

Online shopping behavior: A case study in Abohar city

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Abstract

Online shopping has got everyone attention recently. In today's world almost every company is selling its products through their websites as well as through the various online shopping websites. The present study tries to find out the consumer online shopping behavior with reference to city Abohar. The study reveals that 80% of the respondents opt for the online shopping. The study further reveals that respondents give priority to service sector over the commodities in online shopping.

Keywords: Abohar, online shopping, respondents

1. Introduction

Online shopping has got everyone attention in the modern days where buyer and seller meet over the net and finalize the transaction. The reason for getting the so much attention is because of the several reasons like user can access it at any time no restriction of day or night, from any place home or office, easy to bargain, exiting offers given by online suppliers, user need to stand in to long queues for getting the billing done. Local dealers are also attempting to expand their business with offering the goods over the net. The present study is an attempt to find the Online Shopping behavior of Abohar city, Punjab.

2. Literature review

Nazir S, Tayyab A, Sajid A, Rashid u.h, Javed I (2012) ^[1] had conducted a study to find out the main factors which concern the online customer to shop concludes that online shopping is getting popularity in youth such as students and professionals they further concluded in their study that customer gets anxious when online shopping site ask for their personal details like bank details etc.

Padmaja P.L, Mohan K.V (2015) ^[2] made an attempt to study the pace of online retailing in India and to examine which category of products are popular in online retailing platform found that customers main concern is about quality of the product, they further found that product with 3D image, better discount and 24*7 customer services attracts more number of customers.

3. Objective of study

1. To find the category of products used frequently for online shopping.
2. To find out the frequency of online shopping among customers.
3. To know about the reliability of online shopping.

4. Research methodology

In the present study data has been collected through questionnaire filled by the respondents. The questionnaire includes multiple choice as well as descriptive type of questions. The sampling unit consists of 100 respondents from

the city of Abohar. The collected data were analyzed by using different statistical tools.

5. Data analysis and interpretation

Total 100responses were taken from the city Abohar which includes Students, Serviceman & Businessman.

5.1 Distribution of Respondents According To Gender

Table 1

Particulars	Respondents
male	62
Female	38
Total	100

Interpretation: The above table shows that 62% of the respondents are male and 38% are females.

5.2 Distribution of Respondents According To Age

Table 2

Particulars (Age)	Respondents
21 or more	29
31 or more	36
41 or more	21
51 or more	09
61 or more	05
Total	100

Interpretation: The above table shows the highest number of the respondents belong the 31or more age group whereas age group 61or more get least number of responses.

5.3 Distribution of Monthly Income of Respondents

Table 3

Particulars (In Rs.)	Respondents
up to 10,000	12
10,001-20,000	16
20,0001-30,000	38
30,001 or above	34
Total	100

Interpretation: The above table depicts that majority of the respondents earns more than 20,000Rs. Per month. However 28% of the respondents earns less then 20,000Rs. Per month including 12% of the respondents earns less then 10,000Rs per month.

5.4 Graphic presentation of user of online shopping

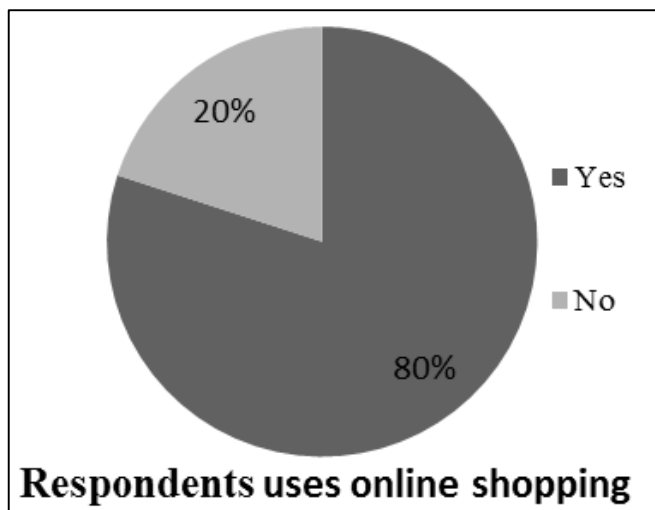


Fig 1

Interpretation: It is clear from the above pie chart that 80% of respondents use the online shopping for shopping and 20% of the respondents has never tried online shopping.

5.5 Distribution of Recommendation Made By Respondents to Go For Online Shopping To Others

Table 4

Particulars	Respondents	Percentage (approx.)
Yes	61	76%
No	19	14%
Total	80	100%

Interpretation: The above table reveals that out of 80respondents who uses the online shopping 61of them recommended to others to go for the online shopping.

5.6 Distribution of Products Purchased Frequently Through Online Shopping

Table 5

Particulars	Respondents	Percentage (approx.)
Clothing	19	24%
Mobile bills	29	36%
Entertainment	23	29%
Health products	4	5%
Grocery	5	6%
Total	80	100%

Interpretation: As shown in the above table significant number of respondents i.e 23 have used online shopping for paying mobile bills followed by the entertainment like movies tickets booking. 19 respondents’ uses online shopping for the purchasing of clothing and health product like medicine, food nutrition supplements get the least number of responses.

5.7 Distribution of Reason of Online Shopping

Table 6

Particulars	Respondents	Percentage
Discounts & Offers	48	60%
Non availability in local market	14	17.50%
Easy accessibility	16	20%
Others	2	2.50%
Total	80	100%

Interpretation: The above table try to reveals that why people opt for online shopping, as shown above 60% of respondents uses the online shopping because of the lucrative offers given by the online stores.16respondents believe that online shopping is easily accessible to them whereas 14respondents state that they do not get the desired product in local market which forces them to go for the online shopping.

5.8 Distribution of Satisfaction Level with Time Taken For Delivery in Online Shopping

Table 7

Particulars	Respondents	Percentage
Yes	49	61%
No	31	39%
Total	80	100%

Interpretation: As clear from the above distribution that 39% of respondents are not satisfy with the time taken for the delivery of their shopping products. This shows that the companies should try to improve their distribution channel. They should tie up with the different courier agencies which have their offices located at Abohar itself.

6. Finding and Suggestions

On the basis of this study it comes into the knowledge of researcher that still most of the respondents are using online shopping either for the payment of mobile bills or recharges, entertainment i.e respondents are taking benefits of online services but when it comes to physical commodities they use to shop them from local markets. So, the online companies should provide easy return pick-ups, easy exchange of products that build the level of confidence for the physical commodities too.

It has been found that 39% of the respondents are not happy with the time for delivery taken by the companies. So, the companies should improve their distribution channel. Some of the respondents also complaints that delivery man don’t deliver the product at their home rather ask them to receive the product from bus stand or from some other landmarks. Companies should keep eye on these practices it will win confidence level of customers.

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