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USAGE OF QUANTITATIVE RESEARCH METHODOLOGY TO ANALYZE CONSUMER BUYING ACTIONS IN RELATION TO ONLINE SHOPPING

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ABSTRACT
The development of technology and human lifestyles has given businesses excellent opportunity to reach customers more quickly, easily, and affordably. The manner that consumers shop has drastically changed during the last ten years. Even while consumers continue to shop in-person, they find online shopping to be more convenient. Modern folks save time by shopping online because they are too busy to spend much time on traditional shopping due to their busy schedules. While it comes to the product, pricing, features, quality of the product, service, packaging, buying behavior, status, generation, and age of the client, consumer behavior varies, which has an impact on purchase intentions when shopping online. The data was collected through a structured questionnaire which contains closed ended questions. Data collected for the studies includes both Primary and Secondary data. The Primary data was collected through a questionnaire by using google forms. This survey was conducted from students. Secondary data was collected through websites. A quantitative research methodology was used and 124 randomly selected respondants are participated in the study.
Keywords: Buying, Behavior, Consumer, online, shopping.

INTRODUCTION
Online shopping is the simple solution to modern society's hectic lifestyle. Customers who prefer to purchase in actual stores find online reservations easy. Modern people benefit greatly from online booking because they are so busy these days that they cannot spend time looking. A company's main objective is to provide goods and services that best meet the needs of its customers. Understanding consumer acceptance of online buying is particularly crucial for e-retailers because of the intense competition in this market. Customer relationship management, which has been recognized as an efficient company approach to succeed in online buying, requires knowledge.
E-consumer behaviour refers to the process of purchasing products or services using the internet. When consumers recognize a need for some product or service, they go to the shopping sites and search for need related information about products or services. They then evaluate alternatives and choose the one that best fits their criteria for meeting the need. The major objective of e-retailers is to identify the factors influencing e-consumers behaviour. The purpose of this study is to examine e-consumers buying behaviour towards online shopping. The main objective of the study is to study

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the demographics, comparison of different e-retailers on the basis of trust, discount, schemes, services and quality, perception.

OBJECTIVES OF THE STUDY

1. To study the consumer buying behaviour towards online shopping.
2. To know the preference of different online shopping sites.
3. To examine the problems of consumer while dealing with online shopping.
4. To understand risk perception in online shopping.

REVIEW OF LITERATURE

Lakshmi. S (2016), Organisation need to understand what are consumer wants and needs in this competitive business environment. Customer buying behaviours are influenced by different factors such as culture, social class and family.

Mohammad Anisur Rahman, Nahida sultana (2018), The survey tells that consumers shop online to save time, and for available varieties of products and services.

Jenjo Gabriel. k, Soyoye kolapo M (2015), Understanding the consumer behavior factors that influence E-marketing effectiveness is crucial while some researches have addressed the issue, few studies draw their conclusion forcing on customer angle. The work seeks to validate imperially while analyzing the Nigeria firm engaged in internet marketing. The impact of the same on consumer purchase behavior. the survey research used a structural questionnaire to elicited data from selected firms in logos state. Finding show, that online marketing has impact on consumer purchasing decision and infrastructure of the internet. This simply implies that one variable implies other.

Dr. V. Santhi, Dr. L. Nanda Gopal (2018), this study states that the online shopping has become more popular day by day with the increase in the usage on internet, understanding the customer needs and desire for online buying. The factors influence the consumer to shop online are wide pictures to online retailers, which help them understanding the specific factors that influence consumer to shop online.

Pushpak Singhal (2018), online shopping is the most recent phenomenon in the Indian online space. Men and women of all ages visit the e-commerce website regularly. The main objective is to understand the customer awareness and preferences towards various products available online and frequency of online shopping.

RESEARCH METHODOLOGY

This study is empirical in nature but descriptive based on Result Analysis. Consumer buying behaviour towards online shopping in Guntur city. The data collection tool is well structured Questionnaire covering all objectives of the study. The testing tools are Primary and Secondary data.

Sampling Design

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure to be adopted in selecting items for the sample to be used for conducting the research work. It includes following

Sampling Unit: The sampling unit for present research work is represented by online shoppers from Guntur city.

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Sample Size: A sample of size 124 online shoppers from selected city of guntur was proposed for conducting this study which is derived in the following manner.

