

Impact on Determinants of Online Purchase Behavior

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Abstract:

This study explores the determinants of online purchasing behavior, examining the factors that influence consumers' decisions to shop online. The research objectives are to identify key factors influencing online purchase behavior, examine the relationship between various factors and their impact on online purchase behavior, and assess the impact of online shopping experience on purchase behavior of customers.

Using a non-probabilistic convenience sampling method, 100 people are selected from urban and semi-urban locations in Jaunpur, and data is collected through a questionnaire distributed by both manually and electronically. The analysis reveals that product variety, fast delivery, and price are the primary determinants of online purchase behavior. Social influence, marketing, and online shopping experience also significantly impact on online purchasing decisions. This study provides insights into the online shopping habits of Indian consumers, highlighting the importance of e-commerce platforms, social media, and digital marketing in shaping consumer behavior. The findings have implications for e-commerce businesses, marketers, and policymakers seeking to promote online shopping and improve customer satisfaction.

Keywords: Online purchase behavior, online purchasing, online marketing

INTRODUCTION: E-Commerce/Electronic Commerce is a process of buying or selling transferring or exchanging of product services and or information by a electronic networks and computer in 1970 there is a use of Electronic Commerce is mean to facilitation or commercial transaction electronically using Technology electronic data interchange (EDI) and electronic fund transfer(EFT) that is allowing the business is like purchase, invoices electronic such as internet the uses of e-commerce is increasing day by day and there are so many features of Electronics commerce.

It enable to use of credit card, and debit card, smart card, and electronic fund transfer by a bank website and other modes of electronic payment the business of enterprise and with they can provide the services to their customer for easy to use and its available for everywhere any time advertising marketing it increase the reach of understanding of products and services of businesses it helps him better making the management of product services and overall customer views to words the use of electronic facility it help to improve self because of online feedback will help to improve the services and to solve the customers issues with the help of feedback and E-commerce company can also improve their sell and creative support of the help of support e-commerce provide automatic inventory management system report get to generate instantly when record product inventory management become very efficient and easy to maintain because of online availability of data the history of e-commerce in 1980 there was the growth and acceptance of credit cards and automated tailor machine ATM telephone banking airline reservation system and then in 1990 there is the use of internet will increase the internet commercialized and uses flocked to a participate in the form dot com and internet start-up and innovative application ranging from online direct sales to e learning experience.

According to the early days of the internet, India has become the third largest internet user after China. India's first e-commerce website was (link unavailable) (India Plaza), launched in 1991 when only about three million internet users existed and the online market size was tiny. Since then, the market has been growing day by day. Compared with the past five to ten years, roughly 1.5 million new users are added every month. This rise in online users is driven by increasing per-capita income among middle-class families and government support, including the rollout of 3G and 5G networks by telecom companies, the introduction of 3G, 4G and 5G services, and railway initiatives aimed at making online transactions easier

The Indian Railways website IRCTC was the biggest contributor, accounting for more than one third of total e-commerce revenue in 2010. Before 2010, users in small Indian cities mainly bought travel tickets online. After 2010 there was a huge shift: Indian consumers began to shop online regularly as part of their daily routine. According to ICICI data, where previously only about five thousand people were reluctant to make online purchases, a major change occurred people are now willing to spend over twenty thousand rupees on online shopping

Today the internet is not just a networking medium; it enables easy and reliable global transactions for consumers. A report states that more than 700 million people shop online. After the rollout of 4G in 2012, the shift to online shopping accelerated, though it also introduced new risks

