



# VARIOUS FACTORS INFLUENCING CONSUMER BUYING BEHAVIOUR PROCESS IN ONLINE RETAIL MARKET

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## **ABSTRACT**

The study shows that today's consumers buying behaviour process in online retail market is increasing day by day. For the survey we have taken 300 responses from the people of Vadodara city. The study attempts to find out the gender who is most interested in online retail markets their age, investments for online shopping, time they spend on social media platforms to purchase something, thus society culture affects while buying any products and do they consider their financial condition during shopping etc.

This study attempts to find the relationship of various factors, with buying behaviour of consumers in the Online Retail Sector of Vadodara City Gujarat, India. This research is basically depending on primary data taken from the people of Vadodara city. The study shows how basically customers/consumers are using online retail market and what are their perception regarding online retail market how often they use it.

**KEYWORDS:** Online retail market, consumers, and Purchase, Buying Behaviour.

## **INTRODUCTION**

Retail is the final stage of any profitable exertion. By morality of this fact, retail has an important place in the world economy. In an attempt to understand the compass of the term retail, various delineations of the term have been examined. Retailing in India, is presumably, as old as the Indus dale civilisation. With a retail density of 5.5 outlets for every 1000 people and a per - capita retail space of 2square bases per person, India is truly a nation of shopkeepers. Retail request consists of small retail and large retail stores. India is largely an unorganized retail request, contributing 88 to the total retail sector in India. The share of the organized retail request is projected to increase to 22-25 by 2021, thereby reducing the unorganized retail request's share to 77.

Consumers always seek an affective experience in retail terrain. The structure of retail request has changed extensively in former times. A number of retailers have established a notable presence. They have given a new way of purchasing. Several small retailers are converting themselves to contend successfully with the new large players. But organised retailing, as a professional, service- acquainted set - up, to give the consumers with a whole new shopping experience, is a phenomenon in the 1990's. With factors, analogous as families getting nuclearized, a youthful Indian consumer, exposure to global societies, lifting of import checks and adding interest of marketable sector in retailing, the retail revolution has begun. Consumers buying preference in India is nearly changing and creating a tremendous eventuality for the retail sedulity to look for innovative ideas and bring in new products with creative marketing approach to stopcock the huge working population with the age group of 21-30 times. New modern retailing generalities of western trends has entered into the retail request in India; in the form of bustling shopping-fabled malls and the huge complexes that offer shopping, entertainment and food all under one roof. Consumers handpick these stores on different bases. So, their purchase purpose from a specific store depends on the different factors. May be their decision depends upon the references (information) which they get

from different sources (buddies, media, family and social groups). Consumers have a great line-up of products and services information in their mind. This information may come through advertising, buddies, peer groups, family and other channels. They use this information in choosing from available offerings to satisfy their conditions. So, this information is used by the costumers to decide about purchase of specific products and services. That decision also depends on particular factors analogous as passions, heartstrings, personality attributes and fantasies.

Consumers want to buy those brands which are liked or loved by others. A sense of relief is always there.

Indian retail sedulity is one of the fastest growing in the world. As per Forrester Research, in 2020, India's retail sector was estimated at US\$ 883 billion, with grocery retail account for US\$ 608 billion. The request is projected to reach

US\$ 13 trillion by 2024. India stood 63rd position in the World Bank's Doing Business 2020 publication. India ranked 73 in the United Nations Conference on Trade and Development's Business-to-Consumer (B2C) E-commerce Indicator 2019. Consumer spending in India increased to US\$245.16 billion in the third quarter of 2020 from US\$192.94 billion in the alternate quarter of 2020.

