

# AN EMPIRICAL STUDY ON FACTORS AFFECTING ONLINE SHOPPING BEHAVIOR AND INTENTIONS OF CONSUMERS

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## ABSTRACT

Online shopping has become a recent phenomenon in the field of electronic business and has gained familiarity among consumers around the world. Most of the companies are now adopting online portals to sell their products/services online. Though in countries like India, the trend of online shopping took some time to develop, but now a days, there is a craze for online shopping both among the younger and elderly populations. Compared to traditional store shopping, online shopping has received much more attention. The purpose of this study is to determine the driving factors affecting the online buying behavior of consumers and to analyze the impact of these driving factors on online buying intentions. To meet the research objectives, multiple regression analysis has been applied. The results of the study revealed that in order of their impact size, the most significant predictors of online buying behavior are convenience, impulse buying behavior, congruence, shopping enjoyment, browsing enjoyment, value consciousness, price consciousness and risk. The research provides a novel finding of the strongest effect of impulse buying behavior, which has not previously

been identified as a key antecedent to online shopping.

**Keywords:** *Online shopping behavior, consumer behavior, e-commerce, online shopping intention.*

## INTRODUCTION

The e-commerce sector in India has experienced tremendous growth over the past ten years (Mokha, 2021). This is mostly as a result of five key factors namely an increase in smartphone users, the rollout of 4G networks, advancements in the field of information technology, rising consumer income, and a phenomenal rise in the penetration of internet services (Raman, 2019). The e-commerce industry is expected to overtake the US to become the world's second-largest e-commerce industry by 2034. The internet users in India have stood up at 658 million users as on January 2022. According to the report published by Bain and Company in collaboration with Flipkart, it is stated that the online consumer base of India will reach 350 million by 2025 with the gross market value (GMV) of the industry being \$120 billion. The rise of cross-border e-commerce companies, the popularity of online shopping among younger generations and rising internet penetration are

the factors driving the growth of the e-commerce industry.

Online shopping is “a form of e-commerce, which is an act of buying and selling of goods or services over the internet”. It is a growing aspect of the business community. It is critical to comprehend why customers choose to shop online given that the online channel competes with other conventional channels including brick-and-mortar businesses, catalogs, and home television (Venkatesh et al., 2022). Online shopping has grabbed the interest of business researchers. Since the Internet has become more widespread, researchers in the fields of information systems and marketing have studied the online shopping behavior of consumers (Wagner et al., 2020). Almost all the business units have started selling their products/services online including clothes, footwear, electronics, etc. Numerous e-commerce websites are booming in India such as Flipkart, Myntra, Snapdeal, Amazon, Indian Mart, Meesho, etc. These shopping sites have taken over the majority of offline retail shops. People prefer to purchase online than offline. With an increase in the awareness of online shopping, almost all business units are selling their products/ services online (Vaghela, 2017). Earlier, the young generation used to spend a lot of time shopping but now a days they just sit at home and browse through many websites and choose the best deal and place an order within a few minutes (Rahman et al., 2018). The growing popularity of online shopping is good news for e-commerce retailers (Venkatesh et al., 2022). It is quick, fast, reliable, comfortable, economical, and cost-effective and also saves time and energy by providing a large number of brands and choices

in one place (Veerakumar, 2016). The number of e-shoppers is growing with the number of internet users who are getting more and more confident in buying online (Al-Bazaiah 2022). Online retailers can influence the decision-making process of consumers by creating and delivering a proper online web experience.

