



“IMPACT OF ONLINE SHOPPING ON CONSUMER BUYING BEHAVIOR”

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ABSTRACT

The Availability Of The Internet In Shopping Has Drastically Impacted Shopping Practices, Thus Changing The Nature Of Shopping. The Purpose Of This Research Is To Uncover The Various Ways Through Which Online Shopping Influences The Behavior Of Consumers In Relation To Purchasing. The Availability And Flexibility Of The Online Systems Have Greatly Endowed The Consumers With Incomparable Influence Over Their Purchasing Processes Through Price Comparison, Information Retrieval, And Product Variety. Furthermore, The Synergy Of Recommendation And Targeted Advertisement Has Accorded The Control Of Consumers' Choices To The E-Commerce Platforms. However, This Change Also Brings Problems, Such As On-Line Shopping, Trust In Data Privacy, Reliability Of Information And Susceptibility To Impulse Buying Due To Convenience Of Shopping. Studying These Dynamics, This Research Intends To Contribute To The Understanding Of How E-Shopping Changes A Consumer's Behavior And What Strategies Both Business And Policy-Making Can Apply To This Novel Environment. The Study Indicates That Despite The Presence Of Several Advantages In Online Shopping, It Is Imperative To Counterbalance Its Risks In Order To Secure A Healthy Future For Consumers.

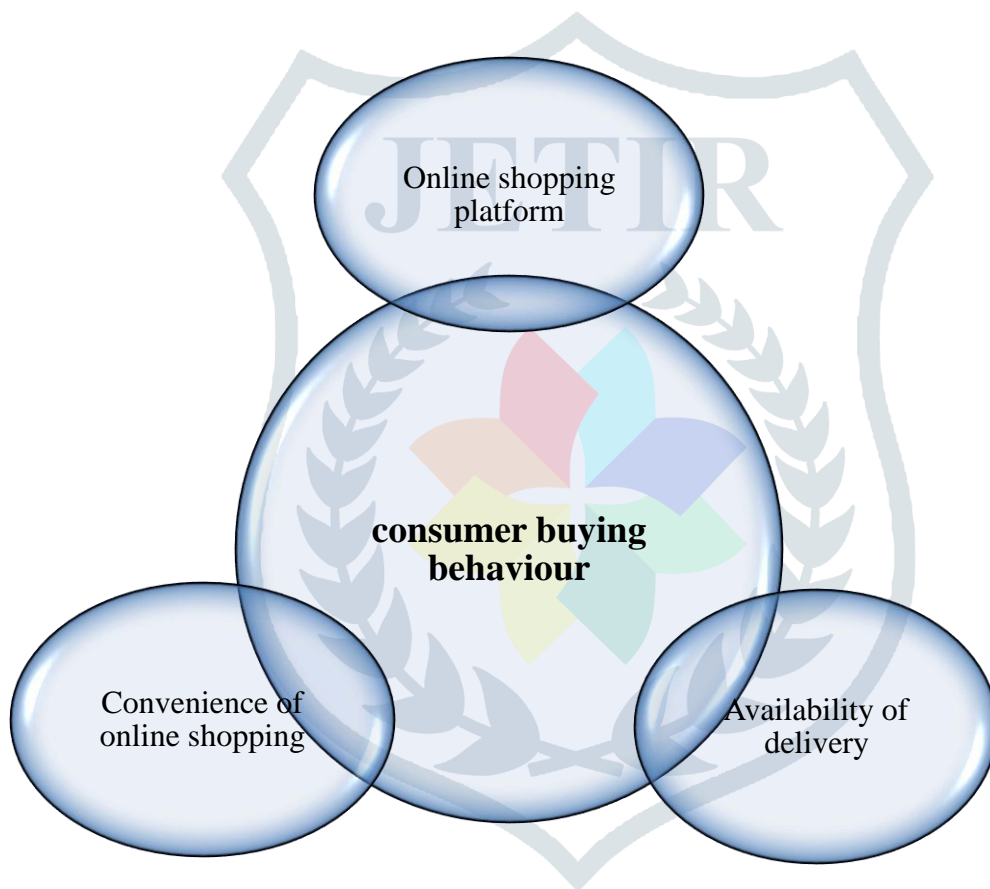
The Study Adopts An Exploratory Approach, Utilizing A Survey Method For Data Collection. A Sample Of 300 Consumers From The College Students Is Selected Using Simple Random Sampling Technique. Data Is Collected From Primary Sources, Employing A Questionnaire And Reviewing Published Sources. The Collected Data Is Analyzed Using Qualitative And Quantitative Techniques, Including T-Test, Multiple Regression, And MANOVA, With The Assistance Of IBM SPSS Software.

