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A SHIFT FROM PHYSICAL ERA TO DIGITAL ERA - A CASESTUDY ON CUSTOMER PREFERENCE TOWARDS ONLINE SHOPPING IN NORTH AND SOUTH DISTRICT OF GOA

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Abstract:

Due to easily availability of Internet, Online shopping has become a very popular activity done by people across different ages. Online shopping has become habitual similar to email and browsing. In this study we have made an attempt to understand the customer preferences towards online shopping in both the districts in Goa. The research focus on the important factors which influence behaviour of customer while online shopping and it also aims to identify the various determinants which are seen in the intention of the customer while doing the online shopping. In this study we have taken responses from 83 respondents, 62 respondents are from North District and 21 respondents are from South District of Goa. In the study it is found there is a positive approach towards online buying among the people of North and South District of Goa. The major determinants responsible for online shopping were Door Step Delivery and Time Saving in the process of buying. It is also observed that Youth prefer online buying more often.

Keywords: Online shopping, Customer preferences, Buying behaviour.

INTRODUCTION:

In recent years the retailers are selling their products online. Online shopping is being new trends set in the mind of people. It is shopping online which is a part of E-commerce. As there is increased use of technology, we can see the growing demand for online marketing of goods. By using web browser, the customer can buy his choice products by a simple click on the internet.

The customer like the online buying as it is simple and there are options available for payments. It has been observed as many prefer to pay on delivery of the product so that they do not have to worry about the security issues of paying online. Covid 19 Pandemic have also resulted in increase of online shopping as people get the home delivery. The Customer can do online shopping for 24 x 7. The product can be purchased from any place at any time in online shopping. With a click

of mouse, the product can be selected, online is preferred by customer because it save time, it does not have any geographical location, the price comparison can be done easily. The actual price can be known easily. The product can be tracked easily. The product can be returned if found faulty and any international brand product can be purchased online.

Research Question:

As we can see the increased number in the virtual shopping sites, the use of latest technology by the people in Goa, creating business opportunity on the Internet and the rapid growth in use of E-Commerce has motivated us to learn about the E-Commerce practices in this paper we are focusing on the motives which drive the customer to shop online.

This study will try to understand the customer behaviour towards online buying. Will try to analyse and identify the factors which influence the customer decision on online shopping will be studied.

Scope of the Study:

In the present study to understand the online shopping experiences and what the customer feels about the E-Commerce practiced in Goa. The factors which result in attracting the customer in buying online. The scope of the study is confined only to the North and South District of Goa.

OBJECTIVES:

- To examine about the factors which affect consumer preferences towards online shopping
- To determine the vital factors which influence the online buying preferences of Consumers.

METHODOLOGY:

Sample size: This study has a sample of 83 respondents based on Convenient sampling which consist of 38 females and 45 males, which is selected at randomly to know the online shopping preference of consumer in Goa.

Tools for Data Collection: Primary data, with the use of Google Form and secondary data have been used. Primary data were collected through the questionnaire and the secondary data were collected from various Books, Journals, Articles, Newspapers, Magazines and Websites. The data collected were further analysed by using statistical tools like percentages.

Period of the study: The data were collected for 3 months from the month of December 2021-February 2022.

REVIEW OF LITERATURE:

- Bhatnagar et al. (2000) It is been found in the study that the online shopping is considered as risky due to the fear of using the technology and the overload of information which creates confusion in the mind of customers. customer find online shopping as insecure when engaging in online transaction. There are some issues regarding the online payment system.

- Song and Zahedi (2001) five categories were selected for the study according to their purpose: for promotion, service, informational influence, self-efficacy, and resources facilitation. They found that each of the five significantly and positively reinforces the consumers. Perceptions in these factors, which in turn positively influence consumer online shopping attitudes and behaviours.
- Sita Mishra (2007) “Consumers Attitude towards Online Shopping for clothing” examines the demographic characteristics of online consumers and their attitude towards online shopping behaviour for clothing. This study is based on a sample of 200 internet users in NCR Delhi. The findings show that consumers have positive attitude towards online shopping but low attitude towards online purchase of clothes. Technological advancement plays a major role in online shopping.
- Meharaj Banu (2014), in this research found scope for online shopping in future the preception of the customer is found to be supporting online buying. This study is based on 60 respondents from Tiruchirappall District.