The research shall aim at understanding the importance of the online buying behavior of consumers in the context of e-commerce websites. The objectives of the present study are: (a) to identify the driving factors of the online buying behavior of the consumers, and (b) to examine how driving factors of the online buying behavior of consumers impacts online buying intentions. This research attempts to answer the following research questions:

**RQ1.** What are the different driving factors of the online buying behavior of consumers?

**RQ2.** How do driving factors of the online buying behavior of consumers impact online buying intentions?

## REVIEW OF LITERATURE

The analysis of previously published literature in the area of online shopping is critical while analyzing its current state. Veerakumar (2016) conducted a comparative study to analyze various factors influencing the online shopping attitudes and behavior of consumers towards electronic gadgets and found price, ratings and reviews as the three parameters that affect customers' intention for online shopping. Al-Bazaiah (2022) surveyed to analyze the most preferred online shopping website, and factors influencing customers towards online shopping and also to examine the level of satisfaction of

online customers. The findings of the study revealed that respondents prefer to buy products from Amazon than other online sites and the most influencing factor towards online shopping was that it saves time and money. Vaghela (2017) conducted a research to examine the factors that affect online shopping behavior and found that perceived ease of use, perceived usefulness, perceived risk, website design and trust were found to be the important factors of online shopping and also demographic factors were found to have no impact on online shopping.

The study conducted by Bucko et al., (2018) was carried out to determine the various factors that influence consumers' readiness to buy products from online websites. The research was carried out on a sample of 221 and found price, scarcity, social media activity, availability, product details, social proof and conditions as the prominent factors that impact consumers' online intention. Rahman et al., (2018) undertook research to analyze the behavior of online consumers and found that consumers liked to shop online as they felt it saved their time and provides a variety of products and services but were also concerned about the security of their online transactions. Raman (2019) proposed a research model to examine the intention of online shopping behavior of female consumers based on the theory of reasoned action (TRA) with three additional constructs i.e. convenience, trust and customer service. The data was analyzed from 909 Indian online shoppers and results revealed that all the constructs had a significant positive impact on the online shopping behavior of female consumers. In the study by Venkatesh et al., (2022) the authors carried out mixed-methods

research to develop a comprehensive model to investigate the online shopping behavior of consumers. First, the authors identified the numerous possible antecedents of online shopping consumer behavior using qualitative data. Second, the authors validated the model of online shopping behavior on the data of 9,992 consumers using a longitudinal survey. The findings revealed that impulse buying behavior, risk, convenience, congruence, browsing enjoyment, shopping enjoyment, price and value consciousness are the main drivers of online shopping.

## HYPOTHESES DEVELOPMENT

### Impulse Buying Behavior

Consumers may develop a psychological bond with a product or online seller as they construct their own shopping experience by clicking through a sequence of hyperlinks on a website, which will enhance the possibility of impulsive purchases. As a result, those who have a strong propensity for making impulse purchases may be more inclined to do so because of the upbeat atmosphere that is likely to be produced by the entertainment that is built into many websites (Beatty and Ferrell, 1996). Online purchase intention likely rises with impulse buying tendencies because the Internet and mobile devices can encourage impulse buying tendencies. Thus, we formulate the first hypotheses as:

**H1:** Impulse buying behavior is positively related to online buying intentions.

### Risk

Like other remote buying channels like catalog shopping, online shopping involves risks

(Han and Li, 2021). Many online buyers have privacy and security concerns, which can lead to perceived risks like a financial loss if they worry that their credit card information may be electronically stolen (Chang et al., 2016). According to Mudambi and Schuff (2010), online consumers cannot try on clothing or feel materials, which increases the risk of high performance. Last but not the least, concerns about the ease and time involved in returning goods would probably reduce purchase intention, which would lead to less online purchasing. Thus, we formulate second hypothesis as:

**H2:** Perception of risk is negatively related to online buying intentions.

### **Congruence**

In consumer marketing and online shopping, the inability to touch, taste or smell a product can be a challenging obstacle to overcome (Workman and Cho, 2013). For some products, it is irrelevant, but for others, it is crucial. Given the abundance of product and service options available online, the congruence between the buyer's product purchases and the Internet as a channel is a crucial element determining online purchasing behavior (Venkatesh et al., 2022). When it comes to online buying, we anticipate that the congruence between the buyer, the technology (the Internet), and the particular good or service will be crucial in establishing whether online shopping will be the consumer's preferred channel of purchase. Hence, online buying intentions will be influenced by congruence. Thus, we formulate the third hypothesis as:

