



Consumer Buying Behaviour towards Online Shopping: An Empirical Study on Patna City, Bihar, India

Vijay Bahadur Pal^{1*} & Purnima Kumari²

^{1,2}Assistant Professor, Department of Commerce, LNMU, Darbhanga, Bihar, India

*Corresponding Author: vijaybhu1008@gmail.com

Received: 14th February, 2023 **Accepted:** 2nd March, 2023, **Published:** 13th March, 2023

ABSTRACT: Online marketing has gained huge popularity and importance all over the world. It is expected that by the end of 2040, the number rise to more than 1.5 billion as far as internet user is concerned. Considering the wide range of benefits, it provides to marketers as well as customers, it has become one of the leading mediums of marketing. The study aims to analyse the consumer habits while using internet shopping and also to determine the factors which motivates the consumer to make purchase via the online shopping. The study comprises of empirical research design. The study was carried out in Patna city, Bihar during two weeks (From 14th January to 28th January 2023). Convenience sampling technique was used to collect 50 samples using Google Form. Both primary and secondary data have been used in this study. Bar diagram, pie chart, and percentage method have been used to analyse the data. The findings of the study reveal that respondent shop mostly online shopping as compared to offline, number of purchases made is once in a month and almost all respondent relies on online shopping to purchase mostly electronic gadget followed by clothes and they feel convenient and secure while buying online product. It is also found out that online shopping is cheaper than the offline shopping and the product quality is also good in online shopping. Conclusions from this research indicate that customer buying behaviour towards online shopping is influenced by a wide range of characteristics, usage pattern, and factors including but not limited to age, gender, price, convenience, satisfaction, frequency, type of product, money spent, satisfaction level, convenience, product quality and so on. The study overall concludes that consumer habits and factors affect the buying behaviour towards online shopping.

KEYWORDS: Online Shopping, Buying Behaviour, Offline Shopping, Empirical Research etc.

1. INTRODUCTION

Nowadays, those who are too busy to go to the store may simply do their shopping online. There has been a dramatic shift in consumers' buying habits over the previous decade. Even while shoppers still frequent traditional stores, many prefer the ease of purchasing online. People nowadays are so pressed for time that they either can't or don't want to go to the mall, making the time savings offered by online shopping invaluable (Rahman et al., 2018).

By the year 2022, more than 932.22 million people in India were connected to the web. By 2040, this number was expected to rise to over 1.5 billion, showing significant growth potential for internet service providers in the south Asian nation. In fact, India's internet market is projected to

grow at a faster rate than any other in the globe this year, second only to China's. There has been a rapid expansion of internet availability, and it is expected that the number of internet users in both urban and rural areas will rise (Statista, 2022). Prioritizing access to the internet has joined the ranks of such "basic needs" as food, clothing, and shelter. Internet shopping and online purchasing have become commonplace as a result of technological advancements in communication. In order to compete in today's global marketplace, businesses large and small are turning to the Internet in search of ways to reduce the cost of their goods and services by cutting out the middleman—the marketing department. Consumer buying behaviour is a broad and multidimensional phenomenon (Radjou et al., 2012 and Sheth et al., 1999). Trust and perceived advantages are the



primary determinants of consumers' attitudes regarding online purchasing (Hoque et al., 2015, Mandal et al. 2022) and these characteristics seem to be the fundamental conjectures of consumers' actual behaviour in this context (Debei et al., 2015 & Hajli 2014).

Since the turn of the century, trade and commerce have become more specialised, with the advent of multichannel and the meteoric rise of online shopping throughout the globe (Johnson et al., 2001). The global e-commerce business was valued at \$2.29 trillion (John, 2018, Gupta and Mittal, 2015) and forecasts predict that it will increase to \$4 trillion by 2020, because of a rise in sales that is in the double digits throughout the globe. (eMarketer, 2016, Mehta et al. 2022). Amazon, Alibaba, eBay, Flipkart, Mintra etc. are major players of online marketplace. In this paper we are studying the consumer buying behaviour towards online shopping

2. REVIEW OF LITERATURE

After settling on a research issue, the next step is to read everything that has been written about it. The researcher has the option of consulting either conceptual or empirical literature. Prior studies that are comparable to the present research issue are the focus of the empirical literature, while the conceptual literature focuses on ideas and theories. The researcher has to do a thorough literature study of the topic. The present research drew on a wide range of literature reviews covering topics such as internet purchasing, customer attitude & perception, gender differences, consumer behaviour, and so on.

