



An Empirical Investigation Of India Examines The Influences Of Shopping Online Trends On Consumer Purchase Behavior

Rupa Khanna Malhotra, Department of Commerce, Graphic Era Deemed to be University, Dehradun, Uttarakhand India, 248002 dr.rupakhanna@gmail.com

Dibyahash Bordoloi Head of the Department, Department of Computer Science & Engineering, Graphic Era Hill University, Dehradun, Uttarakhand India, 248002 dibyahashbordoloi@geu.ac.in

ABSTRACT

This study looks at the connections between many variables that influence how consumers behave when shopping online. Shopping online describes the current craze of doing all of your shopping from the comfort of your home. The purpose of this study is to clarify how five significant variables that were drawn from the literature affected each other. Reliability, time, availability of products, accessibility, and confidentiality are the factors that influence how consumer purchasing patterns follow online shopping patterns. A particular measuring device was used to gather the data. This tool was a two-sectioned, entirely self-developed, standardised questionnaire. The data's statistical analysis reveals that ease and trust will have a significant influence on whether or not people choose to make purchases online. While it relates to younger generations, trust is thought to be the most important factor influencing customer behaviour when shopping online.

Keywords : Empirical Investigation, self-developed, Reliability, purchasing patterns ,standardised questionnaire, shopping online

1. INTRODUCTION

One of the often employed methods for convenient buying is online shopping. In fact, it's a preferred method of shopping among online users. Whether it's for groceries, electronics, or even pets, online shopping is growing more and more commonplace every day. Every year, hundreds of web applications are developed

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and launched to meet the growing demand for comfortable buying patterns. Whether you are at home, at work, or on vacation, online shopping has evolved into a simple way to complete all of your purchases. In developed countries, this is particularly true because every retailer has a website where customers may make purchases. It's easy to let customers know about special discounts for online purchases and cash on delivery promotions. Most notably in India and Pakistan, the Asian continent has recently embraced the practise of online couch shopping. In comparison to Pakistan, India appears to have embraced the movement considerably more quickly. In addition to well-known companies like Amazon and Ebay, they also have a tonne of websites dedicated to fashion, furniture, and food.

2. LITERATURE SURVEY

[1] The World Wide Web has had a big impact on how people's attitudes and behaviours have changed all over the world. As a result of this advantage, online purchasing has grown, changing everyday people's lives. Bangladeshi consumers have begun to shop online as well, but they are still not very acclimated to doing so frequently. In order to comprehend online shoppers' behaviour better, this study is being conducted. A self-made questionnaire was completed by 160 respondents from the city of Dhaka for this study.

[2] Online reviews are shown crucial details that influence consumers' online purchase habits. Little research, however, has looked at how they might affect customers' online impulse buying patterns. The goal of this work is to connect theoretical and empirical perspectives. Three well-known Chinese online group buying websites were used to test the framework of this study.

[3] This study's goal is to investigate the connections between many elements, such as perceived advantages, perceived hazards, and online buying behaviour, with the mediating influence of customer purchase intention. One of the most recent innovations in retail is the ability to buy anything from home with a simple click. This study's primary goal is to determine the impact of four key characteristics that were gleaned from related literature: convenience, availability of products, perceived risks, and privacy concern.

[4] The study sought to determine how the halal label affected consumers' purchasing decisions and how the country of origin acted as a moderator and independent variable. The study was carried out in North Sumatera, and the sampling percentage from Medan's subdistricts was used to calculate the number of respondents. 110 respondents provided data with clear criteria. The data were

analysed using a moderate regression analysis.

[5] The current study is focused on consumer purchasing behaviour, particularly e-commerce in Pakistan. E-commerce has made life easier and more innovative for people. Online shoppers don't behave like they would in a physical store where they could touch, examine, and then purchase the goods. This study investigates the impact of a few variables that were taken from prior research. These factors include shopping preferences, innovativeness in a particular domain, and perceived benefits.

