

A Comprehensive Analysis of Online Shopping Habits, Specifically Within the Ganjam District, Provides Valuable Insights into Consumer Purchasing Behaviors and Preferences

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Abstract—Our study aims to explore consumer purchasing behavior when buying online, understand their perceptions of online shopping, and gauge their satisfaction levels. We focused on consumers in Ganjam District and used convenience sampling to select our sample. We collected primary data through questionnaires from 150 respondents. To analyze the data, we applied percentage analysis, chi-square tests, and weighted average methods. One key finding is that most respondents prefer paying by cash on delivery. Overall, we conclude that if online marketers prioritize raising awareness, branding, and providing convenient facilities, consumers' future buying behavior may improve. This could help online marketers boost sales and profitability in the area.

Index Terms—Consumers, buying behavior, online shopping, Ganjam District.

I. INTRODUCTION

Today's world of information and technology has made the internet the go-to platform for sharing thoughts and learning about the world with just a click. Since the World Wide Web's debut, merchants have focused on selling products to people who spend most of their time online. As online shopping has grown, general retailers have started listing their products on e-commerce sites to reach more customers. Shoppers can browse web stores from the comfort of their homes. Online stores offer a wide range of products, and almost anything can be bought from online retailers. You can find books, clothes, household appliances, toys, hardware, software, and health insurance, among many other items. When we talk about online shopping, it's generally understood as buying goods over the internet. In recent years,

online shopping has become increasingly popular worldwide. People find it convenient and easy to shop from anywhere, whether it's from their homes, offices, or other accessible locations. The key concepts behind online shopping are B2B and B2C, which stand for Business-to-Business and Business-to-Consumer. These terms describe the nature and process of selling goods and services. While B2B transactions involve one company selling to another, B2C transactions are direct sales from a company to the end consumer. Right now, online shopping is the new trend in India. The internet has completely transformed our lifestyle and approach to shopping.

II. STATEMENT OF THE PROBLEM

Currently, advancements in information technology significantly impact the production, processing, and marketing of goods and services. Besides boosting consumers' purchasing power, significant changes are occurring in living standards, working hours, work patterns, the development of nuclear families, culture, and time management. These shifts pose challenges in various aspects of people's lifestyles. Online marketing companies and agencies monitor and capitalize on these trends, using them effectively to sell products online, leveraging consumer convenience, despite the challenges consumers face when buying products and services online. They enjoy the ease of shopping anytime and anywhere, facilitated by the internet through mobile phones, computers, laptops, tablets, and iPods, among others. Therefore, this study examines consumers' online buying behavior.

III. OBJECTIVE OF STUDY

- To examine consumers' online buying behavior toward online shopping.
- To assess consumers' perceptions of online shopping.
- To determine consumers' satisfaction level with online shopping.

IV. REVIEW OF LITERATURE

Adamczyk G., 2021, in their article "Compulsive and Compensative Buying Among Online Shoppers: An Empirical Study," examined online shopping addiction and its compensating counterpart. They collected data from a sample of consumers aged 15 and older, stratified by e-commerce usage, to estimate this type of purchasing. The findings highlight how factors like online shopping frequency, online shopping spending relative to offline spending, attitudes toward online shopping, and socioeconomic status influence this behavior. Georgie N.A., 2021, in their article "The Influence of Selected Factors on Online Shopping Behavior: A Study with Respect to Kottayam District," researched how customer preferences impact a business's success. Similarly, online shopping, which uses the internet as a sales channel, faces comparable challenges due to the diverse opinions of online shoppers.

Dr. E. Murali Dharshan and Japa Asritha Reddy (2019) studied customer behavior towards online shopping in Hyderabad. They examine consumer attitudes toward online shopping and identify the key factors that influence online shoppers in their purchasing decisions. The main finding of the study is that, if online shopping is used correctly with assured safety and security for transactions, it will thrive in a highly competitive and dynamic environment in the future. Online shopping is likely to grow significantly.

Sri Shti Dixena and Suman Sahu (2018) examined customer satisfaction with online shopping on Flipkart in Raipur city. Their main goal was to measure customer satisfaction with the product and website features. The study found that most respondents are satisfied because good quality products are available, delivery is timely, and they

are pleased with the return policy and payment security provided by Flipkart upon delivery.

Pushpak Singhal and Dr. Supriyopatra (2018) studied consumer behavior toward online shopping in Kolkata. Their main goal was to understand the factors that influence online purchases and the choice of payment methods. They found that convenience was not a significant motivator in local internet shopping. Instead, people mainly seek convenience and fast delivery when buying online. Additionally, debit card/credit card internet banking is the most preferred way to pay online.

