

**CONSUMER BUYING BEHAVIOUR THROUGH E-  
TAILING WITH REFERENCE TO ELECTRONIC  
GOODS IN BANGALORE CITY, INDIA**

**Doctoral Thesis Submitted**

**In partial fulfillment of the requirement for the award of the degree of**

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**In**

**Management**

**By**

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**TO**



**ICFAI University Jharkhand, Ranchi**

**April 2024**

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This is to certify that this research thesis titled “**Consumer Buying Behaviour Through E-Tailing With Reference To Electronic Goods and Gadgets in Bangalore City, India,**” submitted by Rohin Bhatnagar in partial fulfillment of the requirements for the award of the Degree of Doctor in Management by the ICFAI University Jharkhand, Ranchi, is an original work carried out by him. It is certified that the work has not been submitted anywhere else for the award of any other Degree or Diploma of this or any other University. This also certifies that he complied with the Plagiarism guidelines of the University.

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11	<a href="http://docobook.com">docobook.com</a>	<1	Internet Data
12	Consumer purchase process improvements in etailing operations, by Kumar, Sameer Huds- 2010	<1	Publication
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## **DECLARATION OF AUTHORSHIP**

I declare that this research thesis titled “**Consumer Buying Behaviour Through E-Tailing With Reference To Electronic Goods and Gadgets in Bangalore City, India**”, submitted by me in partial fulfillment of the requirements for the award of the degree of Doctor of Philosophy in Management by the ICFAI University Jharkhand, Ranchi is my work. It contains no material previously published or written by another person nor material for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text. I further state that I complied with the plagiarism guidelines of the university while preparing the thesis.

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## **ABSTRACT**

The research paper "Consumer Buying Behaviour through e-tailing with reference to Electronic goods and Gadgets in Bangalore City, India" looked at a number of aspects that affect consumers' online shopping decisions. This study's primary goals were to identify the critical factors that consumers take into account while making purchases online and to examine the elements that make online shopping more difficult. Furthermore shed light on the degree of pleasure that Karnataka's Bengaluru online buyers have, and create a plan for e-tailers and m-commerce companies to entice brick-and-mortar shoppers to buy electronics online. The objective is to provide a comprehensive overview of the issues and challenges related to online buying in Bengaluru City and to empower e-retailers with knowledge about the significance of different behavioral elements. In the study, multistage sample techniques and random sampling are used. A total sample size of 405 was employed. A carefully designed questionnaire was distributed in order to collect primary data. To collect essential primary data from Bengaluru cities' target customers, a self-structured, user-friendly, and extensive questionnaire was created while considering various independent and dependent variables.

The dependent variables in the current study characterize online shopping activity, while the independent variables are connected to online shopping and de-shopping behavior. Conversely, retail atmospheres act as mediating variables, and social media and online reviews as moderating elements. Internal consistency, construct validity, average, percentage, and correlations between different variables have all been determined using a range of statistical techniques. The reliability of the questionnaire was evaluated using Cronbach's Alpha reliability analysis, one of the most well-known reliability instruments. Data analysis techniques include test for normality (skewness, kurtosis), regression analysis, t-Test is used to evaluate and ascertain whether there is a statistically significant link between the independent factors and the dependent variable. In addition, correlations between several factors linked to shopping and de-shopping and the intention of clients to make an online purchase were found using Pearson's Correlations test. The strength of the arithmetic relationship between the relative motions of two variables is calculated using the correlation coefficient. Descriptive statistics for each of the demographic variables under consideration show that all pertinent aspects that could affect the study's conclusion have been fairly addressed in this research, helping to justly and reliably meet the study's aims. Inferential

analysis has been used to many aspects of online shopping, and the interpretation of the findings has been studied.

**Keywords:** e-Tailing, online buyers, Cronbach's Alpha, ANOVA, Pearson's Correlations.

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## **LIST OF ABBREVIATIONS**

<b>Acronym</b>	<b>Full form</b>
AI	ARTIFICIAL INTELLIGENCE
CoD	CASH ON DELIVERY
SPSS	STATISTICAL PACKAGE FOR THE SOCIAL SCIENCES
ANOVA	ONE-WAY ANALYSIS OF VARIANCE

**CHAPTER - I**  
**INTRODUCTION**

## **CHAPTER - I**

### **INTRODUCTION**

#### **1.1 INTRODUCTION**

Over the past ten years, e-commerce has revolutionized how consumers make purchases. E-tailing portals, like Amazon, Flipkart, Snapdeal, Jabong, and many more, have entered the market to draw customers and attempt to meet their needs by offering products in every category that can be sold to them online. The conventional "Brick and Mortar" structure of retailing is no longer relevant in today's world. Instead, the "Click and Monitor" e-retailing model, which was first introduced in Indian markets in early 2010, is becoming more and more popular due to technology advancements and invasion. India's consumer base ranks sixth globally in terms of e-tailing purchases done annually, behind only Brazil, China, Malaysia, and South Africa—all of which are developing countries. Mumbai is India's e-tailing consumer hub, although other major cities vying for share of the e-commerce market include Delhi, Bangalore, Chennai, Hyderabad, and Kolkata. The focus of this study is only on consumer durables offered by these e-portals, particularly electronic goods and transactions involving four crucial categories:

1. E-tailing advancements in Electronic goods selections.
2. De-tailing by the Buyers in relation to exchange returns etc.
3. Delivery patterns and mode of transactions on these portals for Electronic

Goods.

4. E-tailing Atmospherics or Digital shopping experience by the Buyers.

Other outside variables include cultures, civilization, technology development, demographic decisions, etc. They will take on the role of an outside force, influencing Indian consumer behavior by allowing or prohibiting customers to make decisions about electronic items through the e-forum. People live in a digital world these days. Although exchanging information on the internet was once conceivable, these days it would be nearly difficult to live without it. The World Wide Web connects everything, including social media, commerce, and business. Additionally, as people's lifestyles have evolved, so has the way they do things—from the conventional to the digital, with e-tailing purchasing becoming more and more common. E-tailing, often known as the act of buying and selling products online, is the practice of making purchases from a seller directly, bypassing any middlemen. Customers can choose from a range of items and services offered by e-tailers by comparing their offers with those of other intermediaries and selecting the best price. China, India, and the United States lead all other nations in internet usage. Both the quantity of persons purchasing online and the amount of time spent doing so have increased. Due to its convenience and time-saving nature, online shopping has grown in popularity among consumers. Convenience, fun, and speed are the key factors driving customers' growing interest in online shopping. In addition, extended work hours and hectic schedules make online purchasing a more

practical and efficient option than brick-and-mortar stores. Customers can buy in comfort from home, save money and time on travel, and make payments easily. Furthermore, using e-tailing to shop makes it simple to compare prices. A different survey states that availability, affordable prices, promotions, comparisons, customer service, ease of use, time, and a wide range of options are the primary factors influencing e-tailing purchases. Additionally, customers are encouraged to buy on a certain website that piques their interest and inspires them to make a purchase by its features and appearance. E-tailers have begun to offer a wide range of deals, which has significantly increased e-tailing traffic. Large online retailers that constantly promote alluring deals and discounts to entice visitors to visit their websites include Amazon, Flipkart, AliExpress, and others. Customers are being attracted to businesses like Nykaa, MakeMyTrip, Snapdeal, Jabong, and others by their alluring sales incentives. Even with all of the benefits, some consumers might still think that making any kind of online purchase is unsafe and unreliable. Brand loyalty and trust were found to be positively correlated in the study, with consumers generally placing significantly greater trust in brands than in the stores that sell them. Because there is no in-person relationship between the merchant and the customer while shopping online, it is not socializing and can occasionally be trusting. You need to have confidence in the online retailer in order to convert a potential customer into a paying customer. Despite the vast array of products and services available on the internet, digital purchasing techniques such as catalog, mail order, and

mobile application shopping are thought to carry some risk.

Those that trade goods online through e-tailing platforms and deliver goods right to customers' doorsteps are commonly known as e-tailers or e-retailers. E-tailers typically don't have any physical storefronts. Furthermore, m-Commerce refers to an e-Commerce model where products and services are exchanged through the use of tablets and mobile phones. E-commerce has completely changed retail and has developed to satisfy consumers' ever-changing wants. Customers frequently use electronic channels to buy their regular products because they are time-constrained and because of attractive offers. As a result, the increasing usage of the internet by youth has opened up enormous prospects for online retailers. Most businesses have started using e-tailing portals to compete in this fiercely competitive market. Their objectives are to lower their marketing costs, disseminate information to sell their products on a larger scale, and collect input from customers via satisfaction surveys. Consumers evaluate the benefits of online shopping by comparing costs, features, and post-purchase services offered by various shopping portals in addition to the convenience of purchasing a product. Retailers can then use the factors influencing consumers' purchase decisions and the relationships between these factors to develop marketing tactics that work and convert potential customers into active ones. A relatively recent topic of research called "consumer behavior" focuses on the variations in individual customer choices. Because it encompasses a person's unique mindset, individualized preferences

and attitudes, and varying amounts of consumption, consumer behavior is exceedingly complicated. It is an observational approach that looks at how customers behave throughout the whole buying process.

Research on consumer behavior aims to pinpoint the elements influencing a customer's decision to buy. A marketer must analyze consumer behavior in order to develop more effective tactics because specific knowledge about a buyer's preferences allows a marketer to predict how potential customers will respond to his offerings. Thus, taking into account consumer behavior both before and after a purchase would aid in the promotion of a product. Nonprofits, the government, and enterprises need to assess customer behavior in order to provide useful goods and services, anticipate future problems, and take proactive steps to prevent exploitation.

