



Research Paper

Consumer Behaviour and Online Shopping in Lunglei District, Mizoram

Dr. C. Lalenzama

(Assistant Professor, Department of Social Work, Mizoram University)

ABSTRACT: *The development of technology has changed the life of human beings and consumer behavior is among one of the many. The pattern of buying and transaction is done through online shopping site using internet. So shopping especially buying daily needs and even for clothing became more convenient for the consumer. As the introduction of online shopping has no geographical limitation it extends where there is an internet facility without discriminating rural or even remote areas where no modern market systems have reached before. The consumer resorted to online shopping because of its accessibility without time limit which provide massive conveniences for the consumer, time and resource saving, quality goods and home delivery service. The security assured by providing return policy and cash on delivery also changed the behavior of consumer to choose online shopping. In spite of all the barriers and challenges, the advantages and accessibility of online shopping compared to local markets is still preferable and this changes the pattern of consumer behavior towards online shopping and it is expected to further continue.*

KEY WORDS: *Consumer Behavior, Online Shopping, internet, market*

Received 13 July, 2021; Revised: 27 July, 2021; Accepted 29 July, 2021 © The author(s) 2021.

Published with open access at www.questjournals.org

I. INTRODUCTION

The present study attempts to highlight the nature of consumer behavior towards online shopping in Lunglei District, Mizoram.

The fast and unchecked growth in electronic commerce (e-commerce) has led to the attempt to gain a economical advantage in networking with customers even at global level [1]. Online shopping changes the situations by playing an accumulative role in the liaison between sellers and consumers [2]. Internet based shopping is one of the convenient and popular transaction after online shopping emerged in the consumer world after the e-mail using, instant messaging and web browsing [3]. Presently more than 627 million people have been engaging themselves in online shopping and the largest online shoppers were in Germany and England. The main item bought from online shopping are Books, tickets, reservations, clothing, shoes, games and other electronic products [4].

Online shopping is the form of e-commerce which permits consumers to directly purchase goods or services from the seller by using the internet Online Shopping is the action or activity of buying goods or services over the internet. Online shopping is the practices in which the consumers decide to buy the products through internet. Online shopping is now used as a intermediate for expanding value of goods, ensure quality and appeal benefits for customer satisfaction which make online shopping undoubtedly convenient and popular. Consumers can shop faster as time is more of a liability nowadays and more options are provided in ordering products and services which are provided at a reasonable low price. Online shopping could be labeled as a distant contract which was without physically meeting, the trader and seller with the consumer in commercial premises only in an electronic transaction have agreement to sell and buy. This open a door way for endless market and physical boundary is removed as one can get into a business relation with any trader operating in *any other country of the world*. From this aspect a cross-border purchase is when the consumer buys goods from any web trader settled anywhere in the world outside his/her country of residence [5].

Online shopping as defined by Master Card Worldwide Insights is the process of purchasing goods and services through internet from merchants who sell and it is also popularly known as internet buying, electronic shopping, online purchasing or internet shopping [6]. Internet shopping includes examining, searching for, browsing for or looking at a product to get more information which create the intention of purchase [7]. In the

meantime online shopping is characterized by an exchange of time and effort with money which eventually lead to purchasing products or services [8].

Mobile phone usage is increasing at a very high rate in the country which reached at a growth rate of 72%. Access of internet is mainly through mobile phones and there is no much difference between urban and rural areas. In urban areas, 72% are online, out of these 95% have phones with the ability to browse the internet and Smartphone constitute 31%. The growth of online shopping is also triggered by the advancement in technology especially the ability to access internet through mobile phones [9].

II. CONSUMER BEHAVIOUR

Consumer behaviour is a very diverse concept where every individual is different from other on the choice made on purchasing. This buying choices is influenced by habits and choices tampered by psychological and social drivers that affect purchase decision process [10]. Consumer Behaviour may refer to the psychological state of the consumer in connection to making purchases. Consumer behaviour in online buying process refers to the state of mind while purchasing products over the Internet especially the motivating factors.