Recent years have witnessed the extreme popularity of social networks and social media applications, which have brought about a progressive change in our daily lives. Especially for the younger generation, retailers are trying to attract customers to their brands, and consumers are looking for easy online shopping where they can share their thoughts and feedback. With this, shopkeepers can improve their services. Social media makes it easy for shopkeepers to be reachable because users of social media apps... (not much has been achieved compared with other apps). For example, about 83 % of Internet users tend to navigate Facebook frequently. Furthermore, according to current statistical data for India, in March 2021, 7.17 million people were using Face book and 4.55 million were using Instagram, making the country the largest audience on the platform. This is the most used platform in the country because it allows easy communication with friends and family and promotes interaction around common interests. Online shopping consumers can shop 24 hours a day and are not required to visit any physical store of sellers; sellers can be located in another city or country. Online shopping gives consumers more control and bargaining power compared with traditional shopping, and it is possible to obtain more information about products and services. After the pandemic in 2019, there has been a shift from traditional to online shopping. Today, popular online shopping sites in India include Myntra, Amazon, Flipkart, Blinkit, Swiggy, Zomato, Uber, and to the Purpose of Research on Determinants of Online Purchasing Behavior

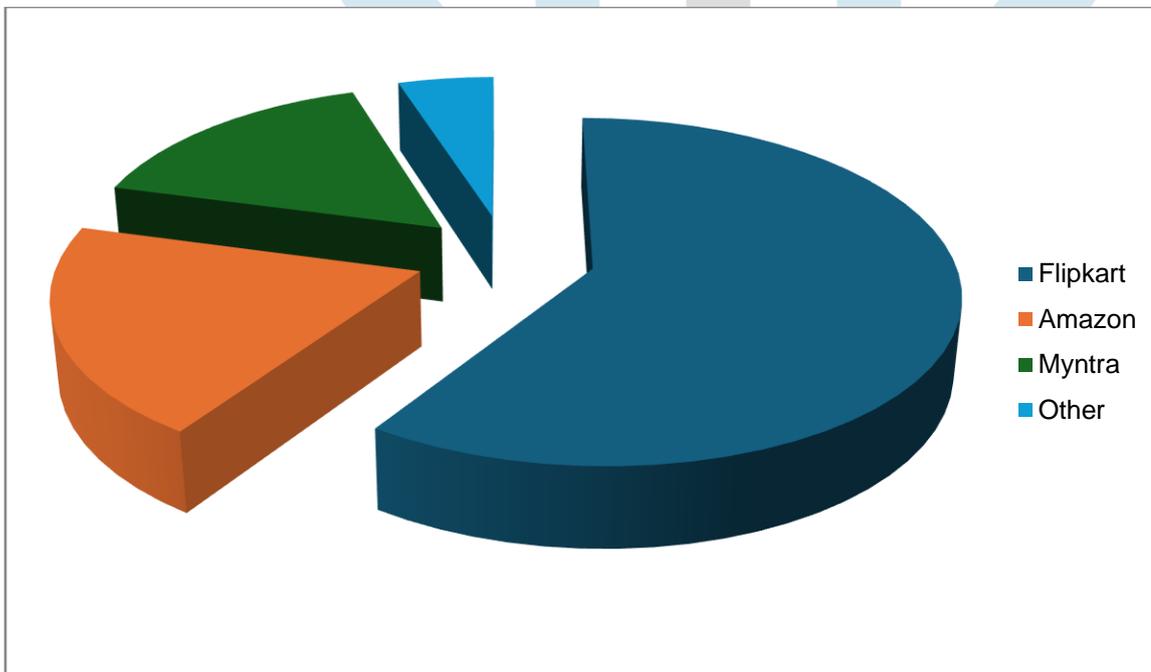
- To identify the key factors influencing online purchase behavior.
- To examine the relationship between various factors and its impact on online purchase behavior.
- To assess the impact of online shopping experience on purchase behavior of customers.

RESEARCH METHODOLOGY: Research methodology refers to the systematic framework of methods, techniques, and procedures used by a researcher to identify, collect, analyze, and interpret data to answer research questions and achieve study objectives. It provides the overall strategy that integrates different components of the research process in a logical and coherent manner. This study involves non probabilistic convenience sampling. 100 customers were selected throughout the urban and semi urbanized location in Jaunpur. Questionnaire was distributed both manually and electronically. The study used a variety of questions to find out the complete information about the topic under the research.

