

A Study on Online Shopping behavior through Mobile Applications in Kolhapur City

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Abstract - Shopping is one of the essential part of our daily life.[5]This paper analyzes the Online Shopping behavior through Mobile Application in Kolhapur with a sample size of 100 respondents comes from different age, Education & Budget groups. Further this paper focus on the respondent's behavior regarding the preferred purchase items, most important factors which effects on the shopping decision and satisfaction level towards products and services offered by the Online Shopping Mobile Applications. Statistical analysis reveals that the behavior of the respondents is vary to a large extent according to age, their Education and Budget. Research ends with the findings as clothing's & footwear items are most purchased , product quality & brand are the most important factor which affect on purchase decision, and respondents are highly satisfied towards products and services offered on online mobile shopping Apps.

KEYWORDS: - *Buying Behavior, Mobile Apps, Online Shopping, Satisfaction and Shopping Decision.*

I. INTRODUCATION

You no longer need a desktop or laptop computer to purchase some of your favorite things now thanks to the increasing availability of online mobile shopping apps. [4] Online shopping is the best way to purchase any item on different mobile shopping apps. Now Online shopping has opened the doors of globalization as it facilitate all the information about the product from anywhere around the world and it can be accessed 24/7. Therefore organizations have changed their selling and buying strategy. An even consumer preferences also has changed in terms of choices, quality, services, selling and buying. There are numbers of online mobile shopping applications are available like Amazon, Snapdeal, filpkart, e-bay etc. thus this paper is an attempt to study the online shopping behavior through Mobile Applications in Kolhapur City.

OBJECTIVES:

1. To study the Online Shopping behavior through Mobile Application.
2. To identify the types of items purchased preferred by the respondents.
3. To find out the most important factors which affects on the respondents shopping decision.
4. To analyze customer satisfaction towards products and services offered by the Online Shopping Apps.

II. RESEARCH METHODOLOGY

The present study is mainly descriptive research focusing on the behavior of respondents towards online shopping through mobile apps. This study helps in better understanding about the factors affecting the behavior of the respondent's and making specific suggestions to the mobile shopping app companies in attracting customers. It is quite difficult to have representative sample of large population of the city. However, considering the time, cost and convenience a sample of 100 respondents were selected who do online shopping through mobile Apps individually. Primary data was collected from the respondents in Kolhapur City through the

Questionnaire. Convenience sampling is the type of non-probability sampling method. [5]

III. LITERATURE REVIEW

Ming-HH (2009) conducted study to explore how consumer evaluates the time attribute when they shopping made choice between physical store shopping verses e-shopping.[8], Kumar R (1996) stated that, a research study classified as a descriptive study attempts to describe systematically a situation, problem, phenomenon, service or programme, or provides information about, say, the living conditions of a community, or describes attitudes towards an issue.[7], Dr.M.Nishad Nawaz conducted study on Consumer Preferences for E Shopping with reference to Bahraini Consumers [1], HP Lu (2009) , studied the factors affecting purchase intention on mobile shopping web sites [2], Solomon, M.R conducted study on consumer behavior to study the processes involved when individual select, purchase use or dispose product, service ideas or experience to satisfy the need & desire.[9], sultan & henrichs (2000) studied that consumers willingness to and preference for adopting the internet as shopping medium positively related with the income, household size & innovativeness.[10]

IV. DATA ANALYSIS & INTERPRETATION

1. The Grouping of Respondents on the basis of Age

Table 1: Grouping of Respondents

The Grouping of Respondents on the basis of Age	Respondents
20-30 years	56
30-40 years	20
40-50 years	12
Above 50 years	12
Total	100

