

Shift in Customers Buying Behaviour towards Online Shopping

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Abstract

The widespread use of the internet and developments in e-commerce have led to a notable change in consumer purchasing patterns away from traditional brick-and-mortar retailers and toward online marketplaces. This study attempts to investigate the elements influencing the change in consumer purchasing patterns and to assess the effects of this development on the economy, society, and enterprises. In order to investigate the shifting trends in customer expectations and preferences, the study uses a mixed-methods approach that incorporates both qualitative and quantitative data. It also makes use of survey data, case studies, and a thorough analysis of the literature. Important elements including price, accessibility, ease of use, social media's impact, and customer confidence are carefully examined to see how they affect the dynamics of changing online buying. Additionally, the study evaluates how this change in customer behavior may affect digital marketing tactics, traditional retail formats, and consumer protection laws. The purpose of the research is to give a thorough understanding of how consumer behavior is changing. Retailers, marketers, and legislators may use this information to better navigate the opportunities and problems brought about by the e-commerce revolution.

Keywords: Online Shopping, Consumer Behavior, E-commerce, Digital Marketing, Retail Innovation, Consumer Trust, Shopping Patterns, Technological Advancement

1. INTRODUCTION

1.1 Background

In the past two decades, the rise of e-commerce has revolutionized the retail landscape. With the advent of the internet and mobile technology, consumers are increasingly turning to online platforms for their purchasing needs. This shift in consumer behavior has been fueled by factors such as the convenience of home shopping, a wider range of products, competitive pricing, and the influence of social media and digital marketing. As a result, both consumers and businesses are navigating a new terrain of retail interactions and transactions.

1.2 Rationale for the Study

Understanding the factors that influence consumers' propensity to shop online is critical for businesses to adapt and strategize accordingly. Traditional retailers are compelled to re-evaluate their business models and marketing strategies in the digital age. This study aims to delve into the core reasons behind the consumer shift towards online shopping and to forecast future trends in consumer behavior. This research seeks to bring clarity to the question of how and why consumer buying behavior is changing in an increasingly digitalized world.

1.3 Research Objectives

- To identify and analyze the primary factors that influence consumers' shift toward online shopping.
- To investigate the role of technological advancements in changing shopping patterns.
- To assess how social media and digital marketing affect consumer purchasing decisions.

1.4 Structure of the Research

The research is divided into several key sections, starting with a literature review that provides a theoretical foundation and context for the study. This is followed by a methodology chapter describing the mixed-methods approach, including surveys and case studies used in data collection. Subsequent chapters discuss the results, offering a detailed analysis of the findings. The final part of the study comprises a discussion that interprets the implications of the results, and the conclusion section which summarizes the research and proposes recommendations.

1.5 Significance of the Study

This study is significant for retailers who need to understand the drivers behind the shift to online shopping in order to stay competitive. Marketers can benefit from insights into consumer behavior to tailor their strategies effectively.

2. LITERATURE REVIEW:

The literature review provides an exhaustive investigation into the multiple dimensions of consumer behavior in the context of online shopping.

2.1 Elements Affecting Consumers' Online Buying Behavior

Numerous aspects, such as convenience (Sinha, 2017), perceived value (Zhou et al., 2007), website quality (Liu & Arnett, 2000), customer service (Szymanski & Hise, 2000), and trust (Chen & Barnes, 2007), have been found to have an impact on online consumer behavior in studies. The significance of return policies (Janakiraman et al., 2016), product diversity (Brynjolfsson, Hu, & Rahman, 2009), and the simplicity of comparison shopping (Hajli, 2015) has been highlighted by other researchers.

2.2 The Evolution of Technology and Consumer Purchasing Behavior

Artificial intelligence (AI), augmented reality (AR/VR), and advanced algorithms are revolutionizing the shopping experience by providing virtual try-ons and personalized recommendations (Papagiannidis et al., 2017). These developments are impacting consumers' purchasing habits by increasing the interactivity and immersion of the online buying experience (Rese et al., 2017).

