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## AN EMPIRICAL STUDY OF CONSUMER BUYING BEHAVIOR TOWARDS B2C E-COMMERCE

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**Abstract:** Ecommerce is defined as any transaction that takes place via a computer-mediated network and involves the transfer of ownership or the right to utilize goods and services. M-Commerce is also significant in encouraging individuals to engage in Business to Consumer E-Commerce. However, many individuals prefer conventional commerce over E-Commerce for purchasing, which is what inspired the researcher to chose this issue for the study. The goal of this study is to determine the elements influencing online purchasing behavior and to comprehend customer preferences for business-to-business e-commerce. It has been shown that the pleasure and satisfaction of online clients is heavily dependant on the experience they have when shopping on a website. When customers purchase online, they like the entire process to run smoothly.

**Keywords:** E-commerce, Online Shopping, Buying behavior, etc.

### 1.1. Introduction:

India is regarded as having one of the world's greatest economies. The Indian economy's GDP and buying power are gradually rising, creating an attractive opportunity for organized retailing. The rapid rise of the Indian economy is also a driving element behind Indian consumption. Analysts predict that India would be the fastest expanding economy in the world by 2050, surpassing the industrialized economies. India is a large market, with a young population that is only now beginning to adopt significant lifestyle changes..

Consumer choices are influenced by perceived difficulties and possibilities. Consumer issues can occur in certain settings, and the nature of the scenario might impact the ensuing consumer behavior.

Consumer wants and desires may cause one or more stages of the consumer choice process to be triggered. According to Hawkins et al. (2001), the consumer choice process is the intermediary between the market strategy (as applied in the marketing mix) and the outcomes. The company can prosper only if customers are convinced that the product can solve their problem, and then they become aware of the product and its capabilities, determine that it is the best possible answer, buy it, and are therefore happy with the outcome of the transaction. Customer experience management has always been important.

### **1.2 E-commerce and online shopping:**

Ecommerce is defined as any transaction that takes place via a computer-mediated network and involves the transfer of ownership or the right to utilize goods and services (U.S. Census Bureau). Ecommerce is defined by Ramanathan et al. (2012) as "transactions via the Internet." However, ecommerce has been broadened throughout time to cover a wide range of organizational operations such as selling, purchasing, logistics, and/or other organization-management activities via the web or doing business over the internet.orks (Ramanathan et al., 2012).

### **1.3 Rationale behind the study:**

The online transactions taking place between business unit and consumers are known as Business to Consumer E-Commerce. It not only increases the competition in this new informational era by simplifying the procedure of buying and selling of goods but also globalised the market and improves the living standard of the people. In this way it affects the economic growth of our country. M-Commerce also plays an important role to encourage Business to Consumer E-Commerce among the people. But still there are lots of people who prefer traditional commerce rather than E-Commerce for shopping and this is what motivates the researcher to choose this topic for the research.

### **1.4 Research Objectives:**

The main purpose of study are:

- To Identify the key factors which influence the online buying behaviour in India
- To Identify the type of goods and services which are generally preferred in online purchases by customers in India.
- To understand consumer preference for business to commerce e-commerce

### **2.1 Literature Review:**

According to Hew, Lee, Ooi and Lin (2012), mobile social commerce is one of the forms of internet commerce which recently gain popularity among people. In this research paper author try to examine that whether or not the mobile social commerce is able to increase the brand loyalty among the customers. According to him perceived usefulness and confirmation provide satisfaction which affects the intention of the customers. Both customer satisfaction to use mobile social commerce and customers intention to use it continuously positively affect the loyalty of the customers towards brand. So, we are able to conclude it that participation of the customer in mobile social commerce does increase the brand loyalty.

Cao, Zhang and Sydel (2012) in their research commented that Website plays an important role in B2C e-commerce. So, it is essential for every internet organisation to maintain the quality of the website and try to make it effective as far as possible. The purpose of this research paper is to examine all the factors that motivate the customer to revisit the particular websites and found out that system quality, information quality, service quality and attractiveness of the websites are some of the key factors that directly affect the customer's intention to revisit a website. System quality includes the search facility and responsiveness while the information quality connected with the accuracy and relevance of the information and trust and empathy comes under the service quality of the websites. At last, we are able to say that good website quality helpful in bridges the gap between customers and internet organisations.

