



## A Study of Trends of Online Shopping in Patna

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**Abstract :** *This is a study undertaken with the objective of assessing the Awareness of Online Shopping among different age groups of people and Factors affecting Online Shopping. An Online store helps consumers allowing for an easier and a more realistic shopping experience. A substantial growth in recent Computer technologies and its growing awareness has facilitated the users to choose a product from a broad range with all information before buying a product. It also provides them the facility of comparison shopping where a user can compare a product offered by various brands for its features and pricing.*

*This study was an attempt to find out the Factors which promote online shopping amongst various age groups and their apprehensions which prevents them from using this method of shopping.*

**Keywords :** Online Stores, e-shopping.

### Introduction :

**Online shopping or online retailing** is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Alibaba, Amazon.com and eBay. Retail success is no longer all about physical stores, this is evident because of the increase in retailers now

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offering online store interfaces for consumers. With the growth of online shopping, comes a wealth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements.

### Objectives :

The objective of our study was to assess the-

- Awareness of Online Shopping among different age groups of people.
- Factors affecting Online Shopping.
- Attitude of people towards Online Shopping and Shopping Behaviour.
- Advantages and disadvantages of Online Shopping over Offline Shopping.

### Hypotheses :

Online Shopping is a prominently rising sector in today's World economy. It is one of the most preferred choice of shopping nowadays as it provides access to useful information before buying a product, facilitates comparison shopping and enables quicker shopping. Therefore it was assumed that

- (a) There is a positive association between consumers' attitude towards on-line shopping and their beliefs about its ease of use.
- (b) It is also assumed that Online Shopping has several advantages over the Offline Shopping.

### Methodology and Tools used in the Product :

- **Area of study :** A survey was conducted amongst different sections of people in Patna to study the present trend and future prospect of Online Shopping.
- **Sample size and sampling methods :** Data was collected from various people of different age groups in Patna through

Questionnaire and Personal Interviews and we also visited some of the outlets of Online Shopping Websites in Patna.

- **Tools techniques for data collection :**

1. Personal interview from the officials of outlets of Online Shopping Websites and general consumers.
2. Questionnaire.

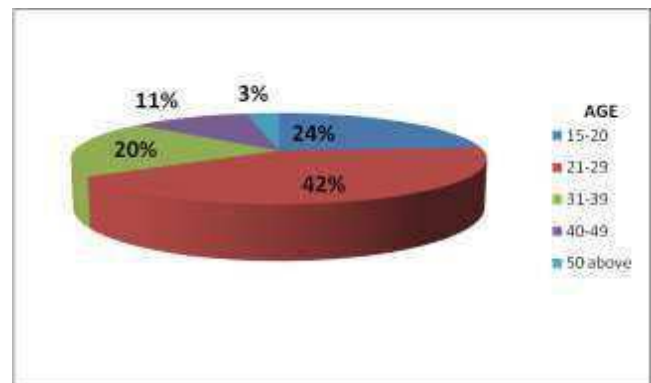
- **Method(s) of Data Analysis :** We compiled the total research work on the basis of tools of MS-Office i.e. MS-Word and MS-Excel. Subsequently, we modified the contents of our research and findings in the form of a research paper and made a PowerPoint Presentation using MS-PowerPoint.

### Observations :

The impression drawn from this research study specifies and highlights several facts-

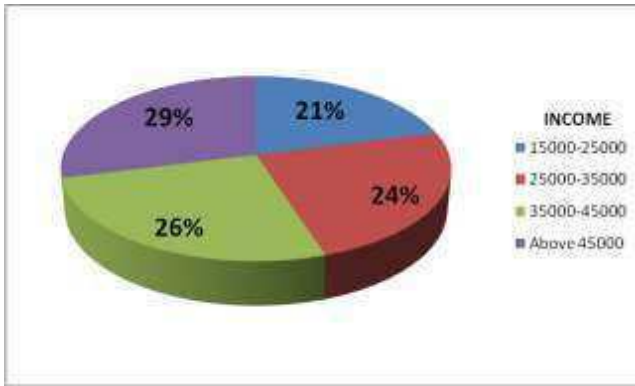
#### 1. Percentage of people using Online Shopping based on Age Groups

Through this chart we observed that youngsters i.e. people of age 15 to 30 are the prominent users of the Online Shopping Services.