DATA ANALYSIS AND INTERPRETATION:

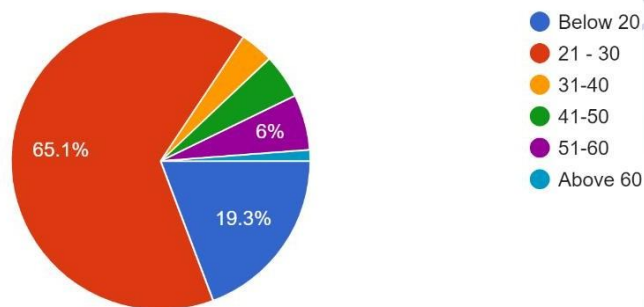
Table 1: Demographic profile of the respondents

Demographic Factors	No of respondents (n = 83)	Percentage (n =100)
Age		
Below 20	16	19.3
21-30	54	65.1
31-40	3	3.6
41-50	4	4.8
51-60	5	6
60 above	1	1.2
Gender		
Female	38	45.8
Male	45	54.2
Occupation		
Government service	14	16.9
Private service	24	28.9
Professionals	13	15.7
Students	27	32.5

House wife	03	3.6
Self Employed	02	2.4
Monthly income		
Below 20000/-	50	60.2
20001-30000/-	14	16.9
30001-40000/-	5	6
40001-50000/-	9	10.8
50000 above	5	6

Figure 1: Age of Respondent

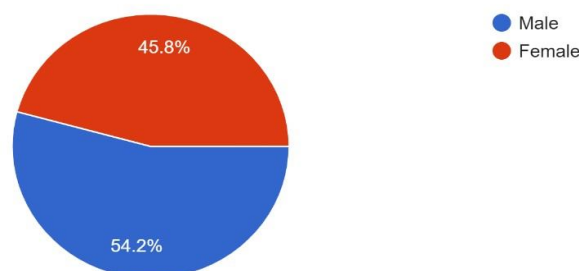
Age of the Respondent (Years)
 83 responses



This study contains various age groups starting from below 20 years age to 60 and above years. Out of 83 respondents 65.1 % belong to 21 – 30 years. 19.3% of our respondents belong to the age group below 20 years. 6% respondents belong to 51 – 60 age group. The remaining respondents belong to the age group of 31 – 50 years. Our study has analysed that the youth are actively involved in online shopping.