Poonam Deshpabhu, Sadekar, and Naila Pereira (2018) studied consumer attitudes toward online shopping. Their main goal was to identify the factors that influence consumer preference for online shopping. The study found that five key factors promote customer satisfaction with online shopping, including value for money, comparison, money-saving, and personalized attention.

Dr. Shefali Tiwari and Dr. Shraddha Sharma (2017) explored consumer behavior and preferences regarding e-tailing. Their main goal was to understand consumer attitudes toward online shopping. The study concluded that identifying key factors influencing consumer attitudes could be one of the most effective long-term strategies for online retailers.

N. Ramar and Dr. C. K. Muthukumaran (2016) studied consumer behavior toward online shopping. Their main objective was to identify the factors influencing consumer buying behavior related to online shopping. Their key findings indicated that males are the primary buyers through online shopping, while females are less involved. The main factors affecting this include the website user interface, online comparison options, availability of different product information, discounts, and time convenience, all of which significantly impact consumers' decisions to shop online.

Dr. N. Meeran Mydheen (2016) examined students' attitudes toward online purchasing. His main goal was to understand students' attitudes toward online shopping and identify the factors that influence their choice of online retailers. The study's key findings showed that most students are between the ages of 21 and 25, live in urban areas, are predominantly male, and are postgraduate students. Most students make purchases using cash-on-delivery. They regularly use

online shopping for various needs. The study concludes that offering more discounts and deals for students could help overcome price barriers. Therefore, online retailers should target the student segment to boost their market share.

Prof. Pritam P. Kothari and Prof. Shivganga S. Maindargi (2016) examine consumer attitudes toward online shopping in India and its effects. Their main goal was to analyze the factors influencing customers' attitudes toward online shopping. Their primary finding was that most customers have used online shopping and are willing to continue. However, very few have done so before and show no interest in continuing.

V. RESEARCH METHODOLOGY

This study was conducted among consumers in the Ganjam District. It is a descriptive study. The researchers used convenience sampling to select the sample. Both primary and secondary data were used. Primary data was collected through a questionnaire, while secondary data was gathered from various journals, magazines, and websites. For this study, 150 respondents were chosen as the sample size. The collected data were analyzed using different statistical tools, including the percentage method, chi-square, and weighted average method.

VI. ANALYSIS AND INTERPRETATION

Table 1 was created to analyze the socioeconomic background of the respondents, and it was found that out of the total sample (n=150), 58.7% were males and 41.3% were females. Additionally, we divided the age groups into four categories, and we discovered that more than half (68%) of the respondents were under 30 years old, with 58% falling into the 31 to 40 age group.

We have categorized education levels into five groups: Illiterate, up to HSC, Diploma, Graduate, and post-graduate. It was observed that about 76% of respondents held a bachelor's degree, 20% had a master's degree, and 20% had a diploma. We also categorized family monthly income into five groups. It was observed that approximately 78% of families had incomes between 10,001 and 20,000, and 30% had incomes between 20,001 and 30,000.

We have categorized occupations into five groups: Govt. Employee, Private Employee, Professional, Business, and Others. It was observed that more than half (92%) of respondents were Private Employees, and 18% of respondents were Government employees. Additionally, 16% of respondents were in business. We also categorized the sources of online shopping among respondents into the same five groups: Advertisement, Friends, Relatives, Social Media, and Others. It was observed that more than half (64%) of respondents cited friends as their source, 36% as social media, and 28% as advertisements.

Table No-1. Demographic Profile of Respondents

Variables	Classifications	Frequency	Percentage
Gender	Male	88	58.7
	Female	62	41.3
	Total	150	100
Marital Status	Unmarried	62	41.3
	Married	86	57.3
	Total	150	100
Age	Below 20 Years	22	14.7
	21-30 Years	68	45.3
	31-40 Years	58	38.7
	41-50 Years	2	1.3
	Total	150	100
Educational	Illiterate	6	4.0

qualification	Up to HSC	20	13.3
	Diploma	28	18.7
	Graduate	76	50.7
	Post Graduate	20	13.3
	Total	150	100
Occupation	Govt. Employee	18	12.0
	Private Employee	92	61.3
	Professional	2	1.3
	Business	16	10.7
	Others	22	14.7
	Total	150	100
Monthly family income	Below 10,000	8	5.3
	10,001 to 20,000	78	52.0
	20,001 to 30,000	30	20.0
	30,001 to 40,000	10	6.7
	40,000 and above	24	16.0
	Total	150	100
Source of online shopping	Advertisement	28	18.7
	Friends	64	42.7
	Relatives	18	12.0
	Social Media	36	24.0
	Others	4	2.7
	Total	150	100

Source: Primary Data

The table above shows that 58.7% of respondents are male, 57.3% are married, and 45.3% are between 21 and 30 years old. Also, 50.7% have an undergraduate degree, 61.3% are private employees, 52% have a family monthly income of Rs 1001 to 20000, and 42.7% learned about shopping through friends.