Data Analysis and Result: Data analysis has been carried out based on the questionnaire and using the respondents' answers the analysis and result is presented graphically in the form of a pie chart.

Online Shopping Experience:

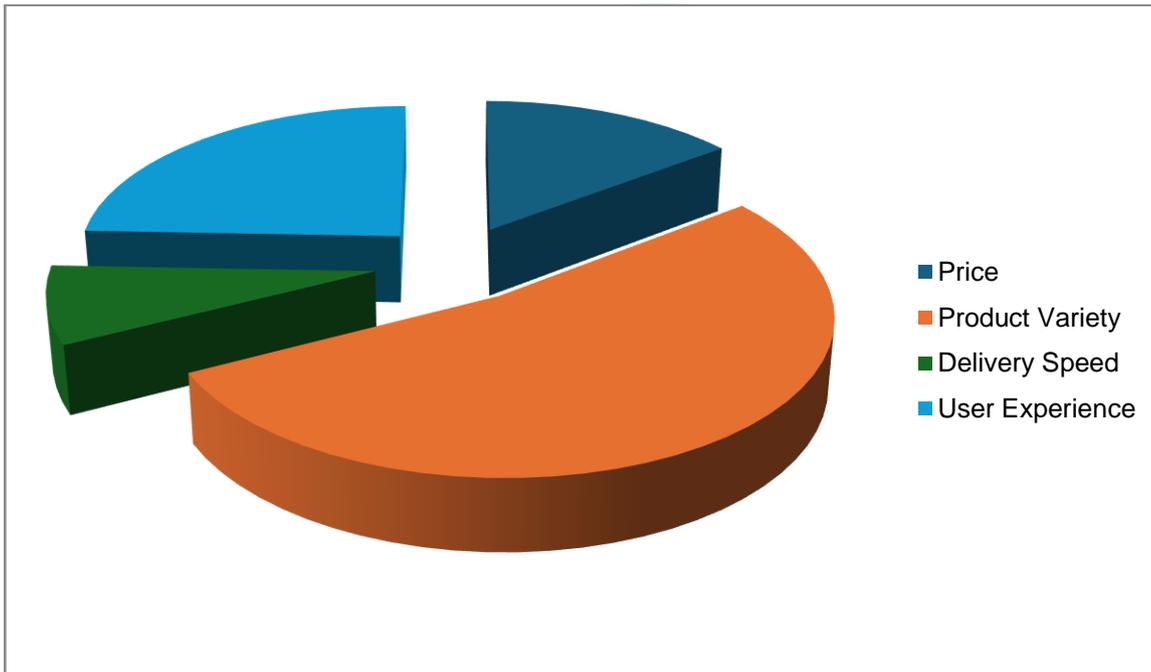
Q1. What is your preferred online shopping platform?



There is 60% of people preferred to online shopping platform is Flipkart

Q2.What is the most important factor when choosing an online shopping platform?