Adamczyk G., 2021, in their article entitled "Compulsive and compensative buying among online shoppers: An empirical study", Online shopping addiction and its compensating counterpart are explored in the present research. Empirical data collected from a sample of consumers aged 15 and above, stratified by their usage or non-use of the e-commerce sector, provided for an estimate of this form of purchasing. Second, the findings provide light on the ways in which characteristics including online shopping frequency, online shopping expenditures relative to offline shopping, attitudes about online shopping, and socioeconomic status all play a role in this kind of purchasing.

Georgie N.A., 2021, in his article entitled "The influence of selected factors on online shopping behaviour: a study with respect to Kottayam district", investigated the extent to which customer preferences have a role in determining a business's fortunes. Online shopping, which uses the internet as a sales channel, has a similar dilemma due to the diversity of opinions held by online shoppers.

Aldousari, A. A., 2016, In the paper entitled "Determinants of consumers' attitudes toward online shopping", This study looked at the effects of the Technology Acceptance Model and the Theory of Reasoned Actions on customers' attitudes about internet shopping. Previous studies have focused mostly on the online shopping habits of wealthy countries, while ignoring those of developing countries.

Shanthi, R., & Desti, K., 2015, in their paper entitled "Consumers' perception on online shopping", One hundred

students from Madras University and Madras Christian College were surveyed using a Structure questionnaire to learn about their thoughts on internet shopping and the kinds of products they like to purchase from these websites. This is what the research found. E-commerce businesses may better serve their clientele by using customised advertising strategies that bring in new consumers and encourage immediate purchases.

The purpose of this investigation is to analyse consumer habits in Patna with regards to purchasing online. Due to the tremendous scalability of online marketing, the potential for online sales is vast. Since this shift has occurred, there has been increased curiosity in internet marketing among online retailers. Consumers' attitudes and behaviours about online buying are influenced by a number of variables, including but not limited to age, gender, price, type of product, convenience, level of satisfaction, etc.

3. OBJECTIVE OF THE STUDY

Followings are the mainly two objectives of this studies:

- i. To study the consumer habits while using internet shopping.
- ii. To determine the factors which motivates the consumer to make purchases via the online shopping.

4. RESEARCH METHODOLOGY

4.1 Research Design

Population and Area of the study

This study was carried out in Patna city, Bihar. It has an estimated population of 8.77 million.

Sample Unit and Sample Size

This study uses a sample of 50 Patna city residents as its sample unit.

Sampling Technique

In this study, the researchers used the Convenience sampling method.

Data Collection Method

Primary Data: The majority of this study's findings are based on information supplied by the sample itself, and all analyses were performed using this information. In the span of two weeks, the poll garnered 62 replies. 12 of the 62 replies were missing required information, thus those responses were disregarded.

Secondary Data: Because of time and money constraints, conducting surveys to learn about the effects of e-commerce on consumers isn't feasible. To get around this, researchers turn to secondary sources such scholarly publications, studies, and case reports.

Research Instrument

Primary data were gathered using an online survey with a standardised questionnaire. An online survey on a dedicated website was utilised to gather responses. "Google Forms" is

the application that allows anybody to design and distribute their own survey in a streamlined online format.

Tools of analysis

In this survey study, bar diagram, pie chart, and percentage method was employed for statistical analysis.

5. Data Analysis and Interpretation

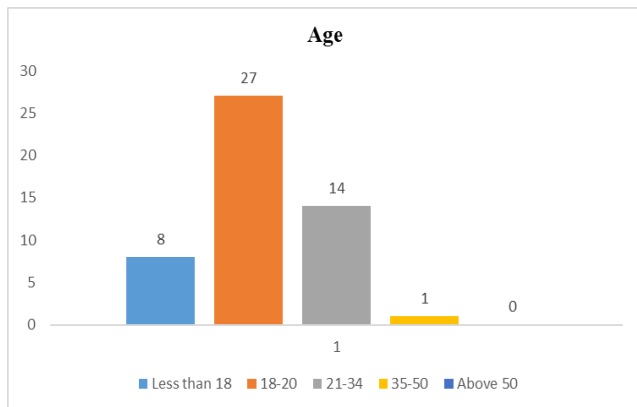
The outcomes of the questionnaire and a summary of the data collection per response are provided and discussed in this regard.

