

“Consumer Behaviour in Online Shopping: A Study of Rajkot City”

¹Krupali Jani, ²Dr Dhaval Vyas,

¹Research Scholar, Darshan Institute of Management, Darshan University, Rajkot, India

²Assistant Professor, Darshan Institute of Management, Darshan University, Rajkot, India

Email – ¹21901206003@darshan.ac.in, ²dhaval.vyas@darshan.ac.in,

Abstract: Nowadays, in the 21st century, online shopping has become very important because most people are busy and always busy. In this case, online shopping has become the most convenient and comfortable way of shopping for them. The popularity of the Internet has also changed the way consumers do business, with the transition to online shopping through the rapidly developing world of thought in the last decade. Online shopping offers a similar experience to purchasing products and services from online stores, and this purchasing process is called online business-to-consumer. This article is based on research and findings of online stores. To understand online shopping and the perception of young people in Rajkot, a survey was conducted with one hundred young people in Rajkot.

Key Words: Online shopping, Market, consumer, Rajkot

INTRODUCTION:

Rajkot, one of the new shopping patterns of this period, changed from weekly shopping to daily shopping, started online shopping every day, and the network entered a better level both in urban areas and in terms of mobility. Anyone with an internet connection. People are like that. In today's rapidly changing world, the emergence of the internet has changed not only the way we live but many aspects of daily life. Online shopping, also known as e-commerce, has become a revolutionary force, reinventing traditional stores to provide shoppers with unprecedented convenience and access to a variety of products and services. The rise of online commerce can be traced back to the late 20th century, when the World Wide Web became publicly available. Initially, online shopping was limited, but with the development of new generation and virtual infrastructure, the situation has improved and today online shopping has become an important part of international trade, influencing consumer behaviour and creating global trade. Complete the job. The attractiveness of the online code is the ability to eliminate the problem area, stabilize demand, determine the cost and office where the product can be purchased and where the customer will buy the product. This has changed and traditional brick-and-mortar stores will either have to change or face extinction. Then the use of denomination has an ideal way to shop online in the 21st century, the only type of shopping for generation Z is the internet. This type is also available in the most developed country and is also available in Rajkot but

Internet is also available. It has many disadvantages, the way of doing business has completely changed, people trust the internet more than face to face, even people's behaviour has changed completely, most people relied on shopping since the beginning, now they pay in many different colours, discounts and special offers

LITERATURE REVIEW:

When the literature is examined, it is seen that most of the research focuses on big cities and other big cities and people's purchasing habits are as follows: Brand The purpose of the study is to determine the factors affecting online shopping (Dr. Vandana). Sonwaney, 2009), the analysis focuses on visual and psychological effects such as security, privacy and trust.

Multiple methods were applied using SPSS and multiple regression analysis on a sample of 350 Malaysians aged 18 years and above. The findings show that perceived benefits and psychological benefits have a direct and significant relationship with online shopping behavior, while perceived risk is interrelated and negative. This study is only applicable to the Malaysian context and will be useful for business people, business leaders and business students to demonstrate the impact of the digital world. Another study examined the effects of trust, time, product variety, convenience and privacy on consumers' online shopping behavior. A self-designed survey was used to analyze data in this study. The results showed that trust and convenience influence online shopping decisions, especially among the younger generation (Bashir, 2015). Some studies have also found a risk factor for online shopping, such as a study by (Pappas, 2016) that investigated the relationship between perceived risk, business impact, and online consumer trust.

It reveals that the willingness to buy things online is affected by the product and that the supply chain is dangerous, and suggests improving the marketing strategy. A previous international study we found in Malaysia found the same trend in another study in Nigeria (Jenyo, 2015), while some studies also found shopping was affected. A social media

influenced study investigated the impact of Live Streaming on social media presence. Customer support purchases using the support systems response system. The results show that the relationship between the news anchor and the media has a positive impact on purchasing through happiness and excitement, encouraging consumers to have an online shopping experience. However, the relationship between the audience is not very effective. The findings could help policymakers and streaming platform operators reduce impulse buying in the digital world. (Mingwei Li 1, 2022) E-commerce has become a popular method for marketers to sell their products, offering a wide range of durable and non-durable items on websites.

Some websites promote specific products, while others sell all products. Features such as detailed information, comfort, reduced consumption time and easy price comparison encourage consumers to shop online (Agift A, 2014).

TRA and TPB have been used by many researchers over the years. Human behavior. In response to certain stimuli. However, many researchers have decided to pursue these theories because there are many factors that

influence human behavior in response to stimuli (e.g., Conner & Armitage, 1998; Nejad, Wertheim, & Greenwood, 2004). Discount and feedback from previous customers increase the likelihood of consumers purchasing a product online over traditional shopping (Jayasubramanian, 2015).