Keywords- Online Shopping, Consumer Behavior, E-Commerce, Purchasing Patterns, Consumer Preferences, Digital Marketing, Impulse Buying, Price Comparison, Product Reviews, Personalization, Data Privacy, User Experience, Consumer Trust, Shopping Convenience, Market Trends, Retail Transformation, Online Retail, Customer Satisfaction, Buying Decision Process, Mobile Shopping

INTRODUCTION

The Internet And Digital Technology Have Revolutionized The Shopping Process, Offering Consumers Unprecedented Convenience. Online Shopping Has Significantly Impacted Consumer Buying Behavior And Transformed The Retail Market. This Study Explores How Online Shopping Influences Purchasing Decisions In The Twenty-First Century. By Enabling Customers To Browse Extensive Product Menus, Read Reviews, And Make Purchases From Anywhere At Any Time, Online Shopping Has Disrupted Traditional Retail. The Availability Of Diverse Products And The Convenience Of 24/7 Shopping Have Become Key Factors In Shaping Consumer Behavior, Highlighting The Need For Businesses To Adapt To This Evolving Digital Landscape.

CONCEPTUAL FRAMEWORK



REVIEW OF LITERATURE

Mehmood And Umar (2020): Among All The Most Recent Literature Reviews Focusing On The Impact Of Online Shopping To The Purchasing Behavior Of Consumers, Mehmood And Umar's (2020) Proposal Is Indeed Exceptional. They Dwell On How E-Shopping Websites Impact On Consumers' Buying Preferences Focusing On Issues Like; Easy, Easy Easy Access, And An Analysis Of The Roles Of Online Consumers' Reviews Towards Buying Decision. According To The Review, Contemporary Issues To Pursue In The Framework Of The Consumer Behavior Analysis Are The Strategies In Providing Customer-Oriented Services And Psychological Aspects Of Telecommunication.

Karim &Imam (2021): Investigating The Factors That Impact Online Shopping And Sales Promotion On Consumer's Impulse Buying Behavior: A Gender-Based Comparative Study In The UAE An Impulse Purchase Is A Useful Concept To Any Researcher Involved In The Understanding Of Consumer Behavior Or Buying Decision. Therefore, The Purpose Of This Paper Is To Compare The Consumer Influence On The Online Shopping And Sales Promotion, Taking Gender Differences Into Account Within The UAE Context. The Survey Questionnaire Used Was An Online Google Form, With The Total Respondents Targeted Being 70 But Only 46 Were Received. Of The 46 Respondents, 24 Were Females While 22 Were Males. Concerning Data Collection, A Quantitative Method Was Employed, And Based On The Findings; Online Shopping And Use Of Sales Promotion Tools Affect Consumer Behavior. E-Shopping Is Gradually Attracting The Attention Of The Individuals Across The Globe While Still At Its Infancy In Most Of The Countries. Today, The World Is Running Towards Online Shopping Not Just To Save Money And Time But Also Because Of Changing Trends In Different Nations. Online Purchases Have Been Embraced Well In The Developed World While In The Developing World, People Still Prefer Going To The Physical Shops And Malls For Their Shopping. We Want To Look Into As To Why Though There Is A Development Of This Form Of Marketing; The Market Is Not So Strong For Online Shopping In A Country Like United Arab Emirates (UAE) As Compared To A Country Like United States Of America (USA). That Is Precisely Why We Are Particularly Interested In Consumers' Attitude Towards Online Shopping In The UAE (Saxena, 2019). Regardless Of The Effort Made By Individuals And Organizations To Avoid Sales Promotion Activities, Impulse Buying Increase Each Year. It Also Aims At Analyzing The Influence Of Gender On Impulse Buying In This Research. Some Scholars Have Sought To Provide Empirical Evidence To Support This Hypothesis That Female Buyer Are More Pre-Disposed To Impulse Buying. We Have Tried To Discuss This Aspect At Length. This Research Has Aimed At Assessing The Impulse Buying Behavior Among The Consumers In The UAE.

Ahmed&Islam (2022): A Survey On Consumer Buying Behavior In Bangladesh Consumer Behavior And Attitudes Has Been Enhanced In All The Countries Across The World Due To The Influence Of The Internet. This Has Led To The Development Of Online Shopping, Which Has Greatly Affected The Lives Of Normal Continue Young Generation. Despite That Online Buying Has Been In Practice In Bangladesh For Quite Some Time Now, Consumers, Especially The Older Ones, Are Not That Much Inclined Towards It. An Online Self-Constructed Survey With 150 Bangladeshi Participants Was Employed In The Study To Attempt To Identify

The Customer Behavior Related To Online Purchasing. As Per The Report, A Greater Number Of Customers Prefer To Order Their Products And Services Online, Which Saves Their Time While They Can Access More And Better Services And Products. Males, As Well As Females, Have Roughly Similar Attitudes On Online Shopping: They Support Home Delivery And Oppose Low Return Policy. Normally, They Obtain Information On Online Shopping From Social Networks And The Use Of Cash On Delivery When Purchasing Apparels And Accessories. This Is Due To The Fact That The Consumers Are Very Sensitive To The Payment System, And They Do Not Want To Use Any Credit Or Debit Card To Buy Any Product Or Service. This Research Also Depicted That The Favorable Impressions Of Consumers Towards Online Buying Are Unbalanced.