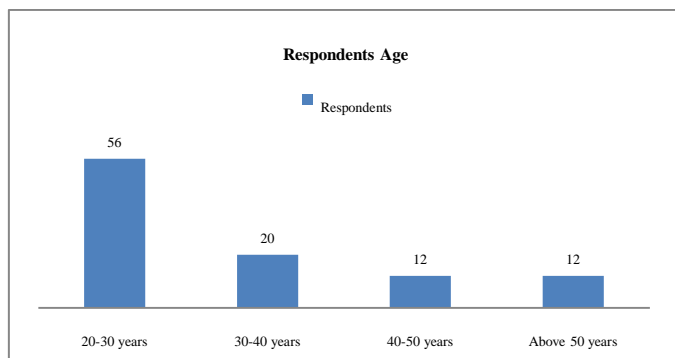


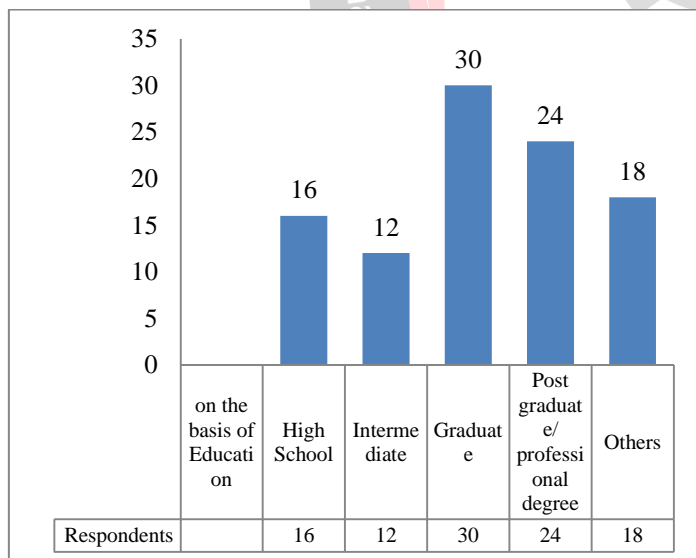
Chart Number- 1

Interpretation: It was found that 56 respondents were in the age group of 20-30 years of age, 20 respondents were in the age group of 30-40 years. However, there were 12 respondents in the age group of 40-50 years & above 50 years. This indicates that younger people have more interest to use the online shopping apps compared to middle aged people.

2. The Grouping of Respondents on the basis of Education

Table 2: Grouping of Respondents

The Grouping of Respondents on the basis of Education	Respondents
High School	16
Intermediate	12
Graduate	30
Post graduate/ professional degree	24
Others	18
Total	100



3. The Grouping of Respondents on the basis of Frequency of Usage of Online Mobile Shopping Apps

Table 3: Grouping of Respondents on frequency of Usage

The Grouping of Respondents on the basis of Frequency of Usage	Respondents
Daily	40
2-3 times in a week	32
Monthly	28
Total	100

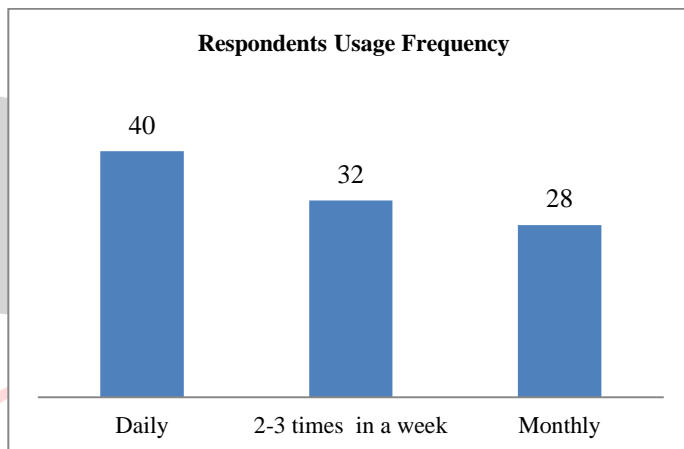


Chart Number- 3

Interpretation: The table indicated that about 40 of the respondents use daily, while 32 of respondents usage frequency is 2-3 times in a week. There were about 28 respondent's use online mobile apps occasionally once a month.

4. The Grouping of Respondents on the basis of Monthly Shopping Budget (thousand Rs)

Interpretation: Table shows that 56 respondents in the age group of 20-30 years spend less than Rs 2000 per month. While 20 respondents in the age group of 30 to 40 years spend more than 2 thousand per month. Among these respondents, 14 spend between Rs 2 to 5 thousand and about 6 spend between Rs 5 to 10 thousand per month. Among the relatively middle aged respondents, in the age group of 40 to 50 years 6 spend about Rs 5 to 10 thousand, 4 spend between 10 to 20 thousand while about 2 were able to spend more than Rs 20,000 per month. 6 spend between Rs 2 to 5 thousand and 6 spend about Rs 25 to 50 thousand per month.

5. The Grouping of Respondents on the basis of Types of Items purchased

Table 5: Grouping of Respondents

The Grouping of Respondents on the basis of Types of Items Purchased	Respondents
Clothing	50
Footwear	30
Accessories	14
Others	6
Total	100

Chart Number- 2

Interpretation: 54 respondents were highly educated to the level of graduate & post graduate professional courses. While 16 respondents of educate up to high school & 12 were intermediate level. This shows the respondents having different educational background.

Table 4: Grouping of Respondents on budget base

The Grouping of Respondents on the basis of Monthly Shopping Budget	Budget (in thousand Rs)	Budget (in thousand Rs)	Budget (in thousand Rs)	Budget (in thousand Rs)	Budget (in thousand Rs)	Budget (in thousand Rs)	Budget (in thousand Rs)
	0-2	2-5	5-10	10-20	25-50	Above 50	Total
20-30 years	56	-	-	-	-	-	56
30-40 years	-	14	6	-	-	-	20
40-50 years	-	-	6	4	2	-	12
Above 50 years	-	6	-	-	6	-	12
Total	56	20	12	4	8	-	100