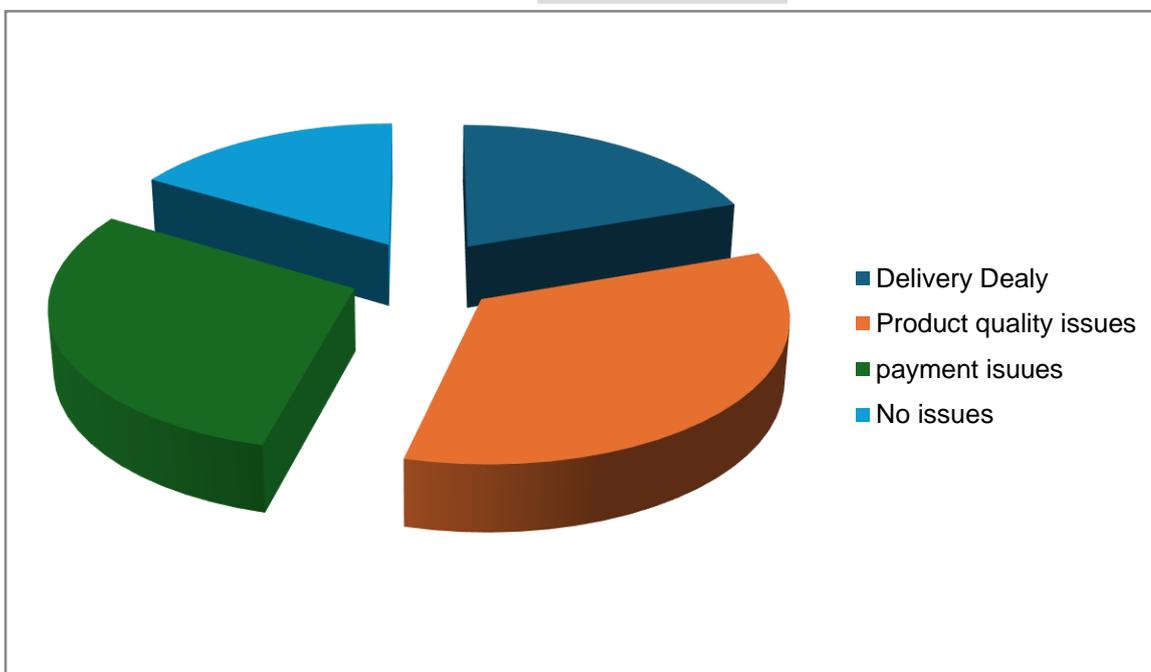
- (a) Price
- (b) Product Variety
- (c) Delivery Speed
- (d) User Experience



65% people in affect the product variety factor while they shopping on online platform

Q3.Have you ever experienced any issues with online shopping? If yes, what was it?

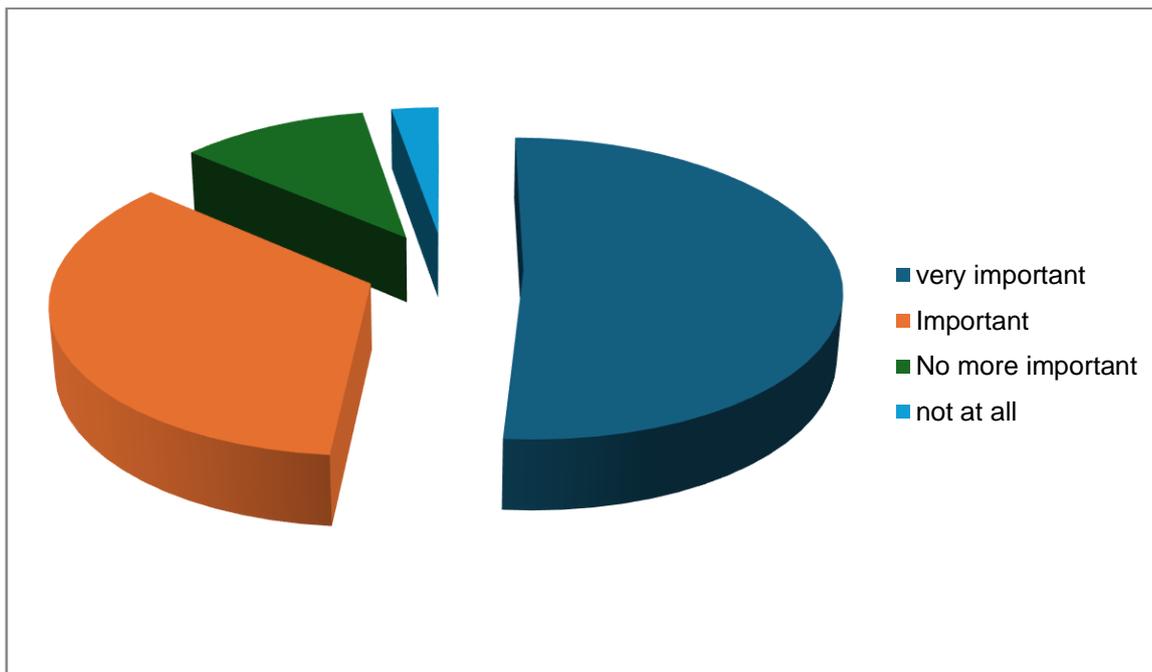
- (a) Yes delivery delay
- (b) Yes, Product quality issue
- (c) Yes Payment issue
- (d) No, I have not experienced any issue



52% people experiences product quality issue during online shopping

Q4. How important is fast delivery to you?