[6] This study intends to investigate the moderating effects of credit card use and sales promotion on online impulse buying behaviour (OIBB) in China and to assess how website quality impacts OIBB. Design/methodology/approach: 1,161 internet users from Beijing, Shanghai, and Nanjing, China's three largest cities, took part in an online and in-person survey. Random sampling was the approach utilised to acquire the data.

Validity and reliability tests, as well as confirmatory factor analysis, were used to assess the data.

[7] E-commerce is a fast-growing industry in the digital age. People never considered a world without online shopping. A world without online shopping would be difficult, inconvenient, and impossible. Many different factors play significant roles in pleasing online buyers in the online purchasing business. One factor that affects how satisfied online shoppers are is logistics services. Therefore, the main focus of this study is on how logistical services may affect online shoppers' levels of satisfaction.

[8] A significant consumer segment is made up of millennials. Therefore, understanding their behaviour has become crucial. By highlighting the most notable attitudes, interests, and purchasing habits of this generation, this article seeks to clarify who the millennials are, who belongs to this age cohort, and why they have emerged as an appealing group for various economic and social sectors.

[9] Tourism businesses now market and offer their services online through websites. To keep clients and increase their competition, these businesses are dedicated to upgrading their online offerings. This study intends to evaluate how customer purchasing behaviour influences their electronic (e)-loyalty and how website quality aspects affect this behaviour. Using structural equation modelling, it contrasts the opinions of 275 clients of travel agencies with 355 clients of hotels.

[10] India's online market is expanding exponentially, largely due to the vast and

widespread promotional efforts. This method could not be worthwhile in the long run, so a genuine value addition is required and is investigated in this study.

[11] Social media technologies will be extremely important for promoting environmental awareness and sustainable practises in the wine sector in the upcoming years. For many consumers, sustainable development is a subject of utmost importance. Additionally, a lot of research has been done in the wine industry to lessen its impact on the environment, with a focus on the use of renewable energy, the reduction of greenhouse gas emissions, the use of pesticides, the management of water and waste, biodiversity, soil preservation, and landscape preservation.

[12] The idea of sustainability has progressively gained prominence in recent years, in part due to its potential to affect consumers' perceptions and, in turn, their purchasing decisions. In light of this, the paper employs an empirical analysis to investigate two research questions: I Can the fashion industry envision a theoretical framework that demonstrates how "importance," "expectations," and "social impact" influence consumers' desire to reward sustainable fashion brands?

3. METHODOLOGY

A particular measuring device was used to gather the data. This tool was a two-sectioned, entirely self-developed, standardised questionnaire. The purpose of the first segment was to gather general information from the respondents. The options for the questions fell into pre-defined categories and were nominally scaled. The second component, which was intended to gather information immediately relevant to the study, was further broken down into six subcategories, the first of which was for dependent factors and the other five were for independent factors. The Likert Scale was used to measure the responses, and the range for each response was 1 to 5, or strongly disagree to strongly agree. Respondents were asked to score how much they agreed with several factors, including privacy, trustworthiness, economy, and time. The respondents gave the criterion more weight when they were purchasing online, the greater the score that was selected.

4. PROCEDURE

250 questionnaires were distributed to University of Punjab students for the researchers' convenience, mostly in the business programmes including the Institute of Business Administration, Institute of Administrative Studies, Hailey College of Commerce, and IBIT. All of the responders were either enrolled in

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undergraduate, graduate, postgraduate, MPhil, or doctoral programmes. The questionnaire began with a clear introduction and set of instructions, and where appropriate, more details and explanations were provided. There was also a legend provided that explained the answer options in detail. This was carried out to guarantee that each respondent understood the queries and the grading. All respondents independently completed the questionnaires, and processes were as uniform as possible.

4.1 ANALYSIS PROCEDURE

250 questionnaires were issued; 215 of them were completed and returned, and they were used in the data analysis. IBM SPSS Software was used to analyse the collected data. The respondents' response was somewhat irregular. Some were fairly eager and enthusiastic in filling out the form, taking a personal interest and asking questions, while others looked less interested. The bulk of responses demonstrated exceptional assistance and cooperation. Below is information pertaining to the specific respondents, and below that is evidence pertaining to the factors.

