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# A STUDY ON ONLINE BUYING BEHAVIOUR IN SELECTED DISTRICTS OF THE KALYANA KARNATAKA REGION

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## Abstract

The world of today is based on technology and information, and the internet has proven to be the most effective medium for easily sharing ideas and learning about the world. People in the Kalyana Karnataka region use online shopping because it is convenient for them in many ways and they can easily access the internet due to their busy schedules. The act of purchasing goods and services over the internet is known as online shopping. Online retailers can sell their products to people who buy them online with the help of the World Wide Web. A wide range of products can be purchased online from a single location. Over the years, worldwide online shopping has grown tremendously. This study aims to learn about the motivations behind online shopping, the risks associated with it, and consumer attitudes toward and satisfaction with online shopping. A self-drafted questionnaire is used to collect responses from 120 people from the Kalyana Karnataka region. The respondents were chosen using the random sampling method, and they range in age from students to professionals to homemakers to business owners. With the aid of straightforward percentages, tables, graphs, and charts, the gathered data are analyzed and interpreted. According to the findings of this study, people in the Kalyana Karnataka region are shifting toward online shopping because it is easier to access internet facilities and more convenient than traditional shopping. Phishing scams, despite the inability to touch and feel the products, do exist. Deceptions are the biggest turnoff for online shoppers, and their levels of contentment are not up to par. That's what the review suggested assuming the money managers concoct imaginative procedures to defeat hating factors they can acquire upper hand and can give total fulfillment to clients and hold online customers.

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**KEYWORDS:** - Convenience, Online Shopping, Customers, Things They Don't Like.

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## INTRODUCTION

The idea of shopping online is becoming increasingly important as a result of advances in information and technology. Online shopping is expanding at the fastest rate in the Kalyana Karnataka region, which is home to Karnataka's capital city.

This is due to the convenience it offers busy people. Life today is filled with numerous activities. A person's inability to physically go to a store to make purchases has led them to look for alternative methods of shopping. People now prefer to buy things online, pay their bills with a credit or debit card, and have things delivered to their doors at a lower and more affordable price. Online shopping has gained popularity and expanded in the Kalyana Karnataka region as a result of the experiments that young people, particularly in the region, are making with novel shopping methods.

An interactive electronic network allows retailers and customers to communicate with one another during online shopping. A wide range of products can be purchased online from a single location.

The nature of consumer behavior is dynamic and interconnected. Individual or group cognition, affect, and behavior the three components continue to evolve. Between the three components themselves and the environment, there is constant interaction and interaction. This has an impact on behavior and consumption patterns, is constantly changing, and is extremely dynamic. Understanding consumer consumption patterns and behavior is the focus of the study of consumer behavior. Age, customer experience, internet connectivity, transportation, a dependable delivery system, consumers' perceptions, attitudes, learning and decision-making, and education level are all factors that influence online shopping behavior. The purpose of the study is to investigate how common people in the Kalyana Karnataka region shop online. Knowledge of

computers is crucial in this situation.

## FACTORS INFLUENCING THE GROWTH OF ONLINE SHOPPING IN KALYANA KARNATAKA REGION:

1. **Access:** Any potential customer who has access to the internet can be reached by a single online store.
2. **Easy & comfort:** The customer can find all of the necessary information online.
3. **Search option:** The customer's buying experience is improved by this option. It is easy to locate products based on customer requirements.
4. **User friendly:** Since transactions are done online, there is a disconnect between the desire to buy and the ability to buy.
5. offers a wide range of products at low prices, makes it simple to compare product features, has better deals, saves time and energy, makes online payments simple, and lets you choose when to shop.

## CHALLENGES INVOLVED IN ONLINE SHOPPING:

1. shopping is still a sensory experience. Concerns regarding the payment method: The card information could always be used improperly.
2. Technical issues: Problems with the internet, such as the speed of the internet, the possibility of being disconnected from the internet during a transaction, a lack of navigation standards, and a lack of computer knowledge and awareness regarding the advantages of online shopping are examples of technical issues.

However, businesses shouldn't have any trouble keeping customers if they don't communicate face-to-face.

