



Consumer Buying Behaviour in E Commerce Sector for Geographical Area of Bhiwandi

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DOI- 10.5281/zenodo.15124539

Abstract:

The research study titled “CONSUMER BUYING BEHAVIOUR IN E COMMERCE SECTOR FOR GEOGRAPHICAL AREA OF BHIWANDI” aims to have a clear view of the buying behaviour of the customers with respect to E Commerce. It will also help us to know about the factors influencing consumer behaviour. It involves a detailed analysis about the consumer satisfaction level with respect to delivery of products and other services provided by E Commerce sites. Ultimately this would help E Commerce sites to understand the points of improvement which will influence the consumer behaviour in favour of these sites and get competitive advantage.

Key Words: Consumer Buying Behaviour, E Commerce, Consumer Satisfaction

Introduction:

Consumer behaviour is the study of individuals, groups, or organisations and all the activities associated with the purchase, use and disposal of goods and services. Consumer behaviour consists of how the consumer's emotions, attitudes, and preferences affect buying behaviour.

What is Consumer Behaviour?

According to Louden and Albert Bitta, ‘consumer behaviour is the Decision process and physical Activity, which individuals Engage in when evaluating, Acquiring, using or disposing Of goods and services’.

Types of Consumer Behaviour:

1) Complex Buying Behaviour:

Complex buying behaviour is encountered particularly when consumers are buying an expensive product. In this infrequent transaction, consumers are highly involved in the purchase decision. In complex buying behaviour, the buyer will pass through a learning process.

For complex buying behaviour customers, marketers should have a deep understanding of the products. It is expected that they help the consumer to understand their product. It is important to create an advertising message in a way that influences the buyer's beliefs and attitudes.

2) Dissonance-Reducing Buying Behaviour

In dissonance-reducing buying behaviour, consumer involvement is very high. This might be due to high prices and infrequent purchases. Consumers will be forced to buy goods that do not have too many choices and therefore consumers will be left with limited decision making.

Marketers should run after-sale service camps that deliver focused messaging. These campaigns should aim to support consumers and convince them to continue with the choice of their brand. These marketing campaigns should focus on building repeat purchases and referrals by offering discounts and incentives.

3) Habitual Buying Behaviour

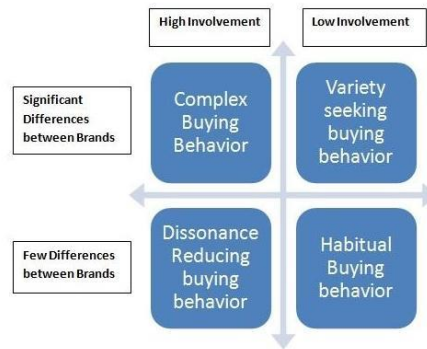
Habitual Buying Behaviour is depicted when a consumer has low involvement in a purchase decision. In this case, the consumer is perceiving only a few significant differences between brands. When consumers are buying products that they use for their daily routine, they do not put a lot of thought.

Habitual buying behaviour is influenced by radio, television, and print media. Moreover, consumers are buying based on brand familiarity. Hence marketers must use repetitive advertisements to build brand familiarity.

4) Variety Seeking Buying Behaviour

In variety-seeking consumer behaviour, consumer involvement is low. There are significant differences between brands. Here consumers often do a lot of brand switching. The cost of switching products is low, and hence consumers might want to try out new products just out of curiosity or boredom. Consumers here, generally buy different products not because of dissatisfaction but mainly with an urge to seek variety.

Marketers avoid out-of-stock conditions, sponsor frequent advertising, offer lower prices, discounts, deals, coupons, and free samples to attract consumers.



Factors That Influences Consumer Behaviour

1) Marketing Mix Factor

Each and every element of the marketing mix such as Product, Pricing, Place and Promotion has a direct or indirect impact on the buying Process of the consumers

2) Personal Factors

Personal factors such as age, gender, occupation, education & life style affect the buying behaviour of the Consumers.

3) Psychological Factors

Psychological factors such as LEARNING, ATTITUDE, MOTIVE, CONFIDENCE & BELIEF have impact on the buying behaviour of the consumers.

4) Social Factors

The social factors such as reference groups, family & friends and social status affects the buying behaviour.

5) Roles And Status

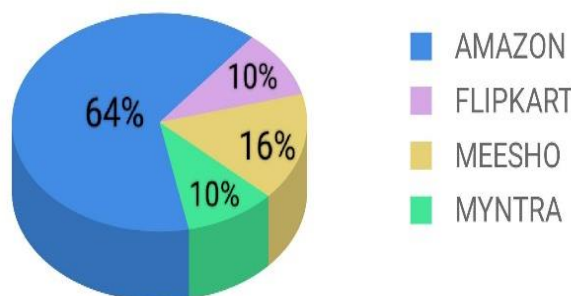
Roles and status: A person performs certain roles in a particular group such as organization or club. One may perform the role of a Vice President in a firm and another one may perform the role of Marketing Manager. The Vice President may enjoy higher status in The organization as compared to the Marketing Manager. People may purchase the products according to their roles and status.

6) Cultural Factors

There is a major influence of cultural factors on consumer decision process. Consumers live in a complex social and cultural environment. The types

Data Analysis And Presentation:

1) Which online platform or E Commerce site you prefer to buy goods online?



of products and services they buy can be influenced by the overall cultural context in which they grow up to become individuals. Cultural factors includes religion, tradition, cast and moral values.