1. COMMONLY VISITED WEBSITE

Table 1: Websites Visited

		Frequency	Percent	Valid percent	Cumulative percent
		y	t		
Valid	daraz.pk	64	35.8	37.3	37.3
	just4girls.pk	22	6.2	6.5	42.8
	homeshopping.pk	9	4.8	5	46.7
	olx.com.pk	80	43.2	45.3	80.9
	shopdaily.pk	5	3	3	82.9
	symbios.pk	4	3.5	2.6	84.4
	dealtoday.com	6	3.4	3.6	86.8
	kaymu.pk	4	2.5	2.6	88.3
	FacebookPage	39	24	25	102.2
	shophive.com	4	2.5	2.6	103.4
	Other	26	8	8.5	200
	Total	263	136.9	100	
Missing	System	24	7.1		
Total		287	144		

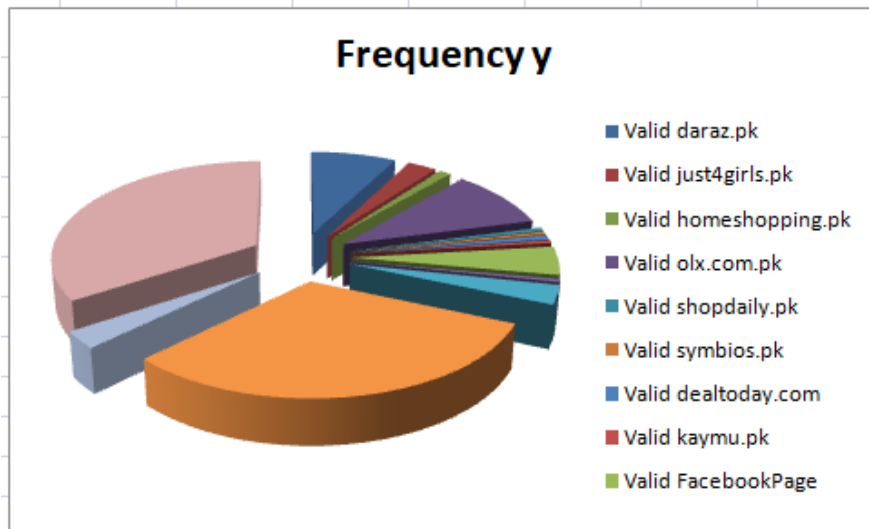


Figure 1. Products Bought

From a list of popular online shopping websites like Daraz.pk, Just4girls.pk, Homeshopping.pk, OLX.com.pk, Shopdaily.pk, Symbios.pk, Dealtoday.com, Kaymu.pk, Facebook Pages, and Shophive.com, olx.com was one of the most frequented websites, closely followed by daraz.pk.

2. COMMONLYBOUGHTITEM(S)

Table2:Products Bought

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Electronics	40	29.7	30.8	30.8
	Makeup/Cosmetics	36	22.7	24.4	43
	Clothes&Footwear	68	37.6	39.2	70.2
	AutoParts	7	3.9	4	74.2
	Books	27	8.5	9	80
	Software&Games	22	6.2	6.5	87.5
	DiscountCoupons	9	4.5	5	90.4
	Jewelry & HairAccessories	22	6.2	6.5	96.8
	Bags&Wallets	24	7	7.5	103.2
	Replicas	10	5.3	5.5	107.7
	Other	8	4.4	4.5	200
	Total	273	136	142.9	
Missing	System	23	6.7		
Total		296	142.7		

The product options included Electronics (which includes cell phones, computers, and other electronics), Makeup and other cosmetics, Clothing and accessories (including footwear), Books (whether they were courses or not), Software, Coupons (for food or any other product), Jewelry & other accessories (including hair accessories), Bags, purses, or wallets, and Replicas of any designer item. This was another thing that was immediately obvious. These results shed light on the traits of young people who shop online and identify the most well-liked websites and products that customers are most likely to purchase.

