

A Study of Consumer Buying Behaviour & Marketing Strategy of Online Shopping

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Abstract

Online shopping is now required. Right now, it seems that anything may be had by just touching one's finger. Regardless of gender, everyone has to go shopping in order to conduct research on consumer purchasing patterns and online shopping marketing strategies. A questionnaire was used to survey a total of 500 individuals. Respondents were consumers in Punjab and the tri-city region. When a customer utilizes the internet to browse for products, study what they need to buy, and then submit an order, this is known as online shopping. The procedure of making an online purchase is completed once the products are delivered.

Keywords: online shopping, product, pricing, placement, promotion consumer buying behaviour & marketing strategy

INTRODUCTION

Consumers are stimulated by the four marketing Ps: product, price, placement, and promotion. Customers respond to these signals in ways that are particular to them and how they make decisions when buying. Here the lines between advertising strategy and market research start to blur. Marketers may discover what customers desire in terms of goods and services as well as the factors that affect their decision to buy by studying consumer behavior. Based on this information, the products and services may be enhanced, price may be decided, distribution plans may be developed, and promotional activities may be adjusted for the target demographic to have the largest potential impact.

Consumer behavior is influenced by a variety of demographic parameters, including age, sex, culture, taste, and economic status. Consumer behavior is defined as "the decision-making and physical behavior involved in evaluating, obtaining, using, or discarding goods and services." Given the diversity, quantity, and

freedom of choice in items and services available, one would ask how particular marketers really reach us with their very precise marketing messages. Possessing a solid understanding of consumer behavior is the key to getting your product in front of the appropriate audience at the appropriate time with the appropriate message. The elements that affect consumer behavior are shown by the example below.

The popularity of e-commerce, or online shopping, has increased significantly over the last several years due to the widespread usage of mobile devices and the falling cost of internet access. Customers are more likely to make online purchases since the internet is so convenient to access. Out of a total of more than 7271 million people globally, Germany and the United Kingdom are among the top nations for internet customers. Books, tickets for flights, clothing, films, and gadgets are some of the items that are most often purchased online. Businesses may better organize their many marketing initiatives

with the use of electronic marketing and internet communication, including but not limited to market research, product development, consumer feature education, advertising, customer service, feedback gathering, and so on. Online shopping is used as a conduit for communication and electronic commerce in order to increase the value, quality, and attractiveness of providing customer benefits and increased satisfaction.

LITERATURE REVIEW

Gupta, Ashish. (2022). The retail industry has done an excellent job of increasing consumer spending on goods and services throughout the world. The retail industry in India is fast-paced and growing rapidly. It's one of the world's top five retail markets, but it's far from the only one. Although the industry is often seen as successful, it lags behind the retail sectors of more industrialized countries. This research focuses on the advantages and disadvantages of India's organized retail industry. The unstructured retail sector is seen as a major threat to the structured retail business. Lack of infrastructure, insufficient supply chain operations, and excessive operating expenses are just a few of the problems that plague India's organized retail industry.

Grewal, Dhruv & Roggeveen, Anne & Nordfält, Jens. (2017). Numerous methods of consumer interaction have been used by retailers. In "The Future of Retailing," the author focuses on five important factors that are driving the industry forward: Five key areas are discussed: (1) big data collection and use; (2) visual display and product offer judgments; (3) consumption and engagement; (4) big data usage; (5) analytics and profitability. We also highlight key new areas of potential use and recommend a wide range of topics that need further study. the use of autonomous vehicles, drones, robotics, augmented reality, the internet of things, and virtual reality.

Dolega, Les & Rowe, Francisco & Branagan, Emma. (2021). Due to the widespread availability of digital devices, businesses now use social media as a primary digital marketing approach to spread the word about their wares and, ultimately, increase their bottom line. However, the effects of social media as a promotional tool have not been well investigated empirically. This article analyzes

the effect of daily social media engagement on daily business outcomes, including website traffic, orders, and sales, using unique data collected over a 12-month period from a prominent online shop. The most important data show that using social media channels increases website traffic but does not significantly improve product orders or sales revenue. Larger social media campaigns do generate a greater number of orders and sales revenue, however, and Facebook stands out as the most productive platform. Our findings also show that the intricacy, price point, and name recognition of a product all play a role in the social media marketing campaign's success or failure. Together, these findings provide light on the manner in which social media marketing affects organizations and give insight into how best to deploy resources when creating marketing campaigns.