As seen in Figure 1.1, the current study outlines the challenges that online buyers have while making purchases online based on the diverse conclusions and points of view of earlier researchers. Customers lose trust in online shops because they only offer a limited amount of information on the products and services they wish to purchase. Due to their concern of their financial and personal information being stolen online, buyers are reluctant to make purchases because they believe there will be an insecure transaction and that mistakes could happen when making an online payment. Some consumers are hesitant since they don't know much about the internet. Additionally, according to a study by Nikhashem et al. (2011), customers who are hesitant to

shop online like traditional methods since they allow them to move around and engage in social interaction.

Many studies have been conducted in the past to identify the elements that motivate customers to make purchases online, but not many have identified the factors that dissuade them from doing so. The factors that can cause a customer to reconsider making a purchase from an online retailer are the main topic of the current study. Online retailers can use this data to develop consumer-driven strategies, enhance the value of their goods and services, change the way they market and advertise their goods, and provide better customer support.

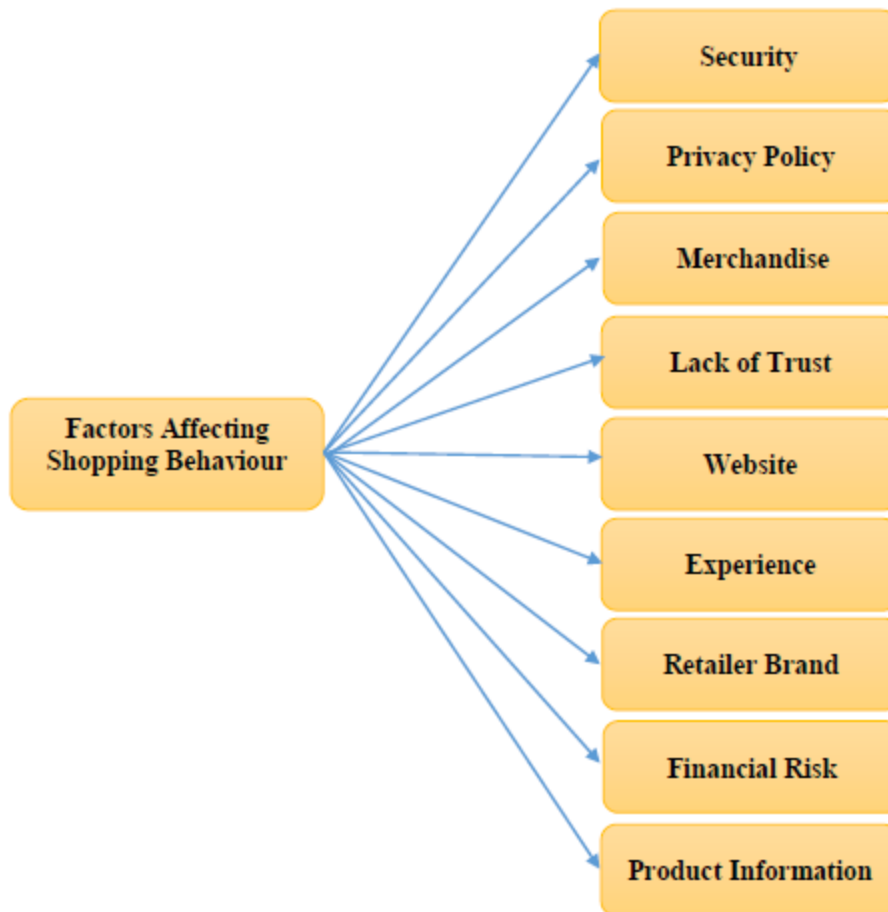


Figure 1.1: Theoretical framework of Online Shopping

### **1.1.1 ELECTRONIC GOODS AND ITS PROMINENCE IN INDIAN HOUSEHOLDS**

Indian customers have a constant fondness for consumer durables, particularly electronics. The main exporters of electronics to India are the United States, various European countries, and the Middle East, which together make up the third largest market in the West. Various major exporters of electronics to India include South Korea, China, and Japan. India has made improvements in the

electronic goods merchandise category as well, although there are still issues with quality and consumer brand affinity. In summary, opinions of Indian electronic products range from "some are facts and some are myths," but Indian customers are more interested in high-tech products that are reasonably priced. When it comes to all products in the electronic goods segment, mobile phones and their accessories are the most often bought products on e-portals like store retailing because they are less expensive. However, other appliances like televisions, air conditioners, and other similar white goods are the least popular choices on the e-platform because consumers are less inclined to shop online for expensive goods than other types of consumer durables that are affordable and replaceable.

Indian consumers still have an easy-to-get-along with mentality when it comes to shopping, and brick-and-mortar stores still meet their needs in terms of tangibility, purchase, and corrosion of goods, which is less common than e-tailing goods due to poorly monitored, unsafe, and quite visible delivery processes in India, which psychologically makes customers less likely to purchase goods. Particularly with regard to electronic items, e-providers are more reticent in their approach, and this area of the purchase process is unexplored and difficult. However, they are also afraid of scavenger customers, who may cause de-tailing in the near future, something a store in the electronic goods section cannot tolerate. Digital atmospherics is another issue that makes e-tailing tedious. Additionally, purchasers of electronic goods face a variety of

difficulties since e-portals lack technical support and have language limitations. Because Bangalore is one of India's top five e-tailing destinations, the purpose of this study is to provide an ideology for the purchase of electronic goods through e-tailing. Additionally, the study will assess and evaluate consumers' attitudes toward e-purchases while taking into account outside influences on consumer behavior.

### **1.1.2 HISTORICAL BACKGROUND**

Consumer behavior was influenced by motivational research until the 1940s, and by the 1950s, marketing was dominated by "Classical Schools of Thought." E-commerce shopping, also known as e-tailing, is the act of making purchases online using e-tailing platforms where customers can make direct purchases from e-tailing sellers without the involvement of middlemen. Customers have access to a large selection of products that are offered online, along with detailed product descriptions, prices, and photographs. As a result, customers now find it easier to shop online rather than in physical stores because to technology improvements. By the late 1940s, marketing had come under heavy criticism for failing to embrace behavioral research. By moving the focus from economics to psychology or sociology, marketers began use motivation research tools such as qualitative & quantitative methodologies, in-depth interviews, projective techniques, and thematic apperception tests to better understand clients. Thus, by the 1950s, a more behavioristic, cross-disciplinary

viewpoint that embraced the concept of consumer behavior emerged. However, marketing came under fire for not utilizing behavioristic science's quantitative research techniques. Marketing eventually adopted concepts from behavioral disciplines like anthropology and sociology. As a result, the customer developed as a key analytical unit, and concepts like branding, segmentation, and reference groups were integral to the marketing process. As a result, marketing developed into a complex discipline with theoretical underpinnings. Marketing started using motivation research tools, such as projective methodologies, depth interviews, qualitative and quantitative research, and thematic appreciation tests, to analyze consumer behavior. In the current context, consumer behavior has evolved into a significant subcategory of marketing.

### **1.1.3 LATEST TRENDS**

The advancement of machine intelligence, often known as artificial intelligence (AI), has made it possible for machines to think and act like humans. With the aid of computer programs, machine learning enables computers to access and use data without human intervention or help. As a result, companies receive a wealth of client data that aids in the development of effective marketing plans. Using machine learning to create a customer journey map that shows customers' likes and dislikes as well as holding points, firms may enhance product search and visibility. Personalization or a customer-centric approach guarantees a positive experience that may be used to guide clients from a business website to

social media to email and beyond. The introduction of automatic equipment that offers a variety of tools and saves a customer's time and effort is another significant improvement. *Ceteris paribus* automation has reduced time spent, improving benefit-cost trade-off. Additionally, by enhancing client engagement with the company, automation can effectively handle negative customer experiences. Long wait times have been eliminated by mechanization, which makes it possible for customers to receive the help they require even faster and more expertly.

Furthermore, corporate users can access client data, transactions, and behavioral patterns thanks to Block Chain technology, which also promotes honesty and integrity. For example, no one can alter or remove a customer's data on the blockchain, confirming the validity of the transactions. This reduces the tradeoff of information precision and keeps client transactions simple because they are identifiable and uncontested. Additionally, because the trade is decentralized, there can be less threats from outside, which helps to build confidence between all parties. This suggests that a customer might have a better experience and become increasingly aware of who accesses their information and how it is used with greater comprehension. Online platforms and social media give buyers a place to share their thoughts in an open dialogue that other people with similar interests can hear. Customers can express their opinions regarding presumed associations and brands, rate the products on Facebook, Instagram, Twitter, or WhatsApp, and even request a replacement for the item.

Social media is a powerful tool that allows customers to exert more influence over large companies and enterprises. A firm can sell more goods and services on social media by responding positively to customer comments or interactions. Additionally, chatbots are a useful tool for connecting with customers and facilitating communication between marketers and customers. Chatbots enable users to request product details depending on their preferences.

#### **1.1.4 FUNCTIONAL DEFINITION**

##### **1.1.4.1 CONSUMER BEHAVIOR**

A consumer's reaction to a product purchase is influenced by behavioral and environmental factors. Customers compare information available before making a purchase with their experiences using the goods and reviews they read afterward to come to a decision. A consumer determines what they need and then looks for the relevant information on brands, variations, quality, and alternatives. The differences in information searched by various consumers are determined by factors such as age, gender, education level, product price, income, preference, and associated risk. Information searches fall into three categories: incidental, ongoing, and specific. Customers' immediate needs are connected to specific information searches. A consumer who engages in ongoing search does so continuously, gathering information for a while before making a purchase. Incidental analysis is the category for data that consumers typically notice by accident, happenstance, or natural means. There are two

categories of data sources that have been identified: internal and external. The buyer himself is one of the internal sources. Buyer retrieves the knowledge from his memory by utilizing a range of personal experiences. All forms of social communication with the outside world, such as those with friends, relatives, those promoting others through commercials, etc., are examples of external sources of data.

