



Consumer Behavior towards business to consumer e-commerce between Raipur and Bilaspur City: A comparative study

Dr.K.L.Rathi, Assistant Professor of Commerce, Govt. WamanWasudevPatankar Girls P.G.College, Durg(C.G)

Suman Pandey, Research Scholar, Pt. RavishankarShukla University (C.G)

Abstract- After globalization, there is a wide range of consumer durables that have started flooding in the market. Consumer durables, which were there in the presence of upper class is during the eighties, have suddenly started thronging at the middle-income group households.

The focus is made on everyone's attention which is shifted towards owning these sets of gadgets and they are termed as the social status of the family that has come to be assessed by the possession made of these assets. A noteworthy development was made in the nineties and is termed as low-income groups that have started acquiring a wide range of consumer durables. The changing concept of retail business into 'retail in detail', the emergence of giant-sized retail businesses in the name of malls and the Government's policy to allow foreign direct investment in retail business also change the lifestyle and the buying patterns and preferences of the consumers in India. In this context, the consumer is confronted with a complex set of alternatives in many purchase situations. He has to choose the products and product classes from many varieties worth his money and efforts.

Keyword: Globalization, Consumer Durables, Retail Business, Foreign Direct Investment.

I. INTRODUCTION

Consumer buying behavior is a detailed study of how people buy, what they buy, when and why they buy. It is termed as the subcategory of marketing that also blends various elements from psychology, sociology, socio- psychology, anthropology, and economics. It also attempts to understand the buyer decision making process i.e. both individually and also in groups. It studies various characteristics of the individual consumers such as demographics, psychographics' and behavioral variables in an attempt to understand the people's wants. It also tries to analyze the influences on the consumers from various groups such as family, friends, reference groups and society in general.

Consumer behavior also consists of all human behavior that goes in making purchase decisions. An understanding of consumer behavior also enables a marketer to take marketing decisions, which are compatible with the consumer, needs.

STAGES OF BUYING PROCESS

1.Need Recognition:

It creates an awareness of want or says the desire. A buying process that starts with the need arousal. A need can also be activated through internal or say external stimuli. The basic set of needs of a man is to arise to a particular level and also to become a drive and he also knows from his previous experience.

This is a case of the internal stimulus. A need that can also be aroused by an external stimulus such as the sight of a new product in a shop while purchasing after the usual product.

2. Product Awareness/Information Search:

Here, the consumer enters this stage of active information search to get product awareness. He tries to cater to all the information about the product, its key attributes, and the qualities of various brands along with the outlets where they are easily available. The sources of consumer information are:

- > Personal sources (family, friends, and neighbors .)
- > Commercial sources (advertisements, salesmen, and dealers)
- > Public sources (mass media, and consumer rating organizations)
- > Experimental sources (handling, examining, and using the products).

- **Interest:** Consumer interest is also indicated in the consumer's willingness to seek further information about the product. At this stage, the consumer is actively involved in the buying process and also pays attention to the product.

- **Evaluation and Intention:**

It represents the stage of the mental trial of the product. During this stage, the consumer also assigns real-time value-weights to the different products/ brands which is based on the accumulated stock of product information and it also concludes their relative satisfaction that is giving potential value. After this evaluation, the consumer also develops the intention either to purchase or to reject the product/brand. The final purchase which will, however, depend on the strength of the positive-intention that is the intention to purchase.

- **Output:**

The output is the result of the inputs of the buying behavior. It also emerges after these inputs are been duly processed by the consumer. The output is also composed of purchase and post-purchase behavior.

II. REVIEW OF LITERATURE

Ankur Kumar Rastogi (2010) conducted the study on a study on Indian online consumers and their buying Behaviour and the study attempts to analyze the features related to the buying Behaviour of online shoppers. Consumer buying Behaviour in respect of online shopping was studied using different socioeconomic variables. It also provides a support that helps researchers understand the drivers of consumers' attitude and goal to shop on the Internet, and consumers' perceptions regarding ease of use and usefulness. Conclusions derived from the analysis can be used as useful guide for market orientation. The outcomes of the study suggest that assessment of consumer buying Behaviour can contribute to a better understanding of consumer buying Behaviour in respect of online shopping.