**H3:** Perception of congruence is positively related to online buying intentions.

### **Convenience**

Compared to other purchasing channels, online shopping can provide more convenience in a variety of ways. The convenience of saving both time and space is increased by not having to leave the house to search for and/or purchase goods. Online retailers make it easier to place orders and access specialized services like gift-wrapping and delivery because they are open and available seven days a week, around the clock (Venkatesh et al., 2022). Customers choosing the Internet as a channel vs those utilizing traditional channels differ significantly in terms of convenience (Khalifa and Liu, 2007). Additionally, empirical data indicates that convenience played a crucial role in determining past online purchase behavior (Ahuja et al., 2003; Li et al., 2006).

Thus, we formulate the fourth hypothesis as:

**H4:** Convenience is positively related to online buying intentions.

### **Browsing Enjoyment**

The abundance of information and ease of access contributes to browsing enjoyment (Venkatesh et al., 2022). According to earlier studies, shoppers who love their shopping spend more time browsing and shoppers who spend more time browsing are more likely to make purchases of products or services (Park et al., 2012). Also, there is empirical proof that shopping enjoyment increases both purchase intentions and intentions to return to a website (Wu et al., 2018). Thus, we formulate the fifth hypothesis as:

**H5:** Browsing enjoyment is positively related to online buying intentions.

### **Shopping Enjoyment**

Shopping is a pleasurable experience for many consumers. In some circumstances, the

enjoyment of the experience outweighs the utilitarian rewards a customer obtains from a purchase (Babin et al., 1994). Online shopping has been shown to significantly increase personal enjoyment. Customers may find it entertaining to employ multimedia tools such as video and audio snippets, animation, and virtual reality to “see what they would look like in a particular costume” (Papagiannidis et al., 2017). Thus, we formulate the sixth hypothesis as:

**H6:** Shopping enjoyment is positively related to online buying intentions.

### Price Consciousness and Value Consciousness

A major factor influencing consumer purchasing decisions and shopping behavior is a product’s price (Mallapragada et al., 2016). Price consciousness refers to a consumer’s willingness to put forth the time and effort necessary to compare prices on different products, whereas

value consciousness refers to a consumer’s concern over paying low prices in light of their expectations for the quality of the products they purchase (Lichtenstein et al., 1993). While price consciousness emphasizes a consumer’s desire to buy a product for the lowest price, value conscious consumers understand that the lowest price does not always translate into products that meet expectations and, as a result, take their perceptions of product quality into account when determining how they will behave when shopping (Venkatesh et al., 2022). Thus, we formulate the seventh and eighth hypotheses as:

**H7:** Price consciousness is positively related to online buying intentions.

**H8:** Value consciousness is positively related to online buying intentions.

On the basis of the hypotheses, Figure 1 depicts the research model of the current study

