

# Examining the Consumer Purchasing Preferences for Online Shopping

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**Abstract** - The utilization of the Internet has expanded lately surprisingly. Organizations utilize the World Wide Web (WWW) to assemble, scatter and interchange data with real furthermore, potential customers, and after that Internet Technology appears to be served and connected as a key instrument and influences strategies also, practices of a firm. The web affects every aspect of the business. E-business is never again a possibility for companies in this century - it is a requirement. The internet was utilized at the advent of the web time period in the late 1960s. In this article, we explain the online shopping market habits.

**Index Terms** - Online shopping, Consumer Purchasing Preferences, Internet, etc.

## I.INTRODUCTION


Many advertisers are adamant that amid the Internet bubble that has exploded a few years ago, what is to come remains brilliant for web-based business. The 20th century was influenced by the Industrial Revolution and turned into the car and television era. With the introduction of the Internet, there came various movements to the way an association may finish a particular promoting technique. The Internet is a dynamic system, with the two organizations and purchasers adjusting to the quick pace at which it moves. For organizations, this infers rivalry has turned out to be worldwide. Target demographics are never again geologically restricted, growing crosswise over nations and continents. These expansions, however, imply that companies need to adjust distinctive kinds of methodologies from what they are used to with disconnected promoting. The 21st century was transformed and translated into a period of globalization by the Industrial Revolution. The web affects every aspect of the business. E-business is never again a possibility for companies of this century

- it is a necessity. The internet was used in the early 1960s, at the start of the web time period.

Web based promoting is not any more a decision; it is a need. Regardless, that is not all horrible news. Organizing your Internet promoting procedure does not should be a troublesome task, particularly if the opposition does not totally appreciate that the standards of Internet showcasing are not the rules of regular advertising. This computerized book will demonstrate to you the fundamentals of best practices to make your Internet advertising system to most outrageous effect, from site working to web analytics. Regardless, we should look at some preparatory perspectives to Internet advertising and also what decisively promoting might be.

### 1.1 THE INTERNET AS MARKETING MEDIUM

One of the at first, and possibly most basic perspectives to consider is that the Internet is a totally remarkable medium. The Internet is not the place you fundamentally put print reports onto a site page for others to see. It is a blend of standard media and takes particular sorts of those media. Utilizing the web's unprecedented instruments is basic to perception and making a web based promoting procedure that works. The web offers one of kind open entryways for the insightful Internet advertiser, and those should be manhandled to outfit the client and potential prospects with wealthier encounters. All through this paper, the term Internet marketing, will be used as a piece of a broad sense. "There will be attempted to impact the scrutinize to appreciate the closer definition by using other more correct terms, where material. In any case, all things considered web marketing can be endeavoring to progress the two arrangements and correspondence, e.g., Contact purposes of intrigue, Product bargains, support possible results, after deals alternatives et cetera.



The Internet is not a location where you simply place print documents onto a web page for others to view. It is a conglomerate of traditional media and takes different forms of those media.

## 1.2 ONLINE MARKETING

There are two titles for the Site presentation, Internet advertisement and online marketing, both are absolutely the same in the center. Online Marketing is open to the clients via the creation of the website of the sponsors, using pay per click, flag ads, Pop-ups, organized e-mail records and different advertising strategies.

Different web-based showing mechanical assemblies and software with the new methods meet every day. The factor which they offer is never the same, since some of them are incredibly important, while the others are seen once in a while. Despite the steady development of the online marketing group, due to its strong feasibility and constant efficiency, certain previous devices and strategies remain recognized and demanded today. Most definite details on web-based exhibits can be included in the following pages. It is widely accepted that internet marketing helps all web organizers, starting with bloggers and consumers, and retailers and marketers. Nevertheless, some benefits acting with the promoter and the purchaser are definitely not carried on consistently.

On show, the internet ads and the marketing itself is encouraged in the lives of people like never before. Prior to this, about ten years earlier, the promoters might garner a solid population consideration, although today much of the time they are not viewed by overburdened minds. All the necessary data essentially saturates human information, stores it and later shows up when choosing or having something. New traps and selling strategies were developed in line with the end objective of driving consumers' buying. Marketing managers use any spectrum of human appreciation and feelings and make a greater effect on

future consumers that have already recognized each possible thought of the current marketing. It acquires a great deal of difficulties imaginative move, generating thinking, selling, advancing and of course gives a room for opposition amongst marketers and marketing agencies. New knowledge on consumer discernments and premium helps marketing operators to render more useful and fascinating promotional content and offers a charming high-grip wand. Understanding the excitement of the consumer," considering and feeling the same thing or as you remember, the desire to stay up in its position still has a good result.