Using Google Forms, I conducted a primary survey of 50 customers on their experiences with purchasing online. Take a look at the Replies below:

5.1 Demographic Profile

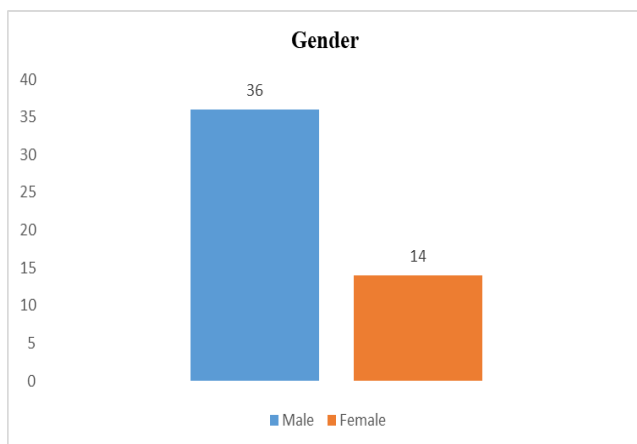
The traits of a population are what make up its demographic profile. Demographics are utilised in surveys, and they might include things like age, gender, marital status, education, annual family income, and profession.

Age



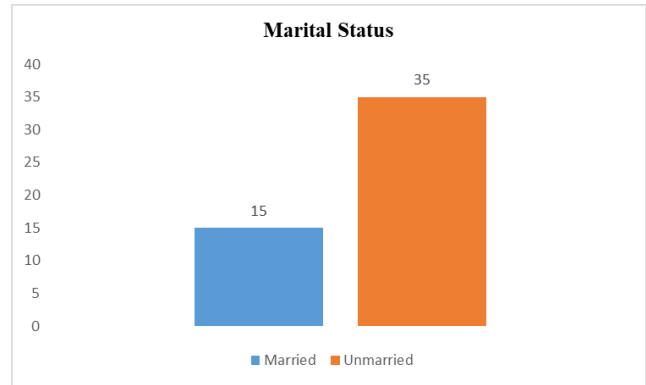
The figure shows that most of respondents are young people: 54%(27) are between the ages of 18 - 20, 16%(8) are less than 18, 28%(14) are between the ages of 21 - 34, and just 2%(1) are lying under 35 - 50. No one in the age bracket of 50 and above.

Gender



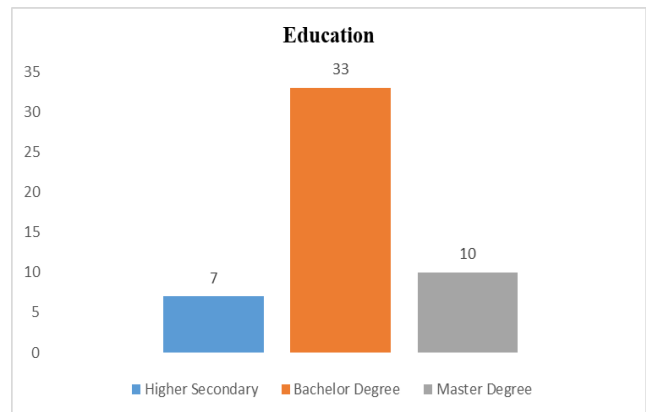
The figure makes it simple to see that men make up 72%(36) of the sample while women account for just 28%(14) of the respondents.

Marital Status



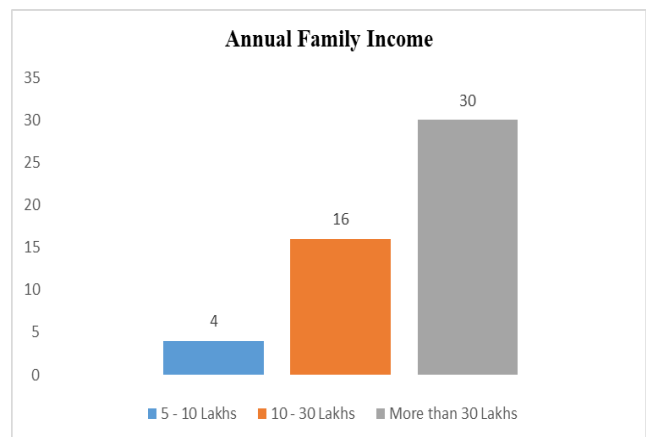
The figure shows that 70%(35) of the sample is unmarried while 30%(15) of the respondents are married.

