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Identification of Factors Influencing the Consumer Buying Behaviour of Online Shopping

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Abstract:

Online shopping is a social and managerial activity that provides access to the information and products that different consumers and groups want to buy through offers, development, and value exchange with others. This allows for the study of focus factors influencing the consumer buying behavior of online shopping. To demonstrate the veracity and validity of the data, the confirmatory factor analysis approach was used using the smart -pls program. Square-root of AVE and the constructs' bivariate correlations for discriminant validity an online commerce regulatory framework and policy perspective are presented in this paper. Government action is the most powerful and authoritative part of official invention power.

Keywords: Factors Influencing, Consumer Buying Behaviour, customer, business and Online Shopping

INTRODUCTION

The response a marketing campaign receives from the target market is essential to the campaign's success. By attempting to satisfy a wide variety of client wants and requirements, marketers fight for the attention of consumers. The main concern is how companies may discover what motivates consumers to make certain purchases. Investigating consumer behavior will lead to a solution. For marketers, the contemporary market is a highly competitive environment. Every company owner is aware of the value of building relationships with clients and gaining their trust. As a result, companies are willing to spend a lot of money on market research. Marketing

research is to identify the variables that affect customers' ultimate purchase choices. Specifically, a study of consumer behavior. Electronic purchasing, sometimes referred to as online shopping or just online shopping, is a kind of electronic commerce that enables buyers and sellers to transact directly over the internet. Michael Aldrich initially conceived about online shopping in 1979. The potential for online advertising increases as more Indians get access to the internet. Online shopping is known by many other names in addition to "online store," "online shop," "web store," "Internet shop," "web-shop," "web-shop," "online store," "online storefront," and "virtual store." B2C

(business-to-consumer) E-commerce is the activity of selling products and services to customers directly through the Internet as opposed to other companies. Myntra, Jabong, Alibaba.com, Snap deal, Amazon.com, and e-Bay are popular shopping destinations in India. As e-commerce expands, traditional retailers are reacting by making more of their goods available via online marketplaces.

In the realm of marketing, the word "consumer behavior" refers to study into the cognitive, physiological, and affective responses related to the choice, purchase, and use of different goods and services. These concepts serve as the foundation for marketing strategies, whether they are deliberate or unintentional. Those based on specific assumptions and sound theory and research have a higher chance of success than those based just on implicit intuition.

LITERATURE REVIEW

Krishnasamy, Srinivasan. (2022). The rise of e-commerce as a dominant retail model is a relatively new occurrence in the world of business. Most businesses now have their own websites where they offer goods and services online. While internet shopping is becoming popular throughout the world, its expansion into the Indian sector, a sizable and strategically important consumer sector, has lagged behind. Online retail has great potential for expansion in India. The retail sector in India is thriving at the moment. It lacks the same level of social acceptance as its Asian equivalent. Indian Business is poised to become a major force in the retail industry. India is still unready since it is a developing country. They are making no sacrifices in their pursuit of retail greatness. This research looks at how customers now see the retail industry and how they feel about shopping online. Strategic Consumer Market, E-Business, Online Retail, and Consumer Opinions.

Zhu, Guoan & Gao, Xue. (2019). In the context of digital marketing mode, the traditional retail industry encounters unprecedented impact and competitive edges of traditional marketing are disappearing. Therefore, this paper comprehensively explores and analyzes retail precision marketing strategies on the basis of digital marketing mode. This paper firstly analyzes predicament of China's retail industry during its development process briefly, plans implementation measures for precision marketing in retail industry in details, and finally analyzes retail precision marketing strategies in the digital marketing mode from three aspects of customer segmentation in marketing, market basket positioning and targeted customer marketing through actual precision marketing applications.