Research Objectives:

- To understand the buying behaviour of consumer on E Commerce sites.
- To analyse the consumer satisfaction level for the product and services provided by E Commerce sites.
- To determine the factors affecting Consumer Buying Behaviour.

Research Methodology:

Type of Study: Descriptive Research Study.

Type of Questionnaire: Structured Type Of Questionnaire With Limited Probing Questions.

Types of Questions: Limited Probing Question With Fixed Responses Were Used To Measure The Level Of Consumer Behaviour.

Type of Analysis: Quantitative Analysis.

Sources of Information: This Report Is Based On The Primary As Well As Secondary Data Source Of Information.

Primary Data: Method Used- Customer Survey Method.

Secondary Data: Reference Books, And Websites.

Sampling Plan:

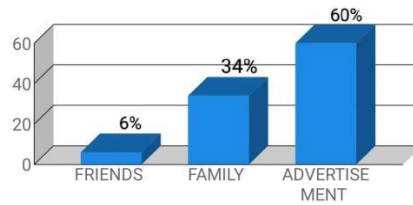
Sample Method: Convenience Sampling

Sample Size: 50 (Individual Customers)

Sample Area : Bhiwandi

Data Collection Method: Survey Method

2) What influence you to buy products online?



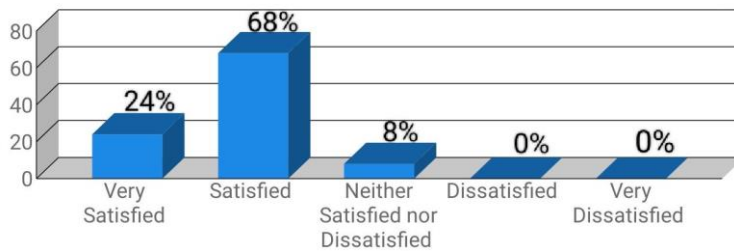
3) Which features of E Commerce/ Online Shopping influence you to buy things online?



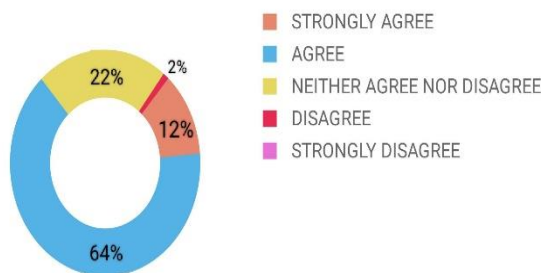
4) You are satisfied by the products offered by E Commerce sites.



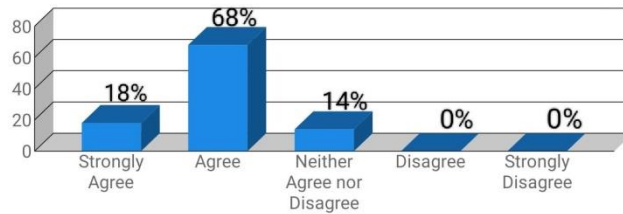
5) You are satisfied with the delivery of products by E Commerce sites.



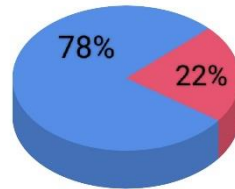
6) You are satisfied with return and exchange policy of E Commerce sites.



7) The advertisements of E Commerce sites are very much appealing.



8) If the prices of products are at higher sites then..



YOU BUY FROM SAME
E COMMERCE SITE YOU
USED TO BUY

YOU SWITCH TO ANOTHER
E COMMERCE SITES

Research Findings:

- 64% of respondents prefer to shop through Amazon and 16% of respondents prefer Meesho for purchasing goods online.
- 60% of respondents are influenced by their family to buy products online whereas only 6% of them are influenced by their friends.
- 30% of respondents prefer to buy products online due to its convenience and 24% of respondents prefer it due to its low prices and 22% of respondents prefer it because of its wide Products range.
- 62% of respondents are satisfied with the products offered by E Commerce sites and 24% of them are very satisfied with the products.
- 68% of respondents are satisfied with the products delivered to them whereas 24% of respondents are very satisfied with the delivery by E Commerce sites.
- 64% of respondents Agree that they are satisfied with the Return and Exchange policy of E Commerce sites whereas 22% of them neither Agree nor Disagree.
- 68% of respondents Agree that the advertisements of E Commerce sites are very much appealing.
- 78% of respondents switch to other E Commerce sites when the price is high on one of the sites, where 22% of them buy through the same site.

Conclusion:

Through this research, we draw the following conclusions:

- As per the research Amazon is the most used application by Consumer while buying products online.
- The research suggests that, Consumer buys products online due to its convenience, prices and wide product range.

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- Majority of Consumers are satisfied with the products offered and delivered by E Commerce sites along with its Return and Exchange policy.
- Secondary data source showcase that the factors affecting Consumer Buying Behaviour are Marketing mix factor, Personal factor, Psychological factor, social factor, Roles and Status and Culture factors.
- The research suggests that there is no brand loyalty as consumer switch the sites to others when prices are high. Buyers are conducting extensive research online before shopping. Buyers are making direct purchase online via their smartphone, never stepping foot into traditional brick-and-mortar locations.

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