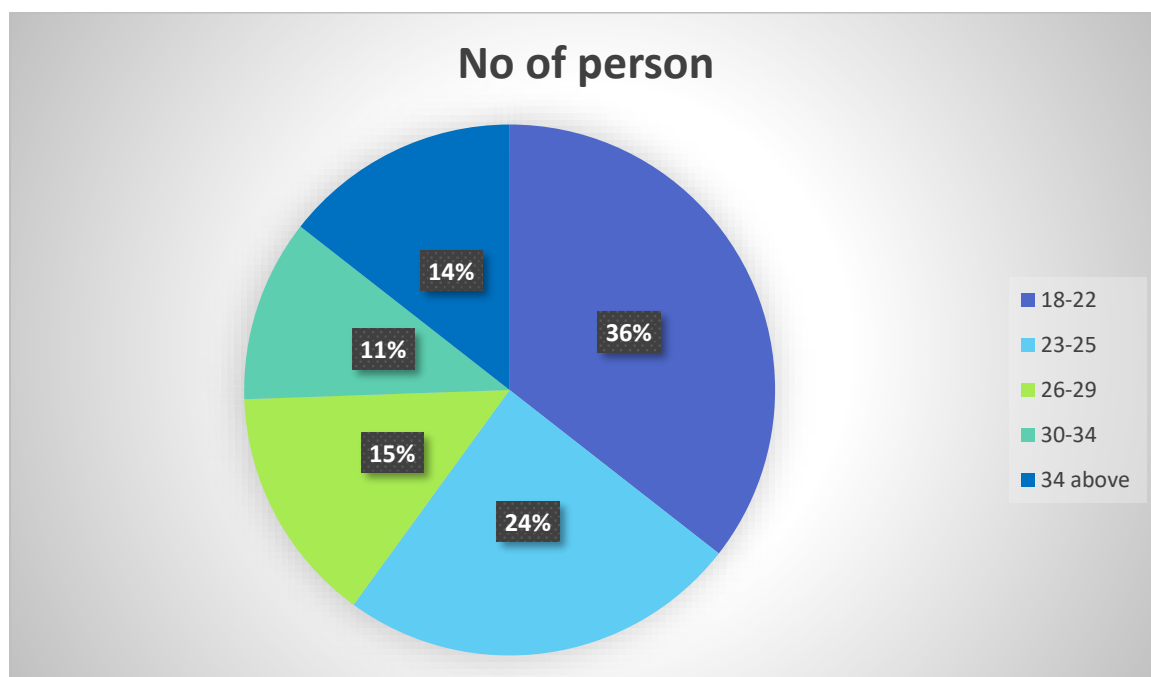
METHOD:

The selection method of the research is based on a simple formula and is based on filling out all the questions, and a sample of one hundred students is selected from a population of three hundred people who did not answer the question. Perfectly lift during call. The study revealed that by sending the questionnaire to youngsters in the HR department of the IT Company in Rajkot, they helped distribute it among the employees and many candidates were selected online on the principle of simple modelling. Ask twenty closed-ended questions via Google Forms.

ANALYSIS:

