

An Empirical Study on Consumer Buying Behavior in Online Shopping in Bangalore City

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ABSTRACT

Online shopping is growing rapidly in India, predominantly driven by tremendous and substantial divulgatory activities among millennial consumers. Online shopping is becoming more popular and attracts significant attention because it has excellent potential for both consumers and vendors. The convenience of online shopping makes it more successful and makes it an emerging trend among consumers. When all the companies are striving against one another, certain factors influence the behavior of customers. Out of 260 circulated questionnaires, 212 were given back as complete and adequate to use in the analysis of data. Convenience sampling method was used to collect the data and the data was analyzed by using the SPSS Software 28. The results revealed that the independent variables Perceived Benefits, Domain Specific Innovativeness and Shopping Orientations are positively related with dependent variable, Consumer Buying Behavior. Results provided in this research could be employed as reference information for online shopping consumers.

Keywords: Marketing, Online Shopping, E-Commerce, Consumers

INTRODUCTION

Online shopping is a form of e-commerce which permits consumers to directly buy goods or services from a retailer over the internet using web portals. Consumers find a product of interest by visiting the websites of their trailer directly or by searching among best alternative vendors. As of 2022, Customers can shop online using a range of different computers and devices including desktop computers, laptops and smart phones. An online shop evokes the physical analogy of buying products or services at a regular “bricks -and -mortar” retailer or shopping center; the process is called business –to consumer (B2C) online shopping. When an online store

is set up to enable businesses to buy from another business, this process is called business-to-business (B2B) online Shopping. A typically online store enables the customers to pursuing the firm's scope of products identification and prices online stores usually enable customers to use search factors to find the models. Online customers must have entrance to the internet and a valid technique of payment in order to complete transactions, such as a credit card, an Interact-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), thee-trailer usually sends the file to the Customer over the internet. The biggest of these online retailing corporations are Amazon.com's and eBay.

Online shopping has gained great momentum in recent years. Online stores and websites have increased in number, as has the number of customers. A study of consumer behavior in the online setting helps us decipher their intentions. We can translate this information in developing better marketing strategies to help convert persisting offline buyers into online buyers

Review of Literature

Zengin Sevil (2011) claims that the brand image can impact the consumers emotionally, who select products and services based on emotional sentiments and pragmatic judgments informing the buyers the different attribute of the products and services. This helps in increasing consumer's confidence and search efficiency.

Kincade(2001) concluded that there was a positive relationship between product image, perceived quality, performance expectation and price but, no direct relationship between participant satisfaction and product image.

Sundari (2020) In their research findings the consumer buying behavior towards online purchase. This study is conducted through online survey. The convenience sampling technique was used and data collected from 102 consumers and data collected by questionnaire with 5-point Likert Scale was used.

Selvamani (2019) this paper speaks about the consumer Behavior towards online shopping. With the product related dimensions. The data was analyzed using SPSS and tools like chi-Square, ANOVA and correlation were applying. The results indicate the online shoppers are satisfied with all the product and services.

Singhal (2018): The study is observed in nature and cross-sectional research design was applied and the primary data was collected through a questionnaire. A sample size of 200 respondents was taken who are at present living in Kolkata. This study examines the various factors that affected the online shopping behavior of the consumer by using buyer black box model which is like out mind processing various Stimuli receives and helping in it coming to a conclusion.

Timothi (2021) consumer behaviour is the study of the processes involved when individuals or groups, select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. Sproles and Kendall (1986) developed a model to conceptualize consumer's decision making behaviour with eight consumer psychological orientation variables viz.,

perfectionism consciousness, brand consciousness, novelty and fashion consciousness, impulsive and careless consumer, confused by over

Rajesh et al (2021) examined the behavioural intentions model of online shopping for clothing and the study results supported Fishbein's behavioural intentions model in forecasting behavioural intention to shop for clothing online and the result showed positive relationship among attitude and subjective norms involves that behavioural intention is not a functions of independent set of attitudinal and normative variables but of a set of interdependence between these variables. The findings of this study proposes that though the influence of attitude and subjective norms are not equivalent in their effects on behavioural intentions both are important predictors of consumers' shopping behaviour in the particular context of online shopping for clothing

Objectives

- To analyze the factors that affect Buying Behavior of Consumer towards Online Shopping