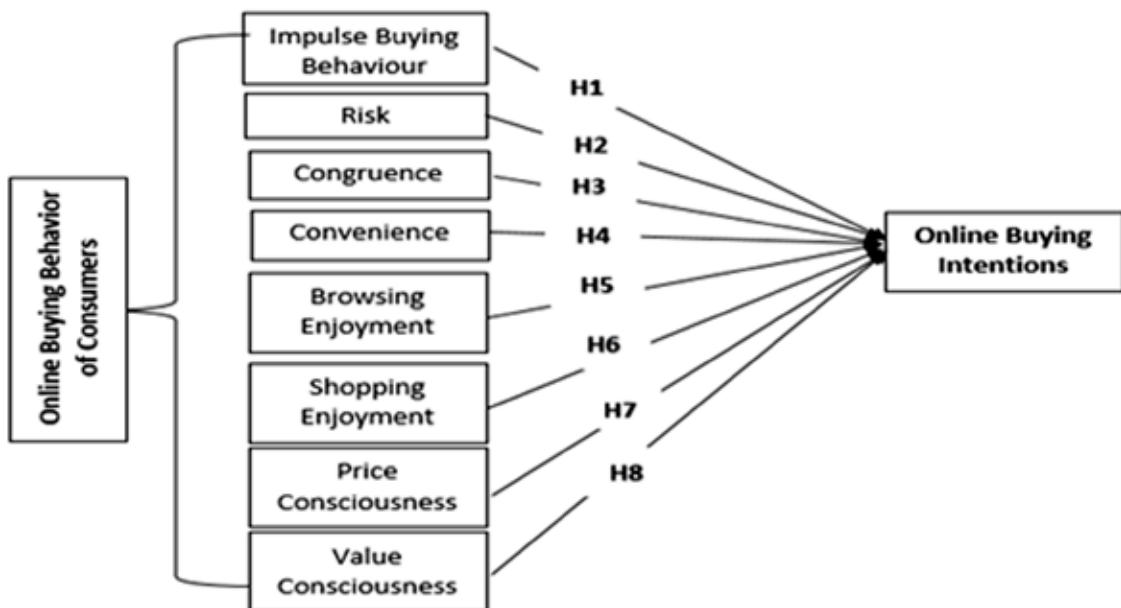


Figure 1: Research Model

## RESEARCH METHODOLOGY

### Construct Operationalization

To measure the factors affecting the online buying behaviors of customers, the items were adopted from the previous literature. To measure impulse buying behavior, 3 items were adopted from O'Guinn and Faber (1989); to measure risk, 3 items were adopted from Bettman (1973); to measure convenience, 3 items were adopted from Maher et al, (1997); to measure congruence, 4 items were adopted from Venkatesh et al., (2022); to measure browsing enjoyment, 4 items were adopted from Raju (1980); to measure shopping enjoyment, 3 items were adopted from O'Guinn and Faber (1989); to measure price consciousness, 4 items were adopted from Lichtenstein et al., (1993) and to measure value consciousness, 5 items were adopted from Lichtenstein et al., (1993) whereas, to measure online shopping intentions, 3 items were adopted from Pascual-Miguel et al., 2015).

### Design of the study

A structured questionnaire was administered for research on 500 respondents from Delhi/NCR.

The data was collected using a Likert 5 points scale (1= strongly disagree, 2 = disagree, 3= neutral, 4= agree, 5= strongly agree) using convenience sampling. The samples included the customers who have shopped online at least in the last 6 months. For the findings of the study, multiple regression analysis is employed using SPSS Software version 26.

## RESULTS AND DISCUSSIONS

### Demographic Profiles of the respondents

Table 1 depicts the demographic profiles of the respondents. There are 265 male (53%) and 235 female (47%) respondents. On the age front, the majority of the respondents are in the age bracket of up to 40 years (80%). In terms of educational qualifications, the majority of the respondents were graduated (31.2%) and post-graduated (25%) whereas on the income front, the majority of the respondents were in the income bracket from Rs 5,00,001 to Rs 10,00,000 (53.6%).

**Table 1: Summary of Demographic Profile of Respondents.**

Variable	Category	Frequency	Percentage (%)
Gender	Male	265	53
	Female	235	47
Age	Less than 30 years	185	37
	30 to 40 years	215	43
	41 to 50 years	55	11
	Above 50 years	45	9

Educational Qualification	High School	115	23
	Graduation	156	31.2
	Post-Graduation	125	25
	Professional Degree	104	20.8
Annual Income	Less than Rs 2,50,000	78	15.6
	Rs 2,50,001-Rs 5,00,000	94	18.8
	Rs 5,00,001- Rs 7,50,000	142	28.4
	Rs 7,50,001 to Rs 10,00,000	126	25.2
	More than Rs 10,00,000	60	12

### Descriptive analysis (N=500)

The descriptive statistics (i.e. mean and standard deviation) of all the constructs have been depicted in Table 2. Since the mean values of all the constructs are greater than 3 revealing that the customers have a positive attitude towards online buying behavior and intentions. Also, the standard deviation values of all the constructs are found to be less than 1, hence, revealing that the data does not suffer from variations.