2.3 The Online Shopping Experience for Consumers

Furthermore, scholars have directed their attention towards the ways in which online and traditional consumer experiences vary, and how these variations impact customer satisfaction and loyalty (Verhagen & van Dolen, 2011). In order to cultivate a loyal client base, digital media engagement and emotional ties are becoming increasingly important (Hollebeek et al., 2014).

2.4 What It Means for Conventional Retail

Numerous research studies have looked into how e-commerce is disrupting traditional retail. According to Bell, Gallino, and Moreno (2014), some brick and mortar stores have difficulties, while others are able to adjust by implementing omnichannel strategies that take advantage of both online and offline advantages.

2.5 Digital Marketing's Role in Consumer Purchasing Decisions

Digital marketing techniques, including content marketing, SEO, and influencer collaborations, are becoming more sophisticated and their influence on consumer purchasing decisions is growing. Marketers are capitalizing on consumer data to target and personalize their advertising efforts (Edelman & Singer, 2015).

2.6 Consumer Protection in E-commerce

With the advancement of online shopping, issues related to consumer protection are becoming increasingly significant. Consumer data privacy, security concerns, and the need for regulation in online transactions are areas of concern that researchers are addressing (Miyazaki & Fernandez, 2001).

3. RESEARCH METHODOLOGY:

This section of the study outlines the methods utilized to fulfill the research objectives and address the key questions presented in the introduction. This mixed-methods research integrates quantitative and qualitative data for a comprehensive

analysis of the changing consumer buying behavior towards online shopping. Following is a detailed description of the methodology:

2. Research Design

Population and Area of the study

This study was carried out in Panipat city, Haryana. It has an estimated population of 8.77 million.

Sample Unit and Sample Size

This study uses a sample of 50 Panipat city residents as its sample unit.

Sampling Technique

In this study, the researchers used the Convenience sampling method.

Data Collection Method

Primary Data: The majority of this study's findings are based on information supplied by the sample itself, and all analyses were performed using this information. In the span of two weeks, the poll garnered 62 replies. 12 of the 62 replies were missing required information, thus those responses were disregarded.

Secondary Data: Because of time and money constraints, conducting surveys to learn about the effects of e-commerce on consumers isn't feasible. To get around this, researchers turn to secondary sources such as scholarly publications, studies, and case reports.

Research Instrument

Primary data were gathered using an online survey with a standardised questionnaire. An online survey on a dedicated website was utilised to gather responses. "Google Forms" is the application that allows anybody to design and distribute their own survey in a streamlined online format.

Tools of analysis

In this survey study, bar diagram, pie chart, and percentage method were employed for statistical analysis.

4. DATA ANALYSIS AND INTERPRETATION

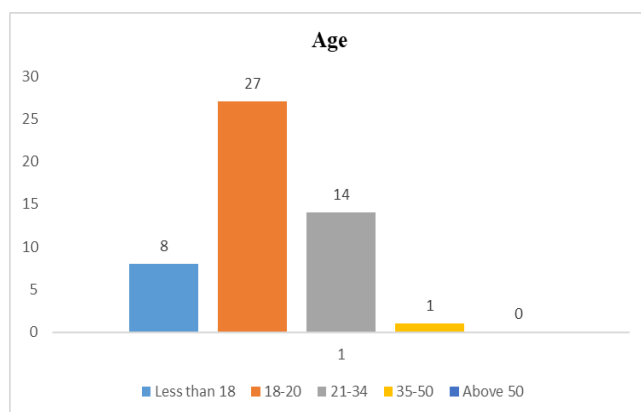
The outcomes of the questionnaire and a summary of the data collection per response are provided and discussed in this regard.