Education



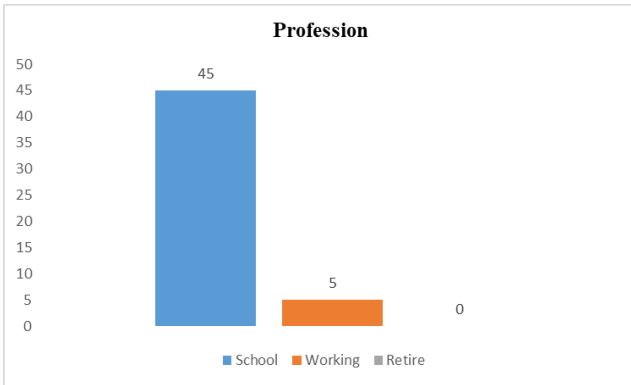
The distribution of educational attainment among the sample population is shown in the figure, which shows that 66%(33) of the sample population has at least a bachelor's degree, while 20%(10) have master's degree and 14%(7) have only attained a higher secondary degree.

Annual Family Income



The figure clearly shows that the majority of people have yearly incomes more than 30 Lakhs i.e. 60%(30), whereas 8% (4) have incomes between 5 and 10 Lakhs, and 32% (16) have incomes between 10 and 30 Lakhs.

Profession



From the above figure, 90%(45) of the population are students, while just 10% (5) are working.

Usage Pattern of Online Shoppers

Price, security, lifespan, and other metrics may all be gleaned from a product's use history. From the perspective of the responder, those aspects that have an impact on the decision-making process and stand out in the consumer's behaviour during online purchasing.

Number of Shoppers who shop online



According to the data shown in the pie chart, 80%(40) customers regularly engage in online shopping, while the remaining 20% (10) shop online only sometimes.

Frequency



A total of 56%(28) of the respondents only shop online once every month, while 22%(11) shop twice per month, 6%(8) shop once per week, and the remaining 3%(6) shop twice per week, as seen in the pie chart above.

Type of Product



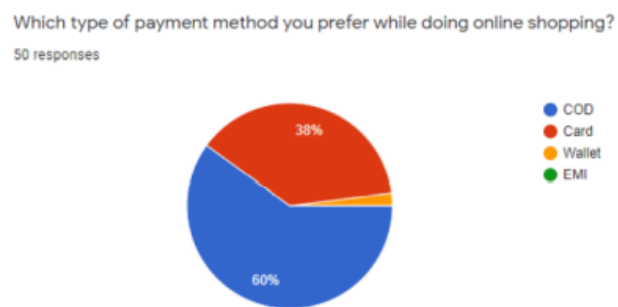
According to the pie chart, 20 people (40%) spent money on electronic gadgets, 10 (20%) on clothing, 6 (12%) on food and 6 (12%) on drink, 5 (10%) on personal care items, and 3 (6%) on office supplies.

Money Spent



Above, we can observe that although 54%(27) of customers spend between 1000 and 5000 rupees, 26%(13) spend less than 1000 rupees. The remaining 20%(10) is for amounts above 5000 rupees.

Mode of Payment



Based on the data shown above, we may deduce that 60%(30) of respondents pay with COD, 38%(19) with cards, 2%(1) with e-wallets, and 0% with EMI.

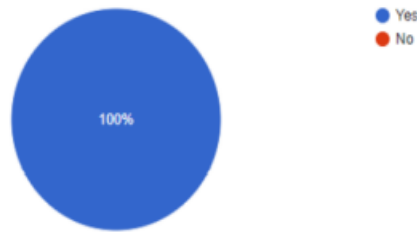
Factor

There are various factors which motivates the consumer to buy product through online shopping such as: satisfaction level, longevity, convenience, price, product quality, security etc.

Satisfaction Level of Online Shoppers

Are you satisfied with online shopping?