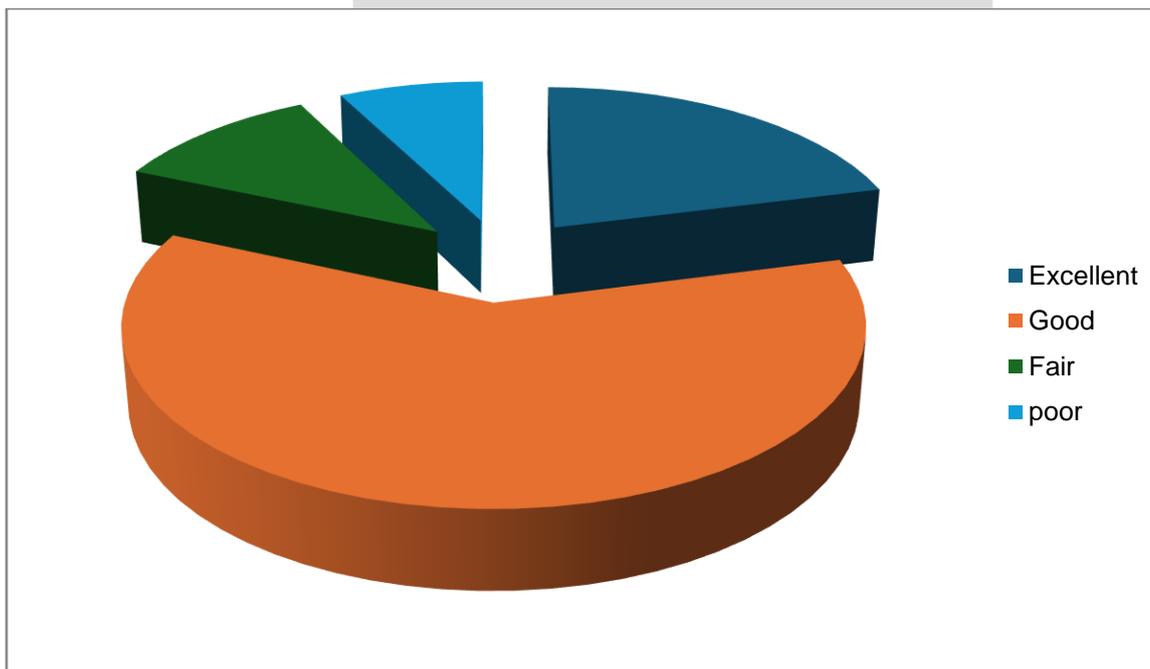
- (a) Very Important
- (b) Important
- (c) No more important
- (d) Not at all



For 56% people there is fast delivery is more important in online shopping

Q5. How would you rate your overall online shopping experience?