Using Google Forms, I conducted a primary survey of 50 customers on their experiences with purchasing online. Take a look at the Replies below:

4.1 Demographic Profile

The traits of a population are what make up its demographic profile. Demographics are utilised in surveys, and they might include things like age, gender, marital status, education, annual family income, and profession.

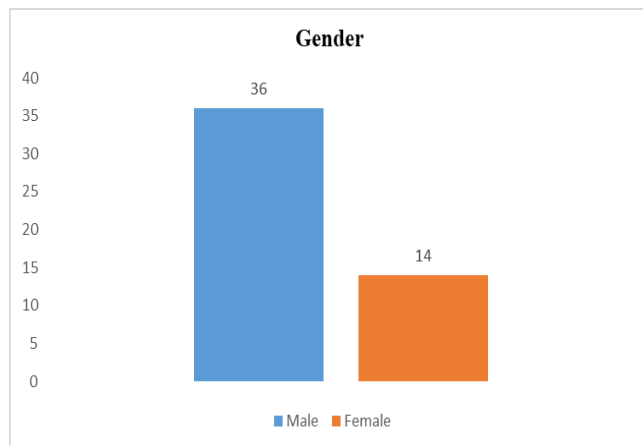
Age



The figure shows that most of respondents are young people: 54% (27) are between the ages of 18 - 20, 16% (8) are less than 18, 28% (14) are between the ages of 21 - 34, and just 2% (1) are lying under 35 - 50. No one in the age bracket

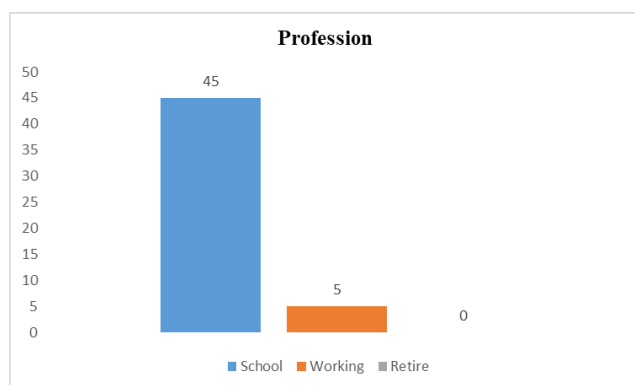
of 50 and above.

Gender



The figure makes it simple to see that men make up 72%(36)of the sample while women account for just 28%(14) of the respondents

Profession

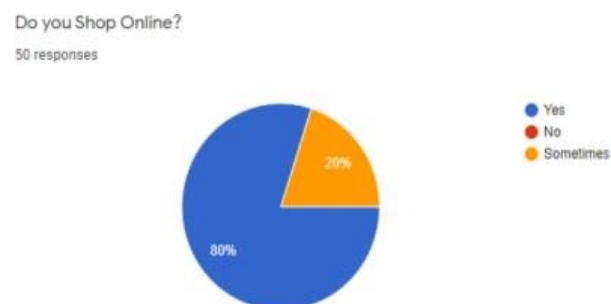


From the above figure, 90%(45) of the population are students, while just 10% (5) are working.

Usage Pattern of Online Shoppers

Price, security, lifespan, and other metrics may all be gleaned from a product's use history. From the perspective of the responder, those aspects that have an impact on the decision-making process and stand out in the consumer's behaviour during online purchasing.

Number of Shoppers who shop online

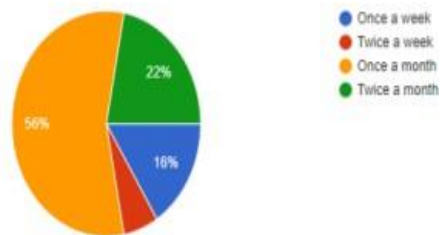


According to the data shown in the pie chart, 80%(40) customers regularly engage in online shopping, while the remaining 20% (10) shop online only sometimes.

Frequency

How frequently you shop online?