Rahman Hossain (2022) The Impact Of Website Quality On Online Compulsive Buying Behavior: Although Various Prior Research Studies Have Prominently Focused On This Purpose, This Study Examined The Effect Of Client Website Quality On Online Compulsive Buying Behavior (OCBB) As Well As Online Impulsive Buying Behavior (OIBB) While Using An Online Shopping Organization Situated In The Context Of A South Asian Country. Design/Methodology/Approach The Authors Analyzed The System In Light Of The Research Model Employed To Test The Interconnectivity Of The Study Variables As Prescribed. To Ensure That The Authors Gathered Primary Data For This Investigation, They Employed An Online Survey Form For 350 Participants Whose Responses Related To Social Media. Covariance-Based Structural Equation Modeling Or CB-SEM Was Adopted To Assess The SRM And Data. H5: It Was Established That The Quality Of Online Shopping Websites Readily And Positively Correlate With The UCC And OIBB And That These Have A Positive Impact On The Consumers' OCBB.

Shahzad & Javed (2019) The Impact Of New Trends In Online Shopping On The Buying Habits Of Customers: Title A Case Study This Research Paper Aims To Establish An Understanding Of The Influences That Determine Consumers' Buying Behavior Concerning Online Shopping. Something Novel Which Has Recently Emerged To Ensure That People Can Be Able To Purchase Anything That They Want Through The Internet Is Referred To As Online Shopping. These Are Time, Product Variety, Convenience And Privacy, The Five Factors That Have Sprung Out Of Consumer-Buying Behavior The Current Phenomenon In Online Shopping As Highlighted In This Study. The Data Was Gathered By A Measuring Instrument That Was Created With The Primary Objective Of Quantifying The Level Of Green Washing. This Was A Research Which Was Based On The Personal Design And Construction Of The Questionnaire, Which Covered Two Parts With Huge Dissimilarities. Judging From The Information Gathered It Can Be Noted That Both In Anyway That Trust And Convenience Is Perceived Will Have An Influence To A Reasonable Degree On "Purchase Decision- Online Or Physical Shops". Out Of All The Factors, Trust Stood Out And Is Likely To Play A Very Significant Role In Influencing The Buying Behavior Of The Participants In Online Shopping Especial To The Generation Y.

Mittal & Gupta (2023) Investigation Of Consumer Attention Toward Online Shopping And Its Effectiveness Through Statistical Techniques International Conference On Electronics, Computer And Computation The Internet Has Become A Popular Store As The Variety Of Platforms Can Be Seen Now-A-Days. To Explore

The Channel Of Shopping Consumer Behavior A Number Of Researchers And Industries Are Working Hard To Develop The Proper Model For Analyzing Consumer Satisfaction. Since The People Over The Internet Are Searching A Lot Over The Web According With Their Own Interest, The Data Is Gathered By The Platform And Analyze It For Finding The Consumer Behavior To Enhance The Search And The Platform. Therefore, It Is Also Important To Have The Analysis Of Self-Congruence, Impulse Buying And The Price Sensitivity Factors That Actually Have Direct Or Indirect Effect On The Favorable Consumer Perception. The Goal That Is Proposed In The Given Research Is To Analyze The Above-Mentioned Parameters And Construct The Model That Will Determine The Dependent Position Of Each Of The Parameters On The Other One. We Put Forward Some Of The Possibilities After Considering And Assess Us On The Basis Of Some Statistical Method. The Overall Sum Total Of Subjective Functions From N To N Is Equal To 2^N , Which Is However Not Very Bad.

Raza Nikhat (2022): Effect Of Corona Virus On Buying Behaviour Consumers All Over The World Has Been Affected Due To The Change In Behavior Due To The Outbreak Of Corona Virus Disease In India Particularly During The Second Wave. People Of The Country Are Feeling Insecure Due To This Fatal Virus That India Is Going Through The Worst Crisis Since Independence. COVID Has Altered The Behavioral Pattern In Terms Of Consumer Buying And Their Method Of Shopping. When The Corona Virus Started Spreading, Consumer Optimism Reduced In India Too. People Are Concerned With Security Of Their Own And Of Their Closest Ones. Most People Are Trying To Attend To Their Work While They Stay At Home And Only Venture Out To Purchase Items That They Need. This Crisis Has Impacted Brand Image, The Choice Of Product Categories And Brands, Purchase Behavior, And Expenditure. Since Purchase Decision, People Are Spending More On Their Health And Hygiene Products And Going For Home Delivery Rather Than Market Shopping. Due To Fear Of Contact, Many People Have Resorted To Using Digital Transactions, Hence Making Low Touch Activities. The Aim Of This Paper Is To Review The Effects Of Corona Virus On Consumers.

