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**ISSN NO (online) : Application No : 17320 RNI –Application No 2017103794**

**”A study on Post Purchase Behavior regret in online Shopping in  
Bangalore city”**

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## ABSTRACT

Today the modern market has transformed the complete mentality of shopping trend. The online shopping has created both satisfied and unsatisfied customers. In convention marketing if the customer is dissatisfied with the purchase he or she can go to the shop directly for an exchange or return. This might not be immediately possible in online shopping. So the rate of dissatisfaction or regret on purchase may be higher. The study is aimed to ascertain the post purchase behavior regret of online shoppers. The online shoppers in India are set to grow the fastest within the Asia Pacific region between 2012-2018. Convinces product variety comfort and easy of delivery, huge discounts drives online shoppers to just click on the button to make a purchase order even when that particular product is not necessary. The study aims to find out the types of post purchase regret behavior amongst online shoppers and also tries to study the satisfaction level of online customers amongst the buyers. Around 100 samples were chosen who are employed and homemakers. The respondents for the study were people who belonged to the age group below 35 years in Bangalore. To study further tries to find out the association between post purchase behavior of respondents and demographic factors.

**Key words:** *consumer behavior, online shopping, Post purchase behavior, marketing.*

### I- Introduction:

The introduction of the internet has seen the massive utilities for people to shop. People now a days are no more bound to shop in the traditional methods of shopping. Online shopping



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has changed the meaning the history of traditional methods of shopping. The consumer has no longer has to wait he can shop at any given point of time or at any time. In other words online shopping has created huge convenience for the people to shop. Customers use internet not only to buy the product but also to compare and evaluate the product at the same time.

Before a consumer will make his purchase online there is a lot of factors which influences him to buy the product. Ultimately the consumers might or might not be happy post purchase. This paper collects information regarding the various regrets of the consumer after purchasing and makes an attempt to study the regret behavior of the consumer.

- (1) The Graph exhibiting the E commerce, growth and projection in India from the year 2013-2020.
- (2) The graph showing the spending on online shopping by different countries.

#### **Need of the study:**

Online shopping has become a trend in marketing situation. Even for the small purchase, people prefer on online purchase. The recent study in reviled that online users are going to touch 100 million by 2018. This study aims at studying the buying behavioral pattern in online and understanding the post purchase regret behavior of the consumer.

#### **Objective of the study:**

- To study the existing online purchase pattern.

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- To study the types of goods purchased online.
- To understand the post purchase behavior of the online shoppers.
- To convert the regret behavior into better customer relationship management.

**A conceptual framework of post purchase behavioral regret in online shopping.**

The above model explains various stages of post purchase regret behavior of the consumers in online shopping. When a person buys the product online there might be two outcomes expected. He might be either satisfied with the product or dissatisfied with the product. Dissatisfaction of the product leads to the post purchase regret amongst the consumers. The post purchase regret might be expressed through word of mouth, or the customer might complain regarding the products or service, the consumer stops buying the product online from his next purchase. It will create the stress within the customer and he will think it might be a waste of time to purchase goods online. This behavioral aspect amongst the customers might hamper the company and consumer relationship which will in return will lead to decline in the sale of the online purchases. This study makes an attempt in recognizing the various aspects of the post behavioral regret amongst the customers and the ways in which the company can maintain the healthy consumer relationship.

**II- Review of literature**

**Zivile and Gintare (2015)**, extended their study to focus on online shopping by consumers and factors influencing the online shopping by the consumers, also to make

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recommendations on using the main factors contributing to shopping online. They found that factors which influenced consumers to buy online are lower price, lack of time, wider choice and convenient. The study has showed that in most of the cases shopping in E-stores is preferred for it convenience and simplicity. Recommendations are to be improvised by website and owners to make online portals more user friendly.

**Zan Mo, Yan-feili, Peng Fan (2015)**, the study aimed to study the impact of reviews given by previous purchases to make the present buying decision. With the given reviews the present purchases. And also they aimed to study the stimulus responses theory of consumers. Findings of this study are referred to sellers who can increase quality of the product in order to seek positive reviews and high quality reviews in the process after sales. The study can also be referred by the consumers to make quick decisions based on online reviews in short period of time.