Consumer behaviour derived its elements from different disciplines viz., psychology, sociology, social anthropology, marketing and economics, giving more weightage to behavioural economics. It observes how buying behaviours of a consumer are deeply influenced by emotions, attitudes and preferences. Thus online shopping behaviour could be confined to the practice of purchasing products or services through the Internet [11].

Consumer behavior as an academic discipline may be defined as a the study of individuals, groups, or organizations and the procedures they use to choose, secure, and dispose of goods, services, experiences, or ideas to satisfy needs and the effects that these procedures have on the buyer and the community in general. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet [12].

Online shopping behavior is intensely influenced by the following five elements viz., e-stores, logistics support, product characteristics, websites' technological characteristics, information characteristic and home page presentation. Hence people whose lifestyles connected to technology and internet having only less time to purchase have to resort to online shopping [13].

III. DEVELOPMENT OF ONLINE SHOPPING

Online shopping was believed to be started and established by Michael Aldrich in the UK in 1979 when he connected a telephone line to a modified domestic television with real time multi user transaction processing computer. The modern online shopping trend was seen when Amazon.com launched its online shopping site in 1994 and it became one of the most accessed online shopping platform even at the global level. Afterwards other site like eBay was launched in 1995, PayPal comes into existence in 1998, Alibaba in 2003. Flipkart was founded by alumni of the Sachin Bansal Binny Bansal Indian Institute of Technology, Delhi, Snapdeal is an online marketplace based in New Delhi India started in the year 2011, Shop Clues is headquartered in Gurgaon, India [14].

According to The Deloitte Consumer review; Digital Predictions 2015 online buying has grown extensively but one of the concerns may still be about the security of shopping but it does not stop consumer which may be because of faster delivery, easier return policies, and many sites offering free shipping which in turn escalate desirability of online buying. On the other hand the growth of online shopping has been characterized and motivated by resilient consumer demands and availability of number and types of goods. Even the existing stores are moving online transaction in order to cut costs of running business [15].

Over the last decade, the availability and access of internet has altered the procedure to buy and sell. Although e-commerce industry in India is still emerging online retail or e-commerce transformed shopping experience for customers making it convenient. It has seen unprecedented growth rapidly gaining momentum in India especially in the last five years. India is experiencing a non-patterned economic boom in service and goods industry which is believed to be encouraged by increasing use of Internet by the younger generation in India provides an emerging prospect for online retailers. Online shopping is one the most recent sensation in online activity including men and women visiting e-commerce websites regularly and buys the necessities of life.

With the growing advancement in technology and internet in Mizoram more and more people are purchasing commodities through online shopping sites. Online shopping was first known in Mizoram since 2000AD. It somehow effect the local market as the prices are lower and the quality of goods are also not inferior to the local market. It became the issue of the government as not tax was collected by the Mizoram government and instead was trying to find ways to levy tax on commodities entering the state through courier and postal services. The Mizo work culture also does not permit many to shop in the local markets. It became more of a necessity other than a choice because of its availability, reasonable price, a way to escape annoying shop keepers, and most of all the quality is reliable as most of the online shoppers declare [16].

Statement of a problem

Although Mizoram is still in the process of development in science and technology, one of the immediate results is the change in the pattern and means of shopping. Online shopping has been introduced widely a few years back which is also triggered because of the advancement in cellular network especially in internet connectivity. As many resorted to buying things from online shopping site the local market is somehow affected. As the number of people buying from online shopping site increases there is a need to study consumer behavior towards online shopping and the pattern of transaction therein. So this study will mainly focus on pattern of using online shopping sites, motivating factors for online shopping and reason for resorting to online shopping choosing over local market.

IV. METHODOLOGY

The present study is exploratory in nature, and quantitative method is applied. Lunglei is purposively chosen as it is the second capital of Mizoram where use of online shopping site observed is growing at a significant rate. Systematic random sampling method is applied to select sample among the people who use online shopping site for buying necessities. Quantitative data is collected using questionnaire, and was processed with the help of SPSS, Microsoft excel and are analyzed with simple percentages and averages.