Research Methodology

The researchers prepared a structured questionnaire. (Jaiswal, Gautam 2018) has emphasized on the development of an empathic tool for research. The researcher designed it in such a way as to include the maximum information that will be available and accessible through one-time interaction that to know your attitude towards online buying behavior of consumer in Bangalore City. Independent variables are Perceived Benefits (PB), Domain Specific Innovativeness (DSI) and Shopping Orientations (SO) and Dependent variable is Consumer Buying Behavior (CBB). Out of 260 circulated questionnaires, 212 were given back as complete and adequate to use in the analysis of data. There are five responses for each statement as strongly agree (SA), agree (A), uncertain (U), disagree (D) and strongly disagree (SD). Respondents are asked to respond to every item. Convenience sampling method was used to collect the data and the data was analyzed by using the SPSS Software 28.

Results and Discussion

Table 1: Descriptive Statistics

Variable	Number	Minimum	Maximum	Average	Standard Deviation	Variance
Age	212	14	30	11.0931	2.6139	5.319
Qualification	212	12	30	91.5214	2.4889	6.230
Experience in Online Shopping	212	05	30	28.6190	2.994	11.917
Single/Married	212	07	18	41.8120	2.5867	2.845

Salary	212	63	141	39.0123	8.5764	91.149
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Table 1 shows the Descriptive statistics of consumer buying behavior in online shopping

Table 2: Reliability analysis

Cronbach's Alpha	No. of items
0.768	16

The value of Alpha for 212 participants is 0.768. As the value is above 70% or 0.7 which shows that questionnaire used was reliable for information collection.

Table 3: Correlations analysis

		CBB	PB	DSI	SO
CBB	Pearson Correlation	1	0.218**	0.472**	0.726**
	Sig. (2-tailed)		0	0	0
	N	212	212	212	212
PB	Pearson correlation	0.218**	1	0.408**	0.120*
	Sig. (2 tailed)	0		0	0.037
	N	212	212	212	212
DSI	Pearson correlation	0.472**	0.408**	1	0.332**
	Sig. (2 tailed)	0	0		0
	N	212	212	212	212
SO	Pearson correlation	0.726**	0.120*	0.332**	1
	Sig. (2 tailed)	0	0.037	0	
	N	212	212	212	212

**Correlation is significant at 0.01 level (2 tailed)

*Correlation is significant at the 0.05 level (2 tailed)

Table 3 demonstrates that all independent variables Perceived Benefits (PB), Domain Specific Innovativeness (DSI) and Shopping Orientations (SO) are positively related with dependent variable, Consumer Buying Behavior (CBB).

Table 4: Regression analysis

Model	R	R ²	Adjusted R ²	Std. Error of Estimate	of the Durbin Watson
1	0.861 ^a	0.681	0.681	0.1965	1.321

Predictors: (Constant), SO, PB, DSI

Dependent Variable: CBB

According to Model summary the value of R is .861 and that of R square is .681, using the predictors perceived benefits, domain specific innovativeness and shopping orientations all together. The values indicate that variance in CBB might be predict from the combined mix of the factors, perceived benefits, domain specific innovativeness and shopping orientations

Table 5: ANOVA

Model		Sum of Squares	df	Mean square	F	Sig.
1	Regression	22.421	3	9.091	99.187	0.000 ^a
	Residual	21.207	208	0.089		
	Total	91.601	208			

Predictors: (Constant), SO, PB, DSI

Dependent variable: CBB

Table 5 depicts that, the significance value is .000 which indicates that all predictor variables together predict the CBB well enough. High significance between dependent and the independent variables proofs that this model fits in a good way. By keeping in view the value of F and that of significance value it may state that all three variables are certainly not similar with one another and there is a different effect of them on CBB.

CONCLUSION

The motivation behind this study was to analyze the behavior of these people who have completed the internet purchase and to compare them with those that are simply on-line to browse and search with no purchases done. Therefore, consumer groups are classified into four varieties viz. often shopping on-line, shopping for once in six months, shopping for once in a year, never bought on-line. As hypothesized by the framework, the analysis is known two aspects, a client oriented and a marketing-oriented thenet shoppers. Variations in demographics and technology use were conjointly noted in shoppers. Supported the findings like the connection between time spent on-line and online shopping and, therefore, the significance of consumer-oriented aspect overall, suggestions were offered to the retailers those have an interest in marketing via the net. we find that a greatest number respondent effectively concur for on-line shopping that it spares the time and it has advantages to purchase something from wherever and any times. The majority of the respondents have concurred that the value of good is less expensive than disconnected from the net shop.

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