**Miao wang and Honglian Du (2017)**, studied the impact of online shopping return policy on consumer behavior. The problems related to the return policy was also studied. Consumer's problems related to the return of the product when they are not satisfied with the quality of the product because of which the reliability of the consumers on online shopping reduces. Inference for the above is that the return policy can be summarized in return time, return cost and return operations.



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**Akci and Kaazum (2016)**, Analysis of post purchase consumer regret attempts to analyses the post – purchase consumer regret and investigates the reason for regret and how others are influenced by the individual regret. The study revealed that the consumers are regretted in the situation where same product is available at lower price in another portal or retail shops. Although the respondents showed some differences in their post purchase behavior depending on their gender and marital status, they were similarities also. The study found that majority of them were influenced by the review of the consumers with concern to regret.

**Theresa Nithila Vincent (2016)**, aimed to explore the difference in the shopping style across demographics such as gender, educational level and regional background. The study revealed that there was no significance difference in the shopping style of young adults towards purchase of appeals and also there was difference in the shopping styles across gender.

**Padmanabha (2014)**, revealed that the purchasing experience will differ from purchasing goods. Online and other financial risk stops the consumers from online shopping. Delay and non-delivery of the required products on time will stop the buyers from purchasing online. The study further detailed that people with high income are less concerned with financial risks. The factors impeding online buying of household items discovered that due to no proper access to internet stopped the people from purchasing online. Tangibility of the items was of main concern. As the customers would not feel and touch the product restricted them in purchasing online. No easy return policy made them think that online purchasing is more complex process as compared to traditional buying. Extended study revealed that women are the



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decision makers in the house thought they know the huge discount was available online they preferred traditional purchase. Another way in concern was the transaction and payment modes.

**Archana Singh (2016)**, the search mainly focus on discovering the dimension of youngsters buying behavior pattern online. It was understood that the shoppers compare, evaluate, and visit familiar websites and then will make purchase and they are happy with the product received. There are 5 types on consumers who are classified into different groups, conscious shoppers, uninterested, impulsive and brand shoppers. The analysis did not make an attempt in studying all the aspects of consumer purchase in E- retail.

### **III- Research Methodology:**

This study is descriptive in nature and aims at finding the post purchase behavior of online shoppers. The population of the study is working executives, college students, home makers of Bangalore city in particular to Jayanagar during the month January 2018. The sampling technique used is non probability sampling type and convenient sampling. The data collection tool used to measure level of regrets is a 5 point likert scale anchored at the end points with strongly agree\ strongly disagree with neither agree nor disagree anchoring the middle position. The scale was developed after performing phenomenological research.

Questions regarding how often do you shop online, type of goods purchased online, why they purchase, rating of online shopping were asked. In addition, data pertaining to demographic variables were also collected. 100 final samples were considered.

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**Sample description:**

The profile of the respondents who participated in the study has been described by the information revealed to their basic demographic (age, marital status, income, family size and occupation) and their engagement with online shopping. The study includes both women and men respondents as well as students. Majority of the respondents were young aged employees and home makers which, which indicates the growing interest in online shopping.

**Data Type: Primary and secondary data**

**Data Sources:** Questionnaire, journals, Internet, articles and text books.

**Data collection Tools:** Questionnaire

**Statistical Tools:** Chi – Square Test

**Limitations of the study:**

The study was carried out in only one are of the city, so the output cannot be generalized to the entire population of the city. The samples chosen belonged to only the age group from 20 to 35 as it was assumed that the said age grouped was felt to be the frequent online shoppers in the city. The sample size is only 100 and there are possibilities that the outcome of the study may be different if the sample size is large.