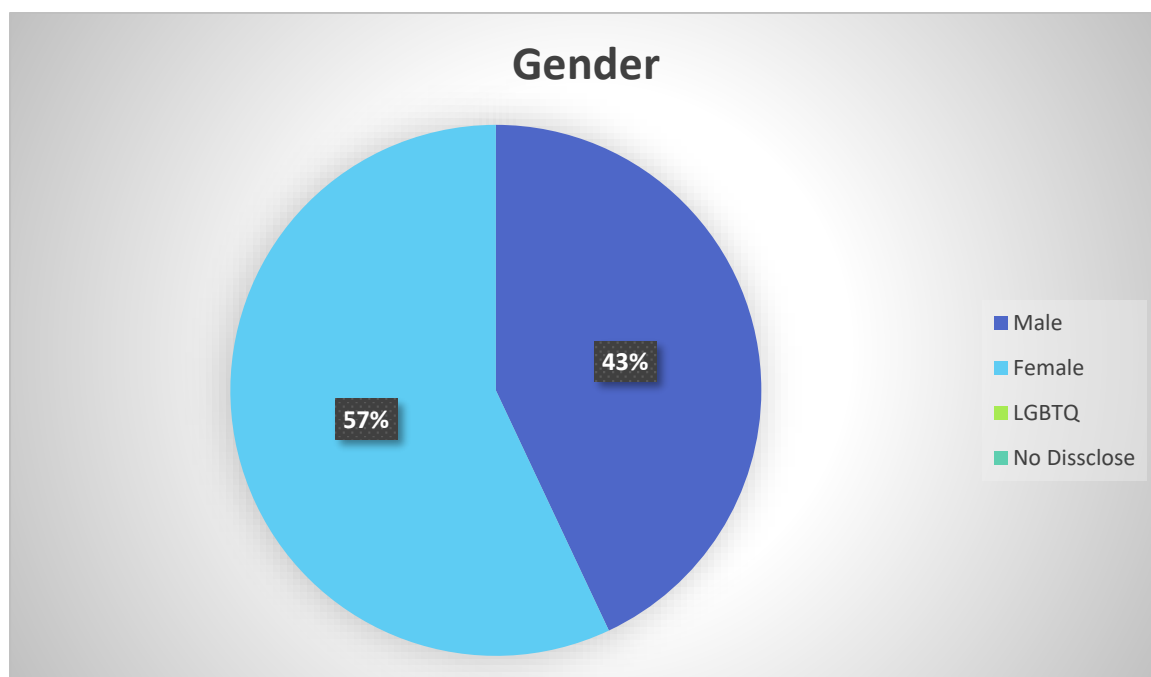
1) Age wise distribution

As in the study only youth had been selected so the youth will be further categorized in three different age groups.



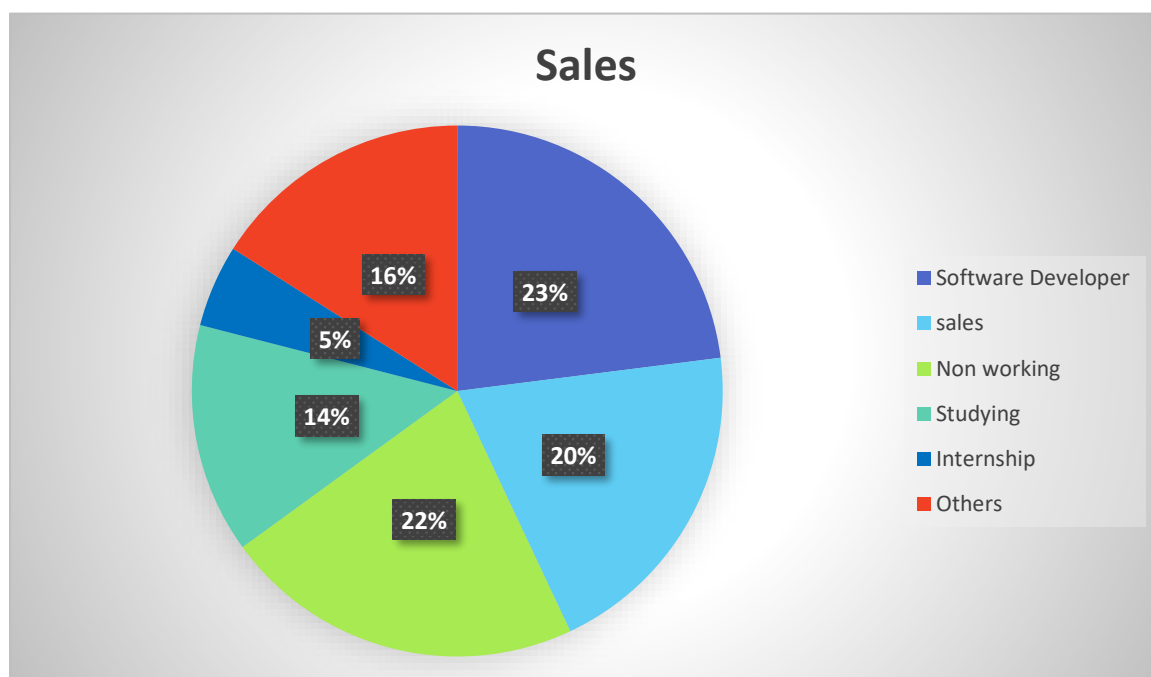
The chart above clearly shows that the 18-22 age group does the majority of online shopping, with 36 percent shopping online, the 23-25 age group shopping online at 24 percent, and the 26-29 age group more likely to shop online. Clearly shows that it is high. Online shopping. This rate is 15% in people aged 30-34, 15% and approximately 14% in those in the 35 age group.