Post-purchase behavior shows all of the events and behavioral exercises that follow a purchase. Following a purchase decision, customers typically feel uncomfortable for a while and occasionally regret their selections. This occurs as a result of the abundance of options available, the excellent execution of those options, the appealing nature of the options, and so on. Advertisers sometimes have to reassure the consumer that their choice was the right one. To allay and allay any concerns, the promoter may even highlight important features, benefits, or highlights of the product. A significant level of discomfort following a purchase is negatively correlated with the level of happiness the buyer derives from the product after using it. Customers have the option to swap or return the item to lessen this suffering. There are various steps in the decision-making process for buyers. Every buyer goes through these various stages (Fig. 1.2), and depending on the type of purchase, each stage takes some time and effort.

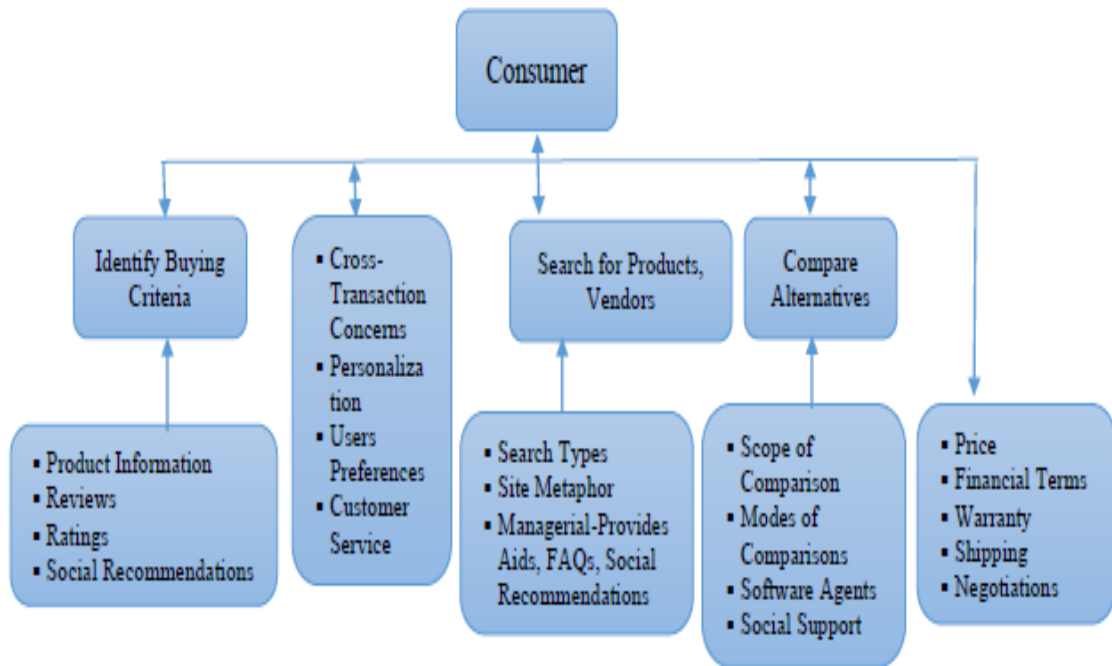


Fig.1.2: Buyer Decision Making Process

#### 1.1.4.2 E-TAILING BUYER BEHAVIOR

A person's behaviour is greatly influenced by their attitude or point of view regarding internet shopping. In order to get insight into people's inclinations and practices, the e-tailing sector has placed a major emphasis on analysing consumer behaviour and views toward online purchases. An attitude is a notion that structures one's reactions to circumstances, helps one make sense of the world around them, and establishes the proper course of action. An individual's mental state typically dictates how they will respond and interpret their situations, which in turn affects how they will behave when they purchase online. Numerous earlier research that looked at how a customer's attitude

influences their online buying behavior have demonstrated that mental state is a major factor in determining the goals or behaviors of online shopping.

Additionally, the e-tailing markets have benefited greatly from the revolutions in digital and information technology. The modern market is a combination of earlier and later market theories. One of the main goals of modern marketers is to satisfy e-tailers. Marketers use techniques like segmentation and screening to try to understand consumer behavior. They also look at the goals of the consumer's browsing, their preferred channel, the products they want, their attitudes and habits, and the variables that affect their decision to make an online buy. Numerous factors, including affluence, the influence of the media, and a predilection for technology, influence consumer behavior. E-commerce behavior is also linked to both internal and external customer characteristics. External factors are those over which consumers have no direct control; these include socioeconomic, demographic, technological, public policy, and reference group elements as well as culture, subculture, and marketing. Internally influential elements are made up of personal traits and behaviors. While functional motives are related to time, money, products, geography, and convenience, non-functional motives are linked to culture and societal values, such as the brand image of a product.

#### 1.1.4.3 MAJOR DRIVERS OF E-TAILING SHOPPING

- ❖ **Knowledge and Access:** People's e-tailing shopping behaviors are directly impacted by their lack of internet access and lack of understanding about e-tailing. Another significant aspect of internet retail is consumer perceptions of security and data privacy. Despite demonetization and the push to expand computerization across all sectors, e-tailing financial exchanges and online business activities such as computerized installments remain mostly absent in both rural and urban areas. For e-tailing financial transactions, internet usage and access in rural areas lag behind because of inadequate system quality and lack of power supply. Furthermore, rural customers turn off the internet for extended periods of time and are not very progressive with e-tailing. The reasons for this behavior include inadequate system quality, insufficient electricity to charge devices, and excessive internet consumption bundles.
- ❖ **Internet Ability Perception & Education:** People who are unable, unconfident, or ignorant about utilizing the internet are prevented from engaging in e-tailing commerce. Individuals who have previously engaged in online purchasing and surfing may find it quite simple to use, and they will likely have a more optimistic view on activities related to the internet. Others, on the other hand, may be reluctant to use internet services due to entirely different reasons. Most of them are ignorant of the benefits of using the internet. Individuals who are indifferent to price fluctuations and who

don't give a damn about time or convenience might not think well of the advantages of the internet. The media and word-of-mouth from friends, family, and relatives shape people's perceptions. Not every demographic group has the same opinions or attitudes about online purchasing.

- ❖ **Reputation:** Customers' trust and safety concerns are closely linked to the reputation of the company. Customers that shop online typically favor reputable brands since they guarantee their privacy, loyalty, and security. The lack of actual retail stores by e-tailers is a key source of concern for consumers. It is quite advantageous for offline businesses to have an online store since they run a more respectable business than a "back room activity" or they may have a store that people may not be aware of but can verify. In certain instances, customers also have the option of using a physical channel as a means of voicing their complaints regarding negative experiences.
- ❖ **Website Payment:** The majority of websites accept PayPal, Paytm, and debit/credit cards as forms of payment. Some segments of the population lack the necessary payment cards or computer capabilities to conduct online banking operations. These institutions are not very well-known, and many people are still unaware of them, in certain nations.
- ❖ **Navigation, Layout and Ordering:** Basic features of a website should include simplicity of use, product and service information, payment options, trust, information on post-purchase assistance and services, and contact information for key personnel. Websites lacking these characteristics cannot

be particularly well-liked by consumers because they could be difficult to access and raise suspicions. The quality and navigational designs of a website have a direct impact on customer happiness and loyalty; usage-oriented designs are more common than subject-oriented designs. Customers view lengthy websites as performing below average and as risky in terms of security; as a result, design becomes just as crucial as reputation and brand image.

- ❖ **Product Information:** Before making an online purchase, customers may research an item offline and check several websites before choosing the cheapest one. Whatever the case, it is clear that information and offers on a particular item are related. Sales can be significantly impacted by descriptions, specs, evaluations (such as measures), delivery charges, and even the price at which it is available on several websites. Additionally, photographs that include things and videos can reassure customers that they are receiving exactly what they need. Customers can upload images and write reviews expressing their confidence in the product's accuracy and impartiality, so feedback from other customers can add extra assurance.
- ❖ **Price:** The most flexible aspect is price since it can be quickly adjusted to meet consumer needs. Online pricing has always had two main appeals: first, due to pricing transparency, rates are frequently lower and easier to compare when visiting business websites or utilizing product search applications; second, it can save costs associated with employee and shop

space. Debit card payments, which make up the majority of e-tailing payment methods, have been found to be effective, practical, and adaptable for both businesses and consumers.

- ❖ **Place:** The term "place of marketing" typically refers to the location where the product is really offered to customers. Due to its large market reach, the internet has a significant impact on the marketing environment. Businesses can take advantage of discounted promotional prices even in foreign markets without having to finance international distribution networks.
- ❖ **Promotion:** The marketing and communication tactics used to educate consumers about a company and its goods are referred to as promotion. Businesses can entice customers to visit their portals by using e-tailing advertising methods like discounts or other offers, material that is updated frequently, and reminders sent via direct email or messaging.
- ❖ **Offline Advantages:** Customer service, immediate gratification, leisure shopping, delivery costs, convenience, and product varieties are some of the benefits of buying offline. These kinds of elements of interest are not appreciated by online buyers. Many customers prefer to work directly with customer service representatives rather than receiving support from a website, which is usually provided via phone or text. For many people, having a connection with an item before making a purchase is as important. Customers can practically need something right now or not want to wait around, regardless of price or other factors. Online retailers typically cannot

compete in this market unless they provide same-day delivery services. For other people, shopping at neighboring stores is also ingrained, especially if they have been going to the same stores for a long time. Furthermore, it has been noted that older consumers are more likely to favor in-person shopping and to use a local business rather than making online purchases.