Data Collection Method:

- Primary Data
- Secondary Data

Primary data: primary data is collected using a questionnaire which contained questions. Data has been collected from students from different colleges in Guntur city.

Secondary data: Secondary data is collected from different research articles releated to the study.

DATA ANALYSIS AND FINDINGS

Tools for Data Analysis:

The data collected by questionnaire was converted into codes and tabulated in a master exceldata sheet. The data was analyzed with the help of statistical package SPSS 20. The mean scoresarrived are taken for analysis by using various statistical tools in order to test the researchhypothesis.Statistical tools play important role in every research. These tools help the researcher in analyzing the data and drawing conclusions thereof. To prepare the data for statistical analysis below mentioned procedure has been adopted.

• The raw data has been tabulated, coded and then feeded in IBM SPSS version 20.

• Normality of data has been checked by the frequency and percentage.

Table 1: Demographic representation of the respondents:

S.NO	Variables	Frequency	Percentage
1	**Gender**		
	Male	44	35.5
	Female	80	64.5
2	**Age**		
		22	17.7
	Below 18 years	80	64.5
	18-25 years	15	12.1
	25-40 years	7	5.7
	Above 40 years		
3	**Occupation**		
		84	67.7
	Students	23	18.5
	Employees	9	7.3
	Business persons	8	6.5
	Students		
4	**Income**		
	>15000	69	55.6
		22	17.7
	15000-30000	15	12.1
		18	14.5
	30000-40000		

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	40000 and above		

Data Interpretation: Represents the demographic representation of respondants. total respondents are 124.Gender was included in the survey, distribution of male and female respondants show a majority of female respondants (64.5 %) do more online shopping, compared to male respondent's (35.5%).Age group was included in the survey, in this age group of 18-25 years (64.5%) mostly prefer online shopping. Majority of students (67.7%) prefer purchasing online. And whose monthly income is less than 15000(55.6%) they mostly prefer online shopping.

Table 2: Preference for the shopping medium

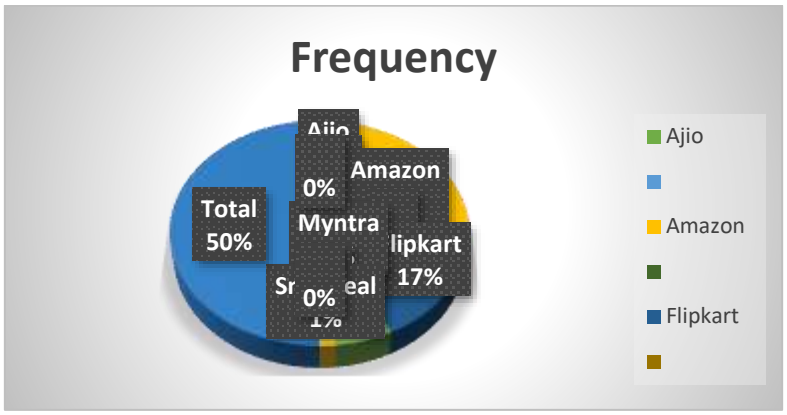
	Frequency	Percent	Valid Percent	Cumulative Percent
Offline shopping	40	32.3	32.3	32.3
Online shopping	84	67.7	67.7	100.0
Total	124	100.0	100.0	

Data Interpretation: Represents preference for the shopping medium, out of 124 respondants 84 (67.7%) people prefer online shopping than offline shopping.

Table 3: Preference for the different online shopping sites

	Frequency	Percent	Valid Percent	Cumulative Percent
Ajio	10	8.1	8.1	8.1
Amazon	54	43.5	43.5	51.6
Flipkart	42	33.9	33.9	85.5
Myntra	14	11.3	11.3	96.8
Snapdeal	4	3.2	3.2	100.0
Total	124	100.0	100.0	

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Data Interpretation: Represents preference for the different online shopping sites. Most of the people (43.5%) prefer Amazon for online shopping. this site is mostly used for purchasing different items in online.

Table 4:Most purchased goods on online shopping sites

	Frequency	Percent	Valid Percent	Cumulative Percent
Books	4	3.2	3.2	3.2
Clothes	51	41.1	41.1	44.4
Electronic items	50	40.3	40.3	84.7
Others	19	15.3	15.3	100.0
Total	124	100.0	100.0	

Data Interpretation: Represents most purchased goods on online shopping sites. Out of 124 respondants 51(41.1%) people purchase clothes and next 50(40.3%) people prefer electronic items. They mostly prefer clothes because they find huge variety of brands, designs and different colours in online shopping sites.

