

# A Study on Consumer on- Line Buying Behavior

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**Abstract:** In this paper the concept of consumer behavior is discussed. It majorly focus online buying Behavior of the consumer with special reference to gender. Today we see after the LPG in 1990 liberalization, privatization and Globalization our Indian market got lots of the opportunities in trade and Business. when the demand for products started to become more and more globally, the customer market also was able to adopt and change in many ways. the customer need and wants are kept mainly in focus from production to distribution. we see technology adoption in marketing of products. the main reason why technology is adopted in marketing is to make sure the products accessibility, availability and awareness becomes more easy. the internet and mobile has made a huge impact on the marketing. Today in 21 st century customer do not like to purchase products physically. they want more comfort, easy, fast, less risk, time saving, less amount of money to be invested on product purchase and extremely good quality. we can see that all this type of options are available in online buying. so we can say that today the need of the hour is online buying. The paper is based on primary and secondary data. The 110 convenient sample are used in the paper. the consumer choosen for the study belong to the age group of 21 to 25 years located in Mysore. The results reveals that there is a difference in buying pattern, money spent and satisfaction level. The results indicate that gender difference is found in online buying behavior.

**Key words:** Consumer, on line, Buying Behavior, Technology and gender.

## INTRODUCTION

Consumer buying behavior refers to the study of customers and how they behave while deciding to buy a product that satisfies their needs. It is a study of the actions of the consumers that drive them to buy and use certain products.

The study of consumer buying behavior is most important for marketers as they can understand the expectation of the consumers. It helps to understand what makes a consumer buy a product. It is important to assess the kind of products liked by consumers so

that they can release it to the market. Marketers can understand the likes and Consumer decision-making in online commerce is referred to as online consumer Behaviour. The behaviour themselves, such recognizing a problem or choosing to buy something, are based on constantly changing wants and expectations. Additionally, while every buyer has different demands, the new expectations that today shape online consumer behaviour are firmly rooted in uniformity.

Customers' decisions to buy products online (and whether or not they will remain devoted customers once they have made a purchase) are influenced by expectations such product availability, delivery transparency, reasonable shipping, and, more recently, a convenient buying journey

Consumer decision-making strategies and decision-making complexity may change based on gender. Behaviors and attitudes are also impacted by gender differences. Additionally, there are disparities between how men and women react to marketing advertisements.

Numerous elements, including circumstance, psychological, environmental, and marketing aspects, as well as individual, familial, and cultural influences, affect consumer behaviour. Businesses make an effort to gather data so they may decide how to most effectively contact their target audience.

## RESEARCH PROBLEM

Every individual is different. What motivate one individual consumer many not motivate another individuals. It also becomes difficult to identify the choices made by Gender. so it is essential to study about purchase pattern based on Gender.

## REVIEW OF LITERATURE

Jalal Rajeh Hanaysha (2022), they studied about the social media marketing and decision making power. It was found that consumer are trusting the brand that are

having more social media information. Based on that they are purchasing the products.

Davit Pipoyan et.al(2022) , the study is done in Yerevan, Armenia the study aims at understanding of intake of fast food by the consumer .Most prefer is pastry and least per preferred is pop cone.

Tithi Thaker et.al(2022) the author studied about the impact of online and off line shopping on customer. the paper is based on secondary data. the results reveals that the young generation prefer more of online shopping and in India the Technology revolution has taken place consumers are more interested in online purchase. the author further suggest to study about the online purchase based on gender.

Lariah Edwards et.al (2022), the author has studied about the consumption of fast food by consumer and the chemical content in it. the food taken for study are hamburgers, fries, chicken nuggets, chicken burritos, cheese pizza. The results reveals that chemical content, gloves burritos than hamburgers. Cheese pizza had the lowest levels of most chemicals

Yan Zhou et.al (2022), the author had taken the spatial pattern of the overall catering industry in Hangzhou was analyzed. Chinese fast-food Lanzhou Ramen and Shaxian Snacks and Western fast-food KFC and McDonald's. the results reveals that McDonald's was found to be dependent on KFC in the main urban area. Shaxian Snacks were strongly attributed to Lanzhou Ramen in commercial centers and streets, while Shaxian Snacks were distributed independently in the eastern Xiaoshan and Yuhang Districts.