**Table 2: Descriptive Statistics.**

Constructs	Mean	Standard Deviation
Impulse buying behavior	3.854	0.812
Risk	3.341	0.502
Congruence	3.598	0.467
Convenience	3.987	0.779
Browsing enjoyment	3.457	0.465
Shopping enjoyment	3.651	0.512
Price consciousness	3.878	0.811
Value consciousness	3.642	0.489
Online shopping intentions	3.785	0.724

### Regression Analyses

The multiple regression analysis was conducted to examine the relationship between the factors affecting the online buying behavior of consumers (namely impulse buying behavior, risk, convenience, congruence, browsing enjoyment, shopping enjoyment, price and value consciousness) and their online buying intentions (see Table 3).

**Table 3: Regression Analysis.**

Coefficients <sup>a</sup>							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Result
		B	Std. Error	Beta			
1	(Constant)	.723	.171		4.223	.001	H1 Supported
	Impulse buying behavior	.271	.040	.251	6.711	.000	H2 Supported
	Risk	-.157	.037	-.144	-4.176	.001	H3 Supported
	Congruence	.154	.035	.121	4.400	.001	H4 Supported
	Convenience	.302	.037	.286	8.116	.000	H5 Supported
	Browsing enjoyment	.077	.034	.062	2.264	.026	H6 Supported
	Shopping enjoyment	.085	.024	.078	3.542	.004	H7 Supported
	Price consciousness	.048	.022	.033	2.181	.030	H8 Supported
	Value consciousness	.059	.024	.041	2.458	.019	H9 Supported
<p>a. Dependent Variable: Online shopping intentions            b. Predictors: (Constant), impulse buying behavior, risk, convenience, congruence, browsing enjoyment, shopping enjoyment, price consciousness and value consciousness</p> <p>R2                      0.698                      Adjusted R2      0.487            F statistics      81.241                      p-value      0.000</p>							

Based on the result of multiple regression analysis, the multiple regression equation (95% confidence level) can be written as follows:

$$Y = 0.723 + 0.271 (X1) - .157 (X2) + 0.154 (X3) + 0.302 (X4) + .077 (X5) + .085 (X6) + .048 (X7) + .059 (X8)$$

Where,

Y = Online shopping intentions

X1 = Impulse buying behavior

X2 = Risk

X3 = Congruence

X4 = Convenience

X5 = Browsing enjoyment



X6 = Shopping enjoyment

X7 = Price consciousness

X8 = Value consciousness

The results revealed that 48.7% of the data was explained by these eight factors and also F-statistics was found to be significant at 0.05 depicting that the regression model fits the data very well [ $F(8, 491) = 81.241, p < 0.05$ ].