Namita Bhandari & Preeti Kaushal (2013) in the study on Online consumer Behaviour: an exploratory study find out that e-commerce websites as it helps in framing strategies to make online shopping a more user friendly experience. The issues like security of financial information while transacting on websites and confidentiality of their personal information still bring anxiety to the minds of Indian consumers, hence online vendors need to bring that assurance to their minds by having robust back-end technology as well as right image through their websites' features. Further, the factor of convenience also tops the mind of an online buyer, so effort should be made to delight the consumer by giving extremely good buying experience by ensuring quick delivery and hassle free online transactions.

Prashant Singh (2014) in a study Consumer's buying Behaviour towards online shopping: A case study of flipkart.com user's in Lucknow city examined that future of e-tailers in India looking very bright. E-tailers give us the best way to save money and time through purchasing online within the range of budget. Flipkart.com offering some of the best prices and completely hassle-free shopping experience. The whole concept of online shopping has altered in terms of consumer's purchasing or buying Behaviour and the success of E-tailers in India is depending upon its popularity, its branding image, and its unique policies.

Arika Riaz & Saravanan Raman (2014) in the study 'The Emerging Trend of Online Shopping: A Literature Review, explored, the internet has given rise to great potential for businesses through connecting globally. Shopping online has become the number one area with growing internet use. However, there is surely room for further research into the environment and experience of online shopping. Currently there is inadequate research based on ways to be successful in the business of online retailing. Therefore, in the future there is potential for further studies looking into methodology for online retail businesses. Researchers should also look into how this continuous growth of internet will affect consumers in the future generations and whether offline shopping will still remain relevant in the next few decades.

III. RESEARCH METHODOLOGY

Research is a process of which a person observes a phenomena again and again and collects the data and on the basis of data they draw conclusion.

Objectives of Study

- To understand consumer preference for business to commerce e-commerce
- To Identify the key factors considered important by consumer in business to commerce e-commerce purchases

Sample size

A sample of 350 was selected for study.

Hypothesis

H0: There is no significant relationship between Key factors and e buying behaviour of consumers

Limitations of the study:

- a. This study is limited to Raipur and Bilaspur City only. Result of the study may differ, if conducted in other regions.
- b. There are other variables besides customer purchase decision, brand equity and brand credibility which affects clothes brands.
- c. Analysis is based on the primary data collected through questionnaire and the accuracy of the findings entirely depends on the correctness of such data.
- d. The present study is mainly focused on brands available in local shops as well as branded franchise shops in Raipur and Bilaspur only.

Data analysis

Hypothesis 2

To test the hypothesis “There is no significant relationship between Key factors and e buying behaviour of consumers”, one way ANOVA test has been applied taking the behavior of consumers towards online and traditional shopping as fixed factor and key factors that influence the buying decision of consumers as dependent factors. Key factors include, Brand loyalty, Customer feedback, Discount/promotion, payment option, secure payments, service quality, time and speed of purchase process. The results of the test obtained are as follows:

ANOVA

| | | Sum of Squares | df | Mean Square | F | Sig. |
|----------------------|----------------|----------------|-----|-------------|----------|------|
| Brand loyalty | Between Groups | 322.775 | 4 | 80.694 | 1112.566 | .000 |
| | Within Groups | 25.023 | 345 | .073 | | |
| | Total | 347.797 | 349 | | | |
| Customer feedback | Between Groups | 316.463 | 4 | 79.116 | 1118.367 | .000 |
| | Within Groups | 24.406 | 345 | .071 | | |
| | Total | 340.869 | 349 | | | |
| Discount / promotion | Between Groups | 310.239 | 4 | 77.560 | 967.472 | .000 |
| | Within Groups | 27.658 | 345 | .080 | | |
| | Total | 337.897 | 349 | | | |
| Payment options | Between Groups | 314.369 | 4 | 78.592 | 910.144 | .000 |