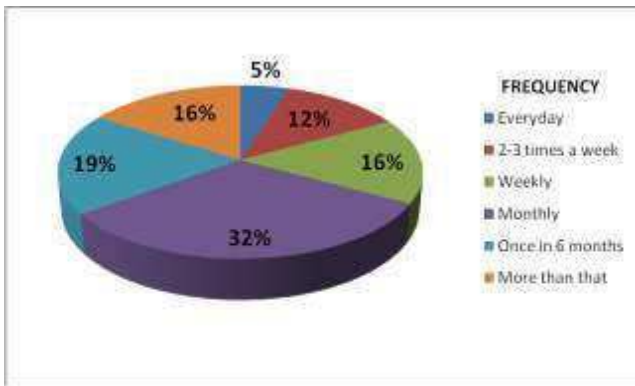
#### 2. Percentage of people using Online Shopping based on their range of monthly income

Through this chart we observed that people with higher income are more involved in Online Shopping.



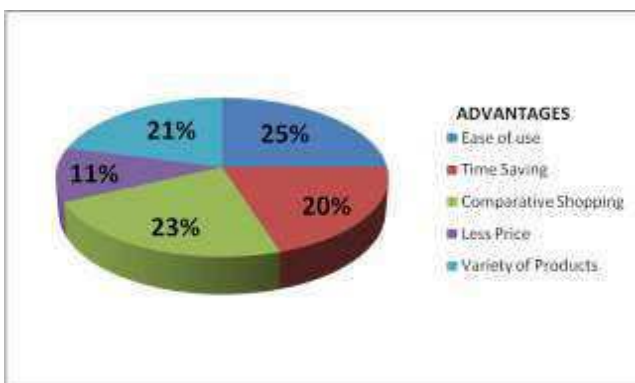
### 3. Percentage of people using Online Shopping based on their Qualification-

Through this chart we observed that highly qualified people are the top users of Online Shopping.



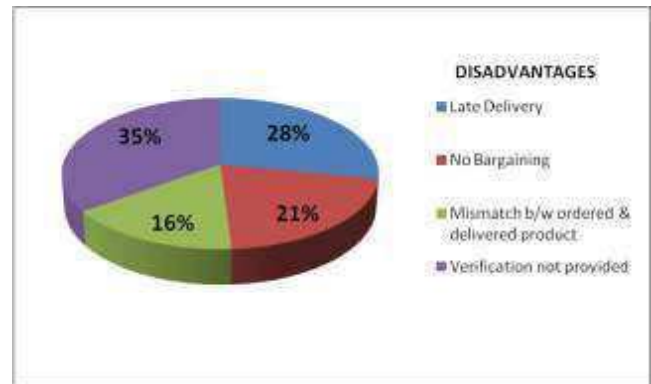
### 4. Percentage of people opting for Online Shopping due to its various advantages:

Through this chart we observed that people in Patna have a very positive opinion about Online Shopping. The major advantages according to them are ease of use and facility of comparison shopping.



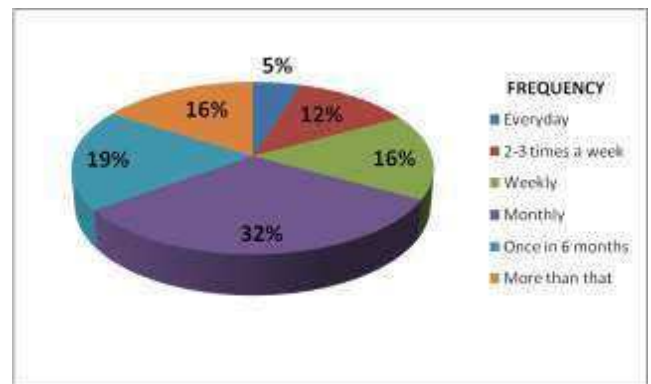
### 5. Percentage of people avoiding Online Shopping due to its various disadvantages:

Through this chart we observed that the major disadvantage of online shopping in the opinion of people in Patna is not being able to touch or try on the products before purchasing i.e. verification of products prior to purchasing is not facilitated.



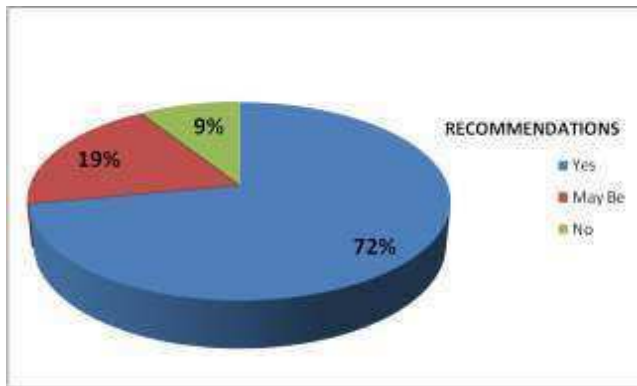
### 6. Percentage of people using Online Shopping based on the frequency with they use it-

Through this chart we observed that people in Patna are not very frequent users of Online Shopping. The biggest crowd uses it only once in a month or two.