India is the fifth-largest and preferred retail destination encyclopaedically. The country is among the loftiest in the world in terms of per capita retail store vacuity

In moment's continuously changing and dynamic business terrain, it has come necessary for retail directors to easily understand and prevision how different types of consumers bear when buying different products and services to fulfil their requirements. Therefore, to establish a competitive advantage in the business, several retailers have concentrated on creating favourable images about their brands in the minds of consumers to impact their purchase gets (Shamsher, 2015). Consumer gets emphasizes on understanding the purchase decision process of individual consumers and how they use their being coffers similar as time, plutocrat and trouble to get a product or service (Schiffman and Kanuk, 2007). Hence, retail directors should have knowledge about consumers 'characteristics and preferences as they play an important part in forming purchase opinions. This information could enable them to foster their competitiveness and insure their long- term survival.

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## **LITERATURE REVIEW**

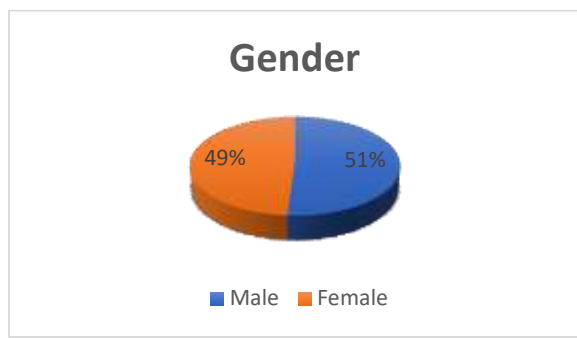
**Pandey A C & Pandey MK (2013)** studied impact of lifestyle on brand preference of buyer behaviour & concluded that same of the factors have major role in the changing of buyer's behaviour. There was a significant relationship between gender & insistence on specific brand by consumers for consumer durables at every purchase, secondly there was no significant relationship between gender & place of purchasing consumer durable. According to **PWC report (2012)** the driving forces for Indian retail industry are, higher incomes driving the purchase of essential and non-essential products, evolving consumption patterns of Indian customers, new technology and lifestyle trends creating replacement demand increase in rural income as well as urbanization ,increase in easy access to credit and consumer awareness ,growth of modern trade format across urban, tier I, tier ii and tier iii cities and towns and rapid urbanization and growing trend towards nuclear families. **R. Sathya and Dr. S. Sheela Rani (2012)** have done their research on private labels (retailer's own brand). Grocery and food retailers are able to popularize their private labels brands, which have attracted consumers and have created keen interest in making purchase decision of these brands. Private label brand is emerging due to the growth of organized retailers. **According to Ms. Monika Talreja and Dr. Dhiraj Jain (2013)** both modern and traditional retailers will co-exist in India for some time to come, as both of them have their own competitive advantages. The Kirana stores have a low- cost structure, location advantage, and customer familiarity whereas organized retail offers a mixture of product width and depth and a better shopping experience. Organized retailing is becoming a destination shop for buying fresh fruit and vegetable. **Dr. Sangeeta Mohanty (2012)** in their study drivers of retail shopping has focused more on consumer attitude towards big bazaar and shopping malls, has also studied the age wise preference to the said stores. The study is also putting some light on store choice behaviour based on product offered and locational conveniences on gender basis.

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## **RESEARCH METHODOLOGY:**

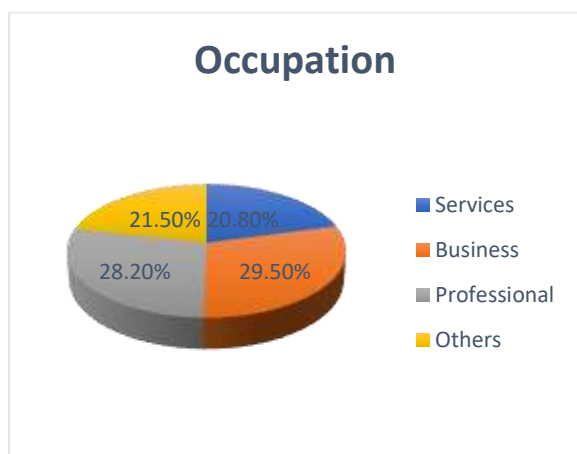
For the study exploratory exploration analysis has been done. Purpose of the exploration is to understand the Behaviour and consumer preference towards organized retail outlets in India. Primary data is being collected from 300 repliers through structured questionnaire related to the exploration work. This prearranged questionnaire has both internal and external component which induce impulse purchase of the consumer. Questioners were circulated over the targeted sample and response was taken for data analysis. Here are the questions and responses received for that.