According to Manjeet Sharma (2013) Online Marketing as the name suggests is the purchase or sale of goods or services using internet. With the help of this paper we are able to know that different search engines and directories, registration on site, link with other sites, etc. are the various methods of online marketing different strategies like offline promotions, use your own websites as a tool for promoting their online marketing.

Furthermore, this paper also discusses various advantages of marketing like easily tracking of products, less expensive to use, etc. Through it people are able to purchase or sale products or services as per their own suitability and in it there is no restriction of time.

### **3.1 Research Design:**

Research Methodology is the process of observing the data again and again, collection of data, systematically and theoretically analyze those data and at last draws conclusion. Descriptive research design has well used in this research to describe the behaviour of consumer towards Business towards e-Commerce.

### **3.2 Data Collection:**

There are two methods of data collection:

- Primary Data Collection
- Secondary Data Collection

#### **3.2.1 Primary Data Collection:**

A systematic questionnaire is used in this study to gather primary data on the influence of e-commerce on consumer purchasing habits.

#### **3.2.2 Secondary Data Collection:**

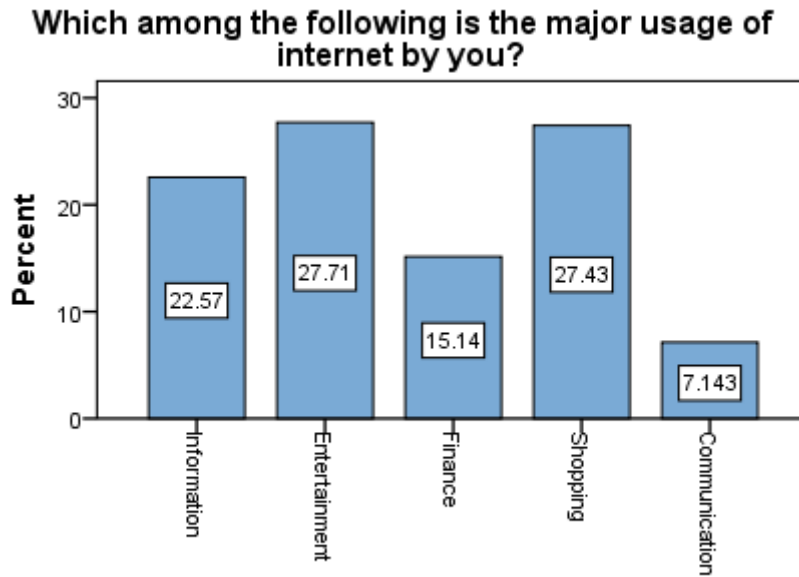
Secondary data is gathered both from inside the organization and from outside the organization. A customer's feedback or sales record is an example of an internal source. Journals, newspapers, and the internet are examples of external sources. Both sources are used in this investigation..

#### **3.2.3 Sample Size and Sampling Technique**

To acquire samples from clients, researchers utilized a simple random sampling approach. Customers from 350 different households in Chhattisgarh's Tier II cities were randomly chosen for this study to see what effect e-commerce had on their purchasing habits.

### **4. Data Analysis:**

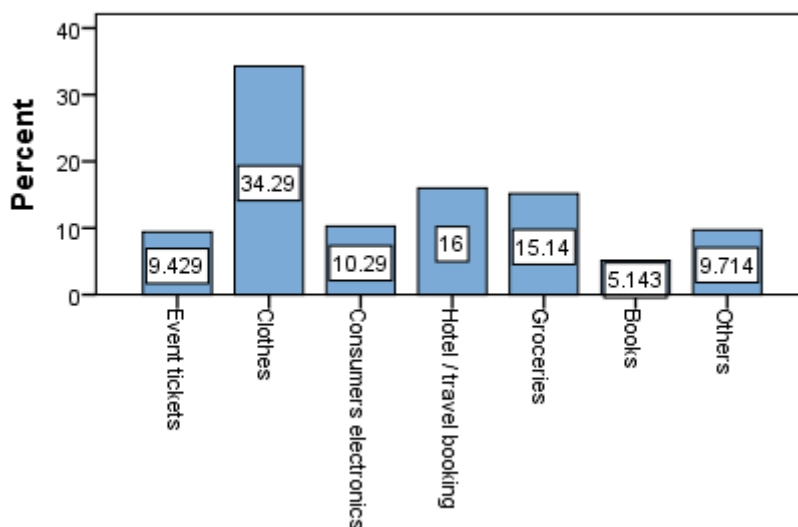
Analysis and interpretation of data gathered from the 350 clients in Tier II cities of Chhattisgarh are covered in this part..



