

## 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:

It is widely acknowledged that India has one of the most prosperous economies in the world. Both the gross domestic product (GDP) and the purchasing power of the Indian economy are progressively growing, which presents an interesting potential for organized commerce. Consumption in India is being driven in large part by a number of factors, one of which being the fast growth of the Indian economy. According to the projections of economic experts, by the year 2050, India would have the fastest growing GDP in the world, overtaking the industrialized nations. India is a vast market with a youthful population that is only starting to embrace substantial lifestyle changes. These shifts are only just beginning to take place.

The perceived challenges and opportunities facing a market have a significant impact on consumer choice. In some contexts, problems with customers might arise, and the specifics of the situation could have an effect on the subsequent conduct of customers. Consumer needs and wants have the potential to set off one or more phases of the consumer decision process.

According to Hawkins and colleagues (2001), the consumer decision process functions as an intermediate between the market strategy (as implemented in the marketing mix) and the results. They must first believe that the product will be able to resolve the issue that they are facing in order for the business to be successful. Next, they must learn about the product and its capabilities, conclude that it is the most suitable response to the issue at hand, purchase it, and be satisfied with the results of the transaction. Management of the experience provided to customers has long been a significant concern.

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

According to the statistics provided by the United States Census Bureau, the term "ecommerce" refers to "any transaction that takes place via a computer-mediated network and involves the transfer of ownership or the right to utilize goods and services." According to Ramanathan et al. (2012), the definition of ecommerce is "transactions via the Internet." E-commerce, on the other hand, has evolved over the years to include a wider variety of commercial operations, such as online buying and selling, supply chain management, and other tasks associated with the administration of organizations. E-commerce may also refer to doing business through the internet. (Ramanathan and colleagues, 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 primary goals of the research are as follows:

- To identify the important elements that have an impact on consumers' online shopping behavior in India

- To determine the kinds of products and services that people in India are most interested in buying when they shop online for these kinds of items.
- To get an understanding of the desire of customers for business-to-business 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:

In the present research, primary Data Collection is collected through structured questionnaire designed to find the impact of e-commerce on buying behavior of consumers.

#### 3.2.2 Secondary Data Collection:

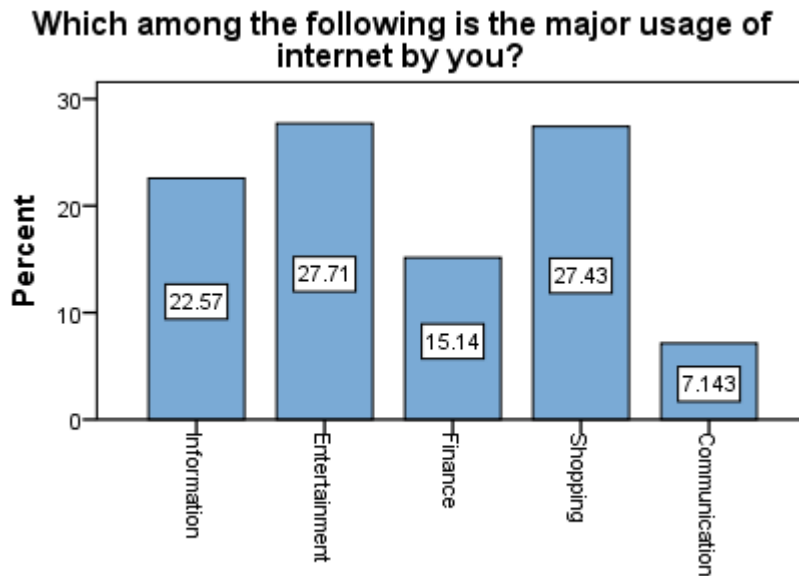
Secondary data is collected through internal Sources and External Sources. Internal Sources includes sales record, customer's feedback, etc. While External Sources include journals, newspaper, internet, etc. In this study we use both the sources.

#### 3.2.3 Sample Size and Sampling Technique:

Simple random sampling technique has been used in the research to collect the sample from customers. For the purpose of this research, sample of 350 customers has been selected to determine the impact of e-commerce on buying behavior of consumers in Tier II cities of Chhattisgarh.

### 4. Data Analysis:

This section deals with the data analysis and interpretation of the primary data collected from the 350 customers of Tier II Cities of Chhattisgarh.