Table 5: Frequency of the product purchased from the online shopping sites

	Frequency	Percent	Valid Percent	Cumulative Percent
Once a month	48	38.7	38.7	38.7
Once a week	19	15.3	15.3	54.0
Once a year	21	16.9	16.9	71.0
Once every 2 to 3 months	36	29.0	29.0	100.0
Total	124	100.0	100.0	

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Data Interpretation: Represent frequency of the product purchased from the online shopping sites. Most of the people (38.7%) purchase products once a month through online shopping sites because they find it easy to purchase online, they need not to go anywhere to buy the products.

Table 6:Is website is providing sufficient information about the products

	Frequency	Percent	Valid Percent	Cumulative Percent
No	10	8.1	8.1	8.1
Sometimes	25	20.2	20.2	28.2
Yes	89	71.8	71.8	100.0
Total	124	100.0	100.0	

Data Interpretation:Out of 124 respondants, 71.8% people think that online sites are providing sufficient information about the product. Online shopping sites provide description of the product, pictures of the product and they provide reviews of the product.

Table 7: Reasons for choosing online shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Comfortable	12	9.7	9.7	9.7
product comparison	16	12.9	12.9	22.6
Saves time	56	45.1	45.1	67.7
variety of products	40	32.2	32.2	100.0
Total	124	100.0	100.0	

Data Interpretation: Represents reasons for choosing online shopping. (45.1%) of people think that they can save their time while purchasing through online. They need not to go to a store for purchasing a product they think that it is a time taking process. So, they prefer online shopping, they can sit at home or in office and purchase products through online and this can save their time.

Table 8: Type of Advertisement mostly attracts to purchase online

	Frequency	Percent	Valid Percent	Cumulative Percent
Discounts ads	60	48.4	48.4	48.4
festive ads	41	33.1	33.1	81.5
My interest	1	.8	.8	82.3
No	1	.8	.8	83.1
sales ads	21	16.9	16.9	100.0

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Total	124	100.0	100.0	

Data Interpretation: Discount ads mostly attracts people to purchase online. (48.4%) people are attracted by the discount ads. During big billion days upto 2 or 3 days the price of the product will be less compared to normal days.

Table 9: Does online shopping is as secure as traditional shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
No	17	13.7	13.7	13.7
Sometimes	45	36.3	36.3	50.0
Yes	62	50.0	50.0	100.0
Total	124	100.0	100.0	

Data Interpretation: Out of 124 respondants, (50%) of people think that online shopping is secure than traditional shopping.

Table 10: Is delivery option available for your area

	Frequency	Percent	Valid Percent	Cumulative Percent
No	5	4.0	4.0	4.0
Not always	9	7.3	7.3	11.3
Yes	110	88.7	88.7	100.0
Total	124	100.0	100.0	

Data Interpretation: Most of the people (88.7%) say that delivery option is available in their area.

Table 11: Is ordered product reaches the destination on time

	Frequency	Percent	Valid Percent	Cumulative Percent
Always in time	80	64.5	64.5	64.5
Never in time	6	4.8	4.8	69.4
Sometimes in time	38	30.6	30.6	100.0
Total	124	100.0	100.0	

Data Interpretation: Out of 124 respondants, (64.5%) people say that the product that we have ordered reaches to the destination on time.

Table 12: Which factor influences towards online shopping sites

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	Trust	**Discounts**	**Schemes**	**Service**	**Quality**
Ajio	8 [6.5%]	6 [4.8 %]	5 [4.0 %]	7 [5.6 %]	11 [8.9 %]
Amazon	56 [45.2%]	53 [42.7 %]	43 [34.7 %]	56 [45.2 %]	50 [40.3 %]
Flipkart	46 [37.1%]	39 [31.5 %]	50 [40.3 %]	40 [32.3 %]	42 [33.9 %]
Myntra	10 [8.1%]	22 [17.7 %]	20 [16.1 %]	13 [10.5 %]	17 [13.7 %]
Snapdeal	4 [3.2%]	4 [3.2 %]	6 [4.8 %]	8 [6.5 %]	4 [3.2 %]
Total	124[100%]	124[100%]	124[100%]	124[100%]	124[100%]

Data Interpretation: According to the survey most of the people think that Amazon site is the mostly used app and we can trust it, it provides more discounts than other online shopping sites, they provide unique services to the customers, Quality of the product is good compared to other sites. People think that they have (45.2%) Trust on Amazon, they provide (42.7%) discounts, and (45.2%) services, (40.3%) quality. Most of the people (45.2%) of the people think that flipkart is providing more schemes than any other sites.