50 responses

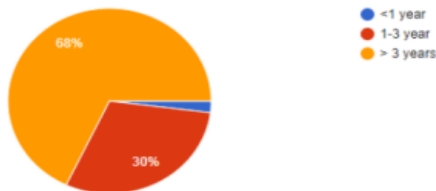


The above pie chart shows that 50/50 (100%) of respondents find internet purchasing to be satisfactory.

Longevity of Online Shopping

For how long have been shopping online?

50 responses

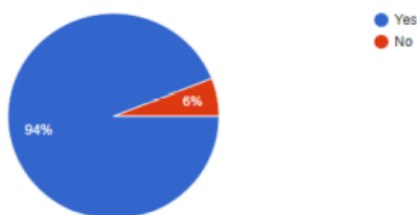


According to the data presented in the pie chart, 68% (34 people) of the sample have shopped online for more than three years, 30.0% (15 people) have shopped online for between one and three years, and 2% (1 person) are new to online shopping and have shopped online for less than a year.

Convenience

Do you feel Online Shopping is convenient?

50 responses

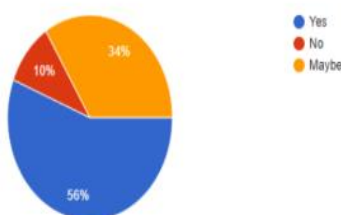


The pie chart shows that although 94%(47) find internet purchasing easy, just 6%(3) find it inconvenient.

Price of Product

Do you think that Online stores sell products on relatively lesser price than traditional stores?

50 responses

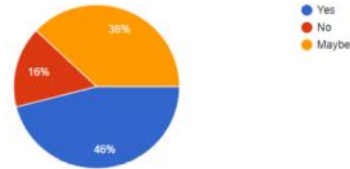


It is clear from the above pie chart that 56 percent of respondents (28 people) believe that internet businesses provide lower prices on products than traditional store whereas 34 percent (17 people) are unsure and 10 percent (5 people) strongly disagree.

Product Quality

Do you think Online stores provide better quality and has better variety of goods than retail stores?

50 responses

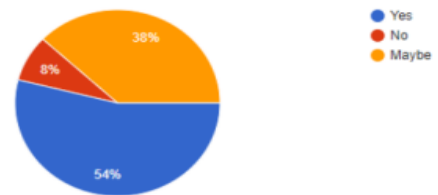


The pie chart shows that although 46%(23) of respondents believe that the quality of items sold online is higher than that of those sold in traditional retail stores, 38%(19) have doubts and 16%(8) are completely opposed.

Security

Do you feel that online shopping is secure?

50 responses



Based on the data shown in the pie chart above, we can conclude that 54% of respondents (27 people) feel safe making purchases online, whereas 38% (19 people) feel maybe safe making purchases online, and 8 % (4 people) don't feel safe making purchases online.

6. FINDINGS

The findings of this study is as follow:

- i. The demographic profile of this study shows that 54% of respondents were between the age group of 18 to 20 years. Most of the respondents were male (72%) and unmarried (70%). Most of them were college going students and bachelor degree holder. Most of the respondents belong to the more than 30 lakhs annual family income group.
- ii. Most of the respondent's shop once in a month and they mainly shop electronic product. They usually spend in the range of 1,000 to 5,000 rupees on online shopping and most of them make payment cash on delivery.
- iii. Respondents are 100% satisfied with online shopping and they are shopping online product from more than three years. Respondent feel convenient while buying online shopping. Most of the respondents think that online shopping is cheaper than offline shopping. Product quality is better than the retail store and they also feel that online shopping is secure.

7. CONCLUSION

This study can observe the massive effect that internet purchasing has had on the consumer market. Consumers don't even have to leave their houses to take use of the internet's many conveniences. For the last eight years, e-commerce sites have ruled the industry, and this trend is only expected to continue in countries like India, where access to the internet is widespread and inexpensive. Major e-commerce sites like Amazon and Flipkart provide attractive discounts, which encourages customers to do more of their shopping there than at traditional shops. Conclusions from this research indicate that customer buying behaviour towards online shopping is influenced by a wide range of characteristics, usage pattern, and factors including but not limited to age, gender, price, convenience, satisfaction, frequency, type of product, money spent, satisfaction level, convenience, product quality and so on.