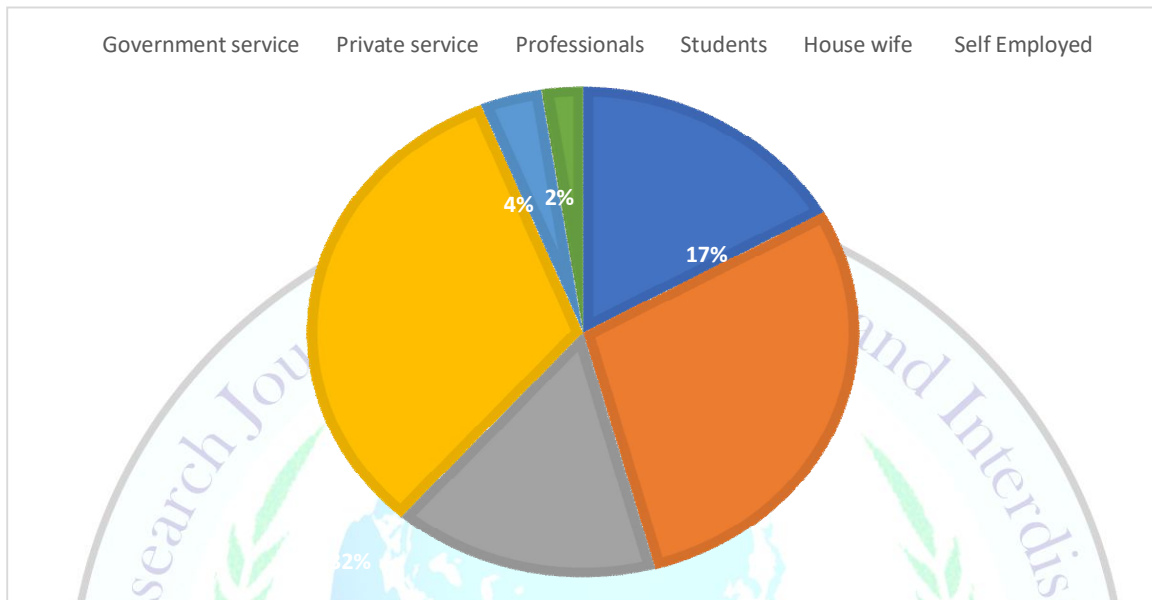
Figure 2: Gender of the Respondents

Gender
 83 responses



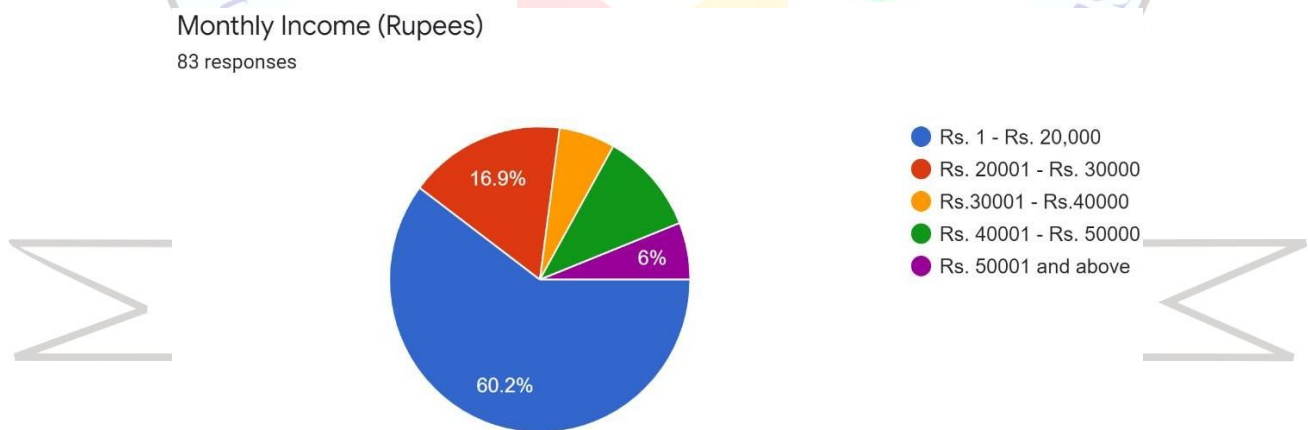
Our survey has resulted in more number male respondents than Females as the scope the study was only focused on online buying respondents through google forms circulated more Male respondents have responded than Female.

Figure 3: Occupation of the Respondent



It is been analysed that students from various places in Goa has responded in large number followed by Private sector employees, Government employees, Professionals, Housewife and the least were self-employed.