- ❖ **Research E-tailing Buy Offline (ROBO):** The internet offers a vast array of product reviews, details, and information that physical retailers might not be able to supply. When making a purchase, customers can use a physical store or the internet to obtain the necessary information based on their schedule and convenience. Although it may be a benefit of the internet, it undermines the significance of offline retailers. Nowadays, ROBO is a typical occurrence as more consumers choose to make their purchases during their free time in malls and on the streets.
- ❖ **Foreign Websites Cross Border Trade:** Many people avoid unknown or foreign websites, especially if the website doesn't have a domain name that they are familiar with. Several countries may be associated with offensive sites as well, given that some lack operational guidelines.

## **1.2 RESEARCH MOTIVATION**

The brick and mortar model of traditional education has been superseded by the emerging modern concept of e-commerce, or e-tailing. Because there are so many unexplored sectors in the retail industry, there is a strong desire to learn

more about e-tailing shopping. Due to the efforts of past academics, who have inspired and motivated contemporary researchers to identify various gaps in retailing as a macro phenomenon, there is now a great deal of interest in and drive to collect data on this hot topic. Research conducted in the past have focused on structured and disorganized forms of retail marketing in relation to physical stores. However, there is currently a dynamic paradigm shift toward e-tailing and in-depth knowledge of its models and procedures. The main thing that drew me to the study was return and replacement policies, also known as "de shopping", which have no upper limit and slowly poison retailers because customers frequently disagree with the products they receive. While retailers may occasionally be at fault as well, customers' willful or conscious return policies have disrupted the process of healthy e-retailing. This idea has generated discussion in a variety of literary contexts, but given the competitive market and the dynamics of Indian consumers' purchasing behavior, it is proving to be extremely challenging to restrict such behaviors. Consumer goods, specifically electronic goods that are mostly bought by Indian consumers through e-tailing, are another significant area that inspired this study. However, when these goods are more expensive, a number of demographic factors prevent them from being purchased through e-tailing because they are typically thought to lack a tangible component. Customers like to visit stores first, conduct a comparative analysis, and then make a buy if it is low priced on e-portals. This presents a problem to e-retailers.

The last motivational research angle focused on "Technology" and how it affects the evolving Indian market. This is because consumers' tastes and preferences are changing along with the market, which makes electronic goods dynamic and requires retailers to continuously provide their customers with what they need to make them eager to buy and, for the most part, quick decision makers. The psychological effects of "Reviews" on customers before making a purchase and the electronic retailing environment, which pushes customers to be glued to applications and e-portals in order to make purchases and experience the thrill of shopping, were other aspects that emerged during the literature review process.

### **1.3 RELEVANCE OF THE TOPIC**

The internet is currently a commonly utilized communication tool in India. The use of the internet has aided numerous businesses all over the world in lowering their product and marketing costs. In addition, anyone can use the internet to produce materials and provide them to others in need. The internet is used by marketers and sellers for many purposes. The proliferation of electronic and communication technologies has brought about a radical transformation in the methods of acquiring and exchanging information. Businesses use all social networking sites to obtain and disseminate information. Social networking platforms have made it easier to communicate with customers.

An analysis of consumer behavior online can be used to determine what

customers need and how to meet their needs. Organizations will be able to adopt consumer-focused marketing strategies to thrive in online commerce. In a highly competitive environment, an organization's ability to identify and meet unmet customer demands ahead of the competition and achieve corporate objectives is crucial to its survival, benefits, and growth. Knowledge regarding the behavior of buyers helps salespeople and agents carry out their duties skillfully in efficiently accounting for the needs of buyers. As a result, customer behavior improves the system's overall effectiveness in distributing products. Based on information about customer behavior, an online marketing campaign that encompasses distribution, value, promotion, and product strategies can be arranged step-by-step. Achieving an organization's goals requires effective promotion tactics.

Consumer behavior examines how customers consistently respond in order to identify market trends. Online advertisers and sellers can implement significant enhancements to their marketing systems that align with the current market trends. Future trends can also be predicted from consumer behavior. Online markets can benefit from enough opportunity to position themselves to take full advantage of emerging prospects or even face challenges and threats. The online market exhibits considerable variances, and every segment requires unique products; a distinct marketing approach is needed for each group. Customer segmentation data is essential for matching offers to different buyer groups.

Customer distinctiveness details are provided by buyer behavior studies. Suppliers who tailor their goods and services to customers' demands find a market for their offerings. In a similar vein, the company is able to retain customers for extended periods of time due to ongoing research into customer behavior and efforts to accommodate evolving buyer demands. The way that consumers behave also aids in overcoming rivalry. Advertisements can promote increasingly superior hands based on the preferences of buyers. Additionally, it helps the organization become more competitive.

#### **1.4 NEED FOR THE STUDY**

For several reasons, it is crucial to understand Bangalore, India customers' e-tail shopping habits, particularly when it comes to electrical goods. It first provides information about evolving market trends in one of the leading IT centers in India, assisting businesses in adjusting their strategies to effectively meet client demands. It also makes clear consumer preferences and the elements that influence decisions to buy in the context of online shopping, which enables companies to tailor their offerings and promotional plans. Additionally, by elucidating the effects of e-tailing on traditional retail channels and the retail sector overall, this type of research helps firms and regulators better navigate the quickly evolving digital economy. Furthermore, this study can assist in shaping online shopping experiences and regulatory frameworks that will ultimately benefit businesses, customers, and the economy as a whole by

identifying challenges and opportunities in e-tailing.

## **1.5 RESEARCH PROBLEM**

A problem statement that addresses the central theme of the topic is one that responds to the research question. Four research gaps that highlighted numerous problems encountered by consumers were identified in the study based on the literature analysis that was conducted from a variety of sources. Table 3.1's main issue could be described as;

The literature currently available on client purchase behavior through e-tailing with reference to electronic devices in Bangalore City, India lacks a full investigation of several critical issues. First off, while some research acknowledges that various demographic groups exhibit varying changing customer purchasing patterns, it is unclear what intricate factors account for these variations and what they imply for e-tailers in Bangalore City. Second, although it is well known that time and money limitations affect online purchases, little is known about how Bangalore City clients manage these problems in relation to e-tailing, particularly in relation to the de-shopping, transaction, delivery, and replacement and return phases. Thirdly, while a number of studies have been done drawing comparisons between the digital and retail worlds, few of them have focused on Bangalore City, India, to understand how these similarities manifest in the local e-tailing scene. Furthermore, while social media reviews have a big influence on online shopping, not enough

research has been done to find out how exactly social media reviews influence consumer behavior in Bangalore City's electronic goods e-tailing market and how e-tailers can benefit from this influence.

Bangalore City, India's growing e-commerce scene has significantly changed customer buying habits, particularly with regard to electronics and gadgets. However, it remains challenging to fully understand the factors influencing consumers' purchasing decisions in this specific context. With a focus on electronic items, this study challenge intends to investigate the nuances of Bangalore's e-tailing consumer purchase behavior. The purpose of the study is to determine and examine the key elements influencing consumers' decisions, assess the impact of online reviews and ratings on their decision-making processes, and investigate the role of demographic and psychographic factors in shaping consumer behavior. By looking at these aspects, the study seeks to provide light on the dynamics of e-tailing in the electronic goods sector, assisting businesses, marketers, and policymakers in better customizing their strategies to the unique requirements and preferences of Bangalore City's clientele.

A challenging research issue is the changing landscape of customer purchasing habits in Bangalore City, India, given the rising prominence of e-tailing platforms, particularly in relation to electronics and gadgets. This study aims to investigate the impact of demographic characteristics on evolving client purchase patterns in the e-commerce sector. It is becoming more and more

crucial to comprehend the intricate preferences, worries, and decision-making processes of consumers who conduct business online, regardless of their age, income, or level of education. The study's objective is to ascertain how consumers' choices of electronic gadgets during their online shopping are influenced by their demographics. It will specifically look into whether the priorities and preferences of people in various age groups, income brackets, and educational levels differ. By analysing these variations, the study seeks to provide a comprehensive understanding of the relationship between consumer behaviour and demographic characteristics in Bangalore's electronics and gadget e-tailing sector.

Understanding the complex linkages between customer purchasing behaviours and time and budgetary restrictions is a key area of study in Bangalore City, India, which is home to the expanding electronics and gadget e-tailing industry. Consumers are making electronic purchases on online platforms at an increasing rate, which implies that time and money are dynamic factors influencing their decision-making. The purpose of this study is to look into how consumers balance budgetary limits and time efficiency when making electronic purchases through e-tailing. The study aims to ascertain if customers value quick transactions above careful pricing comparisons and how different budgetary restrictions affect the decisions made in this online marketplace. Businesses and policymakers must comprehend the fine balance that must be struck between time efficiency and cost considerations when it comes to e-

tailing electronic goods in Bangalore in order to tailor strategies that take into account the practical constraints that the city's consumers face.

The focus of Bangalore City, India's study challenge is a thorough analysis of the De-Shopping, Transaction, Delivery, and Replacement & Returns phases. This is the point where e-tailing for electronics and gadgets meets consumer purchasing behaviour. Businesses and customers alike need to comprehend how shoppers move through the full shopping experience in the quickly changing world of e-commerce. By examining the variables that lead to shoppers abandoning their online shopping carts, this study seeks to shed light on the nuances of De-Shopping. Furthermore, the research will conduct a comprehensive analysis of the Transaction phase, with a particular focus on the factors that impact payment decisions and security concerns. We'll investigate delivery services' effectiveness and dependability as well as the impact of on-time deliveries on customer satisfaction. In addition, the study will encompass the complex area of Replacement & Returns in order to understand the rationale behind product exchanges or returns as well as the related customer experiences. The goal of this extensive study is to provide light on the complex dynamics of e-tailing customer purchase behaviour. Bangalore-based businesses can use the insightful data from the results to improve every step of the electronic goods procurement process.

