



ANALYSIS OF CONSUMER ONLINE BUYING BEHAVIOUR

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ABSTRACT

The analysis of consumer online buying behaviour is a critical aspect of understanding how customers make purchasing decisions in an e-commerce environment. This abstract provides an overview of the research conducted on this topic. The research involves an in-depth examination of the various factors that influence consumer online buying behaviour. The study aims to identify the key determinants of consumer behaviour, such as the demographic characteristics of buyers, product characteristics, website design, and consumer preferences.

The findings reveal that several factors significantly influence consumer behaviour, including trust in the e-commerce platform, perceived risks associated with online transactions, convenience, product information, and online reviews. Additionally, the study highlights the importance of website design elements, such as ease of navigation, visual appeal, and user experience, in influencing consumer behavior. Overall, the research sheds light on the complexity of consumer online buying behaviour and emphasises the need for businesses to adopt a customer-centric approach when designing their e-commerce platforms. By understanding the factors that influence consumer behaviour, businesses can create a more effective online shopping experience, increase customer satisfaction, and ultimately drive sales.

Key words: Consumer behaviour, Buying patterns, Online shopping.

INTRODUCTION

Online shoppers engage in direct, real-time transactions with sellers to purchase products, services, and other items without the need of a middleman.

Purchasing products and services from vendors who sell online is known as online shopping.

using the Internet. Since the World Wide Web first appeared, businesses have tried to sell their goods to Internet users. Shoppers can access online retailers from the comfort of their homes and complete their purchases while seated in front of a computer. From internet retailers, customers purchase a variety of goods. In reality, customers may buy almost everything from companies who sell their items online. Books, apparel, household appliances, toys, hardware, software, and health insurance are just a few of the hundreds of things available from an online retailer.

Shop online. Because of the ease, many individuals choose to do their shopping online.

Online shopping allows you to browse through an infinite number of options and even offers products that is not available in stores.

Shopping online avoids the need to shuffle through a store's wares while carrying potential purchases such as jeans, shirts, belts and shoes under one arm. Online shopping also eliminates the annoying music, as well as the hundreds, if not thousands, of other people who appear to have decided to purchase on the same day.

The application's basic premise is to allow users to shop virtually via the Internet and purchase the things and articles of their choice from the store. The product information is saved on the server (store). Customers are processed by the Server, and their orders are dispatched to the addresses they provide.

The application is divided into two modules. The first is for clients who want to purchase the articles. The second category is for storekeepers who monitor and update information about products and consumers.

This product's end user is a department store, where the application is hosted on the web and the database is maintained by the administrator. The details of the products are brought forward from the customer database by the application that is placed at the customer database.

The database for the customer view is dependent on the menu option, and the database of all goods is updated at the end of each transaction. Data can be entered into the application through multiple panels geared for different levels of users. After authorised workers enter the appropriate data into the system, many security-related reports may be generated.

Globalisation and the advancement of new technology breakthroughs have ushered in a new era of e-commerce. These rapid advances in e-commerce have altered how firms and customers consume, customise, and distribute items, resulting in intense rivalry among online retailers. Many retailers are competing in an overcrowded market, causing merchants worldwide to consolidate their businesses in order to broaden their scope of success in the internet market and capitalise on the issues they confront today. Because of the low cost of running these firms, a new and strong channel for information and communication to both businesses and customers has emerged.

Customers also have more product options and more flexibility. And they can access a wealth of information from many sources, compare costs, and shop at their leisure, increasing their chances of switching from one provider to another

E-tailers and e-service providers are two types of online retailers. As a result, clients who buy online have access to a wider range of products at their leisure, without the constraints of time and geography.

Online shopping is a type of electronic commerce in which consumers use a web browser to purchase products or services directly from vendors via the internet. Online shopping is a rapidly expanding activity. A growing number of consumers shop online to buy goods and services, get product information, or simply to have fun.

REVIEW OF LITERATURE

- Mohammad Anisur Rahman (2018). Says that, The World Wide Web has significantly influenced people's attitudes and behaviours, giving rise to online shopping. While online shopping has started in Bangladesh, consumers are not yet accustomed to frequent online purchases. This study examines the behaviour of online shoppers in Dhaka through a self-constructed questionnaire with 160 respondents. Findings indicate that consumers shop online for time savings and product variety. Both genders share similar preferences, favouring home delivery but disliking the inability to physically examine products. Consumers acquire online shopping information from websites and social networks, often using cash on delivery for apparel and accessory purchases. Security concerns and mixed satisfaction levels were observed among consumers.
- Yi Jin Lim, Abdulla Usman (2016) in the study aims to identify the key factors influencing online buying behaviour among consumers. It focuses on perceived benefit, psychological factors (such as security, privacy, and trust), and perceived risks. The research adopts a quantitative approach, using SPSS for data analysis and conducting Multiple Regression Analysis and Reliability Analysis. The findings support the hypotheses, indicating that perceived benefit and psychological factors have a positive impact on online buying behaviour, while perceived risks have a negative effect. However, the study is limited to a Malaysian context and specific demographics. Another study explores the relationship between subjective norm, perceived usefulness,

purchase intention, and online shopping behaviour among university students in Malaysia. The findings reveal that subjective norm and perceived usefulness significantly influence purchase intention, which, in turn, has a positive impact on online shopping behaviour. However, the subjective norm has a negative influence on shopping behaviour, and perceived usefulness does not significantly affect it.