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|---------------------------|----------------|---------|-----|--------|----------|------|
| | Within Groups | 29.791 | 345 | .086 | | |
| | Total | 344.160 | 349 | | | |
| Secure payment | Between Groups | 322.929 | 4 | 80.732 | 1003.366 | .000 |
| | Within Groups | 27.759 | 345 | .080 | | |
| | Total | 350.689 | 349 | | | |
| Service quality | Between Groups | 308.626 | 4 | 77.157 | 909.406 | .000 |
| | Within Groups | 29.271 | 345 | .085 | | |
| | Total | 337.897 | 349 | | | |
| Time | Between Groups | 325.436 | 4 | 81.359 | 1014.757 | .000 |
| | Within Groups | 27.661 | 345 | .080 | | |
| | Total | 353.097 | 349 | | | |
| Speed of purchase process | Between Groups | 323.901 | 4 | 80.975 | 1042.872 | .000 |
| | Within Groups | 26.788 | 345 | .078 | | |
| | Total | 350.689 | 349 | | | |

The above table gives the one-way ANOVA value and shows the level of significance among Behavior of consumer towards online shopping and key factors that influence buying behavior of consumer.

The third column gives the sum of squares, fourth column gives the degree of freedom for the sample of 350 respondents. The fifth column gives the mean square and the sixth column in the above table gives F-value i.e. ANOVA value. Last column gives the significance value also called as p-value, which is compared with the alpha value i.e. level of significance of 0.05. The p-value obtained in case of all the key factors that influence the buying behavior of consumer is found to be 0.00 which is less than the alpha value of 0.05 ($p < 0.05$), which states that there is a significant relationship between Key factors and e buying behavior of consumers. Hence, the hypothesis, "There is no significant relationship between Key factors and e buying behavior of consumers" is rejected and alternate hypothesis i.e. "there is a significant relationship between Key factors and e buying behavior of consumers" is **accepted**.

IV. FINDINGS

➤ According to the Findings, Internet is not only used for information sharing but it has multi facet uses. It is used for Information, Entertainment, Finance, Shopping and Communication. Majority of the respondents agree that they use internet for their entertainment and shopping. These two uses jointly contribute 55% of the total sample size. It has been interpreted that 16% of respondents prefer to shop through computer/laptop and 48.86 respondents prefer mobile shopping which is highest among all the

preferences. There are also 14% of respondents prefer teleshopping. And the remaining 21.14% of respondents prefer to have physical visit to store for shopping.

➤ There are only 33 respondents who use online shopping for all event tickets; it constitutes 9.4% of respondents of total sample. There are 120 respondents which contribute to 3.29% of respondents of total sample who use internet for buying clothes. 36 respondents which contributes 10.29% of respondents to total who use internet for consumer electronics. 56 respondents which contribute 16% of respondents to total sample who use internet for hotel/travel bookings. 53 and 18 respondents suggested having internet for groceries and books respectively which is 15.14% of respondents and 5.14% of respondents of total respondents. And the remaining 34 respondents which 9.71% of respondents use internet for other purposes.

➤ It is further found during the research that majority of the respondents prefer to use internet for booking of their appointments, followed by payment of utility bills, home delivery of medicines, cab booking, grocery services, movie ticket and reading books online. It is further found that 20.29% of respondents agree that they extremely often buy goods and services online. Majority of respondents suggested frequency of online shopping as very often; this category contributes to 51% of respondents of total respondents.

➤ A survey is made to study the buying preference of consumers towards different goods and services, it is found that majority of the respondents prefer to buy cosmetics, Jewellery/watches, Books, Furniture, sports goods, grocery, insurance, hotel reservations, clothes, footwears, bedsheets/furnishing and interior decoration items in offline mode by physically visiting the store. However, items like buying stocks/mutual funds, cab bookings, Air/Bus Booking, buying computer softwares/hardware, electronic gadgets and buying toys are preferred in online mode.

V. CONCLUSION

Online shopping offers many discount and cash-back which makes it more lucrative as compared to offline shopping. Hence online shopping does not lead to waste of money. Bank tie-ups give huge saving in billing when shopping is done through specific card and in specific time frame. It is relaxed and easier shopping as customers need not to go anywhere, face traffic and parking problems. No need to wait in a queue or wait for assistance to purchase. It is convenient as well as it gives opportunity to purchase day and night, it is open 24 x 7.

All the things are available under 1 roof, be it any category everything is available on Internet. All the more it is more efficient than traditional way of shopping. It is even entertaining as online shopping sites use story-driven, engaging video to show the latest styles in fashion, lifestyle, beauty, health and fitness. Through videos buyers on online shopping can understand how exactly product would work.

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