50 responses



A total of 56% (28) of the respondents only shop online once every month, while 22% (11) shop twice per month, 6% (8) shop once per week, and the remaining 3% (6) shop twice per week, as seen in the pie chart above.

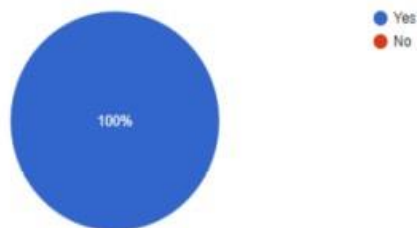
Factor

There are various factors which motivates the consumer to buy product through online shopping such as: satisfaction level, longevity, convenience, price, product quality, security etc.

Satisfaction Level of Online Shoppers

Are you satisfied with online shopping?

50 responses

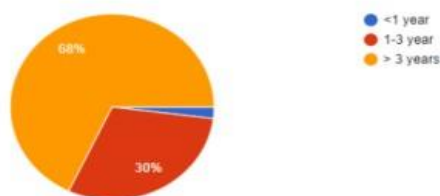


The above pie chart shows that 50/50 (100%) of respondents find internet purchasing to be satisfactory.

Longevity of Online Shopping

For how long have been shopping online?

50 responses

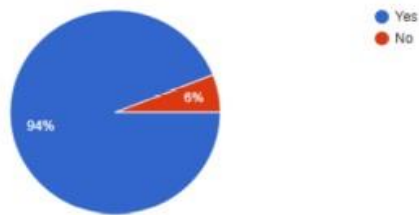


According to the data presented in the pie chart, 68% (34 people) of the sample have shopped online for more than three years, 30.0% (15 people) have shopped online for between one and three years, and 2% (1 person) are new to online shopping and have shopped online for less than a year.

Convenience

Do you feel Online Shopping is convenient?

50 responses

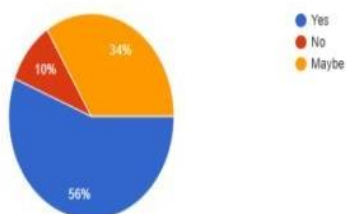


The pie chart shows that although 94%(47) find internet purchasing easy, just 6%(3) find it inconvenient.

Price of Product

Do you think that Online stores sell products on relatively lesser price than traditional stores?

50 responses



It is clear from the above pie chart that 56 percent of respondents (28 people) believe that internet businesses provide lower prices on products than traditional store whereas 34 percent (17 people) are unsure and 10 percent (5 people) strongly disagree.

5. FINDINGS

The findings of this study are as follow:

- i. According to the study's demographic profile, 54% of respondents were in the 18–20 age range. Male respondents made up 72% of the sample, and 70% of them were single. The majority of them were bachelor degree holders and college students. The majority of responders are from families with annual family incomes of more than 30 lakhs.
- ii. The majority of respondents shop once a month, primarily for technological products. When they shop online, they typically spend between 1,000 and 5,000 rupees, and the majority of them pay with cash on delivery.

6. CONCLUSION

This study can observe the massive effect that internet purchasing has had on the consumer market. Consumers don't even have to leave their houses to take use of the internet's many conveniences. For the last eight years, e-commerce sites have ruled the industry, and this trend is only expected to continue in countries like India, where access to the internet is widespread and inexpensive. Major e-commerce sites like Amazon and Flipkart provide attractive discounts, which encourages customers to do more of their shopping there than at traditional shops. Conclusions from this research indicate that customer buying behaviour towards online shopping is influenced by a wide range of characteristics, usage pattern, and factors including but not limited to age, gender, price, convenience, satisfaction, frequency, type of product, money spent, satisfaction level, convenience, product quality and so on.

7. LIMITATIONS OF THE STUDY

- i. There is a time constraint that has impacted the study's findings, which is the first restriction.
- ii. This research was conducted in the Panipat city, Haryana, India.
- iii. Only 50 people were surveyed, which is too small to draw any conclusive results.

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