

## AN EMPIRICAL STUDY ON CONSUMERS' ONLINE SHOPPING DECISION WITH REFERENCE TO E-RETAILING IN BANGALORE CITY

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### **Abstract**

To gain a competitive edge in the market, marketers need to be aware of how customers behave when purchasing online. It's critical to assess and understand the elements that motivate clients to make online purchases in order to satisfy customer requests. Distribution channel quality influence on online marketing was tested and result suggest that its influence on buying intention is no significant but its effect on buyer behaviours is significant.

**Keywords-** Buyer behaviours, buying intention, Distribution channel quality

### **Introduction**

Thanks to the internet, people may communicate with people on the other side of the globe, exchange emails constantly, do fact-finding searches, play multiplayer games, and even make purchases online. On to the web. In the interim, purchasing goods and services over the internet has gained popularity. It has become more well-liked in the online community. Online shopping is a practical substitute for a busy lifestyle in today's environment. Over the past ten years, customers' buying habits have seen a significant transformation.

Selling and buying goods and services online is referred to as online shopping. Shopping is the Internet activity that is expanding the fastest, although the majority of online buyers do their transactions offline using the data they have obtained online. India has always been at the forefront of Internet use and online shopping, and the use of the internet is growing quickly. Internet users can be classified into two categories: browsers and online shoppers. Internet users who shop online are known as internet shoppers, while internet users who just browse the web for other purposes are known as internet browsers.

### **Research problem**

Businesses and organizations are establishing and utilizing online business prospects in increasing numbers. In this new age of purchasing, advertisers are becoming increasingly curious about what motivates consumers to make purchases online.

To gain a competitive edge in the market, marketers need to be aware of how customers behave when purchasing online. It's critical to assess and understand the elements that motivate clients to make online purchases in order to satisfy customer requests. The demographics of online shoppers, including their age, gender, income, and level of education, are just as important in influencing

their strategies as the motivations that motivate them to purchase online. Bangalore is one of the cities with the quickest growth rates in the entire world. Bangalore has a high percentage of internet usage, but it still lags behind the rest of the world in terms of online commerce.

The theoretical background of the study

Zhou, Dai, and Zhang (2007). examined the socio-economic factors of online consumers to explore significant variables that affect the purchase intention of consumers and find the gap in existing literature. Interpretive Structural Modelling (ISM) helps in examining relationships among these factors.

The findings of the study reveal that consumer buying behaviours is influenced to a great extent not only by advertising strategy (AS), brand influence (BI), and celebrity endorsement (CE) but also by virtual merchandising. Purwanto, A. (2022) online consumer behaviours is largely affected by place, product, price, promotion, physiological and psychological factors and effect of these factors also differ from product to another product. They further said that psychological factors are very important in online consumer behaviours. From their findings, the present research takes an important research question which is studying important psychological factors such as brand loyalty, brand awareness, perceived quality, brand association and Price consciousness and its role in online consumer behaviours will be analysed.

Nowadays, rural consumers are also using branded products in almost all product categories. Brand equity is the main factor to hold and retain the consumer in the same brand. Several authors studies the brand equity components; Ha, Luo, and Shang (2018). Findings indicated that consumer-based brand equity for online consumer behaviour consists of four dimensions –brand association, brand loyalty, perceived quality and brand awareness.

The present researcher also intends to apply the four-brand equity to determine the effect on buying intention, consumer behaviours and purchase intention. The present research found the research gap in conceptual brand equity, few authors studies in the area, their work were; Alimamy and Gnoth, (2022) reveal that online consumer buying behaviours are influenced to a great extent not only by advertising strategy (AS), brand influence (BI) and celebrity endorsement (CE) but also by virtual merchandising. Their work also does not include the brand equity determines the effect on the buying intention, buyer behaviours and repurchase intention. Pahlevan Sharif, She, Yeoh, & Naghavi (2020). Studied the price consciousness effect on the consumers' purchase behaviours; but their work was also limited to price consciousness and purchase behaviours only.

- 1) Brand loyalty has a significant influence on online consumer buying intention and buyer behaviour,
- 2) Brand awareness has a significant influence on online buying intention and buyer behaviours,
- 3) Perceived quality has a significant influence on online buying intention and buyer behaviours
- 4). Brand association has a significant influence on online buying intention and buyer behaviours,
- 5) Price consciousness has a significant influence on online buying intention and buyer behaviours,
- 6) Distribution quality has significant influence on online consumer buying intention, and buyer behaviours,

brands act as high entry barriers to new products but if brand loyalty is strong, consumers will pay a high price for the product and are reluctant to switch to competitive products (Joghee & Pillai, 2013) Carmona (2022). points to the assumption made those long-term enduring relationships could be built with a loyal set of customers Kim et al. (2008), five factors were identified that influence the creation of brand equity through successful customer relationships: trust, customer satisfaction, relationship commitment, brand loyalty and brand awareness.

Brand loyalty had a positive and direct role in affecting brand equity. The other three constructs like perceived quality, brand association and brand awareness had a very low influence on brand equity (Hyun, Thavisay & Lee (2022).. FMCG industry, the content and meaning of brand equity have been debated in different ways and for a number of different purposes, so far no common viewpoint has emerged (D'Mello, Hammond, Mahamad, Wiggers, & East, 2022).

