a 7.4% providing a comprehensive overview of the varying age groups participating in the analysis.

Educational qualifications of the respondents exhibit diversity, with the highest frequency observed in the "Post-Graduation" category, representing 45% of the sample. The "others" and "graduation" categories follow closely with frequencies of 20% and 21.2%, respectively. The "12th" category, encompassing different educational qualifications, contributes 13.8% to the total, reflecting a varied educational background within the respondent pool.

In nutshell, this frequency analysis gives a brief overview of the participants' demographics, setting the stage for a deeper look at how different genders, age groups, and education levels influence consumer behavior towards online shopping in Haryana. The varied group of participants helps create a balanced analysis that takes into account the views of a wide range of people in the target population.

Table: Frequency Analysis of Consumer Behavior towards Online Shopping in Haryana



Statements	SD	D	N	A	SA
I Usually preferred online shopping for various purchases.	2	5	23	42	8
The availability of a wide range of products in our hands attracts me to Purchase Online.	3	7	33	32	5
My frequency of online purchasing depends on the need for specific items.	2	6	27	38	7
I am more likely to buy online when there are ongoing discounts, sales, or promotional events.	5	10	20	35	10
I tend to explore and buy multiple categories including fashion, electronics, and household items.	8	22	17	20	13
On some special occasions Gifts to family or friends (birthdays and marriage) often influences my decision to purchase.	9	9	19	37	6
I prefer to buy branded products only.	2	6	23	42	7
I prefer to buy unbranded products only.	4	6	28	37	5
I value the delivery and refund process provided by online shoppers, and it can influence my purchase decisions.	6	7	25	37	5
Improvements in customer service and engagement are aspects that could enhance my overall online buying experience.	4	9	30	22	15

The Frequency Analysis of Consumer Behavior towards Online Shopping in Haryana presents a comprehensive view of respondents' behaviour, showcasing a spectrum of opinions on various aspects related to shopping experiences.

Examining the statements, it's evident that a substantial proportion of participants (42 respondents out of 80) express agreement (A - Agree) with the idea that their shopping preferences in Haryana are influenced by branded products in the shopping list while shop online. Similarly, a majority (33 respondents out of 80) go with (N- Neutral) reaction towards online shopping in the wide range of products.

While the point of view regarding strongly disagree and disagree there is a less number of customers. As like this strongly agree section was also lightly touched by the respondents with the majority of (15 respondents) about the "Improvements in customers services and engagement are aspects that could enhance my overall online buying experience."

The findings underline the intricate interplay of all the major factors like range of products, brands availability on the sites, delivery and refund process etc. in shaping consumer behavior within online shopping in Haryana. This nuanced understanding is crucial for businesses and policymakers aiming to tailor their strategies to meet the diverse preferences and influences identified in this Frequency Analysis.

Conclusion:

In conclusion, "An Evaluative analysis on Consumer's Buying Behaviour towards Online Shopping in Haryana" has successfully achieved its primary objective of delving into the intricate dynamics that govern consumer behavior within the online shopping in the region of Haryana. The comprehensive analysis undertaken has unearthed multifaceted insights, providing a nuanced understanding of the factors influencing purchasing decisions and preferences among Haryana's diverse consumer base. The study revealed that male respondents are more oriented towards online shopping, while the young generation between the age of 21-30 are paying a bit more attention towards shop online. Additionally, the ambiance of online shopping emerged as a crucial determinant of overall satisfaction, emphasizing the importance of creating a positive and inviting environment to enhance the consumer



experience. Technological trends were identified as influential factors, with online behaviors shaping product preferences and purchase decisions, underscoring the evolving role of technology in shaping the online behaviour.

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