Dr, Renugadevi. (2021). Online retail in India has great potential due to the rising number of internet users in the country. E-marketers will be better able to convert casual browsers into devoted customers and keep the ones they already have around if they have a firm grasp of the elements that influence client behavior and the relationships between them. This study sheds insight on the considerations Indian internet shoppers makes. Researchers concluded that there are five factors that influence shoppers' opinions of online stores: knowledge, perceived utility, ease of use, perceived pleasure, and safety. In response to the Internet's impact on the retail industry, several businesses have begun using it to reduce their marketing budgets, allowing them to provide their products and services at more affordable rates. In addition to using the Internet to market and sell products, get customer feedback, and perform satisfaction surveys, many businesses now undertake all of these activities online. Internet users not only buy goods directly from merchants, but also shop around for the best deal and learn more

about a company's return policy and other customer care offerings before making a final purchase decision. The future of internet commerce is exciting to many analysts.

Catană, Ștefan. (2019). This study takes a look at a marketing literature staple by examining it in the light of globalization and the evolution of the retail industry. To succeed as a store in the modern day, it is crucial to understand and meet the wants and requirements of your clientele. The essay begins with this premise and then gives arguments that suggest retailing should be seen as services marketing. The article argues that retailing is more than just the act of selling products; rather, it entails a variety of behaviors that all contribute to the satisfaction of the consumer.

Tamta, Meenakshi & Banoth, Naresh. (2022). Due to the fact that most individuals in the modern world have highly full and demanding schedules, online shopping has risen to prominence. For them, buying online became the most convenient and

appropriate option. Since consumers' tastes change over time, studying consumer behavior may be difficult for marketers. Online shopping has largely supplanted conventional methods, allowing customers to make purchases whenever it is most convenient for them. The Online Shopping Behavior of Consumers, taking into Account Various Aspects Relating to Products. Information on the respondents' demographics, their familiarity with online shopping, and the impact of product dimensions on their purchasing habits were collected.

FACTORS INFLUENCING THE CONSUMER BUYING BEHAVIOUR OF ONLINE SHOPPING

The extensive literature analysis identified five factors that influence customers' inclination to make online purchases. We may see a summary of the structures or factors that influence customers' online purchasing decisions, together with details on the number of indicator variables that are utilized to quantify these factors.

Table 1: Summary of factors influencing online shopping behaviour

Scale	Items	Source	Construct Type
Usage Riskiness (UR)	7	Schlosser, White, and Lloyd (2006)	Reflective
Product Variety (PV)	5	Kukar-Kinney, Ridgway, and Monroe (2009)	Reflective
Gratification (IG)	4	Kukar-Kinney, Ridgway, and Monroe (2009)	Reflective
avoiding social Interaction (ASI)	3	Kukar-Kinney, Ridgway, and Monroe (2009)	Reflective
Buying Unobserved (BU)	4	Kukar-Kinney, Ridgway, and Monroe (2009)	Reflective

Source: Primary Data

It was feasible to ensure the accuracy and reliability of the data by putting the used standardized scales to the test. The confirmatory factor analysis method was

used using Smart-PLS software to show the accuracy and validity of the data. Smart-PLS is a possible new solution to issues in structural equation modeling that has a long history of reliability.

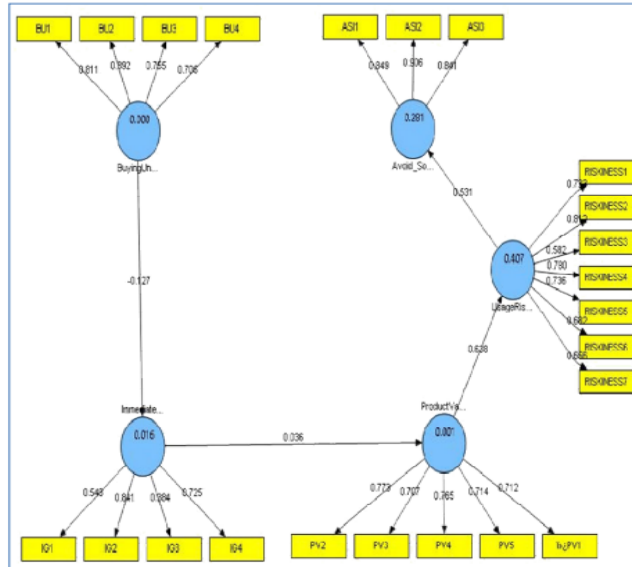


Figure 1: Measurement model exhibiting the constructs with measurement variables and factor