Priyabrata Roy et.al (2022), the author studied about the consumer buying behaviour towards online and offline shopping in west district, Tripura India. the author had taken 200 sample for the study. the results reveals that price, discount offers, replacement facility, convenience etc are more preferred in online shopping in off line shopping tangibility, real hand experience, bargaining etc are important for the Consumer

Maitrey Dilipkumar Bhagat (2022), the author studied about the consumer buying behaviour towards online shopping by taking primary data of 75 samples. He studied the perception of customer when they buy online products. the customer do not like to buy costly goods on line, consumer like to buy less than product worth less than 10000. they like to buy movie tickets, events booking and hotel and restaurant booking.

Mingming Zhang et.al (2022), the author has tested developed the model for online marketing strategy. he tells that strong relationship between, social presence has a direct impact on impulsive buying behavior. the factors which influence the online shopping are vividness, and media richness.

Fei Wang et.al (2023), In this paper author has developed the model which help the marketers to build the social content in online shopping. Content attract the customer at three levels micro level customer give more importance to self-referencing and detailing, macro-level structuring and in meta-level linguistic style matching.

Augusto Bargoni et.al (2023), the author discuss family firms' characteristics on millennials' purchase intention. the has taken 502 sample for the study. He has used liner Regression analysis to know about family firms' characteristics on millennials' purchase intention. emotional appeal, product and service quality and corporate social responsibility. It is found that electronic word-of-mouth (eWOM) and peer-to-peer reviews play a vital role in on line purchase.

#### RESEARCH GAP

Priyabrata Roy et.al (2022), has done the studies on consumer buying behavior with respect to West Tripura India. So study area has been taken Mysore for the Study.

From the above literature we find that there is no clarity regarding how much of money has been spent by the consumer for online purchase. only product worth less than 10,000 are liked to purchase. (Maitrey Dilipkumar Bhagat 2022). So there is gap to study about the money spent.

The above literature have done analysis based on over all aspects of online buying Behavior of consumer. No comparison is done on Gender basis.

Most of the literature discuss about the consumer preference with respect to product. The satisfaction of consumer based on Gender is not discussed. So there is gap.

#### OBJECTIVE OF STUDY

- To study the impact of gender characteristics of consumer on their online purchase pattern.
- To study about the money spent by consumer on online purchase.
- To identify the satisfaction level of consumer based on gender.

**HYPOTHESIS.**

H<sub>0</sub>: There is no difference between online purchase pattern based on gender.

H<sub>1</sub>: There is a difference between online purchase pattern based on gender.

H<sub>0</sub>: There is no difference between money spent on online purchase pattern based on gender.

H<sub>2</sub>: There is a difference between money spent on online purchase pattern based on gender.

H<sub>0</sub>: There is no difference between consumer satisfaction based on gender.

H<sub>3</sub>: There is a difference between consumer satisfaction based on gender.

**RESEARCH METHODOLOGY**

Descriptive method has been used in this paper.

**SCOPE OF THE STUDY**

The scope of the study is confined to the consumer above 21 to 25 years age located in Mysore only.

**SOURCE OF DATA**

Data was collected from both primary and secondary sources. Primary data was collected through structured questionnaire techniques is used to collect the required primary data. The secondary data was extracted from different publishers and websites.

Table: 3

Independent Samples Test										
Levene's Test for Equality of Variances			t-test for Equality of Means							
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
q2	Equal variances assumed	8.574	.004	-1.426	108	.157	-.085	.060	-.203	.033
	Equal variances not assumed			-1.399	90.225	.165	-.085	.061	-.205	.036

from the above table 2 and 3 we can see that there is a difference in purchasing patterns. Among 110 samples, male purchase 58%, female purchase 52%. female do the online purchasing more when compared to male. It can be observed that gender significantly

**SAMPLE DESIGN AND SIZE.**

Non Probability sampling technique was used for the paper. 110 convenient Random sampling has been used.