- (a) Excellent
- (b) Good
- (c) Fair
- (d) Poor

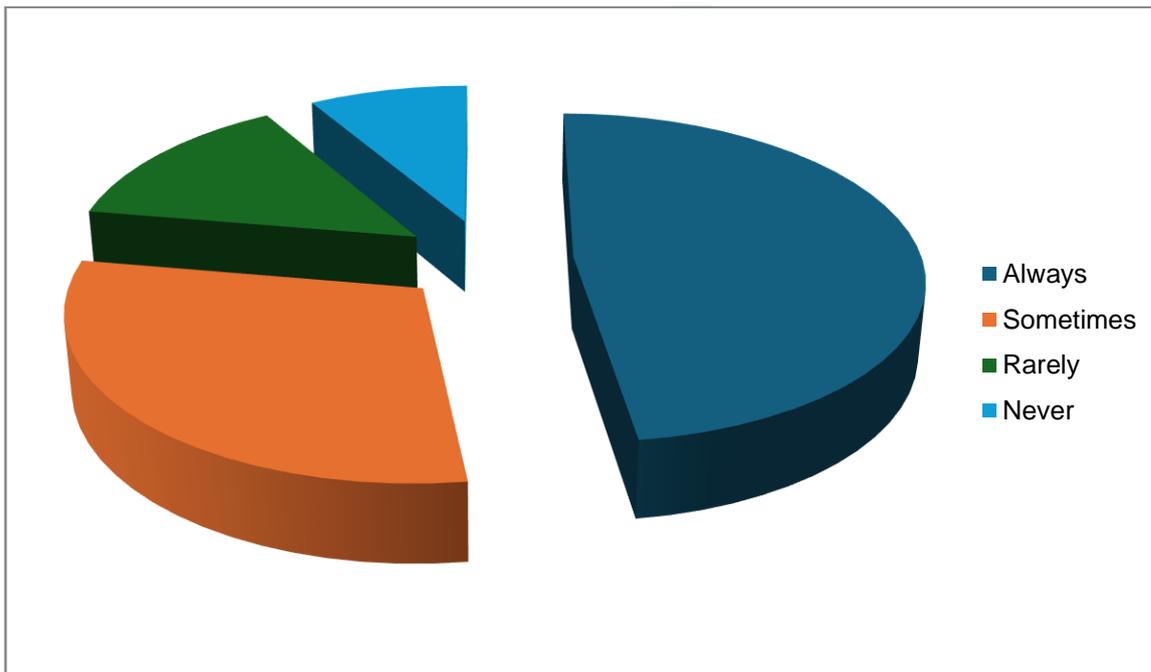


60% people experiencing good while online shopping

Social Influence and Marketing:

Q6. Do social media influencers affect your online purchase decisions?

- (a) Always
- (b) Sometimes
- (c) Rarely
- (d) Never



45% people influenced by social media while online purchasing

Q7. Have you ever made a purchase based on a social media ad?

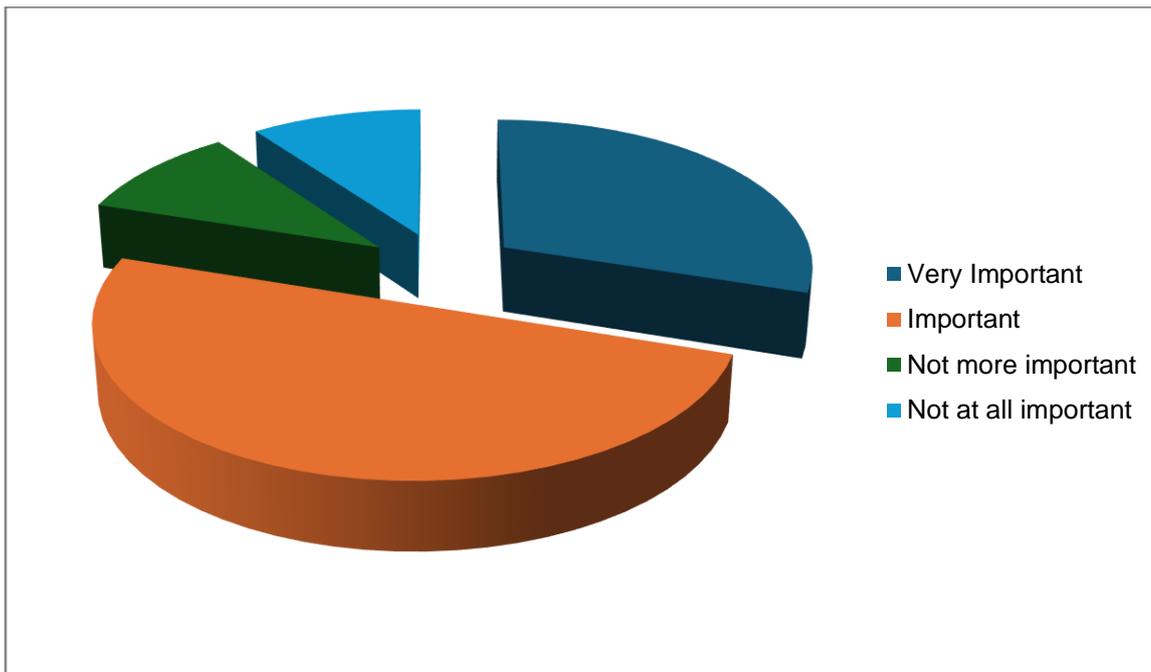
- (a) Always
- (b) Sometimes
- (c) Rarely
- (d) Never