2) Gender wise Distribution



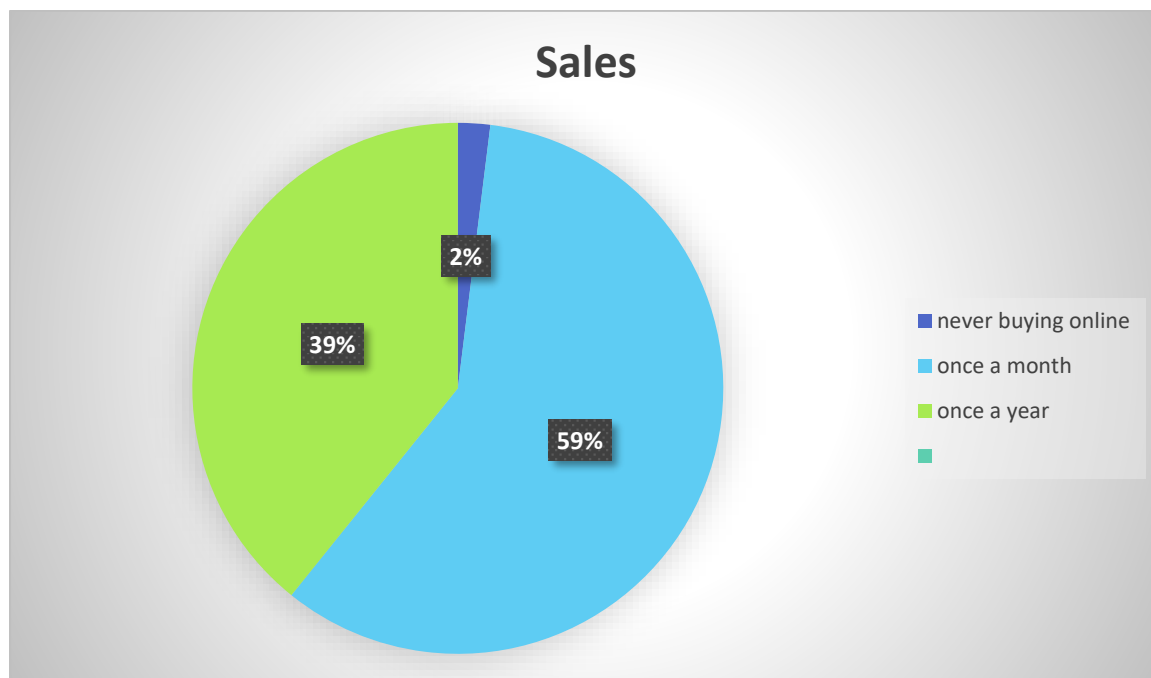
We know from Gender Chat that 57% of the people in our research were women and 43% were men, and we also give young people a choice whether they want to reveal themselves or want to be themselves, but there is no one there to answer either option, so we just have to choose between two. We have clear and precise information for examining gender.

3) Profession of the online consumers



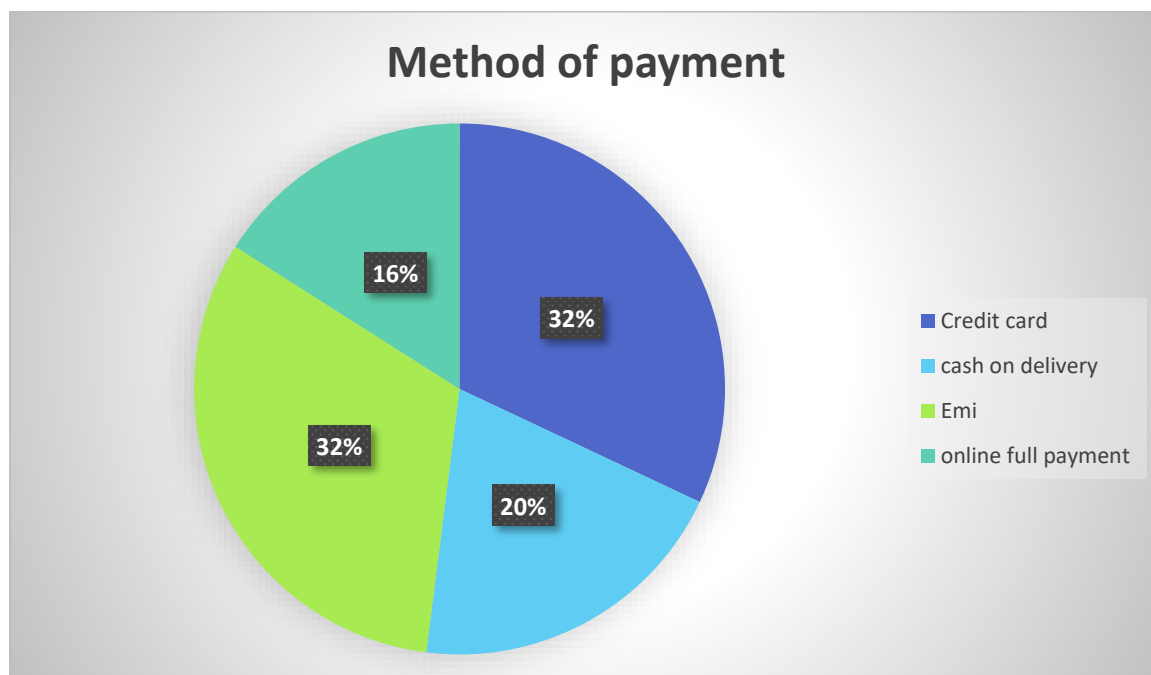
Research shows that people interested in technology or human relations are more involved in the business world than people who only work in business, because most of them are recent graduates and new chefs.