**Q1. Gender wise distribution.**



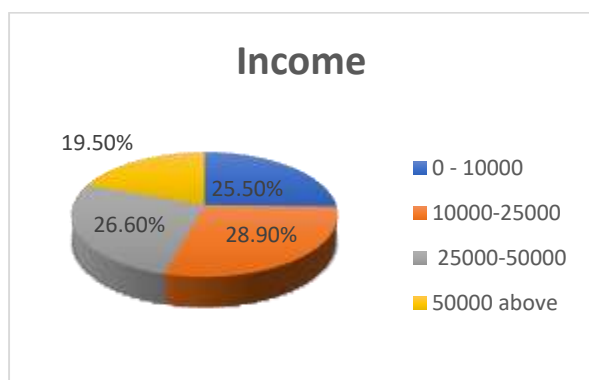
PARTICULARS	NO OF RESPONDENTS
Male	153
Female	147

**Q2. Occupation wise distribution.**



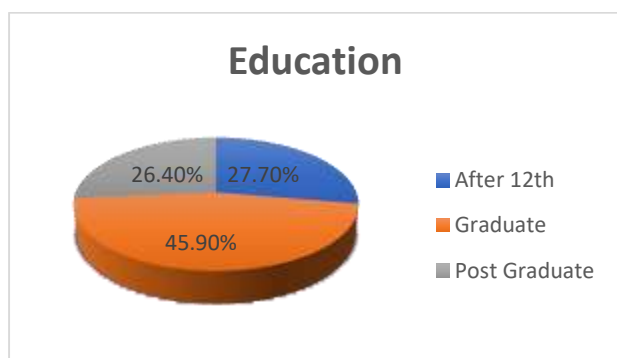
PARTICULARS	NO OF RESPONDENT
Service	63
Business	88
Professional	85
Others	64

**Q3. Income wise distribution.**



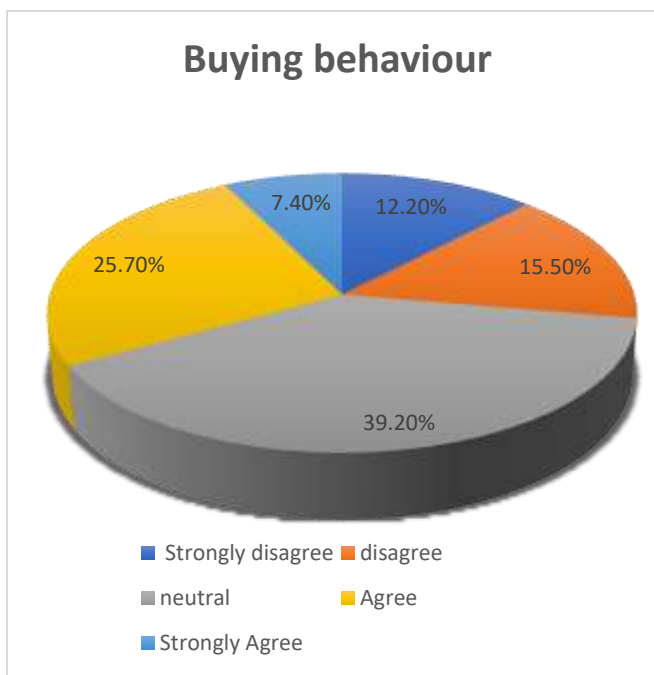
PARTICULARS	NO OF RESPONDENT
0 - 10000	76
10000 - 25000	87
25000 - 50000	79
Above 50000	58