The slight difference between the digital and physical retail environments is a crucial component of the study challenge on customer

purchase behaviour through e-tailing in Bangalore City, India, with a focus on electronics and gadgets. When it comes to electrical devices, customers have a choice between the convenience of e-tailing platforms and traditional retail experiences. The purpose of this study is to investigate the factors that influence consumers' decisions to buy electronic equipment from physical or online retailers. The study will contrast features including sensory engagement, product testing, and in-person interactions in retail locations with the virtual experience, variety, and simplicity of use offered by e-tailing platforms. Companies would do well to understand the nuances of this choice if they want to tailor experiences and improve their approaches to appeal to Bangalore's broad clientele. By analysing the deep relationships between digital and retail environments, this study seeks to provide useful insights for organisations navigating the complex landscape of consumer buying behaviour in the electronics and gadgets industry.

The research topic concerns customer purchasing behaviour in Bangalore City, India through e-tailing, with a focus on electronics and gadgets. It also looks at the significant impact that social media reviews have on decisions made regarding online purchases. Since more and more consumers rely on digital platforms for product recommendations and information, businesses and marketers need to acknowledge the significance of social media evaluations. The purpose of this study is to look into how social media platforms affect consumers' preferences, attitudes, and decision-making when they buy

gadgets online. Through an analysis of the dynamics of these reviews, the study will be able to ascertain what constitutes a reliable social media review, the kinds of information that consumers seek for, and the extent to which these assessments influence purchasing decisions. For companies looking to leverage social media as a strategic tool and tailor their online shopping experiences to Bangalore City customers' refined tastes, this data is essential.

It is also discovered that many customers are price-centric when selecting electronic goods and that they rely more on reviews to purchase electronic goods in the Indian format of e-tailing. "The consumers that buy online are struggling with the policies formulated by the online retailers that are vague and they create problem in analyzing the point from which the return and exchanges are taking place so frequently."

## **1.6 RESEARCH QUESTION**

1. Who are the consumers that buy electronic goods through online and the factors that influence their buying behavior?
2. What effects do demographic factors like age, gender, income level, and education have on consumers' decisions to buy electronic items in Bangalore City, India's e-tailing market?
3. What are the primary factors affecting Bangalore City, India customers' confidence and trust in internet merchants that sell electronics, and how do these factors affect the purchasing decisions of customers?

4. To what extent do online product reviews, ratings, and recommendations influence consumers' purchasing decisions when they shop for electronics in Bangalore City, India's e-tailing market?
5. How do Bangalore City, India-specific cultural features and societal norms affect client preferences, attitudes, and behaviors when it comes to the e-tailing of electronic goods, and how can businesses effectively take these subtleties into account in their marketing strategies?

## **1.7 RESEARCH OBJECTIVE**

An exploratory study of various factors influencing consumer behavior in online shopping is a research study that attempts to explore issues related to customer behavior in the online market sector. The current state of Indian markets has seen a fundamental shift due to new technological developments. The current study looks at the fundamental behaviors of online shoppers in order to comprehend how businesses use social media and other online channels to improve client relations. The study's goal is to look into the context-based online shopping habits of Indian consumers. The main objectives of this study were to determine the important factors that consumers consider while making purchases online and to look at the factors that make internet shopping more challenging. Additionally, by examining online purchasing patterns in Bengaluru, shed light on the variables influencing Indian consumers' online behavior. Four key goals were found in the study "Consumer buying behavior

in e-tailing with Reference to electronic goods";

1. To study the effect of the demographic profile of online buyers of electronic good on retail atmospherics.
2. To study the effect of shopping factors on retail atmospherics of consumers buying online electronic goods.
3. To study the effect of de-shopping factors on retail atmospherics of customers buying online electronic goods.
4. To study the effect of retail atmospherics on buying of online consumers of electronic goods.
5. To study the moderating effect of social media reviews on buying behavior of online consumers of electronic goods.

#### **1.7.1 FIRST OBJECTIVE & ITS REFERENCE:**

“To identify the demographic profile of the consumers who are buyers of electronic goods shopping online”.

- The main objective is to build customer profiles and determine which consumers in the population and sample size prefer to shop online.
- Customers may come from any demographic, including those in the metro area, in the age group, in the occupation, or in the Tier II or Tier III consumer segments. Based on the census conducted in 2022, the population of Bengaluru City is over 962,1551.

- They might belong to various income brackets and social classes, and their inclinations towards purchasing electronic products online might differ. Additionally, there is no gender bias in the purchasers' actions. According to the 2022 census, there were 50.3 lakh men and 45.2 lakh women among the population seated online, which might include transgender individuals as well as males and females. Either of the two gender categories contained transgender entries.

#### **1.7.2 SECOND OBJECTIVE & ITS REFERENCE:**

“To identify and study the online shopping factors that are influencing the consumer buying behaviour of the electronic Goods.”

The second goal sheds insight on what motivates or drives consumers to shop for or purchase electronic items online, as well as which particular item they choose to prioritize over others when using an e-platform. This goal provides a comprehensive awareness of the consumers who make purchases of goods and products online, as well as the position of electronic items among the various online categories.

#### **1.7.3 THIRD OBJECTIVE & ITS REFERENCE:**

“To identify and study the online de-shopping factors that are influencing the consumer buying behaviour of the electronic goods.”

The third goal focuses on the return and replacement policies that online

merchants have implemented. One crucial area where many issues arise for businesses is de-shopping. Along with covering de-shopping, the goal also aims to address any unethical shopping behaviors that may cause issues for both retailers and customers.

#### **1.7.4 FOURTH OBJECTIVE & ITS REFERENCE:**

“To analyze the influence of reviews of social media on consumers buying electronic goods online”.

- The fourth and final objective emphasizes the significance of social media reviews. As the world becomes more digital, platforms like Facebook, Twitter, Whats app, and others are becoming increasingly important for unauthorized product reviews.
- When buying electronic items, consumers squander a great deal of time and money on the internet. This goal, in a competitive market, is to improve the caliber of customer reviews that are posted on social media and websites that affect their purchasing decisions.

In order to maximize sales and help consumers make the best decision in today's digital world, e-retailers are concentrating on third-party reviewers. However, this has left consumers perplexed and disorganized when it comes to selecting the best option among the available options.

## **1.8 SCOPE OF THE STUDY**

Since everyone is a customer, buyer behavior science is applicable to all countries and regions. Studying consumer behavior has become vital for marketing tactics due to the growing population and often rising opportunities. Consumers purchase food items, clothing, furnishings, hardware, and appliances for the house, services, and even ideas. Consumers have a crucial role in the growth of an economy. Advertisers can better understand the aspects that influence consumers' decisions by leveraging consumer behavior. Sellers create goods and services to satisfy customers' actual wants. Based on consumer behavior, research studies forecast how purchasers will behave and respond to different products. They aid in creating buyer profiles of those who are most likely to use the product. Studies of consumer behavior aid in segmenting the market into distinct areas. It is easier for marketers to create effective marketing strategies when the diverse market for a good or service is divided into smaller segments. Marketers can present different product categories to different target segments and explain practical strategies.

## **1.9 ORGANIZATION OF THE STUDY/THESIS OUTLINE**

- Chapter I

The research on Bangalore City, India's e-tailers' shopping habits with relation to electronic goods is presented in the first chapter. The first section of the chapter provides an overview of the topic and emphasizes the significance of

understanding consumer behavior in connection to e-commerce and electronic goods. The purpose behind the study is then thoroughly examined, with an emphasis on the growing importance of Bangalore's e-tailing sector and the necessity of comprehending customer patterns and preferences. The significance of the subject is underlined, elucidating its implications for businesses, marketers, and policymakers in the electronic goods sector. The study's scope is explained, highlighting its specific focus on Bangalore City and electrical items but also considering broader implications for studies on e-commerce. The study's framework, also known as the thesis outline, determines the research's direction and flow and acts as a manual for the subsequent chapters. The conclusion provides a summary of the key points discussed in Chapter One and lays the groundwork for a detailed analysis of consumer behavior in the context of e-tailing.

- Chapter II

In the "Review of Literature" section for the research titled "Consumer Buying Behaviour Through E-tailing with Reference to Electronic Goods in Bangalore City, India," the organization could begin by establishing the foundational theories and concepts related to consumer behavior in e-commerce and the electronic goods market. This may include discussions on traditional consumer behavior theories, the emergence of e-tailing, and specific factors influencing online consumer purchasing decisions. Subsequently, the review could delve into empirical studies and research findings concerning consumer behavior in

e-tailing, focusing on studies conducted in India, particularly Bangalore City. This would involve synthesizing existing literature on factors such as online trust, perceived risk, product evaluation, and the role of demographics in influencing consumer behavior in the context of purchasing electronic goods through online platforms. Finally, the section could conclude with a summary highlighting gaps in the literature and the relevance of the study's research objectives in contributing to existing knowledge.

- Chapter III

In structuring the research methodology for "Consumer Buying Behaviour Through E-tailing with Reference to Electronic Goods in Bangalore City, India," the organization could commence by outlining the overarching research design, such as a quantitative approach employing surveys or a mixed-methods strategy combining both qualitative interviews and quantitative surveys. Following this, the section would detail the target population and sampling techniques, including considerations for selecting representative participants from Bangalore City's diverse demographic groups. Subsequently, the methodology would elucidate the data collection instruments and procedures, emphasizing the development of survey questionnaires or interview protocols tailored to investigate specific aspects of consumer behavior in e-tailing of electronic goods. Additionally, it would discuss ethical considerations and measures to ensure data validity and

reliability, including informed consent procedures and data analysis techniques such as regression analysis or thematic coding. Finally, the section would address potential limitations and strategies to mitigate them, ensuring the robustness and credibility of the research findings.