4.2 DESCRIPTIVESTATISTICS

Table3:Statistics of study

	N	Minimum	Maximum	Mean	Std.Deviation
Consumerbuying-behavior	326	2.36	7.94	4.436	1.87555
Trust	326	2	6	4.3526	1.8614
Time	326	2.7	6	4.5523	1.74579
Product variety	326	2	6	4.5317	1.94041
Convenience	326	2.6	9	4.7138	1.81904
Privacy	325	2	8,24	4.2434	1.70662
Valid N (listwise)	325				

The dependent variables' means and standard deviations, as well as the independent factors used in this study, are displayed in the table above. The respondents were asked to score each of the 5 dimensions (variables) on a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (3), in order to respond to the criteria questions (5).

4.3 RELIABILITYANALYSIS

After logging in the first set of 30 responses, or the reliability analysis, it was done. At that moment, the Cronbach Alpha was 0.73. The most recent reliability analysis is presented in the table below:

Table4:StatisticsofStudy

Cronbach's Alpha	N of Items
1.878	7

The Alpha for 215 responders has a value of .689. This result, which is greater than 80% or 0.8, indicates that the questionnaire was trustworthy in gathering the data and that it did so repeatedly over time and among different respondents.

4.4 REGRESSION ANALYSIS

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1.756 ^a	1.527	1.513	1.70376
a. Predictors: (Constant), trust, time, product variety, convenience, privacy				

These results demonstrate that a combination of the variables trust, ease, time, product diversity, and privacy may easily forecast the variation in consumer purchase intention.

4.5 ANOVA

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	51.967	5	10.393	29.591	.000 ^b
	Residual	73.057	208	0.351		
	Total	125.025	213			
a. Dependent Variable: consumer buying-behavior						
b. Predictors: (Constant), trust, time, product variety, convenience, privacy						

Table 6 above shows that the predictors or independent factors of trust, convenience, time, product variety, and privacy interact together to forecast customer purchase behaviour for online shopping, with $F = 29.951$ showing that this is the case. Furthermore, the significance value, which ranges from 0% to 5%, shows that the model successfully fits the data. The significance level is 0.000, as seen in the table, which highlights how well all of the predictor elements cooperate to foretell client purchase behaviour. Because there is a strong correlation between the dependent and independent variables, we can say that the model successfully explained the data.

4.6 COEFFICIENTS

Model	Unstandardized		Standardized	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.756	1.5		3.26	1.144
Trust	1.636	1.283	1.626	9.7	1
Time	1.16	1.195	1.152	1.7	1.667
Product variety	1.113	1.172	1.114	1.15	2.079
convenience	1.316	1.185	1.2	3.89	2.117
privacy	1.13	1.182	1.126	1.389	2.893

a. Dependent Variable: consumer buying behavior

The regression coefficient, or "trust factor," is shown in Table 7 to be .432 with a significance level of 0.000, indicating a substantial correlation between trust and customer purchasing behaviour. Convenience has a value of 0.321 and a significance level of .006, indicating a substantial and positive association between convenience and customer purchasing behaviour. Time has a value of .036 and a significance level of .654, indicating that there is no significant correlation between time and customer purchasing behaviour. The regression coefficient, or "trust factor," is shown in Table 7 to be .432 with a significance level of 0.000, indicating a substantial correlation between trust and customer purchasing behaviour. Convenience has a value of 0.321 and a significance level of .006, indicating a substantial and positive association between convenience and customer purchasing behaviour. Time has a value of .036 and a significance level of .654, indicating that there is no significant correlation between time and customer purchasing behaviour.

5. CONCLUSION

This inquiry led to some conclusions that were made. When it comes to younger age groups, the trust factor seems to be the most significant factor(s) driving client purchase behaviour toward online shopping. If customers trust a website, they are more inclined to make more purchases from it. Contrary to popular belief, it didn't seem as though consumer behaviour was influenced by their perception of their privacy. As long as they could make purchases utilising the Cash on Delivery (CoD) option, respondents didn't seem to care whether or not they had to disclose personal information online, such as addresses. Another significant factor in the development of online shopping was that people preferred to shop online to physically browse stores.

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