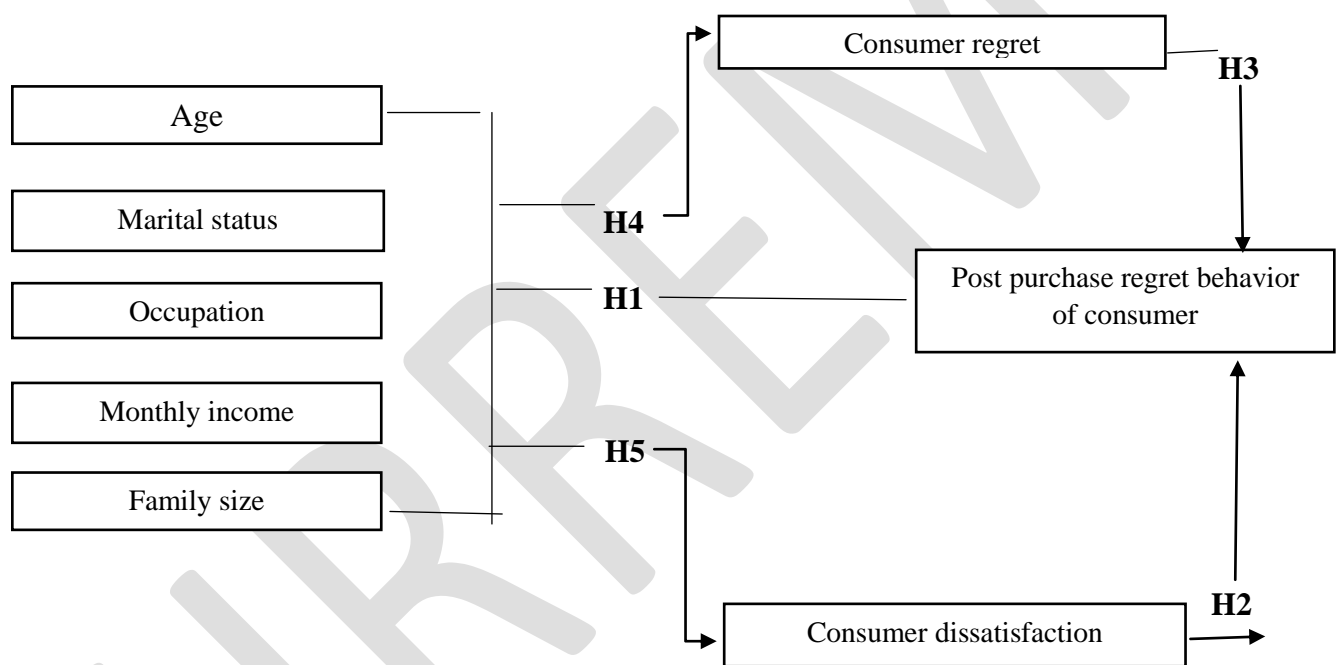


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**Research model of the post-consumer regret behavior**



**IV- Analysis and Results:**

**Table 1.1 - showing the Demographic profile of the respondents**

Particulars	Frequency	%
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<b>Age</b>		
20-25	35	33.3
26-30	36	34.3
31-35	29	27.6
<b>Marital status</b>		
Unmarried	53	50.5
Married	47	44.8
<b>Occupation</b>		
Business	3	2.9
Student	50	47.6
Software	30	28.6
Home maker	17	16.2
<b>Monthly Income</b>		
10000-20000	2	1.9
21000-30000	3	2.9
31000-40000	58	55.2
41000-50000	32	30.5
51000 and above	5	4.8
<b>Family size</b>		
2	3	2.9

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3	5	4.8
4	38	36.2
5	51	48.6
6	3	2.9

*Source: Primary Data*

Demographic profile of the respondents is shown in the table 1.1. The respondents were of Jayanagar region. Demographic factors study the factors like age, marital status, occupation monthly income and family size of the respondents. Out of 100 respondents 35 of them (33.3%) are in the age group of 20-25 years. 34% of the respondents are in the age of 26-30 years and 27.6% of them are in the age of 31-35years. 53 of the respondents are married and the rest of 47of them are unmarried. Amongst the occupation of the respondents 47.6% of them were students 28.6% of the respondents were software employees, 16.2% of them were home makers and the remaining 2.9% of them were business man. Around 1.9% of the respondent’s monthly income was between 10 -12 thousand, 2.9% of the respondents earned 21-30 thousand per month, 55.2% of the respondents earned 31-40 thousand per month, 30.5% of the population earned between 41-50 thousand per month and remaining 4.8% of the respondents earned above 50 thousand per month. The family size of the respondents were from 1nos- 5nos 48.5% of the respondents were 4 members in the family and followed by 36.2% were 3 in numbers.