**Q4. Education wise Distribution**



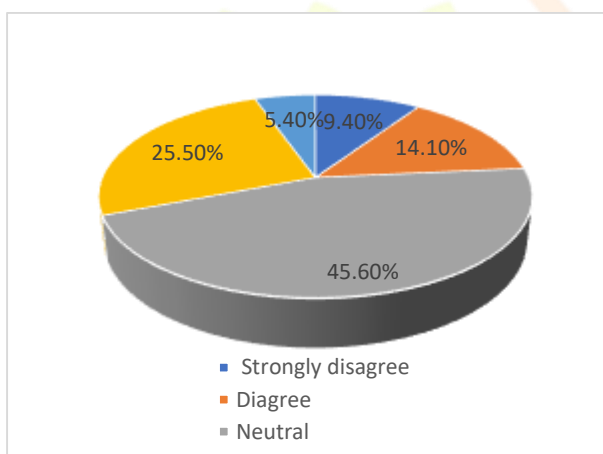
PARTICULARS	NO OF RESPONDENTS
After 12th	83
Graduate	138
Post Graduate	79

**Q5. Does your buying behaviour gets affected by Society culture?**



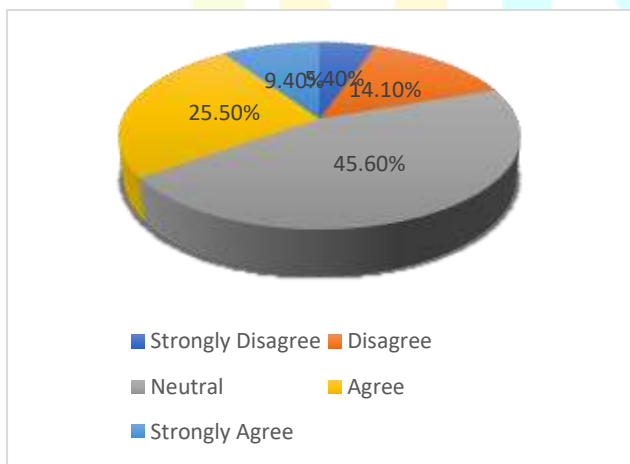
PARTICULARS	NO OF RESPONDENTS
Strongly Disagree	36
Disagree	46
Neutral	117
Agree	78
Strongly Agree	23

**Q6. Do you consider your financial condition during shopping?**



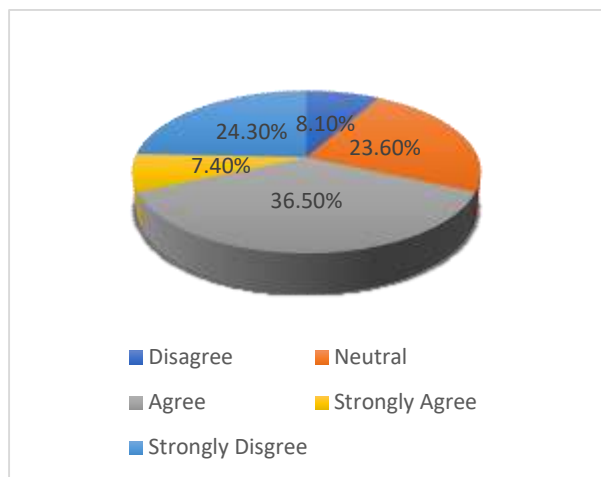
PARTICULARS	NO OF RESPONDENTS
Strongly Disagree	10
Disagree	43
Neutral	74
Agree	99
Strongly Agree	74

