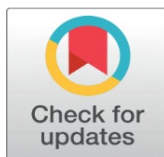
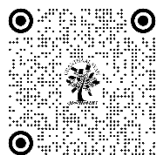


# BEHAVIOR OF ONLINE SHOPPING THROUGH MOBILE APPLICATION

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## ABSTRACT

One of the most important aspects of our everyday lives is shopping. With a sample size of 100 respondents from various age, educational, and financial groups, this study examines Vijayapura residents' online shopping habits using mobile applications. Additionally, this study focuses on the behaviour of respondents with respect to the items they prefer to buy, the key elements that influence their decision to shop, and their degree of satisfaction with the goods and services provided by online shopping mobile applications. According to statistical analysis, respondents' behaviour varies significantly depending on their age, level of education, and budget. The study concludes with the following conclusions: respondents are very satisfied with the goods and services provided on online mobile shopping apps, clothing and footwear items are the most frequently purchased, and product quality and brand are the most significant factors influencing purchase decisions.

**Keywords:** Online Shopping, Mobile Shopping, Mobile Application

## 1. INTRODUCTION

Thanks to the growing number of online mobile shopping apps, you can now buy some of your favorite items without a desktop or laptop computer. The greatest way to buy anything on various mobile shopping apps is to shop online. Since online shopping makes it possible to access product information from anywhere in the world at any time, it has now facilitated globalization. As a result, businesses have modified their purchasing and selling strategies. In terms of options, quality, services, selling, and purchasing, consumer preferences have also evolved. Many mobile shopping apps are available, such as Amazon, Tata=Cliq Snapdeal, Filpkart, e-bay, and others. Therefore, this paper aims to investigate Vijayapura City's online shopping habits using mobile applications.

## 2. REVIEW OF LITERATURE

**Damle, M., Aslekar A., and Yadavalli S. (2016)** are observed in their study 'Comparative Study of Online Shopping Experience with Specific Reference to Mobile Apps Based Shopping', Given the current and projected growth in the number of smartphone users and the amount of time users spend on apps, recent trends indicate that some players are shifting to an app-only marketplace. In actuality, only a small number of players with strong brand recognition have benefited from significant investments made in creating and promoting powerful apps. Due to their inherent limitations,

mobile apps cannot completely replace websites; instead, they can enhance them to provide a better user experience. Better graphical capabilities and an improved online shopping experience are offered by desktop computers. Mobile apps are still unable to reach a sizable customer base. Companies will lose the value segment if they switch to a mobile-only marketplace because traditional e-commerce platforms still have a sizable customer base.

**Kanishka, M., Rayabharapu Y. and Gudduri, B. (2021)** are observed in their study 'Mobile E-Commerce Application', that E-commerce applications are expanding and becoming more and more important in today's world to advance digital technology. The development of the internet and e-commerce opened up countless business and consumer opportunities. Over time, technology advanced steadily to give customers a better shopping experience. In the end, this is the project that will allow us to join that incredible world.

**Bansal I. and Thakur A. (2023)**, are observed in their study 'Are Mobile Shopping Applications Revolutionizing the Shopping Universe? Some Observations', that More than ever, consumers rely on their mobile devices. In the upcoming years, it could emerge as the most popular online shopping platform. Throughout the entire purchasing process, mobile phones are used excessively. This raises the likelihood that random visitors will become customers. E-retailers need to keep an eye on the functionality and compatibility of their apps. The main stimulators and inhibitors that influence consumers' mobile shopping behaviour are outlined in the study's findings. These results can be used to decrease cart abandonment behaviour, increase customer satisfaction, and enhance the mobile shopping experience.

### 3. OBJECTIVES OF THE STUDY

- To study the uses of Mobile Application for Online Shopping
- To study preferred purchased types of items.
- To study the impact of factors affecting on respondents shopping decisions

### 4. METHODOLOGY OF THE STUDY

The primary descriptive research focus of this study is on respondents' online shopping habits using mobile apps. This study contributes to a better understanding of the factors influencing respondents' behaviour and offers specific recommendations to mobile shopping app companies on how to draw in users. Having a representative sample of the city's large population is very challenging. However, a sample of 100 respondents who shop online using mobile apps on their own was chosen based on factors like time, cost, and convenience. The questions were used to gather primary data from the respondents in Vijayapura City.