**TOOLS USED.**

SPSS tools was used for analysis of the data. Percentage analysis, T-test analysis.

Statistical Tools used: Reliability test and factor analysis was used to analyses the data.

Table: 1

Reliability Statistics	
Cronbach's Alpha	N of Items
.655	12

The above table 1 indicate value of Cronbach's Alpha reliability test for the questionnaire online purchase comprising 12 statements. The alpha coefficient for the four items is 0.655, suggesting that the items have relatively high internal consistency.

Table: 2

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
q2	male	58	1.07	.256	.034
	female	52	1.15	.364	.051

affects the online purchase patterns T-test p values is .004. So we can say that null hypothesis is rejected.

H<sub>1</sub>: There is a difference between online purchase pattern based on gender. Accepted.

Table: 4

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
q5	male	58	2.62	1.412	.185
	female	52	2.15	.872	.121

Table: 5

q5					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hundred rupees	30	27.3	27.3	27.3
	five hundred	36	32.7	32.7	60.0
	thousand	20	18.2	18.2	78.2
	two thousand	18	16.4	16.4	94.5
	More than fivethousand	6	5.5	5.5	100.0
	Total		110	100.0	100.0

Table: 6

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
q5	Equal variances assumed	28.245	.000	2.058	108	.042	.467	.227	.017	.917
	Equal variances not assumed			2.109	96.318	.038	.467	.221	.027	.906

from the above table 4 5 and 6 we can see that there is a difference in purchasing patterns. Among 110 samples, male purchase 58%, female purchase 52%. male spend more money for online purchasing when compared to female. It can be observed money spent on online purchase pattern based on gender. T –test p values is .000. So we can say that null hypothesis is rejected.

Table: 8

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
q12	Equal variances assumed	9.721	.002	-1.628	108	.106	-.143	.088	-.318	.031
	Equal variances not assumed			-1.616	102.220	.109	-.143	.089	-.319	.033

from the above table we can see that there is a difference in purchasing patterns. Among 110 samples, male purchase 58%, female purchase 52%. female are satisfied with online purchasing when

H<sub>2</sub>: There is a difference between money spent on online purchase pattern based on gender. Accepted.

Table: 7

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
q12	male	58	1.24	.432	.057
	female	52	1.38	.491	.068

compared to male. It can be observed consumer satisfaction based on gender. T –test p values is .002. So we can say that null hypothesis is rejected.

H<sub>3</sub>: There is a difference between consumer

satisfaction based on gender. Accepted

#### FINDINGS AND SUGGESTION

Among 108 samples 58 of them are male employee and 52 of the are female employees.

The customer belongs to the age group of 21 to 25 only considered for analysis.

we see that from the above table all the null hypothesis been rejected. Both the gender male and female have are interested in online shopping. we can observe that monthly average of Rs 500 is spent on online purchasing. It clearly indicates that the young generation are more addicted towards online shopping, they enjoy doing the online purchase. The satisfaction level when compared to male and female. female consumers have more satisfied with online purchase. It clearly indicates that male expectation level with product verities, replacement, less cost, Technology and quality need to be taken care to give better satisfaction to the customer. the young generation are more tech savvy so they look out for many option when they do the online shopping.

#### CONCLUSION

When we talk about 21<sup>st</sup> century it is completely dominated by technology. From basic products to luxury products are been sold on line. It becomes more essential that every time the needs and demand for products changes. understanding consumer behavior becomes major challenge. If the companies are able to understand the need, latest pattern of consumers and adoption latest technology for Research and feedback the company will be able to make more profit.

#### LIMITATION

- The study is based in only to Mysore city.
- The consumer belong to the age group of 21 to 25 years were only choosen for the study.
- The paper focus more on Gender based comparison of on-line Buying Behavior.

#### SCOPE OF FUTURE RESEARCH

- In future the online Buying Behavior comparison between any two cities can be done.
- A study Online Buying Behavior with respect to FMGC Fast moving consumer goods can be done.
- A study on Online Buying Behavior with respect to Fast Foods can be done.

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