V. RESULTS AND DISCUSSIONS

5.1. Structural Bases of respondents: In the present study, majority of the online shoppers are student youth which constitutes the highest among the respondents. It shows that online shopping is getting more popular and more used as more influence is observed among the young. The study reveals that female use online shopping site more than male which is mainly because of interest and enjoyment whether it may be shopping at local place or through online shopping. All the respondents are Mizo and majority of the respondents belong to Baptist denomination followed by United Pentecostal Church (NE). Majority of the respondents are students are unemployed. The average annual income of the respondents is approximately Rs.3,82,030.

Table 5.1: Profile of respondents

I	AGE OF THE RESPONDENTS		
	Youth(15-29)	41	82
	Adult(30-59)	9	18
II	GENDER OF THE RESPONDENT		
	Female	27	54
	Male	23	46
III	EDUCATIONAL QUALIFICATION		
	Under Matric	2	4
	HSLC	7	14
	HSSLC	29	58
	Graduate	10	20
	Post Graduate	2	4
	Under Matric	2	4
IV	TRIBES		
	Mizo	50	100
V	DENOMINATION		
	Baptist	40	80
	Presbyterian	4	8
	UPC(NE)	5	10
	Others	1	2
VI	ANNUAL INCOME		
	Below 1,00,000	4	8
	1,00,001-3,00,000	28	56

	3,00,001-6,00,00	14	28
	6,00,001-9,00,000	3	6
	Above 9,00,000	1	2
VII	OCCUPATION		
	Government servant	8	16
	Student	33	66
	Merchant	3	6
	Animal Husbandry	2	4
	Unemployment	4	8

5.2 Pattern of online shopping and consumer behavior: To understand the pattern of consumer behavior towards online shopping; Year of starting, Amount of Money spent, Online shopping sites visited, types of product purchased, Source of orientation, frequency of visiting online shopping site, Frequency of shopping and Tools used for online shopping are studied.

5.2.1 Year of starting online shopping: The year of starting online shopping of the respondents in the present study is analyzed to understand the number of years practiced and experience in online shopping. The respondent in the present study is categorized into 2010-2012, 2013-2015, and 2016-2018. Majority of the respondent started the online shopping in the year between 2016-2018 (68%) followed by 2013-2015 (24%), 2010-2012 (8%). The online shopper was increasing because the technology reach common people that have made possible to increased number of population opting for online purchased.

5.2.2 Annual Expenditure: The annual expenditure for online shopping in the present study is studied to understand the amount of money spent for online shopping which will determine the behavior towards it. The respondent in the present study is categorized into below1000, 1001-3000, 3001-5000, 7001-9000, above 9001. Most of the respondent (48%) spent the money for online shopping between 3001-5000, (38%) spent between 1001-3000, (18%) spent below 1000, (14%) spent above 9001, 2% spent 7001-9000 ultimately. The average amount of money spent among the respondents is Rs 4,540 annually.

5.2.3 Online shopping sites visited: The most preferred online shopping site in the present study is analyzed to understand which sites were used mostly by the respondents to understand the pattern. The online shopping sites observed in the present study are Myntra, Snapdeal, Amazon, Flip Kart and Jabong. Majority of the respondent accessed Myntra (42%) which may be because of the reliable and accurate information and brand loyalty which is followed by Snapdeal (26%), Amazon (20%), Flip Kart (10%) and Jabong (2%). Beside these local online selling and buying through whatsapp and facebook is also observed.

5.2.4 Types of Product purchased: The product purchased from online shopping in the present study is analyzed to understand the shopping behavior. The respondent in the present study is classified into shoes, Electronics, books, clothes, cosmetics. The respondents mostly purchased shoes (40%), followed by Electronics items (26%), books (18%), clothes (14%) and cosmetics (2%).

5.2.5 Source of orientation: The Source of orientation of online shopping in the present study is studied to understand the level of awareness. The Source of orientation of online shopping in the present study is classified into referred by friends, family, advertisement and others. Most of the respondents are referred by friends (54%) when they accessed online shopping followed by from family (16%), Advertisement (28%) and others (2%). Majority of the respondents get the idea of purchasing product from online shopping was referred by friends as a result of peer influence as the Mizo society is a close knit society.

