



# A Study on Consumer Behaviour of e-Buyers in Major Cities of Madhya Pradesh

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**Abstract:** Online consumer behaviour is the process of how consumers make decisions to purchase products in ecommerce. This study attempts to gain insight into the consumer's buying behavior of e-Buyers in major cities of Madhya Pradesh. Thus, this research is descriptive in nature as it aims to ascertain the degree to which relationships exist between a set of variables that influence impulsive buying. The main advantage of such a co-relational design is the ability to delineate the important factors that are associated with consumer's buying behavior. We took 1000 respondents sample size for this study. All the 1000 respondents were taken for the survey. All the collected data was subjected to appropriate analytical tools for a comprehensive, descriptive and inferential statistical analysis on various parameters using SPSS software.

**IndexTerms** - Consumer Behaviour, e-Buyers, Regression, website information, website features

## I. INTRODUCTION

Online shopping is the easy solution for busy life in today's world. In the past decade, there had been a massive change in the way of customer's shopping. Despite consumers' continuation to buy from a physical store, the users or buyers feel very convenient to online shopping. Online shopping saves crucial time for modern people because they get so busy that they cannot or unwilling to spend much time shopping.

In the twenty-first century, trade and commerce have been so diversified that multichannel has taken place and online shopping has increased significantly throughout the world (Johnson, Gustafsson, Andreassen, Lervik, & Cha, 2001). Globally, e-commerce constituted about 2.29 trillion-dollar market (John, 2018) and expected to reach 4 trillion dollars by 2020 (eMarketer, 2016) due to the double-digit worldwide growth in sales (15%) and order (13%) (eMarketer, 2018) in all sorts of e-commerce such as business-to-business (B2B), business-to-consumer (B2C) (Zuroni & Goh, 2012).

India's online retail market is forecast to grow at a CAGR of 19.8 per cent to reach \$85.5 billion by 2025, The growth ahead in the online retail in India will be by a host of factors including massive growth opportunity driven by global investments, a growing online shopper base and evolving customer behaviour, as per the report. In 2020, online accounted for 3.6 per cent of India's total retail sales. This readiness is evident from the more than \$8 billion that local and international organisations invested in online retail in 2020 and 2021. Additionally, the number of online buyers in India is also on the rise, growing from 71.5 million in 2016 to 179.5 million in 2020. Low-cost, highly available data, rising smartphone adoption, and the pandemic are all pushing Indian consumers to think, do, and be digital. Today, over half of Indian adults discover products and brands via social media at least daily (Mumbai Bureau, 2022).

With more and more consumers become increasingly familiar with the Internet and its benefit, online shopping is becoming popular and getting preference among a group of consumers seeking better value proposition regarding information, convenience, cost, choice. Like other young Asian citizens, youngsters in Bangladesh are experimenting with new ways of shopping that have led to the popularity and growth of online shopping in India.

Unlike a physical store, all the goods in online stores described through text, with photos, and with multimedia files. Many online stores will provide links for much extra information about their product. On the other hand, some online consumers are an adventurous explorer, fun seeker, shopping lover, and some are technology muddler, hate waiting for the product to ship. Consequently, online consumer behavior (user action during searching, buying, using products) became a contemporary research area for an increasing number of researchers to understand this unique nature of online shopping.

The primary goal of a business is to offer product and services that best serve their consumer needs. A business which fulfills the customer needs with satisfaction very well is more successful than its competitors as satisfied buyers tend to make a repetitive purchase. Moreover, in India, online shopping has been evolving fast and has the potential to grow exponentially in time to come, as Internet penetration reaches far and wide across the rural areas. However, it is also true that Indian people are traditionally conservative in their approach to shopping due to modernization and fast-paced life, dependence on online shopping will increase. Thus, the purpose of this study is to understand the consumer behavior of e-buyers in major cities of Madhya Pradesh.

## II. LITERATURE REVIEW

Bing et al. (2022) discussed about impulsive purchase behaviour in live streaming e-commerce. In the study, "People-Product-Place" marketing strategy for live streaming e-commerce was examined from the consumer's perspective. As a result of this study, marketers are better positioned to optimize profitability of live streaming e-commerce, and many other countries that were also affected by the Pandemic of COVID-19 are able to find some reference points of economic recovery. Basavarajappa and Santosh (2022) emphasized on consumer behaviour of online shopping, factors influence on consumer about online shopping, brand choices towards buying home appliances. The study concluded that online media plays a significant role in the purchasing decisions of consumers. Shoppers rely on their internet-based media channels to access accurate information about products they can buy and their prices.

Geetika et al. (2022) analyzed consumer's behaviour towards online shopping. For the purpose of the study, 154 respondents were taken under consideration belonging to different gender, age groups, income, professions. By analyzing the facts accumulated within side the study, it turned into found that there may be no substantial distinction among way of gender, age and career of respondents with admire to on-line purchasing satisfaction. It also concluded that time saving is the maximum crucial purpose for selecting on-line purchasing through consumers.