## REVIEW OF LITERATURE

**Huseynov and Yildirim (2014):**- emphasized that the lack of face-to-face interaction is typically the most significant obstacle to online retail sales, followed by the privacy of individual information and the safety of online financial transactions.

**Demangeot and Broderick (2010):**- Their exploration uncovered that apparent usability doesn't influence the standard of conduct for this situation rather impacted by security and protection issues. When customers perceive online risk, there is no connection formed between them and online shopping.

**Hoque, Ali and Mahfuz (2015):**- Online shopping attitudes are typically influenced by two factors: The first is trust, and the second is perceived advantages. As a result, it would appear that the most important hypotheses regarding consumer behavior toward online shopping are trust and perceived advantages.

## RESEARCH METHODOLOGY

It refers to the specific methods or procedures used to select, process, and evaluate topic- related data.

### OBJECTIVES OF THE STUDY:

1. To investigate the reasons why people shop online
2. To evaluate the dangers of online shopping to comprehend how consumers feel about online shopping and how satisfied they are.

### STATEMENT OF THE PROBLEM:

When compared to other parts of the country, Kalyana Karnataka is one of the cities that is growing the fastest. The Kalyana Karnataka region has a high internet penetration rate, but its use for online shopping is still below that of the

global market.

### SOURCES OF INFORMATION:

**Primary sources:** - The direct data is gathered from the respondents straightforwardly through self developed survey and through private association.

**Secondary Sources:** - Information from published documents, websites, reference books, and journals served as secondary sources.

**Sample unit:**- Samples from the city of Kalyana in the Karnataka region were selected at random for the purpose of studying consumer purchasing behavior in relation to online shopping.

**Sample size:** - From the city of Kalyana in the Karnataka region, 120 individuals of various ages and occupations were selected.

**Statistical tools:** - Using simple percentages, data from respondents are analyzed and interpreted,

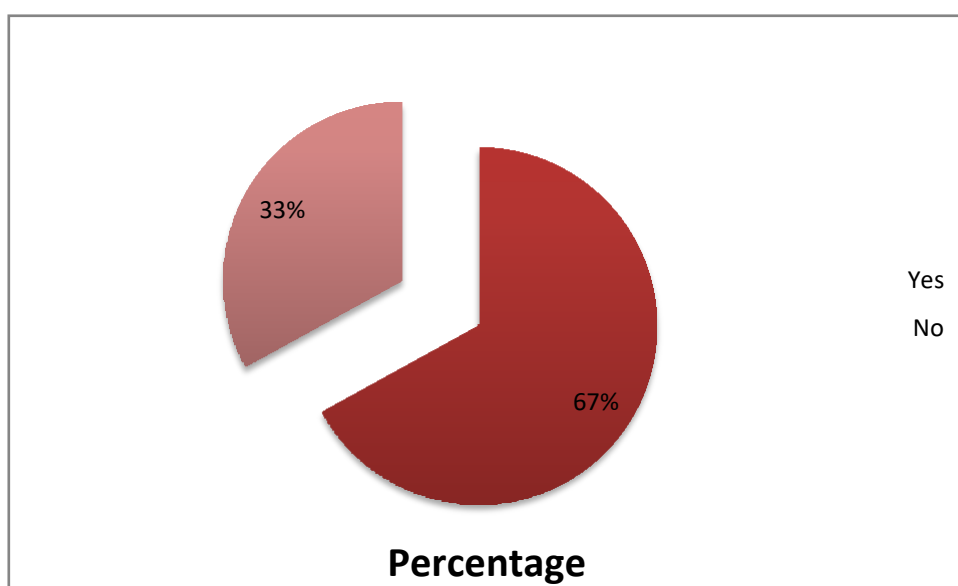
### LIMITATIONS OF THE STUDY:-

1. The only population of interest is the urban population
2. The study's identified variables may not be sufficient
3. restriction on time for the in-depth study.

