



“An Exploration Of Consumer Behaviour Related To Online Shopping In Bangalore City.”

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Abstract: E-commerce, also known as electronic commerce, includes the trading of products and services through digital platforms, primarily over the internet and other electronic networks. Over the past few years, the internet has become a dominant force in commerce, and online shopping has emerged as one of the fastest-growing sectors. Online retail stores are operational 24/7, offering convenience to consumers with internet access at home or in the workplace. Customers can electronically place orders for products or services through online shopping systems, providing a seamless experience for both online and in-store shoppers. This research seeks to investigate and analyze the main attributes related to online shopping, focusing on consumer behavior in Bangalore, to equip e-marketers with a crucial foundation for shaping their e-business strategies.

Keywords: e-commerce, Online shopping, Customer Buying Behavior, Online retail

I. INTRODUCTION

Consumer shopping and purchasing behaviors are being changed by the internet. Lowering marketing costs by using online platforms is being adopted by many companies, which in turn assists in reducing product and service prices, enabling them to stay competitive in the market. Sharing information, promoting products, collecting customer feedback, and carrying out satisfaction surveys are all ways in which businesses make use of the internet. In addition to shopping online, customers also compare prices, product features, and after-sale services from various retailers prior to producing a purchase.

In the past twenty years, e-commerce has rapidly expanded in India, thanks to the growing utilization of the web and mobile devices, leading to a transformation in communication and business practices. E-commerce, a relatively recent phenomenon, heavily relies on the virtual and mobile advancements to enhance the way businesses engage with their clientele. The increase in consumer expenditure on durable goods, electronics, apparel, as well as traditional items including literature and video materials products, is the main driving force behind this growth.

The rise and expansion of the internet is arguably one of the key advancements of the century. Many companies now use the internet to display their products and services, making them available to a worldwide audience and expanding their customer base. The introduction of computers and the internet has significantly changed everyday transactions, with online shopping being a notable example. It has greatly impacted consumers' buying behaviors, enabling people to comfortably shop for a wide variety of items—from apparel and books to digital cameras and jewelry—from home, the workplace, or anywhere in the world. Key factors propelling this trend include user-friendliness, simplicity, convenience, and improved security.

Recent estimates suggest that smartphone shopping is revolutionizing the industry, with leaders forecasting that e-commerce could represent around 70 percent of their overall income. As of 2023, mobile devices and tablets contribute roughly 80-85 percent of total e-commerce sales in India, highlighting notable growth

compared to earlier years. In 2022, mobile devices were responsible for 83 percent of shopping inquiries, indicating a steady rise in mobile commerce.

II. LITERATURE REVIEW

Weber and Roehl (1999): conducted research on individuals between the ages of 26 and 55 who purchase travel products via the internet. Their results indicated that the primary difficulties faced by these online shoppers were worries regarding credit card security, assessing product quality, and concerns related to privacy during the buying process.

Corbitt, Thanasankit, and Yi (2003): highlighted the significance of having access to information during online shopping, particularly when there are no sales representatives available for assistance or the opportunity to physically examine the items. They also observed that a decrease in internet expenses could improve engagement in online shopping, although simply being affordable is not enough to ensure broad acceptance of e-commerce.

Venkoba Rao (2006): In a survey involving 200 online shoppers in Hyderabad, Rao identified that reliability, safety, internet connectivity, and quickness were the most crucial factors affecting online shopping habits. The study also highlighted that age, gender, and educational background significantly influence consumer behavior in the digital space market.

Erden Tulin (2007): Tulin's study found that a vast majority of internet users participate in online activities, with 80% seeking health-related information and 85% of individuals using Google having made online purchases within the previous half year. The findings also highlighted a strong interest among consumers in financial services and real estate, offering crucial perspectives for companies targeting online audiences.

Dinesh, Amit, & Raghav Rao (2008): Their research indicated that the duration an e-commerce site has been functioning has minimal impact on customers' intentions to repurchase, while positive customer feedback plays a crucial role in fostering loyalty to e-stores. They further pointed out that personal recommendations continue to be the most powerful way to draw in attention of new customers and establishing trust in the online marketplace.

Venkatesh (2008): Venkatesh analyzed how advancements in technology have transformed marketing, particularly related to internet and online approaches. He noted that, even though consumers enjoy the convenience of browsing and purchasing products online, it can be challenging to monitor and measure the effectiveness of digital marketing strategies.

Feng Zhu (2010): Zhu's research, focusing on the video game sector, showed that online consumer feedback has a more significant impact on sales for less well-known products and among users with greater internet proficiency. This suggests that both the kind of product and the user's familiarity with the internet influence how reviews affect buying choices.

Zhang, J., & Lei, Y. (2018): A different study revealed that customer reviews serve as an effective tool for online retailers, suggesting that affirmative responses from customers greatly boosts trust and promotes repeat purchases, regardless of how long the shop has been present in business.

Zhu, Y., Liu, H., & Zhao, Z. (2020): They created a model utilizing the stimulus-organism-response (S-O-R) framework, which emphasizes that the perceived quality of information and the social presence of online reviews can significantly enhance consumers' trust and satisfaction, thus affecting their purchasing intentions.