Mazhar&Jamil (2023): The Dimensional Impact Of Escapism On Users' Ecart Abandonment: Mediating Role Of Attitude Toward Online Shopping Purpose. This Study Therefore Seeks To Establish The Influence Of Escapism Motives (Self-Suppression And Self-Expansion) And Attitude Toward Online Shopping (ATS) On Ecart Abandonment While Adopting The Uses And Gratification Theory (UGT) And The Online Buying Behavior Theory (OBBT). Furthermore, The Moderating Role Of ATS On Escapism Motives And E-Cart Abandonment Is Investigated. Research Design/Methodology: The Data Of 400 Consumers Was Analyzed Using Structural Equations Modeling (Using AMOS 26). Implication It Revealed That There Is Relationship Between Motivation Towards Escapism And E-Cart Abandonment, Where Attitude Towards Online Shopping Acted As A Moderator. Implications In Substantive Terms, The Implication Arising From The Findings Of This Study Are That Online Sellers Should Adopt And Comprehend Consumer Motives For Website Use. In Response, Efforts Should Be Made To Come Up With Better Strategies In Minimizing E-Cart Abandonment. Originality/Value This Study Contributes To The Existing E-Cart Abandonment Literature Through Theoretical Incorporation Of UGT And OBBT And The Extrinsic And Intrinsic Factors That Lead To E-Cart Abandonment. Second, It Is One Of The First Studies To Explore The Cross-Dimensional Effect Of Escapism On E-Cart Abandonment.

Bhosale & Pawar (2020): The Role Of Perception In The Buying Behavior Of Consumers: The World Has Become A Global Village But Business Has Become Local. In Other Words, One Can Refer To Them As ‘Global’. Due To The Massive Use Of Cell Phones In The Market And Affordable Data, The Buying Behavior Of The Consumer Has Shifted Towards Online Buying, And Therefore, Showing Significant Rise In Internet Buyers. The Following Are Some Of The Reason That Can Be Attributed To The Increase Of Online Consumption Of The Good Across All The Platforms. Elements Such As Perceived Economic Benefits, Perceived Usefulness Or Ease Of Use, Trust On The Website, Perceived Risk Factors, Easy Returns Policies Without Asking Questions, Are Some Of The Major Determinants Influencing Buyer Perception When Shopping Online. A Vast Number Of Customers Have Adapted To Online Shopping, And Hence, They Are Moving Away From Physical Stores. The Underlying Factors Have Come Out To Mean That Online Businesses Have Gained High Revenues Than Before. In View Of This, Efforts Have Been Made In This Paper To Analyze The Various Factors And Their Influence On Buying Behaviour.

Sari Hermawati (2020): Impact Of Shopping Lifestyle, Hedonic Shopping Motivation And Sales Promotion On Impulse Buying In E-Commerce: A Study Of Berrybenka Consumer Increasing Usage Of Internet And The Upward Trend Of E-Commerce In Indonesia Have Influence Consumer Behavior In The Shopping Process. One Of The Models Of Shopping Channels, Which Are Currently Popular In The World As The Alternative To The Traditional Shopping Systems Which Require Shoppers To Come To Shops, Is A Shopping System Online. Therefore, The Following Hypothesis Are Postulated For This Research: There Is An Influence On Shopping Lifestyle, Hedonic Shopping Motivation And Sales Promotion On Impulse Buying In Berrybenka Consumer. The Participants In This Research Are Customers Who Have Ever Made Purchases At Berrybenka E-Commerce Either Through Websites Or Applications. The Type Of Sampling Used In This Study Was Non-Probability Sampling Purposive Sampling Technique. The Type Of Data Analysis That Have Been Employed In This Study Is The Descriptive Analysis And The Confirmatory Factor Analysis (CFA). The Results Of The Hypothesis Test Indicate That The Shopping Lifestyle Has A Significant Impact On The Impulse Buying Behavior While Hedonic Motivation To Shop And Sales Promotion Do Not Have Influence On The Impulse Buying Behavior

Yasmeen Khalid (2016): The Most Brilliant Element Of Promotion Mix Is The Advertisement. Online Advertisement Is More Appealing To The Consumer Than Any Other Form Of Advertisement That Is Out There Because It Employs Different Ways Of Putting Across An Idea. Some Of The Classifications Identified From The Study On Consumer Behaviour Of Internet User Include The Explorer, Entertainment, Shopping, And Information Group Of The Users. The Goal Of This Research Endeavor Is To Focus On The Effects Of Online Advertisements In The Purchasing Decision Making Process Of Consumers Solely From The University Students Category. In The Study There Are Five Independent Variables Of The Study And The One Variable Is Dependent Variable. In The Case Of The Study Respondents’ Data Is Compiled From 300 Samples And Transferred To SPSS And Using The Multiple Regression To Arrive At The Conclusion. The Study Concludes That 56% Of Fathers Believe That It Is Acceptable For Fathers To Work While Mothers Should Stay At Home And Take Care Of The Kids. 4% Fluctuation In The Dependent Variable Would Be Attributed

To The Independent Variable And It Was Found That Online Advertisement Had A Positive Influence On The Consumer Buying Behavior And It Will Be A Large Segment.