**DATA ANALYSIS AND INTREPRETATION****1. Are you connected to the internet?**

Particulars	No. of Respondents	Percentage
Yes	80	67%
No	40	33%
Total	120	100%

**Analysis:-** We can deduce from the table above that 67% of respondents have internet access, while 33% do not.

**Interpretation: -**

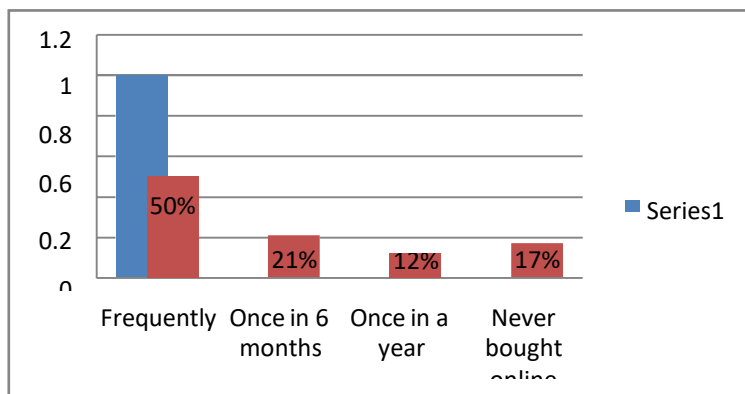
We can deduce from the chart above that the majority of respondents in the Kalyana Karnataka region have internet access.

**2. How often are you going for online shopping?**

Particulars	No. of Respondents	Percentage
Frequently	60	50%
Once in 6 months	25	21%
Once in a year	15	12%
Never bought online	20	17%
Total	120	100%

**Analysis:-**

From the above we can study that 50% of the people are going for online shopping frequently and 17% of them have never purchased through online and 12% go for online shopping once in a year.

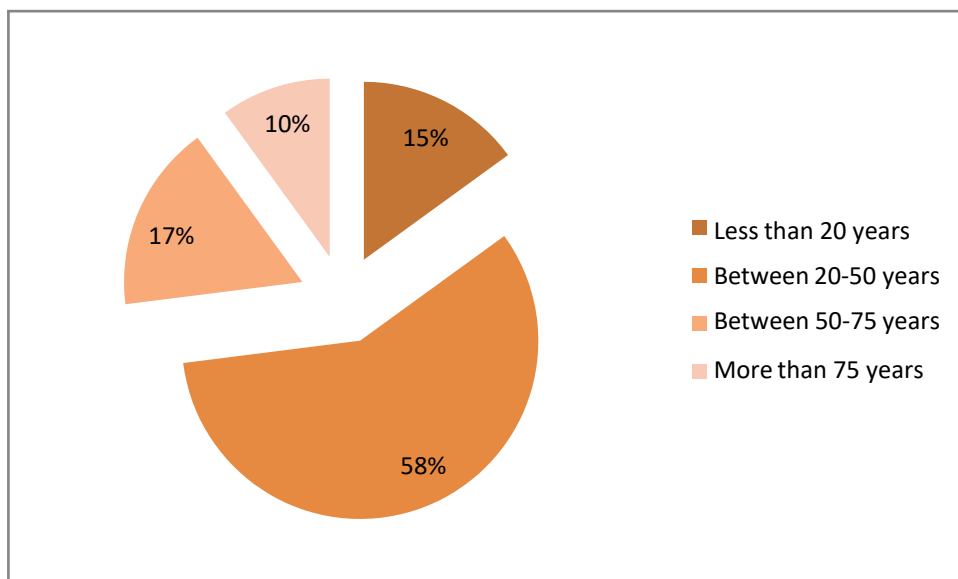
**Interpretation:-**

We can deduce from the chart above that the majority of people regularly shop online, with only a small number of people having never done so.

**3. Age wise distribution of customers going for online shopping?**

Particulars	No. of Respondents	Percentage
Less than 20 years	18	15%
Between 20-50 years	70	58%
Between 50-75 years	20	17%
More than 75 years	12	10%
Total	120	100%

Analysis: -



According to the table above, 58% of people between the ages of 20 and 50 shop online. 17% of people between the ages of 50 and 75 shop online, and 10% of people over 75 shop online.