8. LIMITATIONS OF THE STUDY

- i. There is a time constraint that has impacted the study's findings, which is the first restriction.
- ii. This research was conducted in the Patna city, Bihar, India.
- iii. Only 50 people were surveyed, which is too small to draw any conclusive results.

REFERENCES

- Adamczyk, G. (2021). Compulsive and compensative buying among online shoppers: An empirical study. *Plos one*, 16(6), e0252563.
- Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online shopping. *Internet Research*, 25(5), 707–733. <https://doi.org/10.1108/IntR-05-2014-0146>
- Aldousari, A. A., Delafrooz, N., Ab Yajid, M. S., & Ahmed, Z. U. (2016). Determinants of consumers' attitudes toward online shopping. *Journal of Transnational Management*, 21(4), 183-199.
- Bhardwaj, M., Kapila, R., Neha, A., Jain, R., Mittal, P., & Suri, M. (2022). Awareness, Perceived Risk, and Protective Behavior Towards Covid-19 Among Undergraduate Students of Delhi and NCR, India. *International Journal Of Pharmaceutical Research And Allied Sciences*, 11(3), 71–80.
- eMarketer. (2016). Worldwide Retail Ecommerce Sales Will Reach \$1.915 Trillion This Year. Retrieved May 14, 2018, from <https://www.emarketer.com/Article/Worldwide-RetailEcommerce-Sales-Will-Reach-1915-trillion-This-Year/1014369>
- Georgie, N. A. (2021). 'The influence of selected factors on online shopping behaviour': a study with respect to Kottayam district. *International Journal of Business and Globalisation*, 29(3), 376-384.
- Gupta, P. K., & Mittal, P. (2020). Corporate Governance and Risk Bundling: Evidence from Indian Companies. *European Journal of Business Science and Technology*, 6(1), 37–52. <https://doi.org/10.11118/ejobsat.2020.004>
- Hajli, M. N. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*, 56(January), 387–404. <https://doi.org/10.2501/IJMR-2014-025>
- Haque, A., Anwar, N., Yasmin, F., Sarwar, A., Ibrahim, Z., & Momen, A. (2015). Purchase Intention of Foreign Products: A Study on Bangladeshi Consumer Perspective. *SAGE Open*, 5(2).
- John, S. (2018). E-commerce Trends + Facts 2018. Retrieved May 14, 2018, from <https://endertech.com/blog/e-commerce-trends-facts>
- Johnson, M. D., Gustafsson, A., Andreassen, T. W., Lervik, L., & Cha, J. (2001). The Evolution and Future of National Customer Satisfaction Index Models. Retrieved from <http://scholarship.sha.cornell.edu/articles>
- Mandal, A., Saxena, A., & Mittal, P. (2022). Financial literacy and digital product use for financial inclusion: A GETU model to develop financial literacy. In 2022 8th International Conference on Advanced Computing and Communication Systems (ICACCS) (pp. 1614–1619). IEEE.
- Mehta, K., Mittal, P., Gupta, P. K., & Tandon, J. K. (2022). Analyzing the Impact of Forensic Accounting in the Detection of Financial Fraud: The Mediating Role of Artificial Intelligence (pp. 585–592).
- Mohammad Anisur Rahman, Md. Aminul Islam, Bushra Humyra Esha, Nahida Sultana & Sujan Chakravorty | Andreea Molnar (Reviewing editor) (2018) Consumer buying behavior towards online shopping: An empirical study on Dhaka city, Bangladesh, *Cogent Business & Management*, 5:1,
- Radjou Navi, Prabhu Jaideep, Ahuja Simone. Jossey Bass; London, UK: Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth; 2012.
- Shanthi, R., & Desti, K. (2015). Consumers' perception on online shopping. *Journal of Marketing and Consumer Research*, 13, 14-21.
- Sheth JN, Sisodia RS. Revisiting marketing's lawlike generalizations. *Journal of the Academy of Marketing Science*. 1999;27(1):71-87.
- Statista (2022): <https://www.statista.com/statistics/255146/number-of-internet-users-in-india/>
- Verma, C. P., Bansal, R., & Mittal, P. (2020). Control of COVID-19: A Counter Factual Analysis. *Administrative Development, Journal of HIPA, Shimla*, 7(1), 1–24.