**Table 1.2 - showing the Measurement model of the respondents.**

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Particular	Frequency	%
<b>Frequency in shopping</b>		
Daily	2	1.90
Once in week	18	17.1
Fortnight	21	20
Monthly	59	56.19
<b>Frequent purchases</b>		
Grocery	11	10.47
Apparels	42	40
Accessories	3	2.85
Electronic items	38	36.19
Others	6	5.71
<b>Reason for frequent purchase.</b>		
Good offers	23	21.90
Conveniences	46	43.80
More alternatives.	4	3.80
Easy delivery	10	9.52
Prices.	17	16.19
<b>Money spent on purchase</b>		
Below 500	26	24.71

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501-1000	53	50.47
1000-2000	18	17.14
2000 and above	3	2.85
<b>Purchase made for</b>		
Family members	15	14.28
Friends	6	5.71
Self.	77	73.33
<b>Shopping experience</b>		
Highly satisfied	10	9.52
Satisfied	66	62.85
Neither satisfied nor dissatisfied	21	20
Dissatisfied	3	2.85
Highly satisfied.		

*Source: Primary Data*

The respondents were of Jayanagar region. Measurement factors study the factors like frequency in shopping, frequent purchases, reason for frequent purchase, money spent on purchase, purchases made for, shopping experiences. Amongst the respondents 56.19% of the respondents said they shop daily. 43.80% of the respondents said that they shop electronic items on their frequent purchases. Around 50.47% of them spend (501-1000) on their shopping.



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(73.33%) of them shop for self while shopping. And (62.85%) are satisfied with the shopping experience.

### Hypothesis

The hypothesis is formulated and the results are given below:

	Hypothesis	Accepted / Rejected
H1	There is no association between age and shopping frequency	Accepted
H2	There is no association between age and online factors	Accepted
H3	There is no association between marital status and shopping frequency	Accepted
H4	There is no association between marital status and amount spent	Accepted
H5	There is no association between age and amount spent	Accepted

1. There is no association between age and shopping frequency as chi square value (.860) is more than the table value and hence the hypothesis is rejected.
2. There is no association between age and online factors as chi square value (.860) is more than the table value and hence the hypothesis is rejected.
3. There is no association between marital status and shopping frequency (.360) as chi square value is more than the table value and hence the hypothesis is rejected.

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4. There is no association between marital factors and amount spent as chi square value (.230) is more than the table value and hence the hypothesis is rejected.
5. There is no association between age and amount spent as chi square value (.453) is more than the table value and hence the hypothesis is rejected.

**V- Conclusion:**

Online shopping is a new experience and has greatly impacted the lives of consumers in its short time of existence. It is expected to grow constantly in years to come with advancements in technology. The survey conducted revealed the outcomes of consumer post purchase behavior. Considering the demographic profiles of online users like gender, age, income and education have significant association to web shopping in the current period.

The overall results prove that customer satisfaction to be considered with keen observation so that the motives of e-portals to be achieved. The online shopping has grown gradually higher from previous years. Individuals who purchase online perceived significantly greater benefit in terms of convenience, price and a wider selection than those who did not have online purchasing experience. There is a close relationship between the satisfaction level and the frequency of the buyers. The frequent buyers are satisfied with the products. There is a relationship between the buying pattern and the dissatisfaction level amongst the consumers. Though they are dissatisfied with the product they still shop online hoping that they will be satisfied with the product one day. Complaints should be considered strongly so that faults will

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not repeat again. The current study, which investigated post purchase consumer regret and the resulting consumer responses to this regret, concluded that lower, service inconvenience and easy return policy quality product caused higher levels of regret. Consumer who experience regret tend to return the product, if the return is not accepted they tend to conceal their sadness to their friends, family etc.

#### **VI - Recommendations:**

The purchases of the consumers are uncontrollable in hands, but the regret behavior can be under control. To minimize the regret behavior of the consumer, it is responsibility of the online portal to collect periodic feedback from the consumer, to develop the trust and loyalty and maintain a good consumer relationship. Online vendors should not only focus on getting new consumers, achieving maximum target of sales, and giving attractive offers to attract their consumers into their kitty, instead they should also focus on maintaining standards of quality delivery, and building the long term relationship and trust.

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