III. OBJECTIVES

- To assess consumer perceptions regarding e-commerce shopping.
- To recognize the obstacles faced by shoppers while they engage in online purchasing experiences.
- To establish the primary elements that influence online consumers' buying choices.
- To examine the age demographics of individuals who shop online most often.

IV. METHODOLOGY

The study relies on primary data gathered from a sample of both male and female employees, along with youth participants. Questionnaires were crafted to investigate the various elements that affect consumer conduct in online shopping. Information gathering was conducted through an online survey that incorporated respondents' demographic information. Additionally, Secondary data was collected from different sources, including books., academic journals, and online materials. This research employs a descriptive survey research methodology focused on gaining insights from participants through the survey method. Individuals were invited to fill out the questionnaire, leading to a total of 100 responses. The number of participants varied among different occupations. The survey was distributed through email and WhatsApp as Google Forms, with completed responses submitted via email and subsequently revised in Google Forms. Additional questions were posed to ensure speedy replies from the participants. Primary data was collected using a structured questionnaire, while pertinent secondary data was sourced from journals, magazines, newspapers, and research papers. Bangalore was chosen as the location for this research because of its diverse population and technological advancements; residents of Bangalore are increasingly dependent on e-commerce. The research included students from different colleges as well as employees from multiple sectors.

V. DATA ANALYSIS AND INTERPRETATION

1. Age Group

| Age Range | Percentage of Respondents |
|-----------|---------------------------|
| Under 20 | 16.80% |
| 21-30 | 55.50% |
| 31-40 | 18.00% |
| Over 40 | 9.70% |

2. Gender

| Gender | Percentage of respondents |
|--------|---------------------------|
| Male | 42.4 |
| Female | 57.9 |

3. Occupation

| Qualification | Percentage of Respondents |
|---------------|---------------------------|
| Student | 55.00% |
| Business | 8.70% |
| Employee | 22.00% |
| Agriculture | 3.00% |

4. Reason for selecting online shopping?

| Reason | Percentage |
|-----------------------------------|------------|
| Highly convenient and time-saving | 34.50% |
| Low price | 29.50% |
| Range of products | 26.00% |
| Availability of rare products | 9.50% |

5. How critical are the following elements in your choice to buy products online?

VU (Extremely low importance) U (Low importance) N (Neither low nor high importance) I (High importance)

VI (Extremely high importance)

| Features | VU | U | N | I | VI |
|---------------------------|----|---|----|----|----|
| Delivery time | 22 | 5 | 7 | 30 | 28 |
| Company reputation | 21 | 5 | 7 | 29 | 32 |
| Guarantees and Warranties | 23 | 5 | 5 | 30 | 34 |
| Prices | 25 | 3 | 3 | 35 | 30 |
| Security | 20 | 4 | 5 | 36 | 42 |
| Special offers/discounts | 19 | 5 | 11 | 26 | 30 |

6. Degree of consensus on the subsequent questions.

SA (Strongly Agree) A (Agree) N (Neither Agree nor Disagree) D (Disagree) SD (Strongly Disagree)

| Features | SA | A | N | D | SD |
|--|----|----|----|----|----|
| Buying online is risky | 12 | 22 | 41 | 16 | 5 |
| I prefer traditional shopping over online shopping | 9 | 30 | 36 | 19 | 6 |
| I need to trust an e-retailer to buy | 19 | 42 | 24 | 11 | 4 |
| I hesitate to share my credit card online | 13 | 30 | 17 | 34 | 3 |

7. What types of products have you bought online the most frequently?

| Name of the Product | Number of Respondents |
|---------------------|-----------------------|
| Electronics | 62 |
| Clothes | 50 |
| Books | 26 |
| Household Items | 19 |
| Gifts | 25 |
| Others | 20 |

8. Gender * Prices Cross tabulation

| Gender | Prices | Count | Expected Count | % within Prices |
|--------------|--------------|------------|----------------|-----------------|
| Male | 0 | 13 | 12.8 | 54.20% |
| | 1 | 2 | 1.6 | 66.70% |
| | 2 | 1 | 1 | 50.00% |
| | 3 | 21 | 22 | 55.30% |
| | 4 | 19 | 17.5 | 61.30% |
| | Total | 56 | 55 | 57.10% |
| Female | 0 | 10 | 10 | 45.50% |
| | 1 | 2 | 1.2 | 50.00% |
| | 2 | 2 | 1 | 66.70% |
| | 3 | 18 | 17 | 44.00% |
| | 4 | 12 | 12 | 38.70% |
| | Total | 44 | 43 | 42.90% |
| Total | | 100 | 98 | 100.00% |

9. Chi square test

| Test | Value | df | Asymp. Sig. (2-sided) |
|--------------------|-------|----|-----------------------|
| Pearson Chi-Square | 0.589 | 4 | 0.96 |
| Likelihood Ratio | 0.6 | 4 | 0.965 |
| N of Valid Cases | 95 | | |

Note: 4 cells (40.0%) The expected counts are below 5. The lowest expected count is .82.