Figure 1 displays the measurement model, which shows the constructions and the corresponding measurement variables. A measurement model shows the relationship between a notion and the measurement variables that correspond to it. Only the desired notion may be loaded on variables in a confirmatory technique. The relationship between a concept and its variables is clearly

stated in advance. Cross-loading of goods is prohibited. The discriminant and convergent validity estimate of all reflection scales were computed, and the reliability of each scale was evaluated using CFA. The PLS method is used to estimate critical statistics when the analysis model is successfully established in the Smart PLS application. This process is often referred to as a "measurement model".

Table 2: Factor loadings of indicator variables

	Avoid Social Interaction (ASI)	Buying Unobserved (BU)	Immediate Gratificati on (IG)	Product Variety (PV)	Usage Riskness (UR)
ASI1	0.849	-0.021	0.004	0.438	0.376
ASI2	0.906	0.043	0.031	0.494	0.528
ASI3	0.841	-0.011	0.019	0.496	0.453
BU1	0.017	0.811	-0.113	0.005	0.008
BU2	0.013	0.892	-0.135	0.032	-0.001
BU3	-0.011	0.755	-0.052	0.037	0.028
BU4	-0.028	0.706	-0.031	0.031	0.039
IG1	-0.028	-0.050	0.548	0.041	0.000
IG2	0.069	-0.110	0.841	0.047	0.038
IG3	0.056	0.004	0.884	0.003	-0.010
IG4	-0.022	-0.098	0.725	0.009	-0.067
PV1	0.345	-0.057	0.034	0.712	0.376

PV2	0.480	0.015	0.033	0.773	0.517
PV3	0.352	0.011	0.058	0.707	0.402
PV4	0.412	-0.027	0.028	0.765	0.519
PV5	0.416	0.012	-0.011	0.714	0.497
RISKINESS 1	0.335	0.027	-0.045	0.337	0.733
RISKINESS 2	0.399	0.000	0.012	0.547	0.812
RISKINESS 3	0.319	0.051	-0.023	0.344	0.582
RISKINESS 4	0.425	-0.001	-0.024	0.534	0.780
RISKINESS 5	0.460	-0.043	0.020	0.457	0.736
RISKINESS 6	0.330	-0.015	-0.025	0.456	0.682
RISKINESS 7	0.361	0.018	0.029	0.462	0.656

Table 1 displays the indicator variable factor loadings for the confirmatory model. The only variables with loadings < 0.70 were IG1, Riskiness3, Riskiness6, and Riskiness 7. These variables were maintained in the model despite having a little bit of poor loading. They must remain in the model or vital information will be lost. As a consequence, these characteristics were kept in the finished item. Since these elements were necessary for the whole model to achieve validity and reliability, their

removal would not significantly improve the model and may potentially make it erroneous.

4.4.1 Reliability and Validity Statistics of Constructs

We examined the validity and reliability of the constructs using the model's data. The reliability of a scale evaluating attitudes toward human rights education, which gauges consumers' willingness to make online purchases, was tested using Cronbach's alpha.

