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**A Study on Buying Behavior of Consumer towards Online Shopping  
With Reference to Bangalore City**

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**Mrs. Lakshmi. S N<sup>1</sup>**

Asst. Professor

Koshys Institute of Management studies, Bangalore

**Mrs. Indumathi.V<sup>2</sup>**

Asst. Professor

Koshys Institute of Management studies, Bangalore

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**Abstract**

On-line shopping is a recent phenomenon in the field of E-Business and is definitely going to be the future of shopping in the world. Most of the companies are running their on-line portals to sell their products/services on-line. Though online shopping is very common outside India, its growth in Indian Market, which is a large and strategic consumer market, is still not in line with the global market. This new shopping technique is innovative in nature. As compared to traditional way of doing shopping, it not just brings an incredible number and extensive variety of stock to the purchasers; additionally offers a far reaching market and endless business opportunities. The data was collected through Questionnaires on a sample of 580 respondents from Bangalore City. Simple random sampling method has been used for data collection. Both primary data and secondary data has been collected for this study

**Keywords:** Demographic factor, Age, Gender, Family Size, Income, Marital Status.

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**Introduction**

The Internet, which was earlier conceptualized as a tool for enquiring information, has become an important place of business these days. For businesses, the key to survival in the future depends on how well they can integrate this medium in their business model today. In order to sell anything over the internet, they have to take into account that who their customers are, what their spending habits are like and the products and services they prefer. Consuming habits have undergone major shifts in the years after independence. For people born in the post – independence era, shortages were a way of life. They were not interested in the frills or fancy features and bought what they got regardless of quantity. It was bit like Henry ford’s famous quote about the model T Ford: “the customer can have any color he wants, as long as it’s black.” Today’s customer is a different kettle of fish. The disposable income of the middle class is rising and the emphasis is more on spending than saving.

However, it is not that the online shopping has benefited only the business houses. As truly stated “Customer is the King today”, the concept of on-line shopping will not materialize if the customers are not benefited. Online shopping brings many advantages to the customers. Customers can shop from any place and need not physically visit the shops/outlets for shopping purposes. Therefore, even if customer is staying in remote area, he/she can easily shop through internet. If a customer goes to any retail outlet or any other shop, the choice of products is normally very limited. However, here customers can visit any number of sites to reach at final choice. Hence, online shopping provides unlimited choices to the customers in nut shell. The customer can shop any day of the year on any time of the day. This also helps in customers’ time and energy saving. More over due to unlimited choice and less excess time, customers can easily search for the desired things and can easily compare the products/items.

### **Review of Literature**

**Gavane (2013)** ComScore's India Director uncovered that India has stayed in front of Brazil and Russia to end up the fifth biggest e-business market on the planet. It is behind China, Japan, Germany, and USA. As of December 2012, India had around 44 million online retail guests which are just 62% range of e-business among online clients while the overall normal is around 73%. Around 75% of India's e-trade clients are era Y individuals, beneath the age of 35. Number of transactors’ falls in the age gathering of 3 – 44. The more youthful section, which is anyone beneath the age of 35 are the predominant populace in the Indian online space.

**Kim 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.

Sumathi(2020) in their study examined the purchase behaviour in Indian Apparel market and the study concluded that the factors specificallyself-concept, need for uniqueness directly influence clothing interest and indirectly impact the purchase intention inthe case of international and local brands. Perceived Quality and emotional value are the other essential predictors of the purchase intention.

**Krishna C. V (2021)** in his study' Determinants of Consumer Buying Behaviour: An Empirical Study of Private Label Brands in Apparel Retail' concluded that, four aspects namely brand image, sales promotion offers, design and store atmospheric are the primary aspects affecting consumer preferences for private level brands. The study also concluded that demographic aspects namely occupation of the consumer and social class of the consumer has no effect on the consumer buying behaviour in choosing private label brands.

*Juxtconsult (2008)*, revealed in its study the results on the Internet user-ship, growth and penetration rate of on-line shopping in India. As per the survey findings, the ‘regular’ internet users have grown by only 10% (compared to 19% last year). Very few new occasional users have got added in the last 1 year and some of the existing occasional users appear to have ‘lapsed’. While the base of the ‘regular’ internet user has increased by only 3.5 million, the base of occasional users has fallen by almost 6.4 million. Though the overall base of online Indians has shrunk, on the positive side, 3 out of 4 internet users (70%) are now on the net ‘daily’. This ‘lively’ pool of internet user is 32.4 million strong. Internet usage cuts across the more well-to-do Indians across the various socio-economic groups, across the urban-rural divide and across the various town classes within the urban landscape. 55% of regular internet users come from the ‘consuming classes’, 71% of them come from the non-metro cities and villages, and 82% of them fall in the ‘prime life’ age group of 19-35 years. On ‘multiple’ access basis, place of work