The customer-based brand loyalty emphasizes the customer's mindset. Further few researchers have suggested two types of brand equity: organizational brand equity and customer brand equity (Tagashira, 2022). Brand loyalty and brand value associations directly create brand equity for online companies (Hwang & Lee, 2022).

### **Research Methodology**

**Research Design:** The process and methods for defining and collecting the data required to solve the research problem and achieve the study's goals are laid out in a research design.

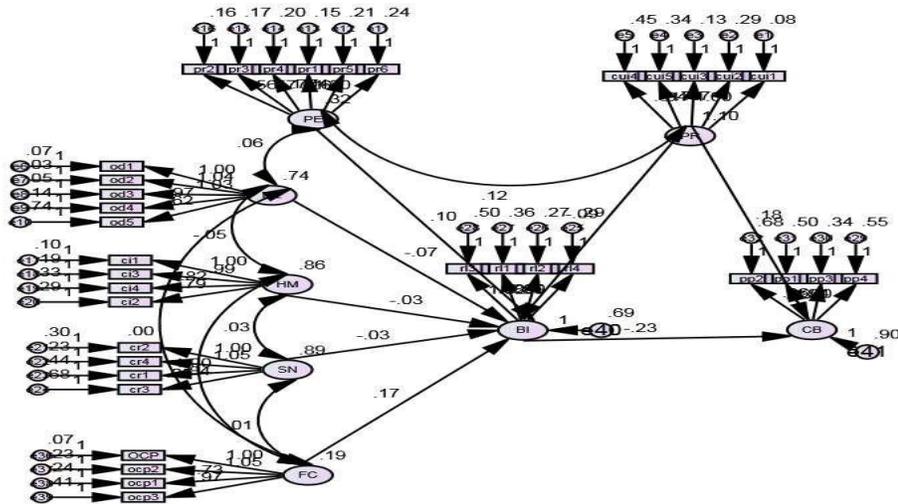
A descriptive survey design was used in this study.

**Target Population:** The target population consists of Bangalore-based marketing managers who work for Amazon, Home Depot, Best buy, Myntra, and Ajao, among other e-commerce firms.

**Sample Size:** The number of distinct samples used in a survey depends on the sample size. The current study involved 161 The participants were chosen using a probability simple random sampling procedure for the primary data collection in order to meet the study's objectives.

A systematic questionnaire was given to the 161 respondents to complete in order to get first-hand information. In order to get responses from the respondents, a five-Likert scale was also constructed for the questionnaire (i.e., 5 strongly agree to 1 strongly disagree). Statistics, both descriptive and inferential, were used to analyse the results.

Measured Structural Equation modelling



				Estimate	S.E.	C.R.	P	Label
H1	Buying Intention	<---	Brand loyalty	0.070	.074	-.937	0.349	Rejected
H2	Buying Intention	<---	Brand awareness	0.247	.093	2.732	0.005	Accepted
H3	Buying Intention	<---	Perceived quality	0.030	.070	-.434	0.665	Rejected
H4	Buying Intention	<---	Brand association	0.093	.062	1.992	0.036	Accepted
H5	Buying Intention	<---	Price consciousness	0.099	.124	.796	0.426	Rejected
H6	Buying Intention	<---	Distribution Quality	0.093	.062	1.492	0.136	Rejected
H7	Buyer behaviour	<---	Brand loyalty	0.227	.093	2.432	0.015	Accepted
H8	Buyer behaviour	<---	Brand awareness	0.175	.071	2.460	0.014	Accepted
H9	Buyer behaviour	<---	Perceived quality	0.173	.159	1.086	0.277	Rejected

H10	Buyer behaviour	<---	Brand association	0.026	.070	-.373	0.709	Rejected
H11	Buyer behaviour	<---	Price consciousness	0.195	.071	2.660	0.011	Accepted
H12	Buyer behaviour	<---	Distribution quality	0.076	.074	-.937	0.389	Accepted

### Results and interpretation

H 1 is rejected, and it suggests that brand loyalty has less impact on online consumer buying intentions. If hypothesis 7 is accepted, it implies that brand loyalty has a significant influence on online buyer behaviour. The role of brand loyalty is minimal in intention but has a significant effect on buyer behaviour.

H2 and H8 were designed to examine the impact of brand awareness on online purchasing intentions and behaviors, and both hypotheses were accepted. It implies that brand awareness is important in online marketing.

H3 and H9 are rejected and imply perceived quality has less influence on online buying intentions and buyer behaviors. According to the researcher, perceived quality plays a minor role in increasing purchasing.

H4 and H10 are designed to test the brand association of consumers and its influence on their online buying intentions and behaviors. It has a significant impact on purchasing intentions but not on purchasing behavior.

Price consciousness has no effect on online purchasing intentions in H5 and H10, but it does have an effect on buyer behaviors.

The effect of distribution quality on online marketing was tested in H6 and H12, and the results indicate that its effect on buying intention is not significant, but its effect on buyer behaviours is significant.

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