Table13: How strongly do you agree or disagree with the following statement

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
Online shopping is as secure as Traditional shopping	40 [32.3 %]	33 [26.6 %]	44 [35.5%]	2 [1.6%]	5 [4.0%]
I shop online because I do not have time for traditional shop	24 [19.4%]	39 [31.5%]	47 [37.9%]	8 [6.5%]	6 [4.8%]
When I want to try something new, I tend to shop online	35 [28.2%]	44 [35.5%]	32 [25.8%]	11 [8.9%]	2 [1.6%]
I shop online because of the cheaper price than solid shops	33 [26.6%]	44[35.5%]	37[29.8%]	6[4.8%]	4[3.2%]
Online shopping provide me a wide variety of products than solid shops	40[32.3%]	49[39.5%]	25[20.2%]	5[4.0%]	5[4.0%]
When I shop online, more variety of products sold indicates better quality of products	35[28.2%]	38[30.6%]	42[33.9%]	5[4.0%]	4[3.2%]
The pictures , details ,descriptions	35[28.2%]	45[36.3%]	31[25.0%]	9[7.3%]	4[3.2%]

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attached to the products in the sellers website increase my trust towards the store					
Online stores of well-known brand have higher trust	36[29.0%]	37[29.8%]	45[36.3%]	5[4.0%]	1[.8%]
While shopping online I hesitate to give my credit card number	34[27.4%]	40[32.3%]	40[32.3%]	4[3.2%]	6[4.8%]
I prefer cash on delivery than payment via credit/debit card	45[36.3%]	38[30.6%]	31[25.0%]	5[4.0%]	5[4.0%]

Data Interpretation: Out of 124 respondants (35.5%) are neutral than online shopping is as secure than Traditional shopping. (37.9%) say than they don't have time for traditional shopping, so they prefer online shopping. people (35.5%) agree that when they want to try something new then tend to shop online. people of (35.5%) agree that they shop online because of cheaper price. (39.5%)people agree that online shopping sites provide vide variety of products. (36.3%) agree that pictures,details, descriptions attached to the products in the seller's website increase my trust towards the store. (32.3%) agree and are neutral that while shopping online they hesitate to give their credit card number. (36.3%) strongly agree that they prefer cash on delivery that payment through credit card or debit card.

FINDINGS

- The study shows more Students and female members are interested on the online shopping.
- The age group people who are 18-25 are more interested in online shopping.
- The group of people who are having income of 15,000 -30,000 prefer online shopping.
- The most preferred website for online shopping site is Amazon and next is flip kart because they provide brand quality of products and services.
- There is an increasing demand of clothes, online shopping is providing variety of options to the consumers get to choose and that to at a reasonable price.
- The trend of online shopping has come into the market from 1-2 years, and there are purchasing the product in every month.
- Every product which is available for purchase on a particular site gives well-informed information about it along with the pictures to attract the customers.
- Advertisement play a major role for making the site a brand in the market, discount ads is the reason that attracts the customer towards online shopping.

CONCLUSION

Online shopping has increased customer effectiveness and efficiency in their purchasing decisions as well as propelled businesses to a new level by putting pressure on them to make the necessary modifications and changes in order to appeal to the new market of informed consumers. The

findings of this poll highlight the need for firms to actively consider the internet market. The internet has become a more efficient way to conduct business. The perceptions of the benefits of shopping could be improved by safe online transactions, improved electronic stores, return policies, and enticing discounts. According to internet users' demographic characteristics, gender, age, and education are significantly related to web buying in the context of contemporary India. Online shoppers are aware of the practical and enjoyable advantages of doing their shopping online. Online websites should pay more attention to the female segments as results prove that females shop more in online shopping as compared to men. So companies should devise the policies and strategies to attract more number of people in this segment in future also. E-Commerce is exchange of information using network-based technologies. In the present high cost situation, e-Commerce can be used as a competitive strategy. It successfully includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services.

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