**Q7. Do you think your Family is the most influential that effect your buying behaviour?**



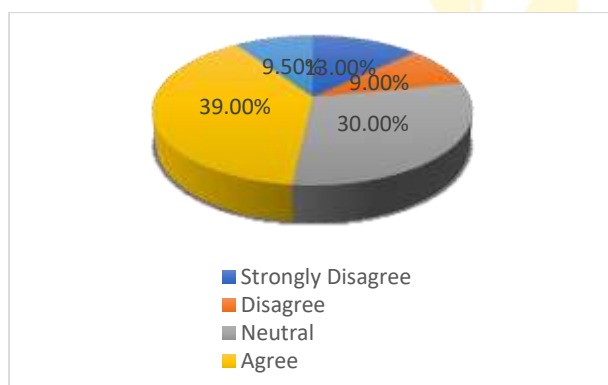
PARTICULARS	NO OF RESPONDENTS
Strongly Disagree	17
Disagree	42
Neutral	137
Agree	76
Strongly Agree	28

**Q8. Do you care about people's opinion while buying anything?**



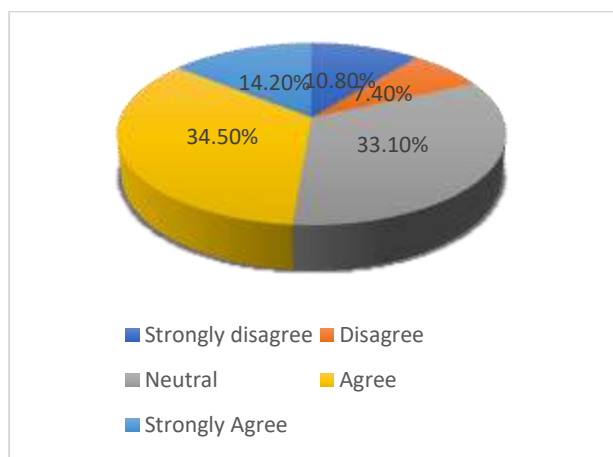
PARTICULARS	NO OF RESPONDENTS
Strongly disagree	73
Disagree	24
Neutral	71
Agree	110
Strongly Agree	22

**Q9. Do you Think your age determines the things you buy?**



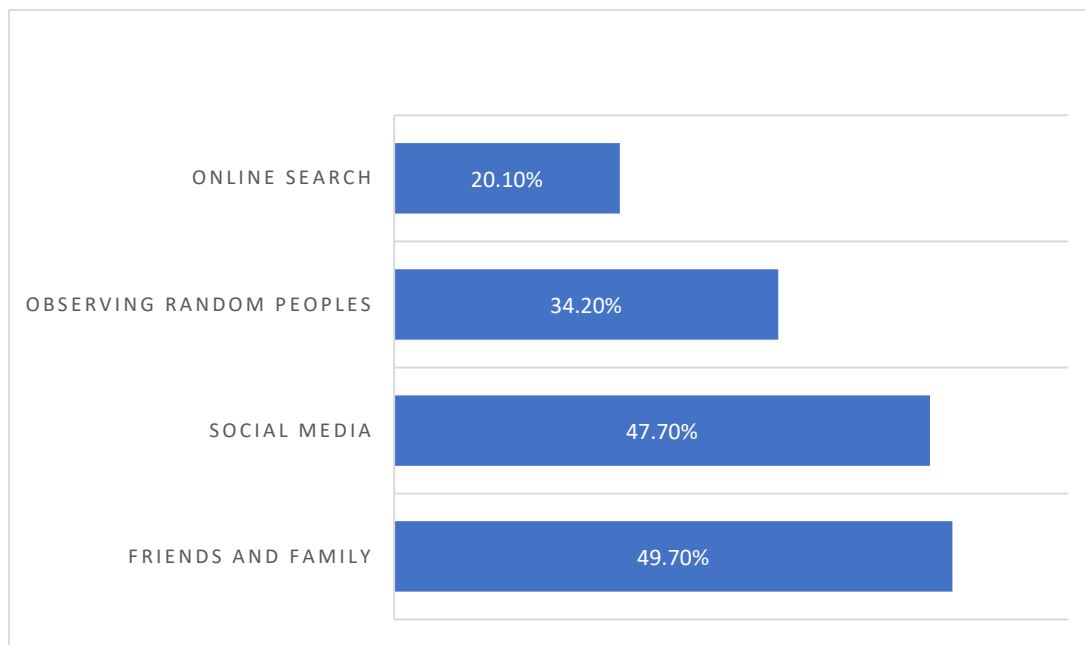
PARTICULARS	NO OF RESPONDENTS
Strongly Disagree	39
Disagree	27
Neutral	90
Agree	117
Strongly Agree	27