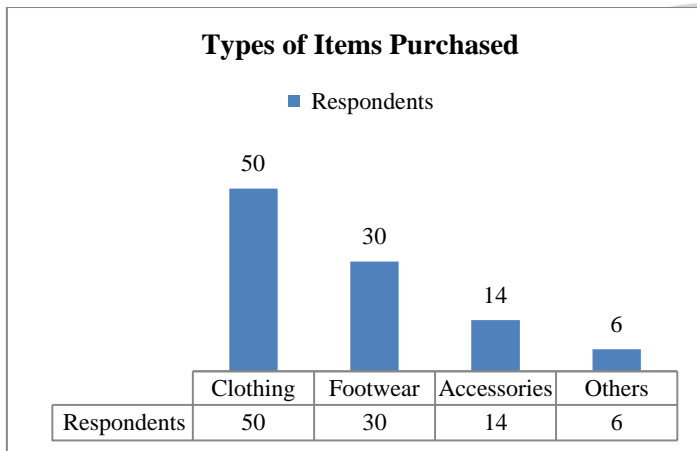


Chart Number- 4

Interpretation: Table shows that 50 respondents purchase online clothing items followed by footwear 30 respondents, accessories 14 respondents such as shades, perfumes, belts, caps, Jewelry etc. and 6 respondents purchase other items through online mobile shopping apps.

6. The Grouping of Respondents on the basis of Shopping Decision

Table 6: Grouping of Respondents

The Grouping of Respondents on the basis of factors affecting on Shopping Decision	Respondents
Quality	30
Brand	24
Price	12
App schemes & offers	14
One stop shopping	20
Total	100

Interpretation: Answer to the question that what affected your shopping decision, respondents indicated that assured quality of product and services were the main consideration. About 30 respondents replied for this consideration. Brand also played a key role in selection of Online Shopping for buying clothes and footwear's. Price was not an important factor, especially for the

young customers who prefer more branded products. Moreover, Applications various schemes & offers was important for respondents in making a choice purchase decision with 14 & 20 respondent's opinion respectively.

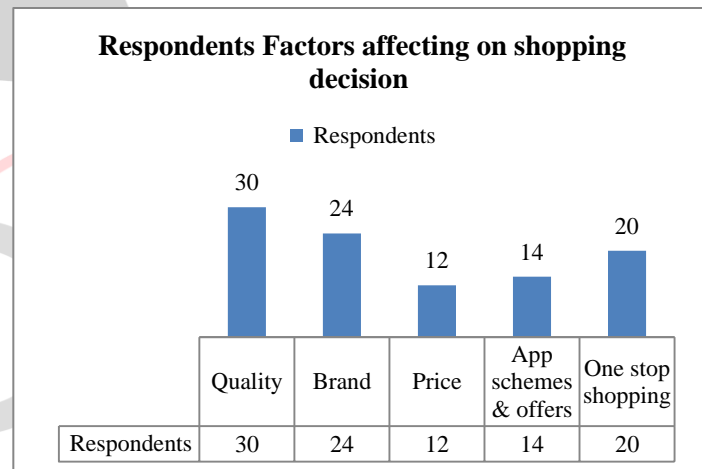


Chart Number- 5

7. The Grouping of Respondents on the basis of Level of Satisfaction about Online Shopping Mobile Apps.

Table 7: Grouping of Respondents

The Grouping of Respondents on the basis of Level of Satisfaction about Online Mobile Shopping Apps.	Respondents
Highly Satisfied	64
Satisfied	24
Unsatisfied	12
Total	100

Interpretation: It was found that customers were quite happy/satisfied with the products and services, about 64 of the customers were highly satisfied with the products and services offered on Online shopping apps and 24 of the customers were satisfied. While about 12 customers were unsatisfied with the products and services.

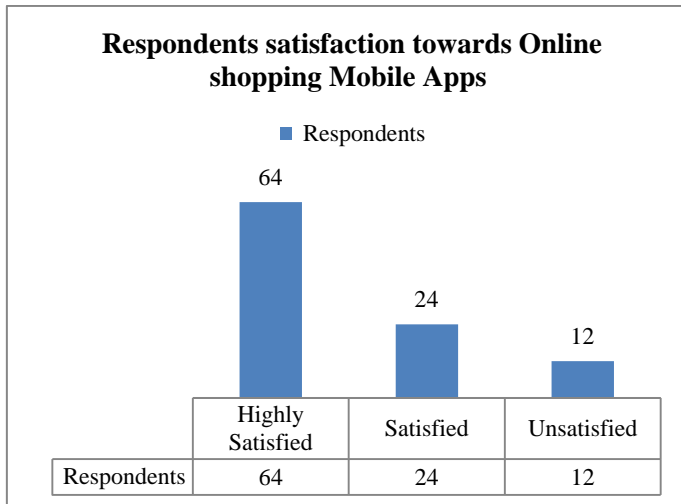


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V. CONCLUSION

Shopping online through smart phones is proving to be game changer and industry leaders believe that mobile commerce could contribute up to 70% of their total revenue.[6] so, considering the need of an hour the research is attempted to focus on the peoples behaviour regarding the Online Shopping through mobile Apps. This paper concluded with respondent's behavior as clothing's & footwear items are most purchased, Quality & brand are the most important factors which affects on the shopping decision and respondents are highly satisfied towards products and services offered on online mobile shopping Apps.

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