- Xiong Li, Xiaodong Zhao(2020) This research focuses on scientifically assessing and comparing different mobile e-commerce retailing applications (apps) to improve online shopping efficiency and enhance system design. The study considers the use of mobile apps as an information operation process and introduces the distance of information-state transition (DIT) theory to measure the "convenience" of mobile apps in obtaining service information. A novel evaluation method based on DIT is proposed to assess the ease of use of mobile apps in e-commerce retailing from the perspective of consumer online shopping behaviour patterns. Three prominent Chinese enterprises, Tianmao Mall, Jingdong Mall, and Suning Easy-to-buy, are selected as case studies. The ease-of-use indicators of the three mobile apps under typical online shopping behaviour patterns are quantitatively evaluated. The results have significant implications for both online consumers and designers of online shopping systems.
- Kok Wai, Dr Omkar Dastane (2019) The study investigated the influence of various risks, including financial risk, convenience risk, non-delivery risk, return policy risk, and product risk, on the online consumer behaviour of Malaysian shoppers. Data was collected through a self-administered survey, and 245 online shoppers were selected using convenience sampling. Reliability of the data was confirmed using Cronbach alpha, and normality was assessed. Confirmatory Factor Analysis was employed to test the model using goodness-of-fit tests. Structural equation modelling was then conducted to test the hypotheses and draw conclusions, utilising IBM SPSS AMOS version 22.0 for data analysis.
- Michael Adu Kwarteng (2016) stated that the advent of the Internet continues to open new frontiers in digital marketing. One visible impact of the Internet in marketing has been the growing increase in online transactions which profits marketers and seemingly satisfies customers.
- Zahid Ahmed, Lingu Su(2017) in this study investigates consumer buying behaviour in the context of e-shopping in Pakistan. It explores the impact of variables such as perceived benefits, domain-specific innovativeness, and shopping orientations (impulse-purchase orientation, brand orientation, and quality orientation) on consumers' online buying behaviour. Data was collected through questionnaires, and the findings revealed that domain-specific innovativeness and shopping orientations positively influence consumers' online shopping behaviour. This suggests that the recent development of electronic stores in Pakistan has piqued consumers' interest in online shopping.

- Dr. Renuka Sharma (2014) stated that there is huge scope of web-stores in various areas and in almost all the segments. The young population is the biggest attraction of this industry and they may contribute substantially to the growth of online shopping in India. The majority of internet users are youngsters, the majority of goods and services demanded are related to only this segment. Travel planning is one of the biggest services used by Indian online shoppers. The present study has several implications for business strategists.

RESEARCH DESIGN

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group. The studies concerned with specific prediction with narration of facts and characteristics concerning individual groups or situations are all examples of descriptive research studies.

Sample size:

This refers to the number of items to be selected from the total population to constitute the sample. The sample size used for study is 143.

Source of Data:

The data required for the study have been collected through both primary and secondary sources. Primary data was collected using a structured questionnaire and the Secondary data

was collected from books, articles published through journals, magazines and other research reports.

Sample Size:

Totally 155 data were collected from the respondents. In that only 143 data were eligible for analysis.

Sampling Technique:

The probability sampling (Convenient sampling) method is the sampling technique adopted for this study.

Area of Study:

The questionnaire was distributed through Google Forms to respondents in Bangalore.

STATEMENT OF PROBLEM

With the rapid growth of e-commerce, the number of online shoppers has increased significantly. However, the online buying behaviour of consumers is complex and influenced by various factors. Therefore, there is a need to understand the factors that influence consumer online buying behaviour and the underlying motivations for their purchase decisions. The problem of the study is to analyse the consumer online buying behaviour and identify the factors that affect their purchase decisions in the online environment. Additionally, the study aims

to provide insights into the challenges faced by consumers in the online shopping process and to suggest ways to enhance their online buying experience.

NEED OF STUDY

1. To understand consumer behaviour
2. To identify trends and patterns
3. To improve customer satisfaction
4. To enhance the online shopping experience
5. To stay competitive

OBJECTIVE OF THE STUDY

1. To identify the key drivers of consumer online buying behaviour
2. To understand the challenges faced by consumers when shopping online
3. To provide insights into the decision-making process of online shoppers
4. To identify opportunities for businesses to improve their online sales
5. To understand the buying patterns of customers.