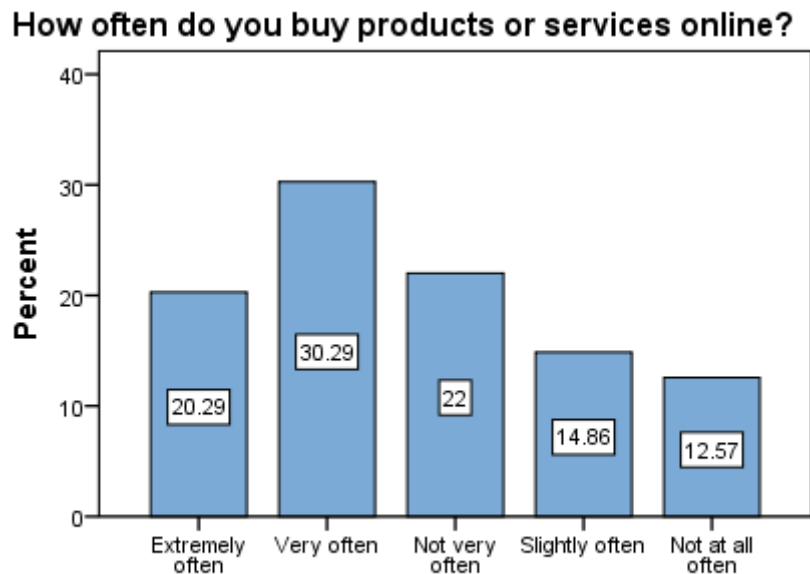
**Fig. 1 Major usage of internet**

**Interpretation:**

There are 79 respondents who use internet for information purpose; it constitutes 22.57% of respondents of total sample. Next category uses internet for entertainment; there are 97 respondents which contribute to 27.71% of respondents of total sample. 53 respondents which contributes 15.14% of respondents to total uses internet for finance. 96 and 25 respondents suggested having to use internet for shopping and communication respectively which is 27.43% of respondents and 7.14% of respondents of total respondents.

**What type of products or services do you often buy online?****Fig. 2 type of products or services bought online****Interpretation:**

There are only 33 respondents who use online shopping for all event tickets; it constitutes 9.4% of respondents of total sample. There are 120 respondents which contribute to 34.29% of respondents of total sample who use internet for buying clothes. 36 respondents which contributes 10.29% of respondents to total who use internet for consumer electronics. 56 respondents which contribute 16% of respondents to total sample who use internet for hotel/travel bookings. 53 and 18 respondents suggested having internet for groceries and books respectively which is 15.14% of respondents and 5.14% of respondents of total respondents. And the remaining 34 respondents which 9.71% of respondents use internet for other purposes.



**Fig. 3 Frequency of buying online**

**Interpretation:**

From the above table and graph it is interpreted that 20.29% of respondents which do online shopping extremely often. Majority of respondents suggested frequency of online shopping as very often; this category contributes to 51% of respondents of total respondents. There are 141 respondents who suggested doing online shopping not very often. 3% of respondents said they don't do online shopping.

**5. Conclusions:**

The present research study concludes that Internet has become integral part of everyone's life as it's not limited to emails, knowledge or communication. It has really given power to do whatever a person can imagine. People are even going online for social networking. There are many websites which are connecting people and making influence on buying behavior Social networking is keeping people engaged. In India social network penetration is moving upward very rapidly, Facebook and YouTube are being the leading social network platform followed by whatsapp messenger and Instagram. It's very important to own satisfied consumers in any business, whether its offline or online. The contentment and satisfaction of online customers is highly dependent on the experience customer gets

while purchasing on website. When people shop online, they prefer whole procedure to flow quickly and smoothly.

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