

## THE CONCEPTUAL ASPECTS OF BUYING BEHAVIOUR OF THE CONSUMER IN ONLINE MARKET

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### ABSTRACT

*Undoubtedly the consumer is the king of the market which is a well known fact to everyone and all marketers or the marketing people except this fact. The behaviour of the buyer or consumer especially of middle class consumer leaves an impact on the final determination for buying, to the very last extent. Hence it is quite significant to understand the different aspects of behaviours of the buyers any consumer such as the reasons for which a consumer purchases the goods or the factors which could have an influence on the buying pattern of consumer this will also be interesting to know that how these factor changes in the different reasons. Today's consumer is highly of the young and energetic degree holders comprising a very good earning an undoubtedly a good education. They easily understand the time measures and for them the time is larger significant than the cost of the commodity. This young population comprising the time limitation and a larger earning is undoubtedly the largest target for those who are selling their commodity in the online market or E Commerce companies, hence their earning in the purchasing power is making the larger impact on the preferences of consumers and that is why they are moving towards the shopping in online. A consumer which have access to the Internet to highly of his time has larger potential to make shopping in online as against to the seller buyer who do not spend much of his time on the Internet such as the old age people who spend very less time on Internet. The reason behind this is that any consumer who have tendency of grabbing Internet for the larger time of his life can understand the online market better and can evaluate the pros and cons involve into it and in this manner he will be able to utilisation Internet in a better way as compared to offline shopping. Those consumers who prefer the privacy and they do not want to share any of their details with anyone, they prefer offline shopping and do not have any preference for shopping in online.*

**KEYWORDS:** *Buying, Consumer, Behaviour, Shopping, Internet, Banking, Comfortability, Traditional, Online.*

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### Introduction

In general the all features as we found in case of offline shopping larger or less exist in shopping in online but that cannot give the same status of comfort which is available in case of shopping in online for example in case of shopping in online with the help of E- banking facility the payment can be made easily. The Internet has its own convenience and comfortability such as in case of E banking customer do not need to visit the branch rather he can ask or cheque his balance grabbing Internet or he can transfer the payment to anyone by simply online payment option of E Banking. It undoubtedly saves a lot of his time and he is not required to make a visit to the bank during his own working hours. The time he saved through this E banking system or online system can be utilised by him for some other activities so as to create measures for a sports or life. However this feature of online or E banking somewhere reduces his interaction with the people and he lacks somewhere in the social interaction and measures because if they would have going to the bank they would have interaction with employees of the bank or other clients in the bank. However these all are not quite significant in the today's life. In this manner there exist a lot of reasons that why a consumer is preferring the shopping in online as against the traditional method of shopping. There also may exist varied nature reasons because a consumer still gives a

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preference to the offline shopping and they do not like to choose the shopping in online. For example the old age people or senior citizens do not prefer making shopping in online as they are not comfortable and convenient with this. They would like to purchase from the shops from where they were purchasing from the years back and found themselves comfortable in making interaction with those people.

### **Objective of Study**

The research have been undertaken with the below objectives:

- This research will definitely help the researcher in gathering a practical aspect which is undoubtedly very difficult to gather through different subjective aspects and available knowledge.
- The study will definitely contribute in making an understanding of those factors which could influence the consumer in purchasing the things in an online manner.
- The study will definitely put some increase in knowledge and capabilities of the researcher of the knowledge which he has gathered through the subject at the time of doing the research.
- In our study we have put all our efforts to searching out the factors which creates low interest or least interest of consumer in shopping in online and which could help retailers to increase their force to make coverage in the online market.
- This research could also help the researchers in conducting further research to develop varied nature research questions

### **Review of Litreature**

**Ahuja (2003)** Daughter is focus on making a study of preferences of shopping of consumers which is supporting the attitude of behaviours of the buyers consumer for the different sections of commodity and services their behaviour has been examined in every context which is commodity as well as the service they observe that the major reason which attracts college students or young degree holders to prefer the shopping in online is convenience (28%) followed by the discounted prices (25%) and saving of a lot of the time (33%). In case of aged degree holders or senior citizens the larger percentage are 30 to 27 and 29 respectively for convenience discounted price and saving of time in the opinion of the researcher the convenience and the services to the customer after sales have been found the highly motivating factors to make purchase online and non existence of these factors could work as an obstacle in shopping in online.

**Bhavija and S Rastogi (2000)** They have identified that the loyalty of the customer on online is the key driver for securing the future profitability to such online companies if a consumer is loyal even in online towards the company whose commodity is purchasing and spends larger time in making the shopping online makes reference of the purchase to the people are larger willing to make expansion of their purchases into the new different sections undoubtedly they are larger profitable to companies than those buyers who may purchases once in years.

**Chowdhury and Rehman (2015)** He has made a focus on the online shoppers and he found that there are varied nature factors which he loves but at the same time there are also varied nature very cautious about the worth and the time they spend in shopping in online highly of the interviewee has realised that the price and their experience are some of the basis for making a judgement relevant the shopping in online manner or not the highly significant factor as a identified by him in his study which influences the buyers determination is that he cannot touch or see the commodity or make a trial of the commodity at the time of purchase. To the extent the payment options are related undoubtedly in a shopping in online varied nature options are available such as Cash on delivery or making the payment through Internet or banking channel or payment through the credit or debit cards but in today's environment it has been seen that customer's prefer cash on delivery.