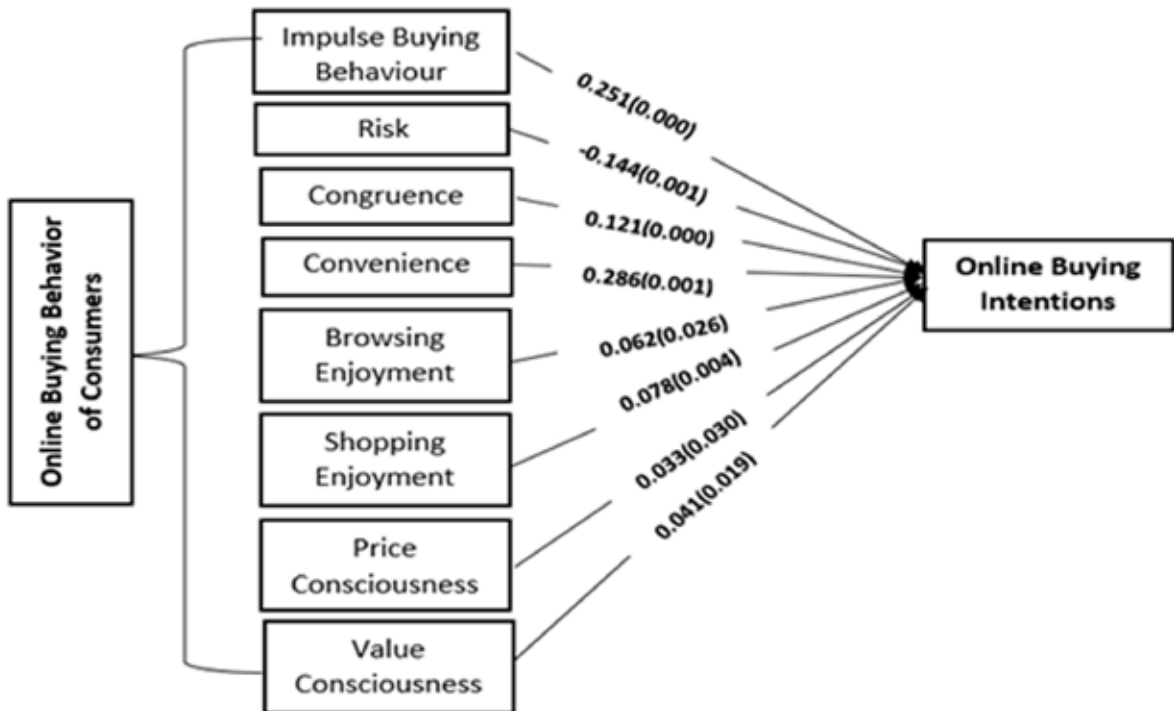


Figure 2: Hypotheses testing model

The results depicted in Figure 2 and Table 3 reveal that impulsive buying behavior positively influences online buying intentions (beta= 0.251,  $p < 0.05$ ). Hence, H1 is supported. The results reveal that risk has a significant negative impact on online buying intentions (beta= -0.144,  $p < 0.05$ ), hence, H2 is supported. Consequently, convenience (beta= 0.286,  $p < 0.05$ ), congruence (beta= 0.121,  $p < 0.05$ ), browsing enjoyment (beta= 0.062,  $p < 0.05$ ), shopping enjoyment (beta= 0.078,  $p < 0.05$ ), price consciousness (beta= 0.033,  $p < 0.05$ ) and value consciousness (beta= 0.041,  $p < 0.05$ ) have significant positive impact on online buying intentions, hence, H3, H4, H5, H6, H7 and H8 are supported. Therefore, the results revealed that all eight factors are found to have a significant impact on the online buying intentions of consumers.

## CONCLUSION

In earlier times, people used to do manual shopping but now as time changed people are becoming busy and due to this technology has brought a new revolution i.e. online shopping. Online shopping is a new experience and has significantly impacted the lives of customers in its shorter time period. Our findings (Table 3) show that the following factors, in order of their impact size, the most significant predictors of online buying behavior are convenience, impulse buying behavior, congruence, shopping enjoyment, browsing enjoyment, value consciousness, price consciousness and risk. The study found that convenience is the most significant driver of online shopping behavior. Customers are inclined towards online shopping because of the convenience of shopping at home, home delivery benefits and easy return/ exchange policy. The research provides a novel finding of the strongest effect of impulse buying behavior,

which has not previously been identified as a key antecedent to online shopping.

Congruence is considered to be another driving factor of online shopping intentions and behavior. Since congruence is the best predictor of online purchasing behavior, it is obvious that consumers have preconceived notions about how suitable it is to make purchases online. This study supports the significance of prior studies on customers' online trust given the role of risk in consumers' online shopping behavior (Al-Debeiet al; Venkatesh et al., 2022). People are reluctant to shop online as they are worried about online fraud, delays in delivery, and non-availability of try-and-buy facilities, delivery of damaged or inferior goods, quality issues etc. Furthermore, as suggested by other research, our findings supported the notion that browsing enjoyment, shopping enjoyment, price consciousness and value consciousness serve as additional driving factors for online buying (Ahuja et al., 2003; Khalifa and Liu, 2007).

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