- Chapter IV

In organizing the "Data Analysis and Interpretation" section for the research on "Consumer Buying Behaviour Through E-tailing with Reference to Electronic Goods in Bangalore City, India," the structure could initially outline the statistical techniques employed to analyze the collected data, such as descriptive statistics, regression analysis, or factor analysis. This would be followed by a systematic presentation of the findings, organized around the research objectives or themes identified in the literature review, highlighting key trends and patterns in consumer behavior towards e-tailing of electronic goods in Bangalore City. Additionally, the section would involve the interpretation of results in relation to theoretical frameworks discussed in the literature review, elucidating how the findings contribute to understanding consumer behavior in the context of online shopping for electronic products. Moreover, it would address any unexpected findings or outliers, providing possible explanations and implications. Finally, the section would conclude with a summary of the key findings, their significance, and how they contribute to addressing the research objectives, along with suggestions for future research directions.

- Chapter V

In structuring the "Results, Findings, and Discussion" section for the research on "Consumer Buying Behaviour Through E-tailing with Reference to Electronic Goods in Bangalore City, India," the organization could commence with a clear presentation of the quantitative and qualitative data gathered, utilizing tables, charts, and thematic summaries to highlight key trends and patterns in consumer behaviour towards e-tailing of electronic goods. This would be followed by an in-depth discussion of the findings, contextualized within the existing literature on consumer behaviour and e-commerce, analyzing factors such as online trust, product evaluation, and demographic influences on purchasing decisions. Additionally, the discussion would explore any discrepancies or unexpected results, providing possible explanations and implications. Moreover, it would consider the practical implications of the findings for e-tailers and policymakers, proposing strategies to enhance the online shopping experience for consumers in Bangalore City. Finally, the section will conclude by reaffirming the significance of the study's findings in advancing the understanding of consumer behavior in the e-tailing sector and suggesting avenues for future research.

The primary focus of the research is on three key stakeholders: "The Retailers", or those who sell electronic goods online. By attracting more clicks to their web portals, they can improve the purchasing behaviour of their customers and

eliminate the uncertainty associated with intangible purchases, which presents a challenge for online retailers. In order to gain from sales and broad product distribution to reach customers, the research also helps "Corporate Partners," who conduct business with e-retailers, supply chain partners, and logistics companies. The suggested study examines Businesses can formulate strategic decisions, such as product offerings, pricing strategies, and marketing campaigns, that are customized to the tastes of the Bangalore market by using comprehensive insights on customer behavior. Information about user preferences and problems can help improve e-commerce platforms' overall user experience by boosting functionality, design, and navigation to better meet Bangalore consumers' needs.

Brands can benefit from the research by learning how consumers view and select brands while making online purchases of electrical items. For focused marketing campaigns and successful brand positioning, this information is essential. Businesses can embrace novel features, like augmented reality for product visualization, to better fit with Bangalore consumers' technology tastes by using insights regarding the acceptance of developing technologies. Additionally, the research contributes to the industry's knowledge base and advances academic understanding of consumer behavior in the context of e-tailing, laying the groundwork for future studies and research in related fields. In the end, it benefits "Society and the Consumers," who play a crucial role in the current e-commerce landscape. Better deals and policies pertaining to trigger

areas, such as product replacements, deliveries, easy logistics, comfortable purchasing, etc., are available to Indian customers. In the end, customers make up society, and research is done for their benefit.

### **1.10SUMMARY**

The elements affecting the choices Bangaloreans make while searching the digital aisles for their preferred electronic companions are as diverse as a mosaic. The e-tailing market provides an intriguing picture, from the enticement of flawless online experiences to the digital whispers of user feedback. In this ever-changing environment, trust is the currency of the nation. Equipped with knowledge and choices, customers examine online retailers with the same level of detail that tech aficionados examine a new device. The sensory pleasures of conventional shopping experiences are in competition with the ease of doorstep delivery, offering the discriminating Bangalore shopper a diverse range of options. Furthermore, a new age of customer expectations has been brought in by the proliferation of smartphones, smart watches, and other smart devices. Some e-tailers run the risk of being overshadowed, while those that get the beat of this tech-savvy dance floor end themselves in the spotlight. The secret to success in the maze-like world of electronic goods and gadget e-tailing is knowing the subtleties of consumer behavior. E-tailers in Bangalore try to interpret the digital footprints that lead them from the first spark of interest to the last click of purchase.

**CHAPTER - II**  
**REVIEW OF LITERATURE**

## **CHAPTER - II**

### **REVIEW OF LITERATURE**

#### **2.1 INTRODUCTION**

Examining pertinent literature is crucial to comprehending the research subject. It is an evaluation of data and knowledge from a variety of literatures and offers insight into earlier research investigations carried out by others, preventing the duplication of research efforts. It directs researchers toward novel topics for their upcoming work. To create a theoretical framework and identify methodological issues related to the study, a thorough and careful analysis of the available literature regarding selected areas of research, including books, magazines, journals, newspapers, online articles, published research papers bulletin, and reports of organizations, is necessary. This will help ensure that the research is conducted effectively. The following is a brief summary of the various studies that have been done on this topic:

#### **2.2 LITERATURE REVIEWED WITH CITATION ON THE TOPIC**

**Kim et al., (2021)** Conducting a case study to investigate how customers view companies in the context of online buying and identify the variables influencing brand perception in the ever-changing digital landscape was the main goal. In-depth interviews and surveys are used to acquire quantitative information on

consumer sentiments as well as subjective perceptions of the perceptual aspects of brands in the online electronic products market. According to the survey, customer trust in the online market is strongly correlated with brand reputation. Customers are more likely to trust brands that have a solid reputation when making online purchases of electrical items. For marketers and brand managers working in the electronic goods industry, the case study's conclusions have real-world applications. Understanding the nuances of brand perception in the online market is crucial for developing targeted strategies that strengthen brand loyalty and foster positive customer attitudes.

**Smith et al., (2020)** the purpose of Smith and Johnson's study is to investigate and evaluate the ways in which online reviews influence consumer choices about electronic products. With an emphasis on the developing field of e-commerce, the study seeks to investigate how online reviews affect consumer choices and decisions in the electronic goods business. Surveys are utilized in the study to gather quantitative data on consumer perceptions and actions, while qualitative interviews provide deeper insights into the more subtle aspects of how internet evaluations affect the decision-making process. Positive internet reviews are strongly correlated with the adoption of electronic items, according to the study. Positive product reviews influence consumers' purchasing decisions more than negative ones, suggesting that user-generated information plays a major influence in consumer choice. The study's conclusions have important ramifications for marketers, manufacturers of electronic items, and e-

commerce platforms. Businesses looking to optimize their tactics in a competitive online market might benefit from an understanding of the complex interplay between consumer decisions and online reviews.

**Archana et al., (2017)** Gujarat is the state in which this study was conducted. The retail sector in India has grown rapidly in the last ten years. Foreign investment, new economic policies, and the status of the global economy have all contributed to the emergence of modern retail. Even in Tier I and II cities, the number of shopping centers is rising quickly. This study provides information on how customers behave in retail centers. One of the main goals of this study is to comprehend how people who visit shopping malls make purchases and how gender influences those behaviors. By using a questionnaire to collect primary data, a sample size of 50 male and 50 female respondents will be gathered for this quantitative analytic study. The study's conclusions show that Gujarati customers loved their shopping experiences and that there were no gender variations in their purchasing patterns, despite the fact that the majority of respondents were ignorant about safety procedures at malls. Men admitted that they visit malls for entertainment, whereas women go mostly for shopping with occasional entertainment.

**Asha et al., (2017)** this research was done in Chennai. Shopping centers are a representation of the modern lifestyle today. Shopping malls are more advantageous for people because they may be used as hangouts and places to shop. "One stop shop" conveniences make people feel more at ease. This study's

primary focus is on visitor purchasing behavior, including how demographic variables influence it and how to comprehend the preferences of mall patrons. This study used a convenience sampling technique with a structured questionnaire to choose a sample of 75 respondents, adhering to the descriptive research approach. The primary conclusions indicate that demographic characteristics have a major impact on the purchasing behavior of customers in shopping malls. Malls are preferred by most customers because they offer one-stop shopping, a wide range of entertainment opportunities, and a premium product selection. A sizable segment of the populace enjoys shopping for food, clothes, and shoes at malls.

**Murthy et al., (2017)** one significant role that the retail sector must play in India's GDP contribution is this. In Andhra Pradesh, this study is being carried out. This study's findings are presented in this paper, which highlights the issue small retailers in the near-organized retail sector face. The main data was gathered in undivided Andhra Pradesh from 504 respondents using a standardized questionnaire consisting of 24 questions. The main focus is on how organized retail affects disorganized retail. Product, pricing, location, and advertising are the main areas where organized retail has an impact on unorganized retail. Sales in both organized and unorganized retail will be determined by the four Ps of marketing. Because of the influence of organized retail, sales at unorganized retail have decreased.

**Viksa et al., (2013)** the city of Raipur is the site of this investigation. The effects

of expanding organized retail sectors on small-scale retailers. The main goals are to identify the main obstacles small retailers encounter and to offer suggestions for both organized and unstructured retailers looking to draw in customers. In Raipur, Chhattisgarh, 150 questionnaires are used to gather primary data. Sample gathered from Raipur City customers as well as local retailers. The results show that there is a market for both types of retailers, but that organized retail has a greater impact on small retailers and some customers even help them survive. Small retailers are impacted by organized retail, but they have learned new strategies to deal with them.