5.2.6 Frequency of visiting online shopping site: The frequency of visiting online shopping site is studied to understand the pattern of use and consumer behavior. The respondent in the present study is classified into once a week, twice a week, thrice a week, more than thrice. Most of the respondents visit online shopping site once a week (40%) for prior information followed by twice a week (26%), more than thrice (20%), thrice a week (14%). The frequency of visiting is high as it can be accessed through mobile phones and the availability of internet connections.

5.2.7 Frequency of shopping online: The frequency of online shopping done by the respondents in the present study is analyzed to understand the nature of using online shopping site which are categorized into once a week,

once a month, twice a month, once in a year. Most of the respondent purchased product once a month (78%) from online shopping, followed by twice a month (12%), once a week (6%) and once in a year (4%).

5.2.8 Tools used for online shopping: The tools used for visiting online shopping site are classified into mobile phones and computer. Majority of the respondents (96%) use mobile phone for visiting online shopping site and the rest use computer (4%). Since mobile phones provide better access to online shopping site it also increase the frequency of use.

Table 5.2: Pattern of online shopping

Sl.no	Particular	N=50 Frequency	Percentage
I	YEAR OF STRARTING ONLINE SHOPPING		
	2010-2012	4	8
	2013-2015	12	24
	2016-2018	34	68
II	ANNUAL EXPENDITURE		
	Below 1,000	9	18
	1,001-3,000	19	38
	3,001-5,000	14	48
	5,001-7,000	-	
	7,001-9,000	1	2
	Above 9,001	7	14
III	ONLINE SHOPPING SITES VISITED		
	Myntra	21	42
	Jabong	1	2
	Amazon	10	20
	Snap deal	13	26
	Flip Kart	5	10
IV	TYPES OF PRODUCT PURCHASED		
	Books	9	18
	Electronics	13	26
	Shoes	20	40
	Clothes	7	14
	Cosmetics	1	2
V	SOURCES OF ORIENTATION		
	Friends	27	54
	Family	8	16
	Advertisement	14	28
	Others	1	2
VI	FREQUENCY OF VISITING ONLINE SHOPPING SITESS		
	Once a week	20	40
	Twice a week	13	26
	Thrice a week	7	14
	More than Thrice	10	20
VII	FREQUENCY OF SHOPPING ONLINE		
	Once a week	3	6
	Once a month	39	78
	Twice a month	6	12
	Once a year	2	4
VIII	TOOLS USED FOR ONLINE SHOPPING		
	Mobile phone+-	48	96
	Computer	2	4

5.3 Goods purchased from online shopping sites: To understand the pattern of using online shopping site, the goods purchased from online shopping sites among the respondents in the present study are classified as books, Electronics, clothes, Toys, shoes, Kitchen equipment, diapers, bags, cosmetics, Furniture, Ticket, Jewelry are studied.(see table 4.4). General items of purchase though online shopping site is rated with four point scale viz., never, sometimes, frequently and always.

Among the types of goods purchased, books (1.0), electronics (1.0), Cosmetics (1.1) and Ticket (1.4) are sometimes purchased through online shopping sites. Whereas diapers (1.2), toys (1.6), Kitchen equipment (1.6),

bags (1.6), furniture (1.2) and jewelry (1.1) are frequently purchased. Only shoes (2.2) and Clothes (2.1) are always purchased by the respondents.

The respondents in the present study hardly (48%) purchase books which may be because the youth are less interested in reading and moreover books are easily available in local market.

Electronics is sometimes purchased by 40% of the respondents who constitute majority followed by, frequently purchased (14%), always purchased (8%) and in opposite to it 38% of the respondents never purchase electronics.

Clothes are frequently purchased by (30%) of the respondents and (38%) purchase sometimes, (6%) always purchase. whereas (26%) of the respondent never purchase clothes through online shopping.

Toys are never purchase by (62%) of the respondent because half of the respondent comprise youth and are not attract by toys, (22%) of the respondent purchase sometimes,(14%) purchase frequently and only (2%) of the respondent purchase toys.