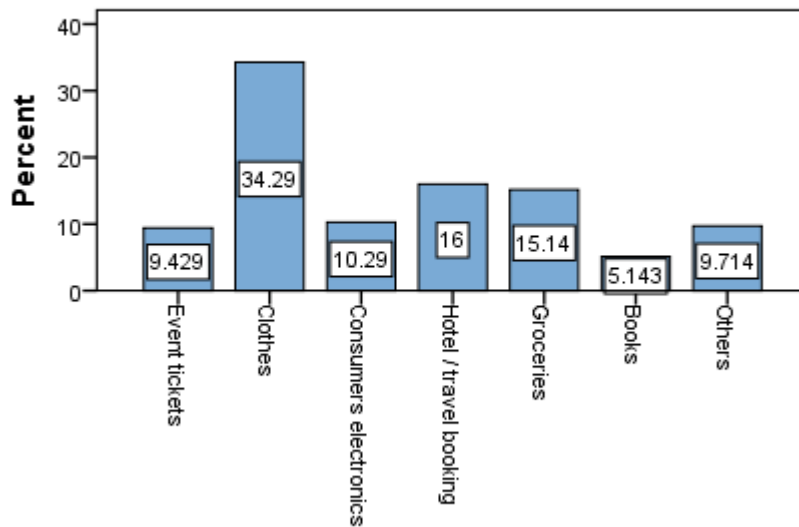


**Fig. 1 Major usage of internet**

**Interpretation:**

There are 79 respondents who say they access the internet for the purpose of obtaining information; this represents 22.57% of the overall sample of respondents. The following category utilizes the internet for amusement, and there are 97 respondents in this group, which contributes 27.71% of the overall sample of respondents. 53 respondents, which is 15.14% of the total number of respondents, utilize the internet for financial purposes. The number of respondents who recommended having to use the internet for buying was 96, while the number of respondents who proposed using the internet for communicating was 25. This represents a total of 27.43% and 7.14% of all respondents, respectively.

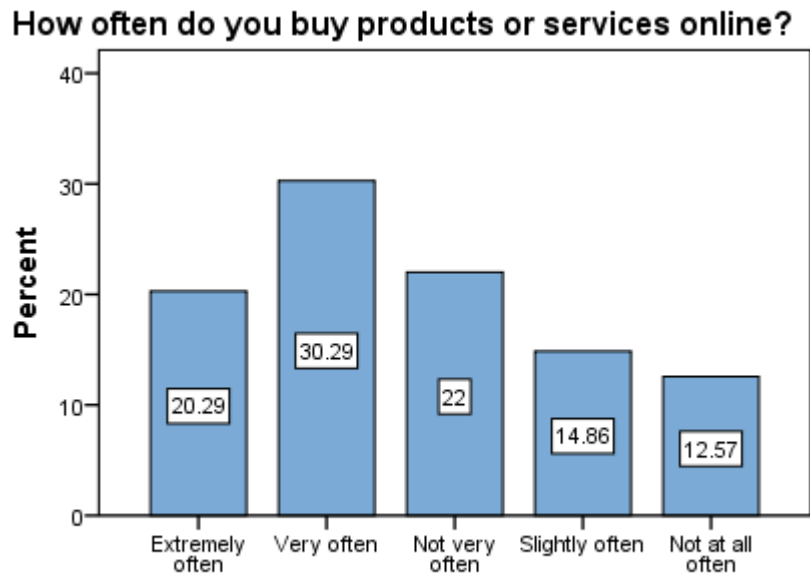
### What type of products or services do you often buy online?



**Fig. 2 type of products or services bought online**

#### **Interpretation:**

Only 33 of the respondents (or 9.4% of the overall sample) have admitted to purchasing tickets for any and all events via the use of an internet retailer. There are 120 respondents, which contributes to 3.29% of the total sample of respondents, who use the internet for purchasing clothing. 36 respondents, representing a 10.29% contribution to the total number of respondents that use the internet for consumer electronics. 56 respondents, or 16% of the entire sample, utilize the internet to make hotel or travel reservations. These respondents are from the overall sample. 53 of the respondents advised having internet access for groceries, while 18 of the respondents suggested having internet access for books. This represents 15.14% and 5.14% of the total respondents, respectively. And the remaining 34 respondents, which accounts for 9.71% of the total, make use of the internet for a variety of different reasons.



**Fig. 3 Frequency of buying online**

#### **Interpretation:**

It can be deduced from the table and graph that are shown above that 20.29 percent of respondents engage in frequent instances of internet purchasing. The vast majority of respondents (71%) described their frequency of purchasing online as very frequently; this group accounts for 51% of the total respondents. There were 141 respondents who said that they did not often engage in internet purchasing. Only three percent of those polled reported never having shopped online.

#### **5. Conclusions:**

According to the findings of the current research study, the Internet has developed into an essential component of everyone's life since it is not restricted to emails, information, or conversation. It has effectively provided power to accomplish whatever that a person may conceive being able to do. Even for the sake of social networking, people are going online. There is a large number of websites that link individuals and have an effect on the purchasing behavior of consumers. People are staying actively involved thanks to social networking. Facebook and YouTube are now the most popular social networking platforms in India, followed by Whatsapp Messenger and Instagram. This quick increase in social network penetration in India may be attributed to Facebook and YouTube. In any kind of company, whether it be traditional or digital, having a base of happy customers is of the utmost importance. The level of pleasure and fulfillment experienced by clients who shop online is

strongly influenced by the experience that customers have when making purchases on websites. When customers purchase online, they want everything to go swiftly and easily, including the checkout process.

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