#### Interpretation:

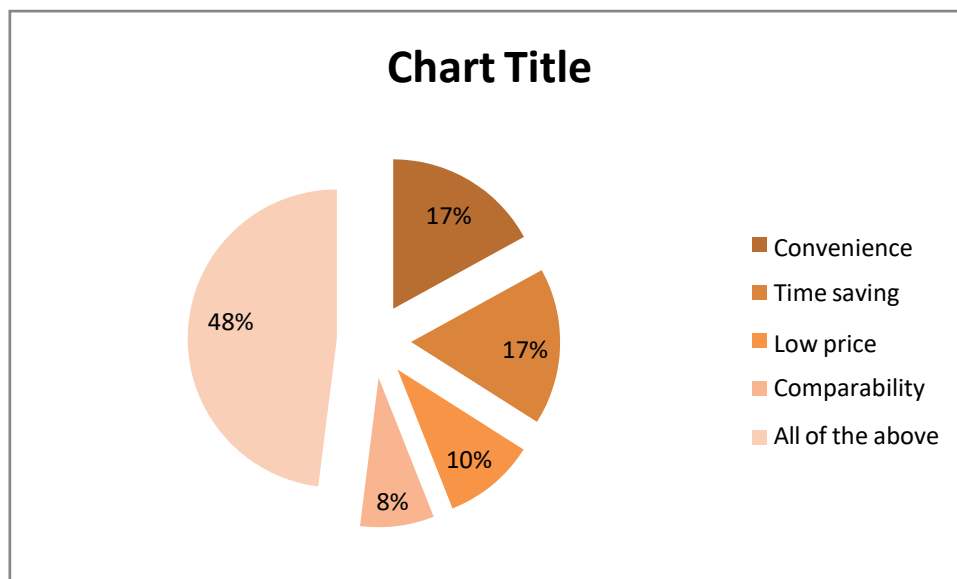
From the chart above, we can deduce that people between the ages of 20 and 50 do most of their shopping online, while people over 75 only make up a small portion of online shoppers.

#### 4. What are the important reasons for online shopping?

Particulars	No. of Respondents	Percentage
Convenience	20	17%
Time saving	20	17%
Low price	12	10%
Comparability	10	8%
All of the above	58	48%
Total	120	100%

**Analysis:-**

We can deduce from the preceding table that 17 percent of consumers concur that online shopping offers convenience and time savings. According to 10% and 8% of them, online shopping is motivated by product comparability, low prices, and 48% agree that all factors are taken into account when shopping online.

**Interpretation:-**

According to the chart above, the majority of people agree that they shop online for a variety of reasons, including convenience, time savings, low prices, and comparability.

**Findings:-**

- The majority of customers in the Kalyana Karnataka region have access to the internet
- Only 50% of customers frequently shop online
- The majority of online shoppers are between the ages of 20 and 50.
- The inability to touch and feel the product is cited as one of the primary reasons why customers dislike it by the majority.
- According to respondents, the most significant dangers associated with online shopping are phishing scams and fake online stores.
- Majority online shoppers are adults

and children

- In the Kalyana Karnataka region, shopping is still considered a family outing, and people do not feel the lack of time while going out to shop with family and friends. Customers have not received complete satisfaction through online shopping. They lack computer skills and mobile applications to opt for cash on delivery.

**Suggestions:**

- To provide awareness about online shopping and its benefits to increase the number of customers frequently shop online.
- To provide more customized feel about product and services available in online
- It is suggested that whenever customer go for online should buy the product or service through trusted online shopping websites.

- Websites can provide easy access to senior citizens so that they can also participate in online shopping
- To make more attractive discount and offers so that more people can go for online shopping.

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## CONCLUSION

Businesses struggle to retain customers because of the lack of face-to-face communication, lack of knowledge, inability to touch and feel the product, and various risks associated with online shopping. However, the percentage of people who shop online is growing day by day because they find it more convenient than traditional shopping. In the future, the Kalyana Karnataka regionals' may be on par with the global market in their use of online shopping, and they may be willing to adopt and recommend it to others if businesspeople devise novel approaches to overcoming all of these risky and undesirable factors.

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