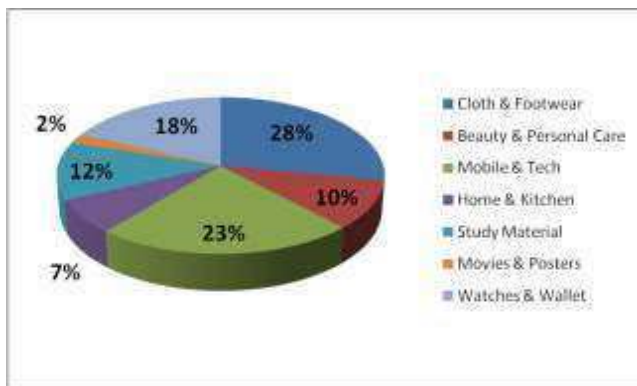
### 7. Percentage of people opting different answers to the question "Would you recommend online shopping to others?"

Through this chart we observed that most of the people have positive attitude towards Online Shopping and are willing to encourage others too.



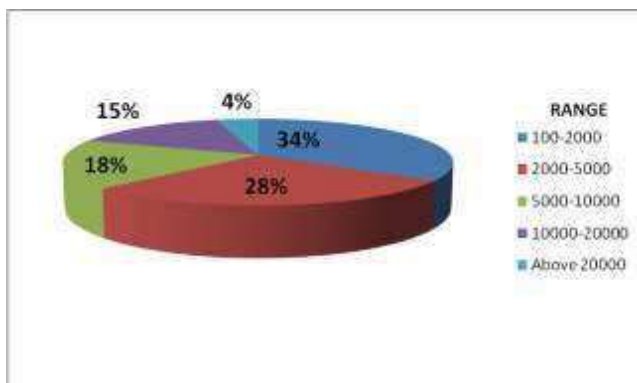
### 8. Percentage of people preferring Online Shopping for purchasing different products-

Through this chart we observed that most of the people in Patna opt for Online Shopping for buying clothing and footwear and products related to mobile and technology.



### 9. Percentage of people spending different ranges of money on Online Shopping-

Through this chart we observed that most people prefer Online Shopping for buying things of lower cost. The most preferred range of money to be spent in Online Shopping is 100-2000 in Patna.



### Observations :

Online shopping has become extremely popular over the last decade. Utilized mostly by the "Net- Generation", this service is extremely convenient. There is a positive association between consumers' attitude towards online shopping and their beliefs about its usefulness and its ease of use.

These are few inferences we drew from our study-

- In Patna commonly the younger generation and people with generous income and high qualification are prominent Online Shoppers.
- Factors like Ease of use, Comparison shopping facility and Time saving encourages people to shop online and the factors like late delivery, no facility to verify products prior to purchasing and no bargaining facility affects Online Shopping adversely.
- Though the people in Patna have a very positive attitude towards Online Shopping and are willing to encourage others for it too but they are not very frequent users of Online Shopping. Most of them use it only once in a month's time.
- Major advantage that people think the Online Shopping has over Offline Shopping are:
  - It saves lots of time.
  - Reasonable price and facilitates comparison shopping.
  - Variety of products available under one roof.
  - It provides access to a lot of useful information.

Thus both hypotheses are proved.

The Online Shopping is not very popular in Patna currently, the reason being less knowledge of IT and technology amongst people although its future is very bright considering the growing awareness to technology among people and the growing confidence of people in the web stores. The technology of online shopping websites will continue to grow and, as a result, will expand the online shopping market and benefiting thousands of consumers over the world.

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Harry Hochheiser, Jonathan Lazar and Jinjuan Heidi Feng (2010). *Research Methology in Human Computer Interaction*, John Wiley Publications, UK.

**Web sites :**

[www.sciencedirect.com/science](http://www.sciencedirect.com/science)

[www.academia.edu/Factors\\_affecting\\_the\\_online\\_shopping](http://www.academia.edu/Factors_affecting_the_online_shopping).

[www.indiafreestuff.in](http://www.indiafreestuff.in)