

## **Consumer behaviour on online shopping or E-shopping: A study of Himachal Pradesh (district: Mandi)**

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**Abstract:** Although most individuals are busy and have a hectic schedule, online shopping has taken on a significant role in the twenty-first century. In such a circumstance, internet shopping became the most convenient and appropriate way of purchasing for them. The internet has altered the way people shop and has quickly grown into a worldwide phenomenon. This technique of shopping is known as business-to-consumer online shopping since an online store arouses the physical resemblance of buying items and services from an internet shop. The assumption of classical model behaviour is used in this study. The attitude and perceptions of internet consumers in Himachal Pradesh are investigated in this article.

**Keywords:** Customer happiness, online shopping, e-marketing, e-store

**Introduction of the study:** The primary objective of this research is to assess client satisfaction and behaviour when purchasing items online. Using the Internet, consumers may purchase products or services directly from a seller via online shopping. E-shop, e-store, Internet shop and web-store are some names for this type of business. Business-to-consumer online purchasing is the process of buying items and services from an online shop that is physically comparable to buying them from a brick and mortar store. Online shopping is the act of purchasing a goods through the internet. Several items are now being distributed over the Internet, a new avenue of distribution for many. In addition to searching for items and obtaining information about them, shopping on the internet has become a key reason to use the internet in recent years. As a result, the internet has created a very competitive market, where customers are in strong rivalry with one other. Customers utilize the Internet in a variety of ways, not only to buy items, but also to compare product structures, pricing, warranties, and delivery services.. Many experts are optimistic about the future of the internet marketing industry. Read on to learn more. A further benefit to Internet marketing is that it allows businesses to reach out to their present and future consumers in a more effective manner. Despite the fact that business-to-business transactions account for the majority of internet transactions' revenue, practitioners of business-to-consumer transactions shouldn't lose hope.

### **Objectives of the study:**

- ❖ The purpose of this article is to investigate customer perceptions and behaviour when it comes to internet purchasing.

## Research methodology

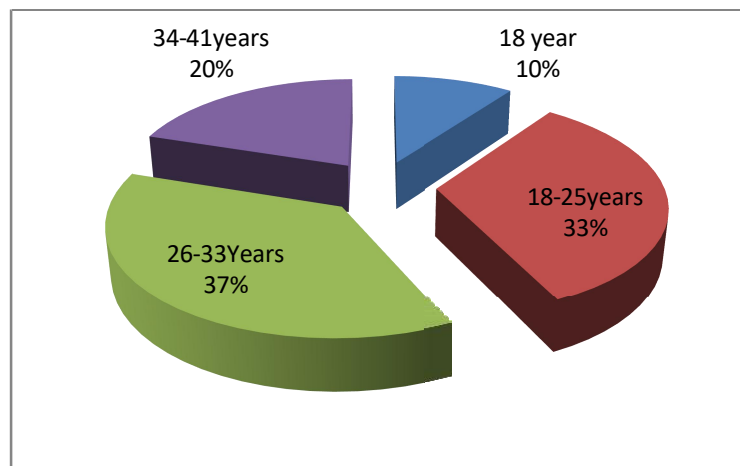
### Data Collection Methods:

Survey study was chosen by the researcher to investigate customer perceptions and behaviours about internet purchasing. The study begins with the identification of several variables that are responsible for shaping customer perception. Primary and secondary data were used in the study. The primary data for this study came from a survey performed in Himachal Pradesh (dist: Mandi), with a sample size of 30 people. Primary data was gathered using the Questionnaire.