Shoes are sometimes purchase by (38%) of the respondent who constitute majority followed by frequently purchase (32%), never purchase (22%) and 8% of the respondent always purchase shoes.

Kitchen equipment was never purchase by 60% majority of the respondent followed by purchase sometimes (26%), purchase frequently (12%) and (2%) of the respondent always purchase kitchen equipment.

Diapers were never purchase by most of the respondent (92%) followed by purchase sometimes 4%, purchase frequently (4%). Different types of diapers are made available at local market so respondent never purchase

Bags were never purchase by majority (56%) of the respondent followed by purchase sometimes (32%), purchase frequently (12%). The respondents never purchase bags through online shopping.

Cosmetics are never purchase by the respondent (68%) which constitute majority followed by, purchase sometimes (26%) and (6%) of the respondent always purchase cosmetics.

Furniture is never purchase (62%) of the respondents which constitute most of the respondent followed by purchase sometimes (28%), purchase frequently 6% and in opposite (4%) always purchase furniture.

More than half of the respondents i.e. (86%) never purchase ticket which constitute majority of the respondents whereas (14%) of the respondents sometimes purchase ticket booking.

Jewelry was never purchase by the respondent more than half of the respondents i.e. (80%) never purchase which constitute majority of the respondents followed by, purchase sometimes (18%) and only (2%) always purchase

Table 4.3: Types of Goods Purchased

		N=50				
Sl.no	Particular	Never	Sometimes	Frequently	Always	Mean
1	Books	24	17	9	0	1.0
2	Electronics	19	20	17	4	1.2
3	Clothes	13	19	15	3	2.1
4	Toys	31	11	7	1	1.6
5	Shoes	11	19	16	4	2.2
6	Kitchen Equipment	30	13	6	1	1.6
7	Diapers	46	2	2	0	1.2
8	Bags	28	16	6	0	1.6
9	Cosmetics	34	13	3	0	1.1
10	Furniture	31	14	3	2	1.2
11	Ticket Booking	43	7	0	0	1.4
12	Jewelry	40	9	1	0	1.1

5.4 Motivating factors for online shopping: To understand the motivating factors for online shopping among the respondent in the present study is categorized as Goods qualities, Prices, Reliable information, Home delivery, Brand loyalty, Cash on delivery, Able to shop at any time, Time saving, Money saving, Variety of goods, Easy in returning products is studied.(see table4.4). Reason motivation for online shopping is rated with four point scales viz, strongly disagree, disagree, agree, strongly agrees.

Among the motivating factors for online shopping, Easier shopping (3.1) and Variety of goods (3.1) are strongly agreed by the respondents. Brand loyalty (2.3), Reliability of information (2.6), Home delivery (2.7), Time saving (2.7), goods qualities (2.8), Saving money (2.9), reliability of information (2.6), Prices (3.0), Cash on delivery (3.0), and Able to shop at any time (3.0) are agreed by the respondents.

Majority of the respondents in the present study agreed (70%) and preferred online shopping because of good qualities of products followed by disagree (24%), Strongly agree (4%), whereas (2%) of the respondent

strongly disagree. The respondent opting online shopping because buyer wants to have a good quality of product as they spent their huge sum of money.

The second factor which motivate respondents is the reasonable prices agreed by majority (80%) followed by strongly agree (10%) and on the other hand it is disagreed (6%), and strongly disagree (4%). The respondents prefer online shopping because they could get it at a lower price as compared to the local market.

The third factor that motivates the respondents is reliability of information where majority (56%) of the respondent agreed followed by strongly agreed (4%) in the mean time disagreed by 38% and strongly disagreed by (2%) of the respondent. The product description and the image shown are genuine and reliable.

The fourth factor that motivates the respondent is home delivery where majority of the respondent agreed (64%) followed by strongly agreed (4%), disagreed (28%) and strongly disagree (4%). The online shopping sites provide dates on which their product is going to be delivered and the opportunity to receive goods at home is one of the motivating factors.