**Manju et al., (2012)** a study on customer happiness and service quality in Haryana's organized retail stores Data for this study were gathered through in-depth interviews with retail store consumers and large sample surveys based on descriptive studies. They looked into the elements of customer happiness and service quality using a Pearson's correlation test using 500 valid questions. The study clarifies a few factors that influence consumer satisfaction. Retail is one of the industries in India with the fastest pace of growth, outpacing even Russia in terms of rising market potential (Associated Chambers of Commerce and Industry of India). The retail environment is changing more quickly than it has in the past.

### **2.2.1 THE CONCEPT OF CONSUMER BEHAVIOR**

**Sameer et al., (2012)** provided a model that considers social goals, fulfillment,

corresponding mental self-portraits, and interactions with passengers in their study on the association between self-image congruence and consumer behavior. The findings showed that travelers' contacts are influenced by mental self-portrait harmony (actual and perfect), which indirectly affects their sense of fulfillment. A strong correlation exists between respondents' inclination to prescribe and fulfillment. In general, this investigation advanced our understanding of how journey delivers travelers' experiences and activities that have important administrative implications.

**Asiegbu et al., (2012)** in their study, *Consumer Attitude: Some Reflections on Its Concept, Trilogy, Relationship with Consumer Behavior, and Marketing Implications*, a few observations regarding buyer attitude were looked after. They talked about the notion of consumer attitudes about organizations' promotion efforts. In addition, the study identified three distinct consumer mindsets and examined how these mindsets are measured using estimation scales. It also looked at the connection between attitude and consumer behavior and how a company may very well run into issues that affect how its clients behave while making purchases. The results suggested that businesses provide credible evidence of the benefits of their products, address clients' misunderstandings, provide free samples, link new discoveries, and acquire new innovations in formats that are valuable for describing, developing, and communicating. This article made the explicit assertion that changing a shopper's mental tri-segments can have a favorable impact on their behaviors.

**Muruganatham et al., (2013)** examined on A Review of Impulse Buying Behavior, offering a comprehensive explanation of the motivations influencing consumer behavior. Several publications and databases were used to examine the work of various analysts. The investigations and conclusions of the researchers shed light on a number of variables affecting customers' buying incentives and the advancement of the research system. The study's goal is to provide experts and scientists with a thorough understanding of a customer's inattention.

**Banwari et al., (2015)** worked on the subject of "Self-Concept Clarity: Examining its Role in Consumer Behavior" and talked about how, despite the fact that the concept of "Self-Concept Clarity" (SCC) originally surfaced in the psychological literature twenty years ago, purchaser clinicians have mostly disregarded it. A survey of 301 customer habits showed that SCC increases consumers' overall sense of fulfillment with life and that its non-appearance encourages behaviors like shopping as an escape, using products as personality reinforcers, realism, and defenselessness to relational influence. Results also showed that low SCC buyers use the commercial center as an adaptable asset. Low SCC buyers are by definition presented with self-perplexity and accompanying strain. These results suggested the usefulness of the concept in deepening one's understanding of some important consumer behaviors.

### **2.2.2 THE CONCEPT OF E-COMMERCE AND E- TAILING**

**Sameer et al., (2010)** explored in their case study, Reflective Practice Consumer Purchase Process Improvements in E-Tailing Operations, how the internet has fundamentally changed the retail landscape. Although online purchases have been growing annually for a while, they still only account for 6% of total purchases. Since there is virtually limitless room for growth, many internet portals are established, and traditional retailers are unsure if their brick-and-mortar business model will remain profitable. The fact that internet companies have hard-to-explain operating procedures is evidence of their high failure rates.

**Shomnath et al., (2012)** found out how the retail industry, a young part of the Indian economy, has begun to outfit the intensity of "Going Digital" via E-following course by doing a study on E-Tailing: A Digital Makeover of Traditional Retailing of India - Issues & Challenges. This study focuses on how online and remote innovation is leading the way in enhancing the twin virtues of "user-friendliness" and "customer convenience" to guarantee that clients may make outstanding purchases with little to no assistance. The article's objective is to pinpoint the primary drivers of digital consumer behavior as well as the reasons retail establishments employ computerized systems that are connected to the internet or WAP. The essay also discusses the difficulties that computerized enterprises in the retail sector are currently and potentially in the future facing. In the end, the paper fulfills a visionary objective given the client-

adroit business structure that, within the context of India's expanding economy, offers a "store-less shopping" experience around the clock.

**Zhao et al., (2013)** in their paper, *From E-Commerce to Social Commerce: The writers of A Close Look at Design Features* discussed how Web 2.0 features have increased e-commerce's financial value and enhanced consumer collaboration. Social trading was the usual term used to describe this new marvel, which is yet not fully understood. However, in the lack of a consensus definition, there is minimal debate on social commerce, and the design of social trade platforms has received little scholarly attention. This study presents reviews of the literature to define social commerce, tracks its development to date, and explores suitable strategies for e-commerce and Web 2.0. The findings demonstrated that any social commerce website must accomplish the minimal collection of social commerce strategy components. These characteristics must be present in every division of a proposed model, including the person, conversation, community, and company levels.

**Melody et al., (2014)** research on the decision to buy online and how it affects e-tail strategies, and proposed a classification system to order goods and services that are offered for sale online based on factors like price and tangibility from the buyer's standpoint. If the business manager wants to enhance channel functions and increase the actual worth of things with limited resources, they must develop distinct e-tailing strategies for commodities and services that belong to different sets.

**Nikunj et al., (2017)** In order to create a deeper understanding for future research, as discussed in their research on E-Fulfilment Dimensions and its Influence on Customers in E-Tailing: A Critical Review, the purpose of this paper was to understand the dimensions of the e-fulfilment procedure and its impact on clients in pure e-tailing, to portray pertinent literature that has over time mentioned administrative issues, and to identify the gaps between the common practices in e-fulfilment and those suggested by academicians. Seven elements of e-fulfillment were identified through the study's concept, technique, and strategy, together with quantitative and qualitative analysis: ebusiness quality, product quality, pricing, availability, timeliness, condition, and ease of return. Additionally, it demonstrated how these factors relate to consumers' happiness with their online shopping experiences and likelihood to make additional purchases.

### **2.2.3 THE CONCEPT AND PROSPECTS OF M-COMMERCE**

**Sulabh et al., (2010)** conducted a study titled "An Assessment Framework for Viable Business Models for M-Commerce in the Information Technology Sector," whereby they referenced the VISOR model as a resource for figuring out a business model's sustainable competences and presented a feasible methodology for evaluating business models. The four distinct cases, each conducted at a different IT sector, were about mobile enterprises. The semi-structured interviews that were used to gather main data were augmented with

a broad range of secondary data. A comparison study was employed to examine the instances of various real-world business segments in each of the four situations.

**Aminul et al., (2010)** In their study *Adoption of M-Commerce Services: The Case of Bangladesh*, they set out to identify the high and low adoption usage of MCommerce service classes (recreation, bargains, communiqué, and knowledge). The analysis concentrated on the possible impacts on mobile clients' intention to use M-commerce services in Dhaka and Chittagong City, Bangladesh, including perceived quality, security and privacy, ease of use of mobile devices and WAP/GPRS enabled phones, evaluation and pricing, and rich and quick data. The results indicated that compared to dealing, knowledge, and recreation, the communiqué class in M-commerce services is more frequently used. It was found that three factors—price and evaluation, speed and rich data, and security and privacy—have a major beneficial impact on the uptake of M-commerce services. It was also noteworthy to note that there was no discernible gender gap in the level of M-commerce adoption. M-commerce services are more likely to be provided to clients under thirty years of age in Bangladesh than to those beyond that age.

**Saifullah et al., (2011)** carried completed a study titled "Factors Influencing the Adoption of M-Commerce: An Exploratory Analysis" in which it was discussed how mobile commerce, or M-commerce, is predicted to be the next big thing in our creatively dependent world after the era of e-commerce. However, Malaysia

was found to have less usage and acceptance of it than Korea, Singapore, and Japan. This study looks at a few factors that influence the choice of M-commerce in Malaysia based on standard technology models, including Theory of Reason Action (TRA), Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), and Diffusion Innovation Hypothesis (DOI). Applying exploratory factor analysis to a range of measures to evaluate the underlying factors driving m-commerce adoption shows that all 13 of the variables that were taken into consideration had a significant impact on the adoption of m-commerce.

**Khalifa et al., (2012)** three main study goals were set by the authors of the paper Adoption of Mobile Commerce: A Confidence Model. First, the discrepancy between the relatively low adoption rate of m-commerce and the high rate of cell phone penetration. Second, to address the contradictory results about the coherence of the association between intents and attitude in earlier studies on IT adoption. Thirdly, researchers tried to conceptually support different interferences in order to boost the acceptance of m-commerce. Furthermore, by utilizing the theory of planned behavior (TPB), they found that exposure might potentially enhance the effects of m-commerce and that trial, communication, and observation were the pillars of confidence with m-commerce.

**Niranjanamurthy et al., (2013)** finished a research project named "Analysis of M- and E-Commerce: Benefits, Drawbacks, and Security Concerns." The purchasing and selling of things online is the primary definition of e-commerce,

however any transaction that is carried out only through electronic means is acceptable for inclusion in the online business category. The three subcategories of electronic commerce were described by eBay as shopper-to-customer (C2C), business-to-business (B2B) as defined by Cisco, and business-to-buyer (B2C) as defined by Amazon. The term "mcommerce" refers to the expanding practice of using internet access and wireless devices, such as PDAs, mobile phones, and other portable gadgets, to conduct business and market. Online business security is directly impacted by the domains of computer security, information security, and other more general information security system sectors. One of the most significant security elements that impacts end users during routine commercial payment transactions is e-commerce security, which possesses distinct features of its own.