### Analysis and Interpretation

#### According to age:

<b>18 year</b>	<b>10%</b>
<b>18-25years</b>	<b>33%</b>
<b>26-33Years</b>	<b>37%</b>
<b>34-41years</b>	<b>20%</b>
<b>total</b>	<b>30</b>

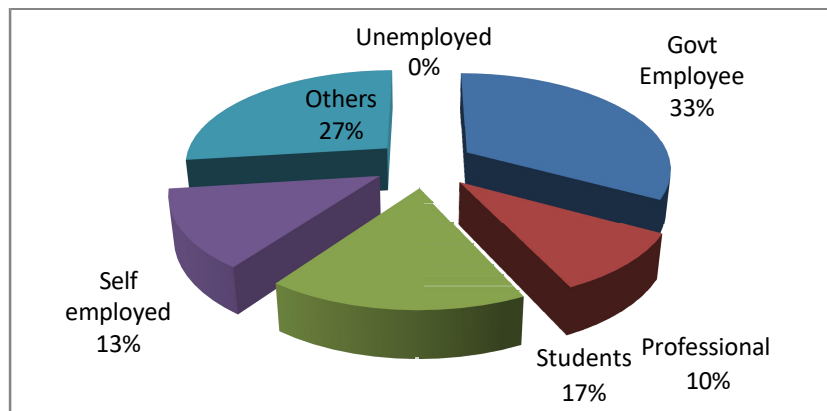


The graph above depicts the proportion of responders who are of a certain age. According to the data, 10% of respondents are under the age of 18, 33% are between the ages of 18 and 25, 37% are between the ages of 26 and 33, and 20% are between the ages of 34 and 41.

#### Profession of online customers

<b>Govt Employee</b>	<b>33%</b>
<b>Professional</b>	<b>10%</b>
<b>Students</b>	<b>17%</b>
<b>Self employed</b>	<b>13%</b>

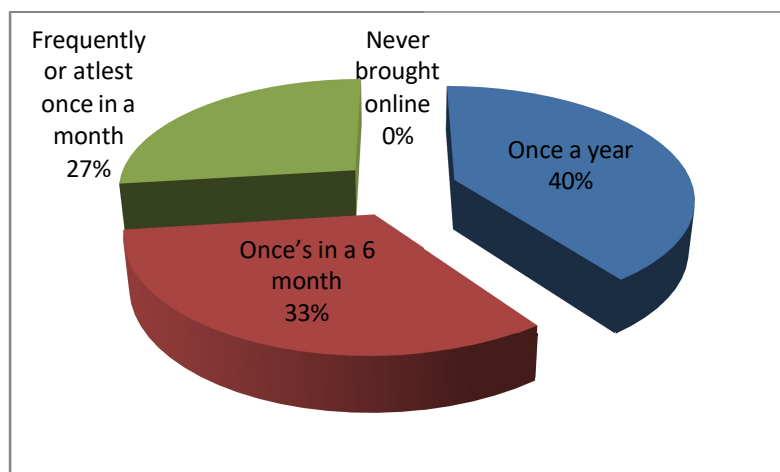
<b>Others</b>	<b>27%</b>
<b>Unemployed</b>	<b>0%</b>



This graph allows us to see which group of individuals is buying more items on the internet, whether they are students, government employees, or professionals. The above graph indicates that 33% of government employees use the internet and buy products online.

#### How frequency of online purchase

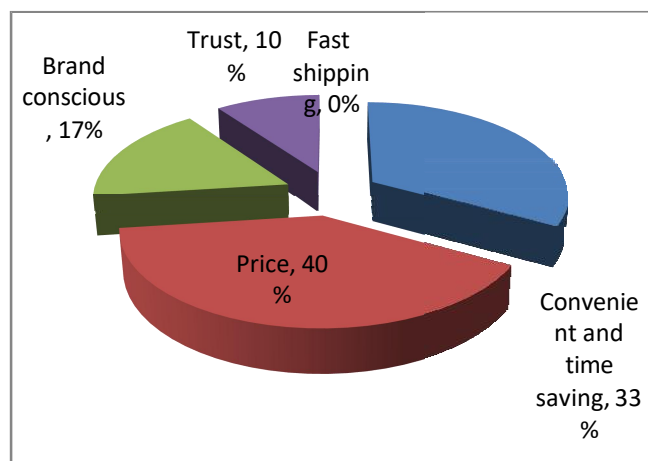
<b>Once a year</b>	<b>40%</b>
<b>Once's in a 6 month</b>	<b>33%</b>
<b>Frequently or atleast once in a month</b>	<b>27%</b>
<b>Never brought online</b>	<b>0%</b>