## 1.3 NEW MARKETING THEORY

The online marketing should be established on the purchaser's abilities to pick and pick in the connection with the various Brands over the Internet. "The climb of the model relied upon publicizing supported wage models or the suppositions about shoppers. The issue, we know now, were not the Internet, yet rather in the systems for progress, organization and in the preposterous desires for their thriving based from the lesson of the air stash burst. Post-disintegrated, as customers and organizations kept moving online, more practical plans of activity created and started substantiating themselves, for instance, look promoting (now 40 percent of online publicizing spending) and electronic business."

At some point or another came a change in concentrating on publicizing, perceiving how sites develop and keep social occasions of individuals, and securing further bits of learning into online shoppers and their media, and obtaining plans. Added to that, new developments and broadband appropriation engaged sponsors to influence enormous imaginative hops and make to purpose of intrigue campaigns. These bounces are presumably going to proceed as marketing and publicizing are dynamically occupied with individuals for whom the web, eBay, Amazon, Google, and YouTube were constantly there, furthermore, which accepted some part in forming their worldviews, likewise as TV, film, radio, and print enhanced the circumstance past ages. In perspective of these trials the sponsors are moving towards the three new models of publicizing:

- On Demand show, relies upon customers' abilities to pick and pick their substance and associations with brands.

- The commitment demonstrates, where visitors are occupied with the item or organization.
- Publicizing as organization to customers, where the straightforwardness of a site progress toward becoming favorable position. We will now run inside and out with these new contemplations on these models.

#### 1.4 MARKETING STRATEGY

Marketing policy is the marketing justification for the marketing goals of the specialization unit. "It is an attempt by a firm (or any organization) to distinguish itself emphatically from its rivals, allowing use of its relative corporeal qualities to help satisfy consumer expectations in a certain environmental setting. The company understands the overall demand to be represented and bundles it in smaller pieces. It chooses the most inspiring portions and spotlights to be consumed. It draws up a marketing mix that uses managed systems: object, meaning, position and promotion. It also engages in marketing analysis, organisation, use and monitor in order to identify the right marketing blend to step on. These drills are used to enable the enterprise to track and respond to the marketing situation, within a particular scenario, the marketing approach ultimately relies on the engagement of three forces known as the critical three Cs, the buyer, the opponent, and the firm. He noticed that the three main Cs are complex, live animals with clear targets to search for and shape the marketing campaign triangle together. If what the customer wants may not coordinate the needs of the business, the ultimate viability of the last offer could be in doubt. For a lasting better than average partnership, positive alignment of the desires and destinations of the consumer and business is needed. But such teamwork is relative, and the company would be off balance after some time if the opposition should deliver a superior match. At the end of the day the coordination of necessities between consumer and business must not only be certain; they have to be preferred or focused further on the match between customer and opponent. At the stage where the way the business interacts with the consumer is distinct from the opposition, the customer cannot differentiate it." The outcome may be a value battle that will meet the demands of the consumer and not yet the business.

Furthermore, in light of the interaction of the key three Cs, formation of marketing strategy requires the accompanying three choices:

1. Where to contend; that is, it requires a meaning of the market (for instance, contending over an entire market or in one or more sections).
2. The most effective method to contend; that is, it requires a method for contending (for instance, acquainting another item with address a client's issue or building up another situation for a current item).
3. At the point when to contend; that is, it requires timing of market section (for instance, being first in the market or holding up until the point that the moment that essential request is built up).

Along these lines, marketing strategy is the formation of an interesting and important position, including a substitute arrangement of exercises. Therefore, improvement of marketing strategy requires picking exercises that are exceptional in connection to rivals.

## II. REVIEW OF LITERATURE

Chaffey (2012) who depicted the achievement of the virtual association bound to the convincing utilization of internet to build business appear and for suitable advancement of the items on the correspondence channels. Vision of Amazon is to twist up "Earth's most noteworthy assurance and to be Earth's most client driven organization" which is centered around client centricity. The Amazon individuals have made effective utilization of internet to accomplish this vision of the creators and have clarified the manner by which they accomplish these two focuses by expressing that "We work to acquire rehash buys by giving simple to-use usefulness, quick and dependable fulfillment, lucky client service, highlight rich substance, and a confided in exchange condition". Mamdouh T. AL Ziadat, Malek M. AL-Majali, Ayed M. Al Muala and Khaldoon H. Khawaldeh(2013)tried by utilizing a technology identification model to select the achievement factors to boost the attitude of consumers in relation to online business in Jordan (TAM). The test model contains four autonomous elements, especially apparent lodging, ease of usage, care and belief, and a subordinate variable explicitly for customers to online market. This measure may often be correlated with a monumental case in different fields.