**Dajia (2010)** he has made an understanding of the influential factors which effects the behaviours of the buyers the customer in an shopping in online by making a study in the five different cities the sample size which he has taken is comprising of 600 interviewee equally distributed between males and females the cities which he has selected are Delhi Mumbai Chennai Hyderabad and Jaipur with the help of judgmental and snowball sampling methods the sample has been collected with the help of Annova statistical technique he evaluated the replies gathered the result of the study was showing that age is not at all a factor which could influence the behaviours of the buyers customer in India in shopping in online he also observed that females are larger frequently mixed shopping in online than males and

the status of earning do not have any impact on the behaviours of the buyers customer's in shopping in online however he very interestingly observed that the size of the family significantly effects the behaviours of the buyers Indian consumer.

**Girad (2002)** He's conducted a study on shopping in online that the best the specification of goods is made the better it tracks the customer's he also realised that experience and credence relevant a commodity could provide a better approach to make the analysis of goods which may influence the shopping behaviour or behaviours of the buyers the consumer the searched commodity are those commodity the quality of which judged by the customer without comprising an inspection but before purchasing a kind of experienced commodity are those commodity which require some kind of experience before grabbing or purchasing that commodity as far as the quality of the commodity is relevant credence kind of the commodity are those commodity which makes it difficult for the people to judge before or even after the consumption.

### Hypothesis for Study

**H<sub>0</sub>1:** Null Hypothesis: There not found any difference at significant status between different interviewee for shopping in online experiences as per to variable of different demographic nature.

**H<sub>0</sub>2:** Null Hypothesis: Public connectivity media do not leave any impact on determination for buying.

### Research Methodology

In the present study we have utilised a descriptive research design for our research. It is a methodology where we describe something and searching the facts with proper interpretation hence in the opinion of the researcher it is seen to be the best way of analysis of behaviours of the buyers consumer in online shopping in middle class community. This method is undoubtedly seen to be larger helpful in making the description of this field of study by varied nature methods including the observation as gathered in a manner of interview or questionnaire. This approach is undoubtedly in highly of the cases utilised to make identification of characteristics of varied nature research intentions and to create observations for further research. The researcher has gone through with the available literature thoroughly for gathering the understanding of the behaviour for shopping in shopping in online we have utilised a close ended questionnaire for collecting data for our study.

### Source of Data

The primary data has been collected through a well structured questionnaire. As we said and the questioner have been developed with the existing literatures already existing in the available literatures. The data have been collected through varied nature shopping malls and the consumers have been contacted personally or somewhere through mails. The secondary data have been collected from the previous studies and Internet and magazines.

### Results and Analysis

The below is list of some of the popular channels of the public connectivity media which are highly utilised by the consumer and which are also utilised by the consumers to gather details relevant the commodity which they would like or purchase. With the help of the Garrett ranking method we have evaluated the impact of the public connectivity media on the behaviour for shopping or determination of the consumer.

**Table: 1 Analysis on public connectivity media usage to gather details about commodity on purchasing online.**

S. No.	Public connectivity media	Aggregate Score	Mean Score	Rank
1.	Media sharing channels such as You tube	35261	62.02	V
2.	Sites which shows different Reviews and Opinions such as Trip Advisor	35841	64.38	IV
3.	Sites utilised for developing the Public connectivity such as facebook	43261	77.91	I
4.	Websites which are utilised for Blogging such "X"	23291	41.32	VII
5.	Micro blogging	38105	71.83	III
6.	Social Bookmarking(E.g., Delicious)	18697	34.19	VIII
7.	Social details websites such as Wikipedia	27111	50.10	VI
8.	Varied nature social forums	46513	78.11	II

Source: primary data

From the larger table it is quite clear that as per Garrett mean score of varied nature sites which are utilised for developing the public connectivity is 77.91 and it is the top highly media or public connectivity media platform which are utilised by the consumers or buyers for gathering the details about the commodity with a score of 78.11. Varied nature social forums are on the second quantity which are utilised by utilisation or public connectivity media to gather details with the Garrett mean score of 71.83. Micro blogging websites are on the 3rd quantity followed by varied nature sites utilised for gathering reviews and opinion such as trip advisor is on 4<sup>th</sup> quantity with a Garrett Mean score of 64.38. With Garrett mean score of 62.02 varied nature media sharing channels such as YouTube's is on 5<sup>th</sup> quantity and varied nature social details websites such as Wikipedia he is on the 6<sup>th</sup> quantity with Garrett Mini score of 50.10 for the intention of gathering details about the commodity. Blogging websites and social bookmarking websites are on 7<sup>th</sup> and 8<sup>th</sup> rank with the Garrett Mean score of 41.32 and three 34.19 respectively.

### Conclusion

The larger study or research which we have conducted has declared that Internet is an integral part of life of everyone and is not limited to grabbing of Internet for email or for gathering knowledge or details. It has power to satisfy the need of each and every individual with increased utilisation of Internet for public connectivity which is helping the customer's or people to connect with each other and by this way they can have an impact or influence the behaviours of the buyers people in an shopping in online. The social network penetration is increasing with the fast speed and some of the YouTube some of the public connectivity channels such as YouTube or Facebook are becoming some of the leading public connectivity platforms. A semi social network platform such as Whatsapp and Instagram is also increasing this aspect. If we minutely see the all results and replies of the interviewee we will see that the shopping in online do not make a waste of money with the varied nature bank offers where the companies has entered into agreement with banks a large amount of the discount can also be gathered with the utilisation of the bank card of a specific bank. The customer does not need to travel anywhere and hence this makes the shopping easy and no traffic or parking problems. The today is a time when the time is everything and hence nobody wants to wait in a long queue to buy a particular commodity it is also very convenient and because of this it do not gives us the opportunity to make a hassle in purchasing the commodity. We can get purchase the commodity at anytime because the shopping in online is available 24x7. Also the every item is available at the one place within each and every composition it is also very entertaining because some of the companies provides videos of the commodity in such a way that it represents the commodity in a manner of fashion and lifestyle with interesting videos with the help of these videos the customer can understand the commodity exactly how it is.

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