**Q10. Do you often change to other product if you had bad experience with previous?**



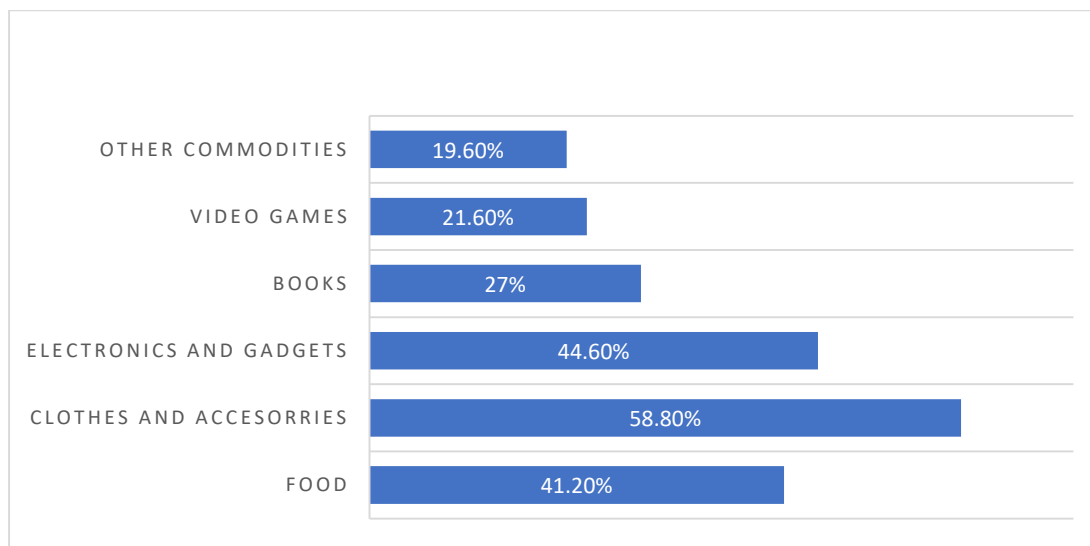
PARTICULARS	NO OF RESPONDENTS
Strongly Disagree	32
Disagree	22
Neutral	99
Agree	104
Strongly Agree	42

**Q11. Which of the following inspires you to catch up with life trends?**



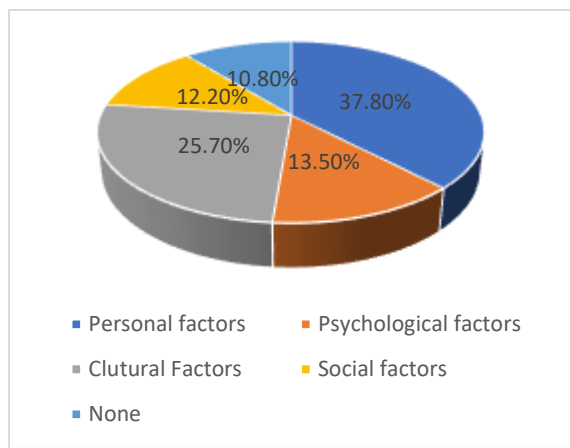
PARTICULARS	NO OF RESPONDENTS
Friends & Family	149
Social Media	143
By observing random one	102
Online search	60