Agrawala Subudhi (2020): Impact Of Online Shopping Attributes On E-Buying Behavior: In The Recent Past, Online Shopping Has Become One Of The Most Prevalent Modes Of Shopping Due To The Growing Internet Literacy Across The Customers. This Has Resulted In The Emergence Of New Sites That Offer Products And Services Through The Internet, Which Are Also Called The Ecommerce Or Online Shopping Sites. The Contemporary Customers Are Highly Selective And Offer Several Actions And Reactions During The Product Purchase Via The Internet. The Purpose Of This Paper Is To Find Out The Impact Of Several Online Shopping Characteristics On Online Buying Behavior/Buying Behavior In As Far As Customer Experience Is Concerned Which Are; E-Retail Website Characteristics; Privacy & Security, Website Ambience, Website Navigation & Design, Trust, Order Fulfillment & Customer Service, Interactivity & Connectivity & Consumer Characteristics; Perceived Self- Efficacy & Ease Of Use, Perceived Skills While Shopping, Perceived Control While Consequently, This Research Identified That Privacy And Safety Factors As The Most Impactful In Shaping The Buyer Experience When Engaging With Online Shopping Websites. This Paper Also Established That The Most Relevant Consumer Characteristic Regarding Online Shopping Is ‘Perceived Self Efficacy And Ease Of Use’.

Mishra Subudhi (2023): Retail Buying Behavior: Empirical Analysis On Retail Format Choice In Recent Years, Retail Has Emerged As One Of The Biggest Domains Of Marketing And Has Garnered Significant Attention In The Last Two Decades. This Retail Battle Because Of Intense Competition Has Changed The Face Of Retail Going Beyond Traditional Concept Of Retail Store. Consumer Are Establishing Their Store Both In The Physical And The Online Market Places Through Much New Advancement Like For Example The Click And Mortar Retail Business. The Objectives Set In This Research Study Were To Shed A Light On The Effects Of Online Shopping Attributes With Special Reference To The Web Site Attributes (Personalization, Ease Of Use, And Sociality On The Buying Behavior In Term Of Online Experience. The Paper Also Majorly Highlights The Consequences Of Differentiating Offline Shopping Attributes (Namely- Ambience And Positive Sociality) On Offline Buying Behavior In Reference To Offline Shopping Experiences. In Order To Do The Data Analysis Of The Study The Statistical Tools Such As Chi-Square Tests And Regression Analysis Were Used Using The Help Of SPSS Software. The Research Study Done By Patel Suggests That, Out Of All The Variables, “Personalization” And “Ease Of Use” Has Influence On The Online Shopping Pleasantness While “Ambiance” On Offline Shopping Pleasantness.

OBJECTIVE

- To Identify The Impact Of Online Shopping Platforms As Independent Variable On Consumer Buying Behavior.
- To Identify The Impact Of Convenience Of Online Shopping As Independent Variable On The Consumer Buying Behavior.
- To Identify The Impact Of Availability Of Delivery As Independent Variable On Consumer Buying

Behavior.

- To Open New Areas Of Future Research.

HYPOTHESIS

- 1) H1: There Is No Impact Of Online Shopping On Consumer Purchase Intention Towards Consumer Buying Behavior.
- 2) H2: There Is No Impact Convenience Of Online Shopping On Consumer Purchase Intention Towards Consumer Buying Behavior
- 3) H3: There Is No Impact Of Availability Of Delivery Options Of Endorser On Consumer Purchase Intention Towards Consumer Buying Behavior

RESEARCH METHODOLOGY

The Study: The Study Was Causal In Nature With Survey Method Being Used For Data Collection And The Study On The Impact Of Online Shopping On Consumer Buying Behavior Is Important Because It Sheds Light On How Consumers Make Decisions, And Provides Businesses And Marketers With Valuable Information To Influence Consumer Behavior. Furthermore, This Study Can Also Contribute To The Overall Understanding Of Consumer Psychology And The Role Of Conflicting Thoughts And Emotions In Decision-Making.