Chi-Square Test

Hypothesis

H0: There is no significant association between Occupation and Satisfaction level of consumers

H1: There is a significant association between Occupation and Satisfaction level of consumers.

Table No. 2. Occupation and satisfaction level of consumers

Occupation	Dissatisfied	Neutral	Satisfied	Total
Government Employee	4 (8.0%)	14 (17.9%)	0 (0.0%)	18 (12.0%)
Private Employee	30 (60.0%)	42 (53.8%)	20(90.9%)	92 (61.3%)
Professional	2 (4.0%)	0 (0.0%)	0(0.0%)	2 (1.3%)
Business	6 (12.0%)	10 (12.8%)	0(0.0%)	16 (10.7%)
Others	8 (16.0%)	12 (15.4%)	2 (9.1%)	22 (14.7%)
TOTAL	50 (100.0%)	78 (100.0%)	22 (100.0%)	150 (100.0%)

Source: Primary Data

According to Table 2, 17.9% of respondents are government employees who are neutrally satisfied with online shopping. 90.9% of respondents are private employees who are happy with online shopping. 4.0% of respondents are professionals who are dissatisfied with online shopping. 12.8% of respondents belong to businesses that are neutral toward online shopping. 16.0% of respondents belong to other occupational groups, such as students and homemakers, who are dissatisfied with online shopping.

Table No. -3. Occupation and satisfaction level of consumers

Factor	Chi-square	Degree of freedom	P Value	Remark
Pearson Chi-Square	16.795 ^a	8	0.032	significant

Source: Primary Data

Table 3 above shows that the P value (0.032) is less than the significance level (0.05). Therefore, the null hypothesis is rejected. This indicates a significant relationship between occupation and consumer satisfaction.

Table No. -4. Types of products mainly purchased online

Particulars	Frequency	Percentage
Mobile and accessories	76	50.7
Books and magazines	16	10.7
Electronic Goods	32	21.3
Home Appliances	4	2.7
Personal Care Products	10	6.7
Garments and Shoes	8	5.3
Others	4	2.7
Total	550	100.0

Source: Primary Data

According to Table 4, 50.7% of respondents purchase mobiles and their accessories online. 10.7% buy books and magazines online. 21.3% purchase electronic goods online. 2.7% buy home appliances online. 6.7% purchase personal care products online. 5.3% buy garments and shoes online. 2.7% purchase products and services such as food items and furniture online. Therefore, 50.7% of respondents purchase mobiles and accessories online.

Table no.-05. Websites are mainly used for online shopping

Particulars	Frequency	Percentage
Ebay.com	2	1.3
Flipkart	80	53.3
Amazon	50	33.3
Snap deal	12	8.0
Jabong	2	1.3
The company's own website	4	2.7
Total	550	100.0

Source: primary data

According to Table 5, 1.3% of respondents primarily use the eBay website to purchase products online. 53.3% mainly use the Flipkart website for buying products online. 33.3% mostly use Amazon for online purchases. 8.0% primarily use Snapdeal for online shopping. 1.3% mainly use Jabong for buying products online. 2.7% mostly use company-owned websites for their online purchases. Therefore, 53.3% of respondents use Flipkart for online shopping.

Table no 06. Important attributes attracted

Particular	Frequency	Percentage
Time consumptions	20	13.3

Discounts and offers	88	58.7
Easy to purchase	34	22.7
Affordable price	6	4.0
Compare with other products	2	1.3
Total	550	100.0

Source: primary data

From the above table, No. Six shows that 13.3% of the respondents are attracted to online shopping attributes related to time consumption. 58.7% of the respondents are attracted to discounts and offers. 22.7% of the respondents are attracted to features like easy purchase. 4.0% of the respondents find affordability appealing. 1.3% prefer online shopping attributes compared to other products. Therefore, 58.7% of the respondents are drawn to discounts and offers.