**Table 1.1 Age wise Distribution**

Sr. No.	Age (Years)	Respondent
1.	20 – 30	58
2.	30 – 40	19
3.	40 – 50	14
4.	Above 50 Years	09
<b>Total</b>		<b>100</b>

Source: Primary data

The above table 4.1 describes about the age distribution of the respondent and it was observed that out of 100 selected respondents from Vijayapura district 58 respondent are 20 – 30 years of age, 19 respondents are between 30 – 40 years of age 14.00 percent of the respondent are 40 – 50 years of age and remaining 9 percent of the respondent are above 50 years of age.

**Table 1.2 Education wise Distribution of the Respondent**

Sr. No.	Education	Respondent
1.	High School	15

2.	Intermediate	11
3.	Graduate	36
4.	Post Graduate	32
5.	Other	06
<b>Total</b>		<b>100</b>

Source: Primary Data

The above table 1.2 describes about the education wise distribution of the respondent and it was observed that out of 100 respondent 15 of the respondent are done high school level education, 11 of the respondent are done their intermediate level education, 36 of the respondent are done their graduate level education, 32 of the respondent are done their post-graduate level of education and remaining 06 of the respondent are done their other education.

**Table 1.3 Frequency of Mobile App Uses**

Sr. No.	Uses of Mobile Apps	Respondent
1.	Daily	45
2.	2-3 times in week	29
3.	Monthly	26
<b>Total</b>		<b>100</b>

Source: Primary Data

The above table 1.3 describes about the frequency of mobile app uses by the respondent and it was observed that out of 100 respondent 45 respondent are daily using their mobile app, 29 respondents are using 2-3 time in week mobile app and remaining 26 of the respondents are monthly one's using their mobile app.

**Table 1.4 Types of Items Purchased**

Sr. No.	Item Purchased	Respondent
1.	Clothing	53
2.	Footwear	26
3.	Accessories	12
4.	Others	09
<b>Total</b>		<b>100</b>

Source: Primary Data

The above table 1.4 describes about types of items purchased by the respondent and it was observed that out of 100 respondent 53 of the respondents are purchasing clothing items, 26 of the respondents are purchasing footwear items, 12 of the respondents are purchasing accessories type of items and remaining 9 of the respondents are purchasing other types of items.

**Table 1.5 Affecting Factors on Shopping Decision**

Sr. No.	Affecting Factor	Respondent
1.	Quality	32
2.	Brand	20
3.	Price	14
4.	Offers	24
5.	One stop shopping	10

<b>Total</b>	<b>100</b>
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Source: Primary Data

The above table 1.5 describes about the factor affecting on the online shopping decision and it was observed that out of 100 respondent 32 respondent said quality of the item affect their shopping decision, 20 respondent said brand of the item affect their shopping decision, 14 respondent said price of the item will affect their shopping decision, 24 respondent said various offers will affect their shopping decision and remaining 10 respondent said one stop shopping will affect their shopping decision.

**Table 1.6 Satisfaction Level of the Respondent**

Sr. No.	Satisfaction Level	Respondent
1.	Highly Satisfied	69
2.	Satisfied	21
3.	Unsatisfied	10
<b>Total</b>		<b>100</b>

Source: Primary Data

The above table 1.6 describes about the satisfaction level of the respondent and it was observed that out of 100 respondent 69 of the respondent are highly satisfied, 21 of the respondents are satisfied and remaining 10 of the respondents are not satisfied with the online mobile shopping.

## 5. CONCLUSION

Smartphones are revolutionizing online shopping, and business executives estimate that mobile commerce could account for over 60% of their overall sales. Therefore, in light of the hourly requirement, the research aims to concentrate on people's behaviour with regard to online shopping via mobile applications. The behaviour of respondents was examined in this paper's conclusion. The most frequently purchased items were apparel and footwear, quality and brand were the most significant factors influencing the decision to buy, and respondents expressed great satisfaction with the goods and services provided by online mobile shopping apps.

## CONFLICT OF INTERESTS

None.

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