Sample Design:

- **Population:** Population Includes College Students Who Belong To Gwalior District.
- **Sample Frame:** Individual Consumers Will Be The Sample For The Research; The Sample Has Been Divided On The Basis Of Psychographic In Nature. Total Of 300 Students Are Selected As A Sample From Population By Using Simple Random Sampling Technique.
- **Sampling Technique:** Sampling Has Been Done On The Basis Of Simple Random Sampling To Collect The Data
- **Sampling Size:** The Sample Of 300 Students Is Selected Out Of The Population Of Gwalior District Region To Get The Findings For The Research.

Tools Used For Data Collection: Standardized Questionnaire Will Be Used For The Collecting Response From The Various Respondents To Evaluate The Impact Of Online Shopping Platform, Availability Of Delivery Option, Convenience Of Online Shopping On Online Purchase Intention. This Questionnaire Was Designed On A Likert Scale Of 5 Points Where 1 Stands For "Strongly Disagree" And 5 Stands For "Strongly Agree" To Collect Quantitative Data.

Tool Used For Data Analysis:

- Reliability Test Was Applied To Check The Reliability Of Questionnaire.
- Regression
- Correlation

RELIABILITYTEST

Reliability Coefficient Was Applied By Using SPSS Statistics Software On Questionnaire Of Customer Online Shopping Platform, Convenience Of Online Shopping, Availability Of Delivery And Consumer Buying Behavior Towards To Sell The Product Online. The Liability Test Values Of All Questionnaires Are Given Below:

Tableno.1

No	Variable Name	Cronbach'sAlpha	No. Of Items
	Online Shopping Platform	.665	
	Convenience Of Online Shopping	.745	
	Availability Of Delivery	.621	
	Consumer Buying Behavior	.785	

There Liability Value From The Above Table Indicating That The Reliability Of The Questionnaire Was High And It Is Suitable For The Study.

REGRESSIONTEST

Hypotheses Results

The Study Seeks Investigate The Effect Servant Leadership, Self Efficiency, Job Satisfaction On Life Satisfaction Following Hypothesis Were Proposed.

- 1) H1: There Is No Impact Of Online Shopping Platform On Consumer Purchase Intention Towards Consumer Buying Behavior.
- 2) H2: There Is No Impact Of Convenience Of Online Shopping On Consumer Purchase Intention Towards Consumer Buying Behavior.
- 3) H3: There Is No Impact Of Availability Of Delivery Of Endorser On Consumer Purchase Intention Towards Consumer Buying Behavior.

The Dependent Variable (Consumer Buying Behavior) Was Regressed On Predicting Variables Of Online Shopping Platform, Convenience Of Online Shopping, And Availability Of Delivery. The Independent Variables Significantly Buying Behavior, $F(3, 297) = 130.161$, $P < .001$, Which Indicates That The Three Factors Understudy Have A Significant Impact On Online Shopping Intention. Moreover, The $R = .754$ Depicts That The Model Explains 60.4% Of The Variance In Online Consumer Behavior.

Additionally, Coefficients Were Further Assessed To Ascertain The Influence Of Each Of The Factor So The Criterion Variable (Consumer Buying Behavior).

H1: Evaluates Whether Online Shopping Platform Significantly And Positively Affects Consumer Buying Behavior. The Results Revealed That Physical Attractiveness Has A Significant And Positive Impact On Purchase Intention ($B=.236, T = 5.211, P =.001$). Hence, H1 Was Supported.

H2: Evaluates Whether Convenience Of Online Shopping Has A Significantly Positive Impact On Purchase Intention. The Results Show That Source Credibility Has A Significant And Positive Impact On Purchase Intention ($B=.121, T = 2.573, P =.001$). Hence, H2 Was Supported.

H3: Evaluates Whether Celebrity Congruency Has A Significantly Positive Impact On Purchase Intention. The Results Show That Celebrity Congruency Has A Significant And Positive Impact On Purchase Intention ($B=.451, T = 10.105, P =.001$). Hence, H3 Was Supported.

Hypothesis	Regression Weights	β	T	P-Value	Result
H1	A- PI	.236	5.211	.001	Supported
H2	C- PI	.121	2.573	.001	Supported
H3	C- PI	.451	10.105	.001	Supported
R	.754				
F(3, 297)	30.16				

Note:* $P < 0.05$. OSP: Online Shopping Platform, COS: Convenience Of Online Shopping, ADO: Availability Of Delivery Option, CBB: Consumer Buying Behavior.

H1: There Is Positively Significant Impact Of Online Shopping Platform On Consumer Buying Behavior

H2: There Is Positively Significant Impact Of Convenience Of Online Shopping On Consumer Buying Behavior

H3: There Is Positively Significant Impact Of Availability Of Delivery On Consumer Buying Behavior

CORRELATION TEST

H1: There Is Significant Relationship Between Online Shopping Platform And Consumer Buying Behavior
.Reporting Pearson Correlation

Pearson Product Correlation Of Online Shopping Platform And Consumer Buying Behavior Was Found To Be Low Positive And Statistically Significant($R=.608, P<.001$).Hence, H1 Was Supported. This Shows That An Increase In Online Shopping Platform Would Lead To A Higher Consumer Buying Behavior.