According to the above pie chart, product purchases are greatest when online consumers buy once a year, accounting for 40% of respondents, indicating that items are not purchased frequently, i.e. 27%.

### The main reason for shopping on the internet

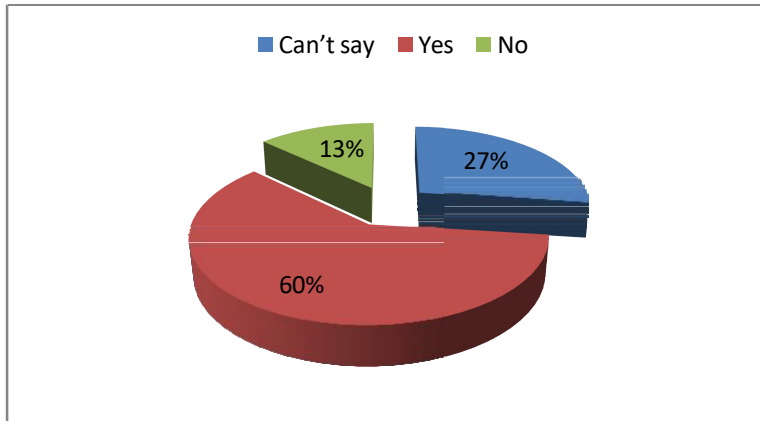
Convenient and time saving	33%
Price	40%
Brand conscious	17%
Trust	10%
Fast shipping	0%



According to the pie chart above, respondents prefer online shopping because of the price, with 40% opting for it, and 33% opting for it because of the convenience and time savings. Online purchasing, on the other hand, has a low level of trust and rapid shipment.

### Compare prices on several websites before making a buy

Can't say	27%
Yes	60%
No	13%



According to the graph above, 60% of respondents examine costs amongst websites selling the same product before making a final purchasing choice, while 13% make no additional comparisons.

### Finding & Discussion

- Young people are increasingly turning to internet shopping because they find it more comfortable, time-saving, and handy. According to the poll, when a buyer decides to buy online items, he or she is influenced by a number of variables. The most important criteria found are time savings, the greatest pricing, and convenience.
- Most online shoppers are employed, so they have the necessary independence to shop online as most of them have different levels of income. Online shopping has become an emerging trend among this age group as there is more influence of the internet generation, and online shopping has become an emerging trend among this age group.
- Online shopping facilitates the comparison of items from various online shopping websites, as well as the comparison of products on websites and physical markets in terms of quality, price, and other factors.
- Online shopping is a lot more convenient way of acquiring items, according to 23 respondents, because it requires less physical activity on the part of the customer because products are purchased and delivered to their doorsteps.
- The most significant impediment to internet buying is the problem of security.

### Conclusion

Increased Internet penetration, a hassle-free shopping environment, and extremely high levels of net savings are all factors driving Indians to buy online. Companies, on the other hand, aim to reduce the risks connected with customers. The goal is not to convert all customers to online shopping, but to show them that it is an option. In light of the foregoing, efforts should be made to educate online shoppers on the steps that must be followed while making an online purchase. Furthermore, an online customer's reaction should be used to classify service transfer faults. This may be done through online individuals and blogs, which serve as marketing and advertising

tools as well as a reaction base for businesses. As a result, internet commerce expands beyond the benefits it now offers. The quality of items available for purchase online, as well as deals for service delivery, is not yet uniform. The buyer is at a high risk of fraud until this is completed

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