The fifth factor that motivates the respondent is brand loyalty where majority of respondent disagreed (60%) followed by strongly disagreed (6%), agreed (28%) and strongly agreed (6%). Surprisingly majority disagree with the genuineness of brand.

The sixth factor which motivates the respondent is easier shopping where majority of the respondent agreed (86%) followed by strongly agreed (12%) and disagreed (2%). Majority of the respondent preferred online shopping because they find easier to shop rather than local market which requires time and resources.

The seventh factor which motivates the respondent is availability of cash on delivery service where payment is done after receiving the goods where majority of respondents agreed (74%) followed by (14%) strongly agreed, disagreed (12%). The security and opportunity to make payment at door step motivate the respondents to resort to online shopping.

The eight factors which motivate the respondent is the availability to access anytime where majority of the respondents agreed (82%) followed by strongly agreed (8%), and disagreed (10%). The respondent resorted to online shopping because they can access online shopping site shop anywhere, and anytime.

The nine factors which motivates the respondent is less time consuming where majority of the respondent agreed (62%), followed by disagreed (32%) and strongly agreed (6%). The respondent resorted online shopping sites because its explore many items or goods in just a click while.

The tenth factor which motivates the respondent to purchase goods through online shopping sites is money saving (76%) of the respondents agreed, followed by (14%) disagreed (8%) strongly disagreed, (2%) strongly agreed. Online shopping sites saves money because of the discounted rates and best deal on various products.

The eleven factors which motivates the respondent is the availability of goods at online shopping sites (82%) respondent agreed, followed by strongly agreed(12%), disagreed(2%) and strongly disagreed(2%). The advantage of online shopping sites is the variety of goods available. The respondent preferred online shopping sites where they can find variety of goods within an hour or two.

The twelve factor which motivates the respondent is able to return products at online shopping sites (56%) agreed, followed by disagreed (34%), strongly agreed (10%). The respondent sent back the wrong product and the online shopping sites may refund the cost of the product, the shipping charges will not be paid.

Table 5.4 Reasons and Motivation for Online Shopping

		N=50				
Sl.no	Particular	Strongly disagree	Disagree	Agree	Strongly agree	Mean
1	Goods qualities	1 (2)	12 (24)	35 (70)	2 (4)	2.8
2	Prices(discount)	2 (4)	3 (6)	40 (80)	5 (10)	3.0
3	Reliability of information	1 (2)	19 (38)	28 (56)	2 (4)	2.6
4	Home delivery	2 (4)	14 (28)	32 (64)	2 (4)	2.7
5	Brand loyalty	3 (6)	30 (60)	14 (28)	3 (6)	2.3
6	Easier shopping	0 0	1 (2)	43 (86)	6 (12)	3.1

7	Cash on delivery	0 0	6 (12)	37 (74)	7 (14)	3.0
8	Able to shop at any time	0 0	5 (10)	41 (82)	4 (8)	3.0
9	Time saving	0 0	16 (32)	31 (62)	3 (6)	2.7
10	Money saving	1 (2)	7 (14)	38 (76)	4 (8)	2.9
11	Variety of goods	1 (2)	1 (2)	42 (82)	6 (12)	3.1
12	Able to return product	0 0	17 (34)	28 (56)	5 (10)	2.8

5.5 Challenges faced by the consumer: To understand the challenges faced by the respondents in online shopping are inaccurate information, needing more time in online shopping, Difficulty of shopping, Ease of shopping, Longtime delivery, Lack of technical knows how, Damage products, Wastage of money, Difficulty in returning products are studied and analyzed. Challenges faced in online shopping are rated with four point scale viz...strongly disagree, disagree, agree, strongly agree.

Among the types of challenges faced in online shopping, Inaccurate information (2.6), requires long time (2.5), Complicated process (2.1), Prefer local market (2.5), Longtime delivery (2.5), Lack of technical knowhow (2.4), Damage product (2.5), Waste of money (2.7) Difficult in returning products (2.9) are agreed by the respondents.

Most of the respondents (56%) agreed that inaccurate information thus exist in online shopping followed by (34%) disagreed and strongly agreed by (10%). Most of the respondents agreed because they do not received the exact quality of products that is shown in the pictures provided by the online shopping sites.