H2: There Is Significant Relationship Between Convenience Online Shopping And Consumer Buying Behavior And. Reporting Pearson Correlation

Pearson Product Correlation Of Convenience Online Shopping And Consumer Buying Behavior Was Found To Be Moderately Positive And Statistically Significant ($R=.454, P<.001$). Hence, H2 Was Supported. This Shows That An Increase In Convenience Online Shopping Would Lead To A Higher Consumer Buying Behavior.

H3: There Is Significant Relationship Between Availability Of Delivery Options And Consumer Buying Behavior. Reporting Pearson Correlation

Pearson Product Correlation Of Availability Of Delivery Options And Consumer Buying Behavior Was Found To Be Moderately Positive And Statistically Significant ($R=.562, P<.001$). Hence, H3 Was Supported. This Shows That An Increase In Availability Of Delivery Options Would Lead To A Higher Consumer Buying Behavior.

Table3

Correlations				
	Consumer Buying Behavior	Online Shopping Platform	Convenience Of Online Shopping	Availability Of Delivery Option
Consumer Buying Behavior				
Online Shopping Platform	.608**			
Convenience Of Online Shopping	.454**	.615**		
Availability Of Delivery Option	.562**	.597**	.694**	

Correlation Is Significant At The 0.01level (2-Tailed).

RESULTS AND DISCUSSION

1. The Data Was Analyzed Using SPSS Software For Calculating Reliability And Identifying Under Lying Factors Of “Impact Of Online Shopping Consumer Buying Behavior”. Regression Was Used To Evaluate The Impact Of Independent Variables (Online Shopping Platform, Convenience Of Online Shopping, Availability Of Delivery) On Dependent Variable (Consumer Buying Behavior)
2. The Purpose Of This Study Was To Know The “Impact Of Online Shopping Consumer Buying Behavior”. Whether There Is Positive Or Negative Relationship Between The Variables.

Implications

1. The Study Has Been Done On The Population Includes College Students Who Belong To Gwalior District Only And We Have Taken A Sample Size Of 300 Respondents. Therefore, It Is Suggested To Take Bigger Sample Size In Order To Obtain More Accurate Results.
2. The Study Measured The Impact Of Online Shopping Platform, Availability Of Delivery, And Convenience Of Online Shopping On Consumer Buying Behavior. It Can Be Evaluate Other Dependent Variables Also. The Study Can Also Be Incorporating The Mediating Effect Of Variables On Dependent Variable.

Suggestions

- To The Student

1. Research Scholars Can Use The Results Of This Study For Supporting The Results Of Their Studies With Similar Variable And Relationship.
2. Students Can Use The Reference For Understanding The Topic In Detail And For Doing Further Studies In This Area.
3. The Students Can Use The Questionnaires Developed In This Study For The Researches In The Similar Area.
4. Students Can Learn The Concept Of, Online Shopping Platform, Availability Of Delivery, And Convenience Of Online Shopping On Consumer Buying Behavior Through This Research.
5. Students Can Work Upon These Variables To Improve The Consumer Buying Behavior In Online Shopping.

- To The Academics

This Study Will Be Useful To Find The Impact Of Online Shopping Platform, Convenience Of Online Shopping, And Availability Of Delivery Option On Consumer Buying Behavior On The Internet.

1. The Study Can Be Useful For Academicians So That They Can Concentrate On The Factor, Which Can Increase Customer Purchase Intention On The Advertised Brand.
2. This Study Will Be Beneficial For Further Research In Similar Area.

Limitations

1. This Means That Consumers Cannot Run Their Hands Over The Available Products Before Buying Them. This Can Lead To Dissatisfaction In Case The Product Does Not Meet Their Expectations Once They Receive It.
2. Many Customers Are Reluctant To Engage In Purchases From On-Line Stores Since These Are At Times Associated With Risks Such As Loss Of Data, Frauds And Misuse Of Their Details.
3. Compared To The Traditional Systems Of Shopping, Online Shopping Requires The Internet. Some Customers May Not Easy Be Able To Order Products Online Especially If They Reside In Areas With Low Internet Connectivity.
4. Delays, Loss Or Damage To Commodities During Delivery Are Some Factors Which Can Affect The Satisfaction Of The Customer.
5. Some Consumers May Not Have Sufficient Technological Literacy. More So, Many Elderly Consumers Or People Who Have Less Understanding Of The Internet May Consider Online Shopping To Be Complex Or Even Risky.
6. There Is A Wide Range Of Products That Consumers Can Purchase Online Which Makes The Consumer To Be Overwhelmed As Well As Resulting To Dissatisfaction.
7. The Convenience That Comes With Online Shopping Means That Consumers Make Purchases Without Discussions And Probably Make Impulse Purchases Which Might Not Be The Best For Them.
8. This Is Because Consumers Can Be Discouraged To Shop Online Due To The Complicated Process That Is Involved In Returning Goods And Getting Refund.