40% people made their purchase via social media ad.

Q8. How important are discounts and offers to you?

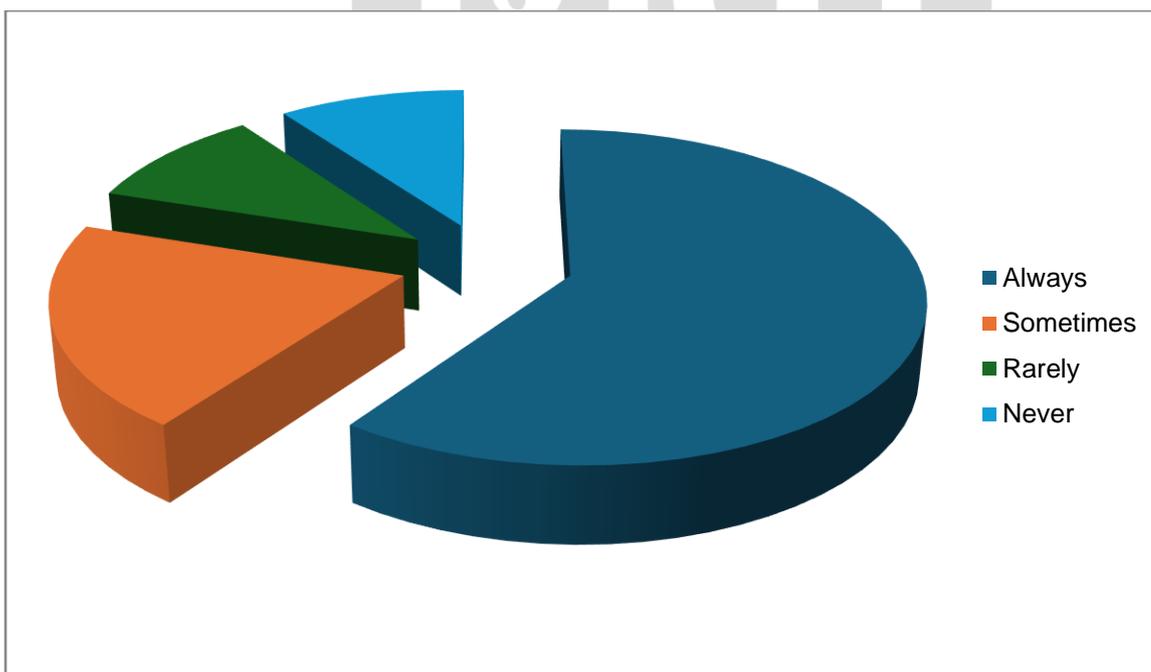
- (a) Very Important
- (b) Important
- (c) Not Very Important
- (d) Not at All Important



Discount offer is important for 50% people on the time of online purchase.

Q9. Do you prefer shopping from brands that offer loyalty programs?

- (a) Always
- (b) Sometimes
- (c) Rarely
- (d) Never



60% people always prefer shopping from brands that offer loyalty.