4) Frequency of the buying



The graph clearly shows that not the least number of people shopped online when they were young, most people shop at least once a year and most people buy once a month, it is easy to understand that most people have moved online in the 21st century in Rajkot customers.

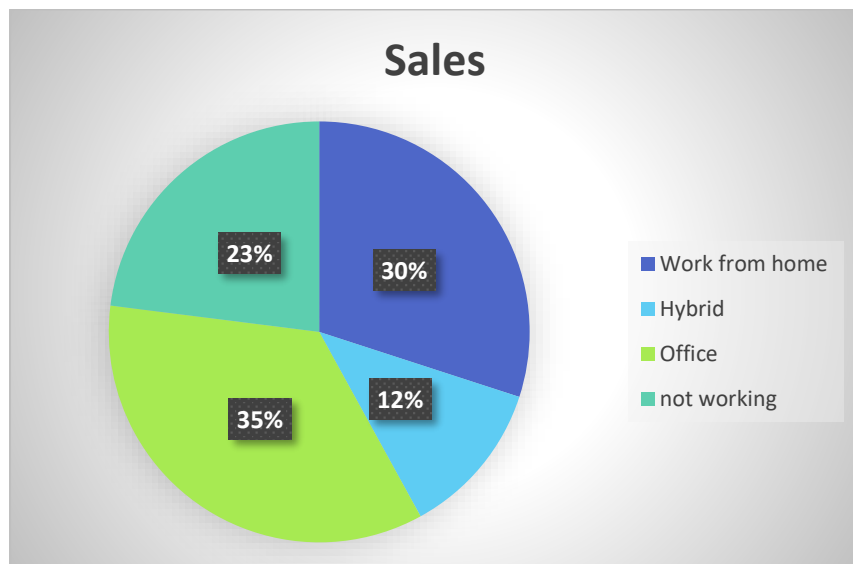
5) Method of payment



From the above graph we can clearly see that most of the young people shop on Emi's credit and all payments are less, this is mainly due to easy access to credit on the website or loans taken by some companies. People,

we can say that the more credit a person has and the more his spending power is compared to his salary, this clearly shows that unlike Rajkot in this study, purchasing turns from cash to consumer credit.

6) Method of working



Working also depends on their shopping habits because most of the people work in the office, so it is easy for them to shop online because they can save time and effort to buy things from the market, they can also increase their family's or my time.

FINDINGS :

Few of the findings mentioned below were found by the researcher in this research.

1. Maximum youth in Rajkot buy things online.
2. Maximum wants to buy on credit, and they love to buy increased stuff and those who are shopping regularly are youth more of a credit thing rather than buying things in full it can be a big point of worry for the youth in Rajkot.
3. The gender is equally buying the thing mostly but still female buy more than males in Rajkot in online.
4. From the age of 18-34 most people want to buy the things online there may be many reasons for that, may be the price, delivery, and one most important reason is time and convenience has been found in research.

RECOMMENDATIONS:

Few are the suggestions for the sellers.

As the behaviour in Rajkot clearly shows in the study, young people here love to shop online and due to internet awareness, young people want to buy things on their own and "don't buy anything different from them." "They buy everything" is different." We find ourselves in the age of the internet, changing applications,

this is a new business and shopping, both easy and selective, just click once to see thousands of objects, even if we can try their 3D design, artificial in the future Thanks to the penetration of intelligence, websites and applications will understand the tastes and feelings of the same people, and then they will give thousands of opinions as the final opinion, but at least according to the research, I can say that when shopping online in this age, a person who does not understand the customer's behaviour in online shopping will say, "The customer is God" It will not grow, as someone who said "it is a truck" said.

CONCLUSION:

From this study, we can conclude that online customer penetration is highest, especially young people are turning towards online shopping in Rajkot and public in Rajkot mostly shop online.

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