More than half of the respondents (60%) agreed that it requires more time in online shopping followed by (34%) disagree, (4%) of the respondent strongly disagree, strongly agreed (2%). Online shopping sites needs more time because product available in the internet is very broad.

The respondents (46%) agreed that they faced complicated process in online shopping sites which constitute majority followed by (42%) disagreed, (6%) strongly disagreed, and (6%) strongly agreed. The respondents find more difficulties in online shopping rather than shopping at local markets.

Majority (84%) of the respondents disagreed to preferring local markets, which constitute majority followed by (10%) agreed, (4%) strongly disagreed and (2%) strongly agreed.

Majority of the respondents (82%) agreed that it requires long time delivery (14%) disagreed and (4%) strongly disagreed. Due to lack of resources and lack of transportation the product does not reach the destination on time. The delivery of goods requires more time.

Majority of the respondents (46%) disagreed with lack of technical knowhow, followed by (44%) agreed, (4%) strongly agreed and (6%) strongly disagreed. Majority of the respondents disagreed because majority (82%) of the respondents comprised youth.

Most of the respondents (58%) disagreed that they never received damage product, followed by (34%) of the respondent agreed, (6%) strongly agreed, (2%) strongly disagreed. Majority of the respondents disagreed; it shows that damage product is hardly received.

The respondents (62%) agreed that online shopping sites is waste of money which constitute majority followed by (14%) disagreed, (10%) strongly agrees, (6%) strongly disagreed. Majority (62%) of the respondents agreed that online shopping is wasting more money because they purchase items beyond their needs.

Most of the respondents (72%) agreed that they received wrong delivery and damage products where they find difficulties in returning to the online shopping sites, (10%) strongly agreed whereas (14%) disagreed and (4%) strongly disagreed. When the buyer received the damage or wrong products, returning the product to e-tailer will be costly and cumbersome.

Table 5.5 Challenges Faced by Consumer in Online Shopping

Sl.no	Particulars	N=50				Mean
		Strongly disagree	Disagree	Agree	Strongly agree	
1	Inaccurate information	0 0	17 (34)	28 (56)	5 (10)	2.6

2	Requires long time	2 (4)	17 (34)	30 (60)	1 (2)	2.5
3	Complicated process	3 (6)	21 (42)	23 (46)	3 (6)	2.1
4	Prefer local market	2 (4)	42 (84)	5 (10)	1 (2)	2.8
5	Long time delivery	2 (4)	7 (14)	41 (82)	0 0	2.5
6	Lack of technical know how	3 (6)	22 (46)	23 (44)	2 (4)	2.4
7	Damaged product	1 (2)	29 (58)	17 (34)	3 (6)	2.5
8	Waste of money	3 (6)	13 (26)	31 (62)	3 (6)	2.7
9	Difficult in returning products	2 (4)	7 (14)	36 (72)	5 (10)	2.9

VI. CONCLUSION

Online shopping is known by Mizos since 2010 where only a few started using to buy goods that not available in the local market. With the rapid advancement in technology and communication especially internet facilities mizos were exposed to market that have no boundary and their shopping behavior started changing.

As it requires expertise in handling electronic equipment most of the online shoppers are youth and majority are also female. The shopping behavior in online shopping develop out of interest and enjoyment and later develop dependency as it was experienced it as better options for purchasing goods. Most of the online shoppers are student who are unemployed and the frequency of use is also not very high which may be because the trend has not penetrated the adult members of the family. The rate of shopping online and amount of expenditure is also similar among the family who belong to different socio economic back ground.

This shopping behavior is boosted when friends persuade others to purchase goods from online shopping site. Moreover, the prizes of goods in local market are high due to the cost of transport and the qualities are also questionable. Therefore it is the brands and quality of the goods which is available at reasonable prize that change the shopping behavior towards online shopping. Even the most visited site Myntra as declared by the respondents is also due to the reliable information provided and loyalty on brands. Online shopping sites are used for buying clothing, daily needs, equipment, electronic gadgets etc. The mizos used online shopping mainly for clothing and that is why the frequency of use is also not very high which is only once a month while the frequency of visit is once a week.