Table No. – 7. Mode of Payment

Mode of payment	Frequency	Percentage
Cash on Delivery	284	62.7
Credit Card	106	17.3
Debit Card	84	9.3
Online Payment	76	10.7
Total	550	100.0

Source: Primary Data

According to Table 7, 62.7% of the respondents mainly purchase products through online shopping with cash on delivery. 17.3% mostly buy products online using a credit card. 9.3% mainly purchase products online with a debit card. 10.7% primarily buy products online using online payment methods. Therefore, 62.7% of the respondents mostly purchase products through online shopping for delivery.

Table No. – 8 Consumers’ opinions about online shopping-related statements

Online shopping-related statements	Mean Score	Rank
Shopping on the Internet- it saves Time	2.87	8
Shop at any Time	3.29	2
Online shopping is Risky	2.81	9
Selection of Goods Available	2.75	10
Products shown on the website are Actual & Accurate	2.93	5
Time required for product Delivery	2.91	6
Information about the product is Sufficient	3.13	3
Prefer Cash on Delivery	3.31	1
Product return to the seller with easy Procedures	2.88	7
Necessity of Online Payment Facilities	2.91	4

Source: Primary Data

According to Table 8, the consumers' opinions about online shopping-related statements, such as "Prefer Cash On Delivery," are ranked first, and "Shop at any Time" is ranked second. 'Information about products is sufficient' is placed third, 'Necessity of online payment facilities' is placed fourth, 'Products shown very accurately' is placed fifth, "Long time required for product delivery" is placed sixth, 'Product return to seller with easy procedures' is placed seventh, 'Shopping on the Internet saves time' is placed eighth, "Online shopping is risky" is placed ninth. Finally, "Availability of product selection" is placed tenth. Thus, the consumers’ opinions about online shopping-related statements indicate that "prefer cash on delivery' is ranked first.

Table No. – 9 Consumers’ satisfaction relating to online shopping features

Online shopping features	Mean Score	Rank
Discounts and Offers	4.05	1
Searching Products on the Websites	3.79	2
Availability of Product Information	3.79	2
Description of Terms and Conditions	3.37	7
Safety and Security	3.39	6
Visual Appearance of Websites	3.56	4
Mode of Payments	3.40	5
Packaging	3.24	8
Product Delivery System	3.11	9
After-sales services	2.97	10

Source: Primary Data

From the above table, no nine reveals that consumers' satisfaction regarding online shopping features such as 'Discounts and Offers' is ranked first, 'Searching products on the website' is ranked second, 'Availability of product information' also holds the second position, 'Visual appearance on the website' is ranked fourth, 'Mode of Payments' is ranked fifth, 'Safety and Security' is ranked sixth, 'Description of terms and conditions' is ranked seventh, 'Packaging' is ranked eighth, 'Product delivery system' is ranked ninth, and finally, 'After sales services' is ranked tenth. Thus, consumers' satisfaction related to online shopping features, 'Discounts and Offers,' is ranked first.

VII. FINDINGS

- Most of the respondents, 58.7%, are male. The majority of the respondents, 57.3%, are married. More respondents, 45.3%, belong to the age group of 21-30 years. A large number of respondents, 50.7%, have an undergraduate degree. Many respondents, 61.3%, are private employees. A good number of respondents, 52%, have a family monthly income of Rs. 10001 to 20000. The largest group of respondents, 42.7%, learned about online shopping through friends.
- The majority of the respondents, 90.9%, are private employees who are satisfied with online shopping features..
- The Chi-square test results demonstrated that there is a significant relationship between occupation and consumers' satisfaction levels.

- Most respondents, 50.7%, primarily purchase mobiles and their accessories online.
- The majority of respondents, 53.3%, mainly use the Flipkart website for online shopping.
- Many respondents, 58.7%, are attracted to online shopping attributes such as discounts and offers.
- The majority of respondents, 62.7%, primarily purchase products online using the cash-on-delivery payment method.
- The weighted average rank analysis showed that consumers' opinion about the online shopping statement 'prefer cash on delivery' ranks first out of 10.
- The same analysis indicated that consumers' satisfaction with online shopping features like 'discount and offer' ranks first among 10.

VIII. SUGGESTION AND CONCLUSION

Online shopping is becoming more popular thanks to the growth of internet use. Marketers are struggling to understand what consumers want and need from online shopping. To stay competitive, they need to understand better how consumers buy online, improve the factors that motivate them to shop online, and address the factors that influence their shopping decisions. Online marketers should focus on raising awareness of their company and products across all sectors and consumer groups. They should also offer targeted discounts and promotions for different age groups, making sure their products reach consumers of all ages. This study finds that if online marketers prioritize building awareness,

strengthening their brand, and providing convenient shopping experiences, they can positively shift consumer purchasing behavior and drive growth.

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