Azam et al. (2021) discussed about a detailed understanding of e-commerce trends in current decade. The paper also focuses on how e-com sites works over customer engagement. The study was completely based on secondary source of data. Bhojraj (2021) understand the growth and development of e-commerce in India and about the current trends in e-commerce.

Neelu& Subhash (2020) discussed about the effect of Corona Virus on Electronic Commerce with special reference to Maharashtra State. In the paper the author discussed about the Covid-19 pandemic, its origin, and its spread in India, specifically in cities like Mumbai and Pune belonging to state Maharashtra. The research paper emphasis majorly on the effects of Corona Virus over the E-commerce companies, the negative impact on the retailers during the lockdown and also have talked about the necessary initiatives which were taken by the government for preparing guidelines for the e-commerce companies to serve during the lockdown period.

Pratiksha (2020) have thrown light over the positive consequences of such pandemic. The researcher in her research have identified few sectors which have shown a positive graph with reference to customer's changing perception and acceptability towards new technology and changes. Moorthy and Devaki (2020) exposed the economic impact of COVID-19 Pandemic on E-commerce companies in India. The researcher has considered Amazon and Flipkart under their study. It has been observed that during the lockdown phase apart from essential good and agricultural products rest all businesses were standstill.

## III. Methodology

### 3.1 Purpose of the study

Customers' choices, demands, requirements as well as anticipations are the core elements of the idea of business attitude in marketing arena. These aspects especially the requirements and expectations must be fulfilled for an organization to be

successful in trade and merchandising world. The main purpose of this study is to analyse the consumer's buying behavior of e-Buyers in major cities of Madhya Pradesh.

### 3.2 Type of Research Design

This study attempts to gain insight into the consumer's buying behavior of e-Buyers in major cities of Madhya Pradesh. Thus, this research is descriptive in nature as it aims to ascertain the degree to which relationships exist between a set of variables that influence impulsive buying. The main advantage of such a co relational design is the ability to delineate the important factors that are associated with consumer's buying behavior.

### 3.3 The Study Setting

As this research is a co relational study, it was conducted in on-contrived settings whereas rigorous causal studies are done in contrived lab settings.

**3.4 Time Horizon of the Study:** This research is basically a single cross-sectional study as only one sample of respondents is drawn from the target population, and information is obtained from this sample only once (Malhotra and Birks, 2006). Also, the data was collected just once over a period of months in order to achieve the research objectives.

### 3.5 Data Collection

It helps to define the marketing research problem and develop an approach. It refers to the process of collecting data associated with the variables that are considered in the study. This study is based on primary sources of data / information. In the present study, a structured close-ended questionnaire was designed specifically for conducting the survey and acquiring primary data. Self-administered questionnaire method chosen for obtaining responses.

### 3.6 Hypothesis:

H01: There is no significant impact of website features over consumer purchase and preferences.

H02: There is no significant impact of online shopping website informatics, website entertainment and website effectiveness on consumer's website satisfaction.

### 3.7 Sample and Sampling Technique

The people who take part are referred to as "participants." targeted population is people of Madhya Pradesh, namely South region-Bhopal, Indore, Jabalpur and Gwalior. We took 1000 respondents sample size for this study. All the 1000 respondents were taken for the survey.

### 3.8 Data Analysis

All the collected data was subjected to appropriate analytical tools for a comprehensive, descriptive and inferential statistical analysis on various parameters using SPSS software.

## IV. RESULTS AND DISCUSSION

### *Impact of website features over consumer purchase and preferences*

To check the hypothesis, Regression is applied.

Table 1. Impact of website features over consumer purchase and preferences

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	1.778	0.201		9.871	0.000
	Website features	0.581	0.056	0.509	10.121	0.000

From the above it is observed that website features significantly impact of over consumer purchase and preferences as beta =0.509 and p-value is less than 0.05.

*Impact of online shopping website informatics, website entertainment and website effectiveness on consumer's website satisfaction*

Table 1. Impact of online shopping website informatics, website entertainment and website effectiveness on consumer's website satisfaction

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.8121	0.243		9.779	0.000
	Online shopping website features	0.782	0.059	0.338	11.431	0.000

From the above it is observed that online shopping website informatics, website entertainment and website effectiveness consumer's website satisfaction as beta =0.338 and p-value is less than 0.05.

#### IV. CONCLUSION

The shopping behaviour of consumers has seen a drastic change over the past couple of years. The pandemic brought a shift in the e-commerce consumer behaviour, a shift that was well on its way already and affected consumer buying behaviour as well as e-buying as a whole.

People from all around the world realized the importance and convenience of online shopping and e-buying, changing consumer buying behaviour and making e-commerce take off drastically during the pandemic. As everyone struggled to come to terms with the lockdowns and restrictions, e-buying became a go-to for everyone. Covid-19 left people with little choice but to shop online, and soon, whatever hesitance they might have had before seemed to fade away as e-commerce changed consumer behaviour faster than anyone anticipated. The pandemic acted as a catalyst to bring the change in buyer behaviour more quickly as people had no choice but to shop online during the lockdowns all across the world. E-commerce businesses of all types soared as people became more comfortable ordering everything online instead of going to a brick-and-mortar store.

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