10. Age * Traditional Shopping Cross Tabulation

| Age | Traditional Shopping | 0 | 1 | 2 | 3 | 4 | Total Count | Expected Count | % within Traditional Shopping |
|--------------|-------------------------------|--------|--------|--------|--------|-------|-------------|----------------|-------------------------------|
| 0 | Count | 2 | 5 | 6 | 3 | 1 | 17 | 17 | 17.30% |
| | Expected Count | 1.4 | 5 | 6.5 | 3 | 0.5 | | | |
| | % within Traditional Shopping | 11.80% | 29.40% | 35.30% | 17.60% | 5.90% | | | |
| 1 | Count | 7 | 12 | 21 | 10 | 3 | 53 | 53 | 54.10% |
| | Expected Count | 4 | 16 | 20.5 | 10 | 1.5 | | | |
| | % within Traditional Shopping | 13.20% | 22.60% | 39.60% | 18.80% | 5.70% | | | |
| 2 | Count | 1 | 5 | 9 | 2 | 0 | 17 | 17 | 17.30% |
| | Expected Count | 1.5 | 5 | 6.5 | 3 | 0.5 | | | |
| | % within Traditional Shopping | 5.90% | 29.40% | 52.90% | 11.80% | 0.00% | | | |
| 3 | Count | 2 | 4 | 2 | 3 | 0 | 11 | 11 | 11.20% |
| | Expected Count | 1 | 3.5 | 4.5 | 2 | 0.2 | | | |
| | % within Traditional Shopping | 18.20% | 36.40% | 18.20% | 27.30% | 0.00% | | | |
| Total | | 12 | 26 | 38 | 18 | 4 | 100 | 100 | 100.00% |

11. Chi Square Test

| Test | Value | df | Asymp. Sig. (2-sided) |
|--------------------|--------|----|-----------------------|
| Pearson Chi-Square | 13.825 | 12 | 0.308 |
| Likelihood Ratio | 15.612 | 12 | 0.174 |
| N of Valid Cases | 97 | | |

Note: 14 cells (70.0%) The expected counts are below 5. The lowest expected count is .25.

VI. MAJOR FINDINGS

The main aim of this study is to investigate online shopping consumer behavior across different areas of Bangalore.

- The findings demonstrate that consumer perceptions the process of internet shopping are heavily impacted by elements like trust, pricing, and convenience, with younger individuals showing a stronger preference compared to those in business or employment.
- One major issue for online shoppers is the unpredictability regarding product quality and security, with many participants reporting difficulties with digital payments during their transactions.
- Trust, pricing, and convenience are identified as the key factors shaping consumer behavior in online shopping.
- Individuals aged 21 to 30 are recognized as the most active online shoppers.
- About 35.7% of respondents mentioned that the convenience and time-saving benefits of online shopping significantly influence their choice.
- The findings suggest that worries regarding security are prioritized over elements like special deals, guarantees, and warranties when making purchasing decisions.
- The majority of respondents prefer to buy electronics more than other categories, such as books, household products, and gifts.
- SPSS analysis shows a significant connection between gender and pricing choices in online shopping.
- Moreover, there is a notable link between age and the preference for traditional shopping methods when making online purchases.

VII. SUGGESTIONS

- Consumer perceptions should be influenced by aspects such as security, pricing, appealing special promotions, and guarantees or warranties. Prioritizing these elements is vital for drawing in a broader customer base.
- Ensuring safeguarding while making purchases online is vital. Marketing strategies should be transparent, making sure that the correct products reach the intended recipients at the right places. To boost security, it's important to implement updated techniques and reliable online payment systems.
- Steps should be taken to guarantee that elements like pricing, trust, and convenience do not adversely affect consumers, as this will foster the growth and advancement of online shopping.
- Online marketers should strive to change the perception that the internet is an unsafe and untrustworthy shopping venue. By simplifying the online shopping experience and providing high-quality products, they can attract not just young adults (aged 21-30) but also working individuals and homemakers.

VIII. LIMITATIONS

In order to interpret the outcomes of this study and to shape future research, it is essential to recognize specific limitations. However, the results shared here offer valuable perspectives that can direct and influence further research endeavors aimed at expanding this field of study.

IX. CONCLUSION

In earlier times, shoppers had plenty of opportunities to visit retail centers and explore a wide range of products, often opting to negotiate prices and finalize purchases after seeing the items firsthand. This experience could span from a few hours to several weeks, influenced by the nature, amount, quality, and origin of the product.

Lately, though, there has been a marked transition towards greater dependence on digital solutions, including Electronic Data Interchange, email, e-business, and e-commerce. E-commerce entails the transfer of information through network technologies and has become an essential competitive strategy in today's high-expense landscape.

This method includes the comprehensive online procedures related to product development, marketing, sales, delivery, service, and payment. Online shopping is an advancing technology that, if utilized effectively with assured safety and security during transactions, holds great potential to thrive in a fiercely competitive and ever-changing market. Looking forward, the prospects for online shopping are set for significant expansion.

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