Shankar, Venkatesh & Venkatesh, Alladi & Hofacker, Charles & Naik, Prasad. (2010). The word "mobile," which may refer to any media, device, channel, or technology that can be used to communicate and promote an offer between a business and its clients, is becoming more important in the retail industry. It has the ability to shift the focus of retail from customers coming into stores to stores coming to customers through their mobile devices at any time and from any location. We offer a conceptual framework with the customer, the mobile device, and the store as its three central nodes. significant mobile properties, significant retailer mobile marketing efforts, and competition are all included inside the framework, along with a variety of other important topics. Successful retail mobile marketing methods are discussed, along with the associated consumer and organizational problems and potential future lines of inquiry.

Vijayalakshmi, D & Mahesh, Vijayalakshmi. (2022). The acronym "E-Business" refers to "digital company," which describes business dealings that take place via some kind of electronic communication, most often the internet. E-business has heralded a paradigm shift inside the commercial world, and it's not merely a tool to improve on the way things have always been done.

RESEARCH METHODOLOGY

The process used to choose a sample is referred to in this context as the "research design". To gather their data for this study, the researchers used a descriptive research methodology based on a questionnaire survey. This study used a descriptive research methodology to better understand consumer purchasing behavior. This study's main objectives are to better understand the problem at hand and to identify the precise factors that affect consumers' choices to buy products via online channels. The well-designed questionnaire was used to collect primary data from 500 respondents in order to examine consumer buying behavior while making online purchases. Both primary and secondary sources are used in the study. The study will concentrate on Chandigarh, the state capital and a Union Territory, as well as the top five most

populated cities in Punjab: Ludhiana, Amritsar, Jalandhar, and Patiala. These are the Punjabi communities that are the most contemporary and forward-thinking. For the purpose of gathering data for this research, deliberate sampling was utilized.

DATA ANALYSIS

Demographic Profile of Respondents

The following list includes information about the survey respondents' attributes. Responder profiling has been finished in two steps. The respondents' demographic information was covered in the first section, while their online behaviors and purchases were included in the second.

Table 1: Demographic profile of respondents

Variable	Count (n)	%age
Gender		
Male	334	66.8%
Female	166	33.2%
Age (Years)		
Below 20	92	18.4%
Above 20 but below 30	148	29.6%
Above 30 but below 40	101	20.2%
Above 40 but below 50	82	16.4%
Above 50 but below 60	43	8.6%
Above 60 years	34	6.8%
Occupation		
Student	146	29.2%
Job	165	33.0%
Business	117	20.2%
Farming	31	6.2%
Others	41	8.2%

Background		
Urban	324	64.8%
Semi-urban	108	21.6%
Rural	68	13.6%

Table 1 displays the demographic data of the respondents. 668 out of 1,034 respondents to the research were males, making up the significant majority. However, adequate effort was taken to ensure that women were interviewed in order to accurately reflect the female population. Twenty-and-under respondents made up 18.4% of the total sample. 21-29 years old made up the biggest age bracket among respondents (148, 29.6%). The second-largest group was composed of people between the ages of 30 and 40 (101, 20.2%). In the poll, 16 percent of respondents were 40 to 49 years old. 8.6% of the sample's participants were over 50 but under 60. 6.8% of the participants were seniors, defined as those 60 and over. Students (146; 29.2%) and working professionals (165; 33%) made up the majority of the respondents. The data pool was extensively influenced by business leaders, entrepreneurs, wholesalers, retailers, and distributors (202). Compared to the 8.2% of the sample who worked in "other businesses," such as providing legal, medical, or other specialist services, farmers made up a relatively tiny fraction of the sample (6.2%). A total of 324 respondents (or 64.8%) resided in cities, while another 108 (or

21.6%) came from Punjab's semi-urban areas. Only 13.6% of the sample's residents were from urban Punjab.

MARKETING STRATEGIES OF ONLINE SERVICE PROVIDERS

Every company's marketing plan ultimately aims to increase its share of the target market. A few examples of how market research supports marketing strategy include identifying unmet needs and directing product development, packaging, and launch activities. A successful marketing plan will seek to optimize both customer satisfaction and financial benefit. By breaking down the marketing process into its component pieces and putting in place a system to monitor how they interact, a company may increase the effectiveness of its marketing approach. Finally, decision-makers are able to describe their marketing plans. Marketing variables that might boost profitability include product differentiation, price promotion, quality, research, advertising, pricing volatility, product placement, and product packaging.'