Figure 4: Income of the Respondents

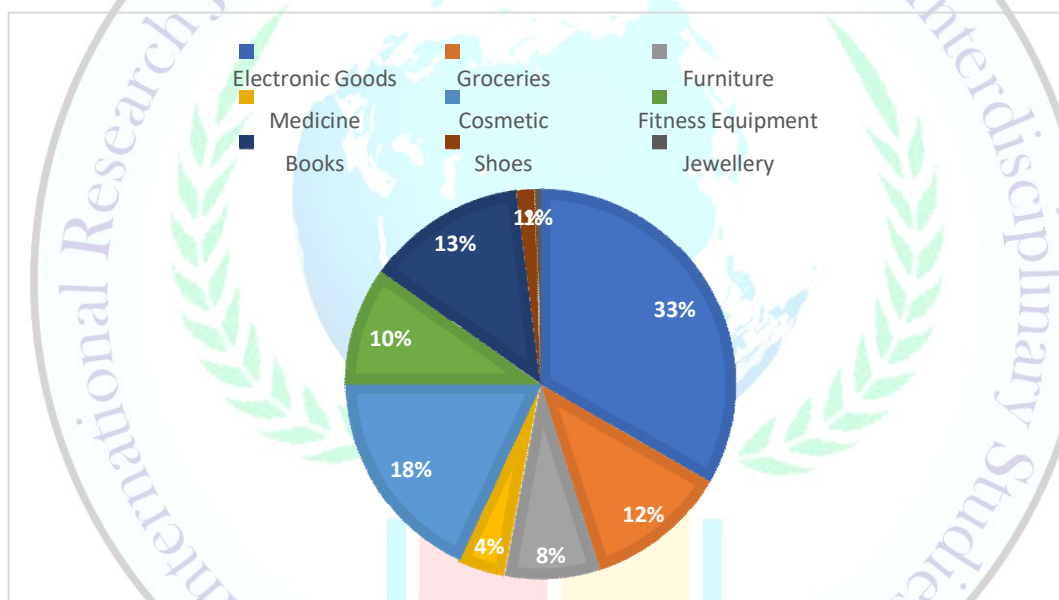


In our survey most of our respondents earn Rs. 1 – Rs. 20000, followed by Rs. 20,001 – Rs. 30,000, Rs. 40001 – Rs. 50000, Rs. 50001 and above and Rs. 30001 – Rs. 40000.

Table No: 2 Types of Products purchased Online

	Products	No. of Respondents(n=83)
1	Garments	58
2	Electronic Goods	68
3	Groceries	24
4	Furniture	16
5	Medicine	8
6	Cosmetic	37
7	Fitness Equipment	20
8	Books	27
9	Shoes	3
10	Jewellery	1

Figure No: 5 Types of Products purchased Online



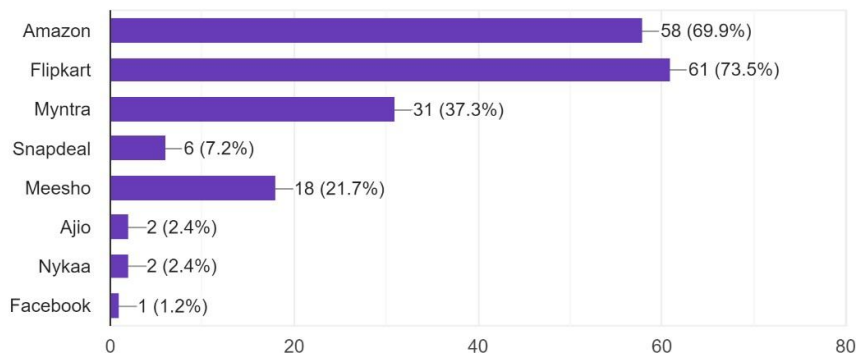
In our survey, most of our respondents purchase electronic products, followed by garments, Cosmetic, books, Groceries, Fitness Equipment, Furniture, Medicines, and the least preferred one was Jewellery.