CONCLUSION

Immense Information On A Given Product And Its Attributes, Online Shopping Which Has Spread Globally Has Affected Buying Behavior Of Customers In A Big Way Resulting In Transformation Of Ways Through Which Customer's Approach Online Purchasing. The Above Transformation Can Be Blamed On Aspects Such As Convenience, Accessibility And Amount Of Details That Consumers Have Most Of The Time At Their Finger Tips.

First Of All, It Is Possible To State That Time Remains One Of The Most Important Parameters That Affect The Consumption Via The World Wide Web. It Can Be Done From The Comfort Of Their Houses, Let Alone The Period When They Do Not Have To Think About Going To Supermarkets And Other Outlets. This Has Brought About New Shift On The Customers' Time Which They Regard As The Amount Of Time One Has To Spend When Shopping; The Time It Takes To Move Around The Shopping Malls, And Spend Long Hours In Queues At The Checkout Points. This Convenience Is Further Enhanced By Cross-Shopping Convenience

Whereby A Consumer Can Shop Irrespective Of The Device They Are Using At A Given Time Such As A Smartphone, Tablet Or A Computer On The Same Products.

This Popular Information Available From Different Web Sources Has An Impact On Consumer Buying Behavior In A Dramatic Way. One Of The Main Is That Today Consumer Can Get The Word Of Mouth For The Use Of It And The Price Which Is Offered Through The World Wide Web Which Is Otherwise Not Possible Through Selling Products Through Traditional Means. Examining Customer Behaviors', It Would Be Possible To Identify That Such An Aspect Of Transparency Means That The Process Of Buying Activity Is Way More Conscious And Purposeful, As Consumers Can Gather All The Necessary Information Prior To Making The Final Decision. This Is Because Consumers & Info About The Quality Of A Certain Product Through Other Consumers Is Also A Culture Related Factor In Decision Making.

But, Messages And The Personalization Of Advertise As Well As The Automation Of Targeting Are The Prevailing Approaches That Dictate Web Consumers' Behaviors. The Use Of Data Analytics In Marketing Also Becomes More Effective As Revealed By E-Commerce That Helps To Establish The Customers' Preferences As Well As Come Up With Good Marketing Plans, Strategies And Adverts. This Implies That The Need For Suggested Products May Change The Consumer's Purchasing Behavior Due To Utilization Of Data Such As Activity Navigation Or Past Purchase History. The Following Is An Explanation Of Why This Level Of Personalization Improves The Attitude Of The Consumers, And Consequently, The General Experience Of Shopping.

It Also Noted That Social Media Bears The Heavy Burden On Changing Consumer Buying Behaviors'. One Can See It In Platforms That Are Related To Transformation Into Social Commerce, Such As Instagram, Facebook, Pinterest – These Are Platforms Of Discovery And Brand Engagement. Another Popular Marketing Strategy Is The Use Of Influencer Marketing Techniques Where Famous Social Media Personalities Advertise Selected Products. Some Of The Fans Make A Decision Knowingly Through A Product Depended On What Their Favorite Influencers Say And Do.

But What About Door Step Delivery, There Are Numerous Benefits That Consumers Enjoy While Using The Internet To Shop, There Are Always Challenges Too. Two Of The Primary Concerns Which Threaten The Trust And Confidence Of Consumers Are: Lack Of Confidence In The Security Of Their Information That Includes Their Identity And Credit Card Details That They Input; The Lack Of An Opportunity To Feel Or To Touch The Product Before Making A Purchase. Other Factors Include: Chance Of Having Fake Websites Out There. However, Such Factors As Foul Payment Process, Security And Among Others Are Made Better By Such Things As Secure Payment Systems And Better Customer Service Among Others.

As A Result, Consumer Buying Behaviors In The New And Expanding Virtual World Of Shopping Depend On Convenience, The Degree Of Access To Information, The Marketing Strategies That Are Tailored Individually For Every Client, And Information Received From The Social Networks. Further, It Is Also Anticipated That With The Evolution Of Technology, There Are Will Be Even More Of Such Behavior

Exhibited By Customers, Who Would Pave Way For More Convenient, Personalized, Private And Safe Buying Experiences Online. Because Competition In E-Commerce Has Continued To Intensify, Moving The External Environment Factor Understanding And Management Up To A New Level, It Is Possible To Note The Following Conclusion: It Is Important To Comprehend These Processes In Order For Enterprises To Attain Success In The Current Context.

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