Kuester, Sabine (2012) Market behavior, as research of persons, associations, mechanisms and organizations used to protect the collection and organization of experience, goods, resources, interactions or ideas for the satisfaction of customers and community, “is included in his study. It balances sociological, psychological, management and economics elements. It seeks to grasp market decision-making mechanisms, both exclusively and in groups. In order to consider the preferences of clients, it stresses specific users and their properties such as profiles and behavioral variables. It also aims to determine the impact of families, colleagues, groups, and culture in general on the customer.

Arjun Mittal (2013), He spoke in his inquiry regarding the reality of consumer buying. The study's key result indicates that Internet user trust and chance affects their decisions somewhat. Customer confidence, privacy issues and concerns regarding security are the principal factors for using the network for shopping, confidence on the websites to the customer's preference. The founder indicated how web-focused businesses generate marketing campaigns based on analysis evidence and outcomes.

Taweerat Jiradilok, Settapong Malisuwan, Navneet Madan, and Jesada Sivarak (2014) They explored the value and rewards of Thailand's e-commerce in their investigation. The findings of this review would incorporate the opinion of analysts on certification criteria that influence experiences and online natural purchasers online. The whole study used a quantitative approach to test the framework of measured market loyalty, prompting every online user, seasoned online buyer and fresh online buyers to shop online. Interestingly, the findings suggest that, considering the fact that respondents were extraordinarily pleased with these metrics, the selection, website system efficiency and substantial quality do not influence the purchasing target of their customers' preference.

Hoque, Ali, & Mahfuz, (2015) Two aspects have traditionally determined customer preferences towards online shopping: one is confidence, and one is viewed as profit. Consequently, the essential assumptions of customer behavior about shopping online appear to be confidence and expected advantages. In addition, online shopping satisfaction may be highly expected across information content, goods attribute, web design, the capacity for sales, payment,

security/privacy, distribution, understanding, the meaning of the user and customer care.

### III. OBJECTIVE OF THE STUDY

The main Objective of the Research study is to analyze the preference of Customers towards Online shopping.

### IV. RESEARCH METHODOLOGY

The Research is descriptive in nature. The data collected for the Research study uses both, Primary and secondary data. The primary data was collected through Online survey, and secondary data was collected through online sources, journals, Research Papers, Magazines and Newspapers, etc. The sample taken for Research study are 30 respondents.

### V. ANALYSIS AND INTERPRETATIONS

#### 5.1 DEMOGRAPHICS OF THE STUDY

Gender of The Respondents	
Male	18
Female	12
Age of the Respondents	
Below 18	10 %
18 to 25	33%
26 to 33	37%
34 to 41	20%
Profession of the Respondents	
Govt. Employees	33%
Professional	10%
Self-Employed	13%
Students	17%
Others	27%

#### 5.2 PREFERENCE FOR ONLINE SHOPPING

Table 1: Online Purchasing Frequency of the Respondents

Particulars	Percentage
Once a Month	27%
Once in six months	33%
Once a year	40%
Total	100%

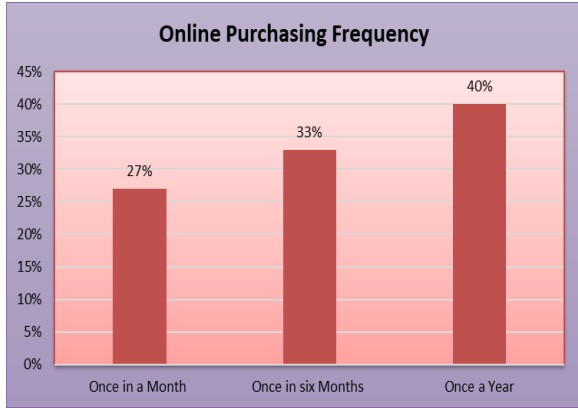


Figure 1: Online Purchasing Frequency of the Respondents

The above table indicates that the items are not purchased regularly, i.e., 27%, once a year by an online user, which is 40% of the respondent.

Table 2: Online Purchasing Reasons of the Respondents

Particulars	Percentage
Price	40%
Brand Conscious	17%
Trust	10%
Timesaving and Convenience	33%
Total	100%



Figure 2: Online Purchasing Reasons of the Respondents

The diagram above indicates that online shopping is preferred mostly for respondents, as the price uses online shopping at 40% and 33% mostly because of convenience and the reduction in time. Quick delivery and trust in online shopping is very poor.