TABLE 3: Name of the Online Shopping Sites

	Name of the online site	No. of Respondent
1	Amazon	58
2	Flipkart	61
3	Myntra	31
4	Meesho	18
5	Snapdeal	6
6	Ajio	2
7	Nykaa	2
8	Facebook	1

Figure 6: Online Shopping Sites

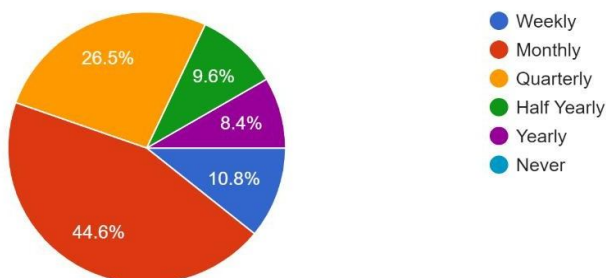
Online Shopping Sites you Prefer
 83 responses



From the above graph, we have examined that most of our respondents are using flipkart as their most preferred shopping site, followed by Amazon, Myntra, Meesho, Snapdeal and the least preferred are Ajio and Nykaa.

Figure no: 7 Frequency of buying Online

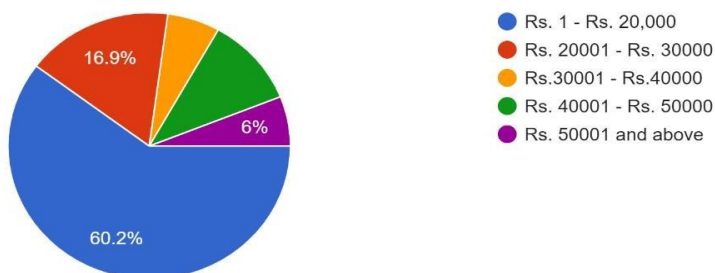
How often do you buy online
 83 responses



From the above graph 37 respondents (44.6%) prefer monthly online shopping. 22 respondents (26.5%) prefer quarterly online shopping. It was found that 09 respondents never prefer online shopping. 08 respondents did half yearly and 07 respondents did yearly online shopping.

Figure No: 8 Monthly Income of the Respondents

Monthly Income (Rupees)
 83 responses



Most of our respondents (41%) spend between Rs.1000 to Rs.5000 on their online purchase. Around 32.5% respondents spend less than Rs. 1000. 14.5% respondents spend between a range of Rs.5000-Rs.10,000. Very few of our respondents (12%) spend above Rs. 10,000.

Table No: 4 Related to factors influencing decision making to opt online shopping.

Factors influencing Online Buying Preferences	strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Reasonable Price	33	38	11	1	0
Time saving	50	24	7	2	0
convenience	32	43	7	1	0
Door step delivery	60	21	1	1	0
Good brands	24	35	18	6	0
Variety of Products	39	30	12	2	0
Offers and Discounts	25	37	19	1	1
Good reviews/feedback	12	44	20	6	1
After sales service	12	27	33	7	4
Options in payment	37	38	3	4	1

The most influencing factors that affect the decisions of online buying are as follows:

- 1) Door step delivery.
- 2) Time Saving in shopping
- 3) Availability of variety of products
- 4) Options in payment
- 5) Convenience
- 6) Reasonable pricing
- 7) Offers and discounts
- 8) Good Brands
- 9) Good Reviews/ feedback
- 10) After Sales Service

CONCLUSION:

Our study has analysed the determinants that are responsible opting for online shopping by the customers in Goa on online shopping sites. Most of the products preferred are electronic products, followed by garments, Cosmetic, books, Groceries, Fitness Equipment, Furniture, Medicines, and the least preferred one was Jewellery. The youth are actively involved in online shopping. Male respondents have responded than Female. Amongst the online shopping sites flipkart was preferred by most of our respondents followed by Amazon. Most of our respondents prefer buying Monthly. The factors determined are Door step delivery, Time Saving in shopping, Availability of variety of

products, Options in payment, Convenience, Reasonable pricing, Offers and discounts, Good Brands, Good Reviews/ feedback, After Sales Service.

This research shows that most of the respondents in Goa like to do online shopping if the payment security is improved by the online shopping sites, Reduce Quality issues of the products then the demand for online shopping will be increasing in Future.

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