Table 3: Reliability and Validity statistics of constructs

Constructs	AVE	Composite Reliability	Cronbach's Alpha
Avoid Social Interaction (ASI)	0.749	0.900	0.834
Buying Unobserved (BU)	0.630	0.871	0.824
Immediate Gratification (IG)	0.579	0.729	0.602
Product Variety (PV)	0.540	0.854	0.788
Usage Riskiness (UR)	0.512	0.879	0.839

We evaluated Cronbach's alpha coefficients from excellent (>.9) to good (>.8) to acceptable (>.7) to questionable (>.6) to awful (>.5) to unsatisfactory (.5), as advised by George and Mallery (2016). The alphas for "Usage Riskiness" and "Immediate Gratification" were both 0.602, with the latter having a substantially higher value of

0.839. Composite Reliability (CR) is the name of the second reliability statistic. Since CR takes loadings into consideration while computing indicator values, it measures internal consistency better than Cronbach's alpha (Ma & Agarwal, 2007). The study by Hair et al. (1998) found that an internal consistency test requires a CR of at least

0.70. It was discovered that all five structures had CR values higher than .70. The CR for "Immediate Gratification" was shown to range between a minimum of 0.729 and a high of 0.90 for "Avoid Social Interaction." Therefore, it seems sense to draw the conclusion that the five constructs employed to evaluate the impacts on consumers' online purchasing behaviors were reliable. We examined the notions' validity and reliability using convergent and discriminant validity. The constructs may be regarded as valid if these two validity requirements are met.

4.4.2 Convergent Validity

Fornell and Larcker (1981) calculated the assessment's convergent validity by averaging the CR and AVE ratings. Additionally, AVE values above 0.50 signal strong convergent validity since they show that the stated indicators account for more than 50% of the variation in a given concept (Chin & Newsted, 1999). Table 1 shows that

all ideas have adequate degrees of internal consistency, proving convergent validity. The lowest AVE possible was observed when Usage of Riskiness was set at = 0.512. Two indicator variables with tiny, inadequate loadings have a detrimental effect on the AVE score for this construct. By taking these indicator variables out of the model, the AVE might be increased. However, because this cutoff was attained, we left the indications in the model.

4.4.3 Discriminant Validity

The indicators have discriminant validity if they load more heavily on their respective constructs than on other indicators and the bi-variate correlations between indicators and constructs are smaller than the square root of the AVE of the indicators (Chin 1998; Compeau, Higgins, & Huff 1999). The diagonal constructions of the square roots of AVE (AVE) are placed, and Table 2 displays the bivariate correlation between the diagonal and off-diagonal constructions.

Table 4: Bi-variate correlations between the constructs and square-root of AVE for discriminant validity

	Avoid Social Interaction	Buying Unobserved	Immediate Gratification	Product Variety	Usage Riskiness
Avoid Social Interaction (ASI)	0.866				
Buying Unobserved (BU)	0.008	0.794			
Immediate Gratification (IG)	0.022	-0.127	0.761		
Product Variety (PV)	0.552	-0.010	0.036	0.735	
Usage Riskiness (UR)	0.531	0.004	-0.008	0.638	0.715

Table 3 illustrates that the bivariate construct correlations on the off-diagonal parts are less than the square roots of the AVE on the diagonal components. Additionally, Table 1 demonstrates that

when compared to loadings on other constructs, the indication loadings on the targeted constructions are extremely high. Because the notions were in fact distinct

from one another, the two prerequisites of discriminant validity had been satisfied.

CONCLUSION

As technology advanced, e-markets developed; as a result, many consumers who previously would have shopped in person now prefer to do their purchasing online; and as the pace of online purchasing accelerated as a result of the collaboration between banks, logistic companies, manufacturers, and software technology providers. E-commerce first emerged sometime around 1996, gradually replacing more traditional methods of conducting business. The announcement of upcoming sale days, as well as the alluring offers, discounts, cash back, coupons, games, scratch cards, and deals that will be a part of the promotional programs, are spread through social media and other channels year-round using influencer and celebrity marketing, as well as kidult play shows. Attractive commercial slogans promoting never-before-seen discounts are encouraging impulsive buying. Customers are turning away from traditional retailers due to the ease of online shopping, which includes a guaranteed delivery by a certain date to all zip codes, exchange or refund policies, and round-the-clock customer help.

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