Table 3: Online Purchasing Payment Method of the Respondents

Particulars	Percentage
Debit Card or Credit Card	60%
Bank Transfers	10%
Personal Cheque	10%
UPI Apps	10%
Total	100%

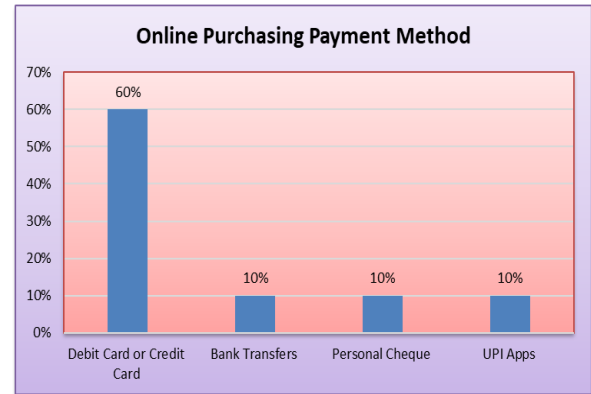


Figure 3: Online Purchasing Payment Method of the Respondents

This diagram indicates that most citizens use credit card and debit cards to fund 60% of their purchase by credit/debit card and 10% by money transfer and 17% by papal and 10% by personal checks.

Table 4: Online Purchasing Motivating Factors of the Respondents

Particulars	Percentage
Easy Payment Options	46%
Transparent Payment Details	17%
Time Issues	30%
Product's Wide Range	17%
Total	100%

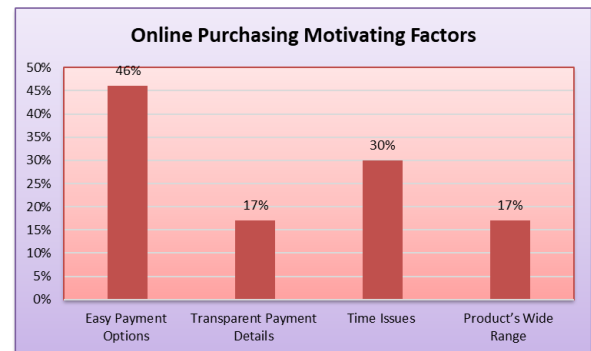


Figure 4: Online Purchasing Motivating Factors of the Respondents

This graph tells us what motivates people to buy the Internet, since we find that quick payment is the core encouraging people to purchase online goods. Simple payment and travel avoidance are essential factors for online shopping.

Table 5: Online Purchasing Satisfaction of the Respondents

Particulars	Percentage
Yes	50%
No	13%
Not Sure	37%
Total	100%



Figure 5: Online Purchasing Satisfaction of the Respondents

Regarding the total satisfaction of making an on-line order, 50% of the respondents are fully pleased, 37% are not so confident and, eventually, 13% are dissatisfied.

Table 6: Comparison between Online and Offline Shopping according to Respondents

Particulars	Percentage
Online is Great	77%
I prefer Offline Shopping	6%
Not Sure	17%
Total	100%

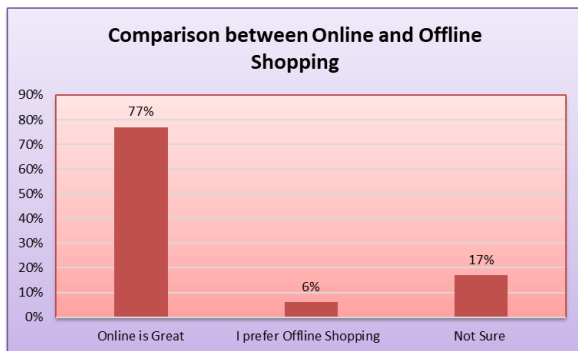


Figure6: Comparison between Online and Offline Shopping according to Respondents

Since examining the above graph, people who help internet shopping are far stronger than traditional stores, 77 percent said they are better, and 6 percent said they are better. The number of people who answer yes still beats the percentage who say no.

## VI. CONCLUSION

The younger generation, such as students and professionals, gets to know online shopping. Students also tend to procure items from their initial source and prefer to buy on-line most of them. Increased internet connectivity, annoying retail experience and strong net savings rate to see Indians shopping online. Around the same moment, though, businesses tend to reduce the customer’s risks. The ease of use, convenience of 24-hour providers and goods and the high range of products available on the Internet render online shopping more and more common. The aim is not to transform all shoppers into online sales, but it is an option to show them. In summary, attempts can also be made to educate customers online about the measures they need to start making an online order. In order to classify faults in service transitions, an Online User should also react. This can be achieved by online visitors and blogs that support promotion and publicity devices and the foundation for corporate reaction. The web purchases also expand the amount of subjects that they already deliver.” The consistency of internet goods and services distribution purchases must also remain reliable. The customer remains at considerable risk of theft before such time that this is completed.

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