**Q12. Expenditure is based on?**



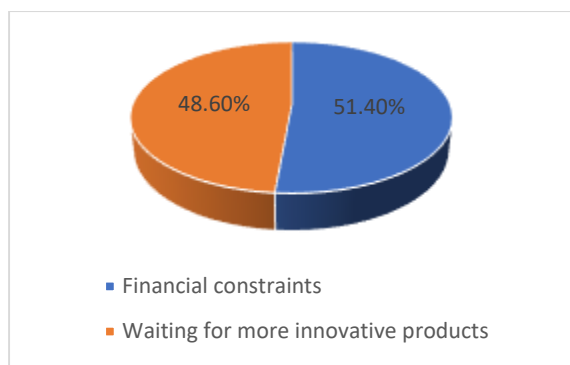
PARTICULARS	NO OF RESPONDENTS
Other commodities	59
Video Games	65
Books	81
Electronics & Gadgets	134
Clothes & accessories	176
Food	123

**Q13. What factors is more important to you while shopping?**



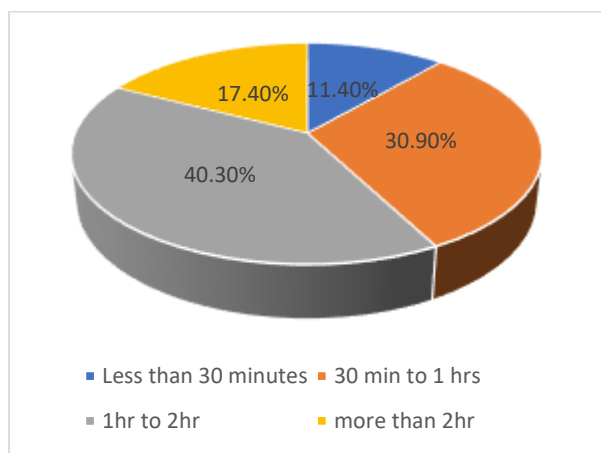
PARTICULARS	NO OF RESPONDENTS
Personal factors	113
Psychological factors	41
Cultural Factors	77
Social Factors	37
None	32

**Q14. What was the reason for the delay between the purchase decision & the actual decision?**



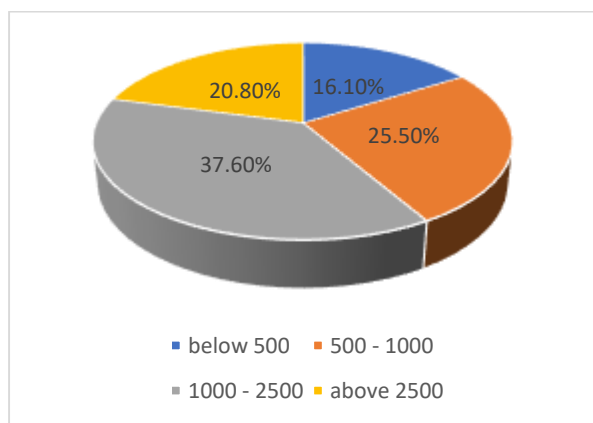
PARTICULARS	NO OF RESPONDENTS
Financial constraints	146
Waiting for more innovative products	154

**Q15. What is the time average you usually spend at online retail shops?**



PARTICULARS	NO OF RESPONDENTS
Less than 30 min	34
30 min to 1 hr	92
1 hr to 2 hr	121
More than 2 hr	53

**Q16. On average how much you spend while shopping?**



PARTICULARS	NO OF RESPONDENTS
Below 500	48
500 – 1000	76
1000 – 2500	113
Above 2500	63

## CONCLUSION

This study shows that the consumer perception towards online retail shop. Purpose of the entire study is to find utmost significant factor or factors affecting impulse purchase. Findings from the exploration has shown that, the most significant factors that affect impulse buying are influences and other factors including social, cerebral etc. and what motivates the consumers to go for online retail shopping.

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