Table 2: Strategies of online service providers

Name	Description
Social media marketing	Social media marketing is commercial promotion conducted through social media websites. Many companies promote their products by posting frequent updates and providing special offers through their social media profiles.
Mobile Advertising	Mobile advertising is ad copy carried through wireless mobile devices such as feature phones, tablets, computers, smart phones etc. It takes the form of SMS or MMS ads, mobile search ads, advertising within mobile websites etc.
Email Advertising	Email advertising is ad copy comprising an entire email or a portion of an email message

Profile of Employees

There is a survey of 50 workers from 25 different companies. The complete list of contacted companies and organizations is available in Annexure 3A. 70% of respondents who responded to the study held non-executive level positions within their companies. Table 3 reveals that

although just 4% of people have executive or management jobs, the rest 26% do. Due of their hectic schedules, top executives may be difficult to contact. However, you should speak with those in the middle and lower tiers of the business who are seen as trustworthy, competent, and responsible in order to get the most accurate information.

Table 3: Level of respondents in their organizations

Designation	N = 50 (%age)	
Middle Level Management	35	(70%)
Top Level Management	13	(26%)
Lower-Level Management	2	(4%)

In Table 4, the responder profiles are shown. In the e-commerce industry, just 18% of employees have more than two years' worth of experience. 42 percent of respondents have spent more than five years working in the e-commerce industry. Over the last ten years, the e-commerce industry has employed almost 25% of the labor force. Only 1 in 12 individuals working in e-commerce have done so for at least 10 years.

Table 4: Experience profile of respondents

Experience	N (%age)	
Upto 2 years	9	(18%)
2-5 years	21	(42%)
5- 10 years	14	(28%)
Above 10 years	6	(12%)

Source: Primary Data

Profile of Online Retailers

Table 5 displays the company profile of the evaluated e-commerce company. Businesses that sell products online make up 80% of them, while 20% of them also provide services online.

Table 5: Business profile of e-commerce organization

Business	N (%age)	
Products	40	(80%)
Service	10	(20%)

Source: Primary Data

The product profiles of the participating online merchants are shown in Table 6. 19 of the 25 businesses offer things, while 6 do the same with services. Electronic items including LED/LCD, mobile phones, laptops, desks, and accessories are what the bulk of businesses sell. Additionally, a small number of internet merchants specialize in offering a certain line of goods, such as hand tools, electric equipment, etc.

Table 6: Product profile of e-commerce companies

Online products sold by e-commerce companies	N=40	%age
Shoes		
Clothing	12	30
Home furnishing	4	10
Sports	3	7.5
Fitness equipment	3	7.5
Mobile	12	30
LED/LCD	12	30
Laptop/Desktop	12	30
Furniture	5	12
Books/Magazine/No yels	3	7.5
Home/Kitchen Appliances	8	20
Lighting	6	15
Music System	8	20
Stationary	3	7.5
Computer software	4	10
Online products sold by e-commerce companies Accessories	N=40 12	%age 30
Cosmetics/Beauty products	8	20
Hand Tools/Hardware	4	10
Electric tools	4	10
Jewellery	4	10
Computer peripherals	10	25
Mobile accessories	10	25
Other products	4	10

Source: Primary Data

CONCLUSION

Flipkart and Amazon India are two of the most notable rivals in the Indian e-commerce market, both competing for a bigger portion of the vendor and customer bases. A billion individuals or more have joined up for service, and it is now available everywhere from big cities to little communities. According to the survey's findings, males made up the great majority of participants (334, or 66.8%). Ages 20 to 29 made up the biggest single group of online consumers (148, 29.6%). The two groups most likely to purchase online are those who have employment (165) and those who reside in Punjab's urban areas (324, 64.8%). The majority of respondents (381; 76.2%) use the internet regularly, and the majority of users (208; 41.6% of

all users) use it from home, followed by 142 (28.2% of all users) who access it at work. 136 respondents, or 27.2%, said they had just recently started using the internet. The most popular products purchased online were mobile phones (n = 82, 16.4%), followed by shoes (n = 57, 11.4%), clothing (n = 52, 10.4%), and computers (n = 42, 8.4%). The top three online purchases were movie tickets (n = 71, 14.2%), train tickets (n = 62, 12.4%), and bill/fee payments (n = 44, 8.8%). There was a small but discernible demand for other goods and services. The degree to which customers are satisfied with their online shopping experiences has also been measured. The majority of the 309 respondents who completed at least one online purchase (n = 132, 42.72%) or were pleased (n = 102, 33.1%) were either extremely happy or

satisfied. Very few respondents (n = 25, 8.09%) and unsatisfied respondents (n = 16, 5.18%) expressed extreme dissatisfaction. A little more than one in ten respondents (n=34; 11%) do not have a strong view regarding online shopping. Customers enjoyed their experience purchasing online.

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