CONCEPTUAL EXPLANATION

With the increasing growth of e-commerce, understanding the factors that influence consumer behaviour and their motivations for making online purchases is essential for businesses that want to succeed in this market.

The study uses an empirical research approach, which involves collecting data through observation, surveys, or experiments to provide evidence for or against a hypothesis. This research approach will enable the study to gather data from online shoppers and gain insights into their behaviour when making online purchases.

The study aims to identify the factors that influence consumer online buying behaviour, such as product attributes, price, convenience, trust, and social influence. By understanding these factors, businesses can tailor their marketing strategies to improve their online sales. The study also aims to provide insights into the

challenges faced by consumers when shopping online, such as security concerns, delivery issues, and product quality.

The implications of this study for businesses are significant. By understanding the factors that influence consumer behaviour, businesses can improve their online shopping experience by providing secure payment options, reliable shipping, and quality products and services. Additionally, businesses can use social media and other marketing strategies to influence consumer behaviour and drive online sales.

Overall, the analysis of consumer online buying behaviour is a critical topic for businesses that want to succeed in the e-commerce market. The study aims to provide valuable insights into the complex nature of consumer behaviour in the online environment and help businesses make informed decisions to improve their online shopping experience and increase customer satisfaction.

SUGGESTIONS

Invest in Website Appearance and Functionality

First impressions are crucial. Nobody wants to visit a website that looks ugly. Furthermore, with a plethora of competitors from many industries at the consumer's disposal,

Nobody has time to squander by perusing a sloppy website. Your website is the first point of contact for your online brand. While the consumer may find you through a variety of sources, it is your responsibility after they arrive to urge them to stay in the "racks" rather than pass by the window.

To prevent making a bad first impression, start by investing in your brand's overall design and feel—the logo, colour scheme, taglines, and voice. The individual looking is unlikely to be in the purchasing stage of the customer journey.

FOCUS on Mobile Responsiveness

With a smartphone in hand, desktop buying is increasingly being supplanted by mobile scrolling. It is past time for all retailers to create a mobile shopping experience. This is made feasible by increased access to Internet connections and data packages, but as we've previously discovered, not all websites are created equal. Consumers might become quite frustrated while browsing a website with poor mobile responsiveness, which can easily lead to cart abandonment. Make sure your company's website is accessible from as many devices as possible, and think about how layouts of all content categories will translate to smaller screens. For example, a high-quality photo on a desktop may be less effective when viewed on a mobile device. Customers' devices should be considered.

Keep Website Speed in Mind

A gorgeous website that takes ten seconds or more to load is most likely a lovely website that few customers will stay to appreciate. Time is money, and probably more so. So much more so online than in person. As a general guideline, keep page load times to three seconds or less to avoid users becoming impatient and closing that window. When including third-party applications or displays on your site, be sure they do not slow it down. If your load time increases, their extra advantage may not exceed their added expense.

Consider Live Chat and customer review:

The desire for service is just as strong online as it is in-store, and one of the best things you can provide online clients is real-time support. Customers can use live chat to get answers to any queries or problems they might have. Allow kids to ask questions and find answers whenever they want—just make sure the ends of those outlets are always loaded with an actual person or the most up-to-date information at the time. A good online support team can help a customer recover from a terrible ecommerce experience.

Befriend FREE Shipping:

The cost of delivery is a decisive factor unique to online shopping. As a business owner, you must be aware of the price points that generate profit, but free and discounted shipping choices can undoubtedly boost the bottom line. A promotion like Amazon's, which offers free shipping on purchases of Rs.500 or more, establishes the minimum amount a buyer needs spend in order to "save." Consider it from the perspective of a customer: would you rather get free shipping, buy more, and receive more products, or would you rather pay for postage, forego the extra jumper, and receive fewer items? Most of the time, the choice is quite clear for consumers.

CONCLUSION

With the increased use of the World Wide Web, also known as www, online shopping is growing more popular by the day. Understanding the needs of customers for online selling has become a difficulty for marketers. Understanding the consumer's needs in particular Attitudes towards online buying, improvements in variables influencing customers to purchase online, and working on factors influencing consumers to shop online can help marketers achieve a competitive advantage over others.

To summarise, the availability of online purchasing has truly transformed and influenced our society as a whole. This application of technology has created new doors and chances for a more convenient existence today. Online shopping inspired consumers all around the world in three key ways: variety, quick service, and lower prices. However, the concept of online buying created the possibility of fraud and privacy violations. Unfortunately, it has demonstrated that thieves may manipulate the system and gain access to personal

information. Fortunately, with today's cutting-edge technology, steps are being made to prevent hackers and criminals from improperly accessing private databases. Website designers are doing their best to protect users' privacy and security by implementing privacy and security rules.

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