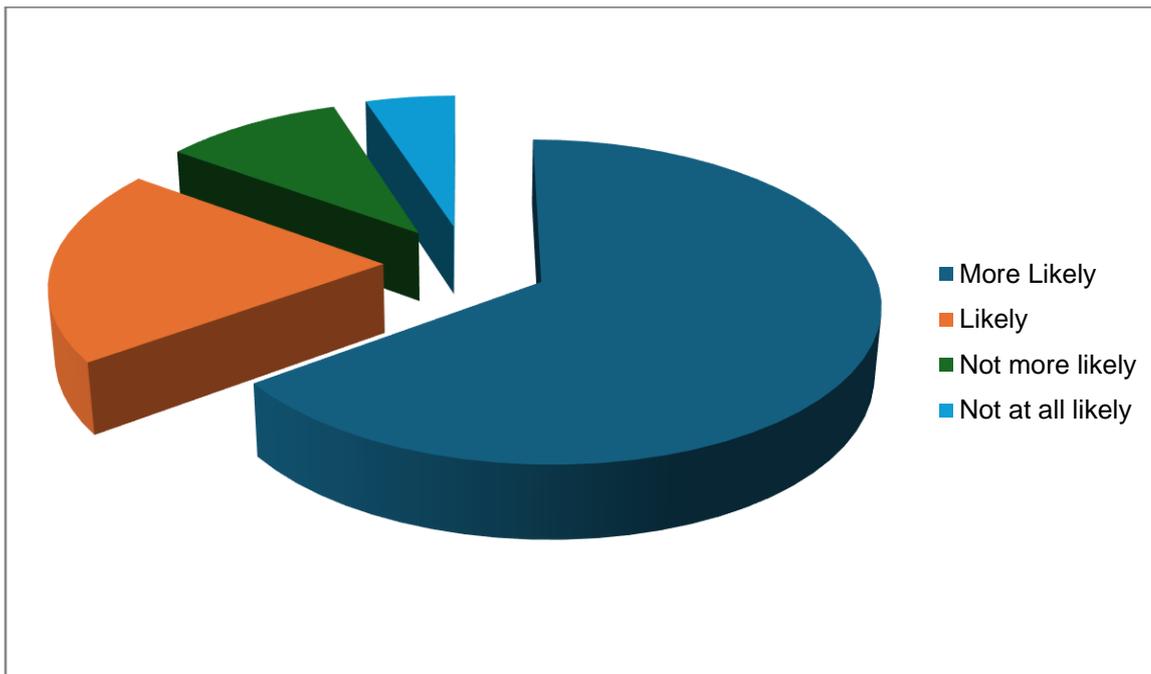
Q10. How likely are you to trust a product recommended by a friend or family member?

(a) More Likely

(b) Likely

(c) Not Very Likely

(d) Not at All Likely



65% people trust in buying products which is recommended by their friend or family member

Conclusion: The study concludes that online shopping experience, social influence, and marketing factors significantly influence online purchase behavior. The study set out to (1) pinpoint the key drivers of online purchase behavior, (2) examine how those drivers relate to actual buying decisions, and (3) assess the role of the online shopping experience itself. Based on the questionnaire data collected from 100 urban and semi urban shoppers in Jaunpur, the analysis yields the following core take-aways: There is variety of questions asks to the people. The key factors influencing online purchase behavior include product variety, fast delivery, discounts, and loyalty programs. Social media influencers and online reviews also play a crucial role in shaping online purchasing behavior in customers'.

Key Findings:

- Flip kart is the preferred online shopping platform (60%)
- Product variety is the most important factor when choosing an online shopping platform (65%)
- Product quality issues are the major concern for online shoppers (52%)
- Fast delivery is important for 56% of online shoppers
- 60% of respondents rate their online shopping experience as good
- Social media influencers affect online purchase decisions (45%)
- Discounts and offers are important for 50% of online shoppers
- Loyalty programs are preferred by 60% of online shoppers
- Recommendations from friends and family are trusted by 65% of online shoppers- Online retailers should focus on improving product quality, delivery speed, and customer service to enhance online shopping experience.
- Social media marketing and influencer marketing can be effective strategies to reach online shoppers.
- Offering discounts, loyalty programs, and personalized recommendations can increase customer loyalty and retention.

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