Mobile phones were mostly used to access online shopping site which makes it easier and more frequent. The availability of products that re not available in the local market, good quality of products, reliable information on brands and quality, the availability of home delivery service, easier payment method and secure refund policy also attract customer to buy goods from online shopping sites. Therefore the main pulling factors and elements to change are to save time and money and the assurance of quality.

Although the shopping behavior change towards use of online shopping sites there are challenges faced which are mainly due to lack of technical knowhow and the process of purchase is complicated. The duration of delivery is longer than any other cities in India because of transportation routes. Sometimes the consumers feel that the information given on any products in some online shopping sites are inaccurate. There are incidences where the quality of the received products does not match the information provided by the online shopping sites. As most of the respondents are youth many of the respondents believe that the use of online shopping is addictive and unnecessary expenditure is experienced due to the easy access which effect saving.

In spite of all the barriers and challenges, the advantages and accessibility of online shopping compared to local markets is still preferable and this changes the pattern of consumer behavior towards online shopping and it is expected to further continue.

REFERENCES

- [1]. Demangeot, C, and Broderick, A.J., Conceptualizing Consumer behavior in Online Shopping environments. International Journal of retail & distribution management, 2007. 35(11).pp878-894.
- [2]. Myung Ja Kim, Nambo Chung & Choong Ki Lee. The effect of perceived trust on electronic commerce: Shopping online for tourism products and services in south Korea. Tourism Management, 2011. Volume 32:pp256-265.

- [3]. Ting Peng Liang, Electronic store design and consumer choice. Proceeding of the 33rd Annual Hawaii International Conference on System sciences, 2000.
- [4]. Mutaz M. Al-Debei, Mamoun N. Akroush, and Mohamed Ibraheim Ashouri, Consumer attitude towards online shopping. The effect of trust, perceived benefits and perceived web quality. Internet Research, 2015. 25(5):pp707-733.
- [5]. Cuneyt, K. & Gautam, B., The impacts of quickness, price, payment risk, and delivery issue on online shopping. Journal of Socio-Economics, 2004. 14(1)
- [6]. Norzairiani Amad, Azizah Omar, T. Ramayah, Consumer lifestyle and online shopping continuance intention. Business Strategy Series, 2010. 11(4):pp227-243.
- [7]. Kim, SE., Shaw, T., and Schneider, H., Web site design bench marking within industry groups. Internet Research Electronic Networking Application and Policy, 2003. 13(1):pp17-26.
- [8]. Chi-yue Chiu, Letty Y., Y. Kwan, Dongmei Li, Luluo Peng and Siqing Peng, Culture and behavior. Foundations and Trends in Marketing, 2012. 7(2).
- [9]. Kabuba, PK., E-Commerce and performance of online business in Kenya. Unpublished PhD. Thesis, University of Nairobi, 2014.
- [10]. Brassington, F., & Pettitt, S., Principles of Marketing. Edinburgh Gate, Pearson Education Ltd, 2000.
- [11]. Ting Peng Liang, Electronic store design and consumer choice. Proceeding of the 33rd Annual Hawaii International Conference on System sciences, 2000.
- [12]. Kuester Sabine, Strategic Marketing & Marketing in specific industry context. University of Manheim, 2012.
- [13]. Steven Bellman, Gerald L. Lohse, Eric J. Johnson, Predictors of online buying behavior. Communications of the AMC, 1999. 42(12):pp32-38.
- [14]. Abhishek Chilka and Sandeep Chauhan, Study on recent trends in online shopping in India. International Journal of Scientific & Engineering Research, 2018. 9(2); pp30-33.
- [15]. The Deloitte Consumer Review; Digital Prediction 2015. The creative studio, Deloitte London, 2015
- [16]. Amit Kumar Singh, Consumer Behavior in Online Shopping: A Study of Aizawl International Journal of Business & Management Research (IJBMR), 2014. 1(3): pp45-49.