*J.Rabolt (2019)*, 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

### **Objectives of the Study**

The main objective of the research is to analyze the factors that affect Buying Behavior of Consumer towards Online Shopping

### **Research Methodology**

The data was collected through Questionnaires on a sample of 580 respondents from Bangalore City. Simple random sampling method has been used for data collection. Both primary data and secondary data has been collected for this study. A Sample Design is a clear arrangement for getting an example from a given populace. It alludes to the strategy of the methodology received in selecting things for the inspecting plans. For this exploration, I have picked Non-Probability, stratified arbitrary examining in which I have gathered the information haphazardly from the respondents.

### **Data Analysis and Interpretation**

#### **Influence of Shift in Modern Culture on Online Shopping**

PARTICULARS			GENDER		TOTAL
			MALE	FEMALE	
	Strongly disagree	Count	11	7	
		Expected count	9.0	9.0	18.0
		Count	8	5	13

Online shopping is preferred due to shift in modern culture	Disagree	Expected count	6.5	6.5	13.0
	Not sure	Count	23	26	49
		Expected count	24.5	24.5	49.0
	Agree	Count	320	359	679
		Expected count	339.5	339.5	679.0
		Count	38	3	41
	Strongly agree	Expected count	20.5	20.5	41.0
	Total	Count	400	400	800
		Expected count	400.0	400.0	800.0

### Chi-Square Tests

	VALUE	DF	ASYMP. SIG. (2-SIDED)
Pearson Chi-Square	33.883a	4	.000
Likelihood Ratio	39.393	4	.000
Linear-by-Linear Association	1.357	1	.244
N of Valid Cases	800		

The above table reveals respondents agreed that online shopping is preferred due to shift in modern culture. The coefficient value i.e. .313 which is strong value. Hence online shopping is widely accepted in Indian culture. Moreover there has been paradigm change in culture because of the cross-culture influence and hence changes the attitude and likings of the people. Also, there has been shift in the culture and the innovative technology adoption is more found in Indian culture. Hence online shopping is compatible with the values and belief of the present generation. It has been found that people are moving from rural to urban areas and quickly responding to the modern culture. The modern culture people put an overwhelming emphasis on materialistic things and so the shift in culture puts significant impact on online shopping.

### INFLUENCE OF EXPERIENCE AND OPINION OF FRIENDS IN ONLINE SHOPPING

PARTICULARS	FREQUENCY	PER CENT	CUMULATIVE PER CENT
Strongly disagree	15	1.9	1.9
Disagree	154	19.2	21.1
Not sure	101	12.6	33.8

Agree	513	63.8	97.9
Strongly agree	17	2.1	100.0
Total	800	99.5	

	N	MEAN	SD	COEFFICIENT OF VARIANCE	S.E
The experience and opinion of my friends influence me for online shopping	800	3.4537	1.076	31.15	0.0536

The table reveals that 75.9% respondents agreed that the experience and opinion of their friends influence for online shopping. Moreover the statistical value in the table like mean =3.4537, S.D=1.076, coefficient of variance=31.15, S.E=0.0536 which supports that there is positive response that friends influence the decision making more for online shopping and the value of standard error is close to 1 which reveals the uniformity and reliability on this aspect. It is concluded that the Indian consumer is an emotional decision maker. They like to receive the recommendations from friends experience and opinion regarding decision for purchase of new products and services. Indian consumers rely on word of mouth instead of any other marketing offerings. They perceive the aggressive marketing strategies reflect the lack of demand of that product and service on which it is offered. It is concluded that the experience and opinion of friends influence the respondents towards online shopping. The reference groups which include friends heavily influence the selection of online shopping.

### **Conclusion**

Even though online sales have shown considerable growth, there is an indication that suggests that there are numerous purchasers shopping with purpose to purchase at retail sites who for reasons unknown don't finish the transaction. 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 the net 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. The on-line shopping among customers of business advancement and that we will guide that there contains a got the chance to give web shopping administrations. A large portion of the respondent have capably trust that there has an issue to exhibit the credit/check card related data as a consequence of the town wherever they leave is confronted a few cases for card related fakes anyway they have

thought about visa confirmation watchword in this way, they concur that on-line shopping is best than disconnected from the net shopping. 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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