

## Factors Influencing Consumer's Online Buying Decision in India

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### Abstract

Online buying is a form of electronic purchasing which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. It has been emerged with fresh idea and has created many opportunities. India has ranked second after America in online buying. India is gaining importance as a big lucrative market for all world retailers. As per study available Indian retail industry is of more than 2500 US \$ billion in the year 2016. Therefore, online buying opportunities are endless in Indian market.

The online buying is becoming a fashion among Indians as they feel it is more easy and time saving and convenient, as they can shop without going in market, where they come across a parking problem and crowded situation. When consumers buy online, they are affected by various factors which are price, trust or it may be convenience. Price is sometimes lower on online stores compared to shops. It is free from Intermediaries, physical storage, etc. The online buying facility is available by these online stores for 24x7 have made very easy buying for consumers worldwide.

This study is carried out to find factors influencing consumer's online buying decision in India and data was collected primary sources. The study was conducted in Delhi, Mumbai, Bangalore, Jaipur city as good number of online purchasing are made from these places. Total 100 persons sample was collected randomly from all four places taking into consideration of 25 from each place to reflect India. The below table is shows demographic characteristics of the respondents. Respondents were asked about demographic profile, like gender, age, qualification, income, occupation, marital status and family type. The purpose of this information was simply know the characteristics of online buyers.

**Table 1 Demographic Characteristic of the Respondents**

n=100

S.no	Factor	Category	Frequency / Percentage
1.	Gender	Male	40
		Female	60
2.	Age	Below 18	08
		Above 18–25	22
		26-35	25
		35-45	28
		Above 45	17
3.	Qualification	Up to 12	15
		Under graduate & more	45
		Professional qualified	40
4.	Occupation	Student	22
		House wife	27
		Self Employed/ Business Person	15
		Service class	36

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5.	Marital Status	Married	75
		Unmarried	25
6.	Family type	Nuclear	35
		Joint	65

**Table 2 Frequency Distribution of the Factors Affecting Online Buying Decision**

S.no	Factors	Strongly Agree	Agree	Cannot Say	Disagree	Strongly Disagree
1.	Product prize	50	40	5	3	2
2.	Product quantity	65	32	2	1	0
3.	Product quality	50	25	2	10	13
4.	Discount	80	18	2	0	0
5.	Convenience Shopping	78	20	0	1	1
6.	Display on website	48	35	2	7	8
7.	Timely delivery	61	29	3	2	5
8.	After sales service	25	35	20	12	8
9.	Warranty & Guarantee	19	53	28	0	0
10.	All time buying option	86	11	2	1	0
11.	Comparison with other products	75	23	2	0	0
12.	Customers review and ranking in buying option	75	20	1	2	2
13.	Sales promotion techniques	70	21	5	2	2
14.	Easy to replace & return	84	14	2	0	0
15.	Website promotion activities	69	28	1	1	1

**Result & Discussion**

Factors Influencing Consumers online buying decision in India is basically affected by many decisions but researcher has selected above 15 factors for this study irrespective of respondent place. Majority of buyers (86%) buy online because all time buying option available. Online buying is also popular because of easy to replace & return (84% of respondent strongly agree with this fact). Discounts also play a vital role in online buying process, as 80% of the respondents strongly agree with this fact. Thereafter convenience shopping (78% with strongly agree) comparison with other products and customer review (75% strongly agree), sales promotion techniques (70% strongly agree) and website promotion activity (69% strongly agree) are the main reason for online buying decision in India.

Therefore, all time buying option attracts buyers for online buying and easy to replace and return facility are used by mostly customers if they are unsatisfied with the product.

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