**Yogesh et al., (2014)** Researchers looked at Adoption of M-Commerce: Examining Factors Affecting Intention and Behavior to investigate the factors influencing Indian consumers' intents and actions when it comes to m-commerce adoption. They developed a conceptual model that was an extension of the technology acceptance model (TAM) and added additional variables including cost, self-adequacy, convenience, and trust in addition to convenience and usability in order to forecast consumers' actual usage through behavioral intent. The sample used to acquire the data consisted of 186 Mumbai, India-based m-commerce respondents. The findings showed that the most important factor influencing a buyer's behavioral intention to accept m-commerce

applications was apparent contentment. Observed self-efficacy and usefulness were other significant factors. The study's conclusions about the various participants in the m-commerce system were also discussed, along with some recommendations for further research on the topic.

**Ashraf et al., (2017)** Researchers evaluated the behavioral intentions and actual behaviors of m-commerce consumers in their study, *The Role of M-Commerce Readiness in Emerging and Developed Markets*, using data collected from 812 m-commerce buyers in four countries: Australia, India, the United States, and Pakistan. This made it possible to have a complete grasp of how users of m-commerce behave in different national markets. The theory that underpinned the study linked the m-commerce consumers' ubiquitous habits and behavior. According to the findings, consumers at the initial level of m-commerce preparation were more impacted by ubiquity than by habits; however, clients at the advanced stage of m-commerce readiness experienced the reverse effect.

#### **2.2.4 THE CONCEPT OF ONLINE CONSUMER BEHAVIOR**

**Darley et al., (2010)** An extensive overview of recent experimental investigations addressing online buyer behavior and decision-making processes was offered in the study *A Review of an Integrated Framework for Online Consumer Behavior and Decision-Making Process*. The study's main focus was on the relationship between outside variables and one or more decision-making process elements. The classification of online settings varied, and there were

few studies on various components of decision-making, according to the results. Additionally, the results demonstrated that the bulk of the acknowledged studies employed student samples and that the technique of the study was skewed toward the survey approach rather than the empirical one.

**Shuk et al., (2010)** examined when to use adaptive web personalization and how it affects online consumer behavior. They proposed that while the ability to provide real-time adaptive website content to appeal to the tastes of online customers has opened up new business opportunities for online retailers, the topic of "timings"—the appropriate moment to provide customized items to clients—remains. Customers often prefer early exhibition since it makes choosing easier. Adaptive systems can provide more tailored products by collecting more clicks from customers over time. In an attempt to close this gap, the study found that while quality increases during the course of an online session, the chance of taking into consideration and sticking with a particular recommendation declines. It was also shown that these impacts interacted with user competency, providing information on the relationships between the many design elements of a personalization strategy.

**Mazaheri et al., (2011)** the study, "Online Consumer Behavior: Comparing Canadian and Chinese Website Visitors," examined how the three types of feelings—excitement, delight, and predominance—affect the perception of the site's atmospheric elements, which include instruction, viability, and stimulation. Thus, research was done on the effects of site atmospherics on buy

aims, administration mentalities, site association, and location dispositions. The concept concentrated on Chinese and Canadian clients based on social value evaluations. The findings supported the model and revealed some non-invariant patterns among the groups. In particular, Canadian (Chinese) clients showed a greater effect of joy (strong) on the other conduct aspects than Chinese (Canadian) clients did. Furthermore, compared to their Canadian (Chinese) counterparts, Chinese (Canadian) consumers showed stronger benefits from low (high) task-significant prompts.

**Gideon et al., (2011)** studies on how search motivation, experience approach behavior, and online consumer approach behavior are affected by ambient scent and cognitive thinking style. This study evaluated the influence of nearness of fragrance and psychological aspects on buy qualities, telepresence, and online search motivation. Customers' cognitive types and scent proximity were found to have an effect on both the telepresence experience and hunt inspiration (consideration center and challenge). The surrounding aroma affected both the telepresence experience of consumers with an intuitive cognitive thinking style (ICTS) and the pursue inspiration of customers with a systematic cognitive thinking type (SCTS). Furthermore, just as the presence of scent affected consumer behavior in physical stores, it was discovered that online buyers who were exposed to fragrance displayed a higher degree of methodological behavior. The results recommended incorporating psychological intuition style into the S-O-R model as a negotiator of ecological upgrades.

**Javadi et al., (2012)** carried out a study titled "An Analysis of Factors Affecting on Online Shopping Behavior of Consumers in Iran" and proposed a model to investigate the research hypotheses regarding the influence of return strategy, fundamental factors, and apparent risks on mindset toward online purchase conduct and independent standards. Customers of Iranian internet retailers made up a sample of 200 respondents. The results demonstrated that nonconveyance risk and financial threats had a negative impact on customers' online buying behavior. The results also showed that online buying behavior is influenced by unique standards and creativity in a particular industry. Additionally, a customer's attitude toward an online transaction had a beneficial influence on their online buying habits.

**Couture et al., (2013)** In their study, The Influence of Tourism Innovativeness on Online Consumer Behavior, the effects of particular tourist consumers' inventiveness (area-specific) on their data research, purchase, and communiqué activities on tourism sites were investigated. The study, which involved 207 consumers as a sample, showed that the frequency and density of website browsing, data leaflet downloads, access to online shopping platforms, the volume of online purchases, and user chat and emailing were all directly related to how clever a tourist was. The results showed that these clients maintained active and encouraging communication with the sector.

**Simona et al., (2013)** showed how social media allowed consumers and potential customers to speak with brand personnel or their networks directly

about the brand. The study looked at The Impact of Social Media Marketing on Online Consumer Behavior. This study, which involved 236 social media users, used a linear model to define different user types and examine how these individuals' perceptions of online ads are positively impacted by various factors associated with social networking sites. The discovery of how to engage with different audience groups to boost the efficacy of online marketing techniques was made easier by the findings.

**Gao et al., (2014)** The study conducted a study titled "Online Consumer Behavior and Its Relationship to Website Atmospheric Induced Flow: Insights into Online Travel Agencies in China" using a stimulus-organization-response framework (S-O-R framework) as a hypothetical premise. The study concentrated on how consumer behavior affected the environmental cues of a site—instruction, viability, and excitement—and how this improved stream affected consumers' expectations and satisfaction with their purchases. A web statistical surveying company randomly chose participants from its online board and collected data using a self-managed online summary. The results of the study demonstrate how stream completely overrides three webpage environmental indicators associated to purchase intent and fulfillment with movement site, and they also validate the validity of the S-O-R structure with respect to the online travel industry. By showing how a dependable online shopping approach alters consumer purchasing knowledge, encourages prudent choices, and results in fulfillment, this study advances our understanding of the

components that influence online purchase intention and fulfillment.

### **2.2.5 RELATED WORK**

**Khare et al., (2011)** to understand Indian students' intention to make purchases using online shopping portals, researchers conducted an examination of the factors that influence online shopping behavior in India. 325 students who were enrolled in different Indian universities made up the sample. The results showed that realistic value, attitude toward online purchasing, information availability, and hedonic norms affected Indian students' desire to make purchases online. Furthermore, compared to female researchers, male scholars showed a more positive attitude about internet shopping.

**Richa et al., (2012)** online buying is unquestionably going to be the way that people shop in the future and is already a marvel of e-business, according to the author of Impact of Demographic Factors of Consumers on Online buying Behaviour: A Study of Consumers in India. The vast majority of companies offer their goods online through their websites. Outside of India, online shopping is extremely popular, but this market—which is a big and vital buyer showcase—is still lagging behind the rest of the world in terms of growth. Online buying in India is being investigated as the likelihood of making purchases online grows. The impact of demographic factors on buyers' online shopping parameters—such as satisfaction with the process, future purchase goals, frequency of online shopping, quantity of items purchased, and

expenditure—was examined in the research paper using both qualitative and quantitative research strategies. 580 people from Bangalore, Hyderabad, Chennai, Mumbai, Delhi, and Hyderabad responded to the surveys used to gather the data. The study's conclusions indicate that Indian customers' online purchasing decisions are significantly influenced by age, income, marital status, sexual orientation, and size of family. Additionally, professionals and experts may use the study's findings to direct future research in related subjects.

**Nagra et al., (2013)** conducted a study named "A Study of Factors Affecting on Consumers' Online Shopping Behavior" and discussed how many businesses sell their items online, making it a new trend in e-business that determines the success and fate of shopping globally. Despite the fact that online shopping is extremely popular outside of India, the country's market, which has a substantial consumer base, is nevertheless developing more slowly than the worldwide market. The researchers chose to investigate online shopping in India because to the industry's anticipated future expansion. The study used both qualitative and quantitative methods to examine the influence of consumer demographic characteristics on the online shopping framework, including customer satisfaction, future buy intent, online purchase rate, quantity of products purchased, and overall expenses. The findings demonstrated that factors such as income, family size, marital status, age, and gender significantly impacted Indian consumers' online buying decisions. Researchers and practitioners may receive more advice based on these findings to conduct related investigations in

the future.

**Zabkar et al., (2013)** Research on the topic of "Environmentally Conscious Consumer Behavior and Willingness to Act: Can Prosocial Status Perceptions Help Overcome the Gap" They suggested that although the elements that promote consumer engagement have not yet been fully investigated, consumer behavior in the context of green marketing is essential to bringing about desired changes in products and market structures. As a result, this study provided a more thorough definition of environmentally conscious consumer behavior, highlighting the role of "prosocial status" insights in bridging the gap between real environmentally friendly consumption and readiness to act. Results indicated that although "prosocial status" insights affected conduct/behavior, knowledge and willingness were positively correlated with conduct, and readiness/willingness was clearly related to concern. Prosocial status insights strengthen the positive relationship between conduct and preparedness, which can be incorporated into green product development and marketing to suggest qualities like gentleness and intelligence. This was discovered through an analysis of 319 respondents from a country in Central Europe.

**Bhandari et al., (2013)** In order to ascertain the elements that impact a consumer's decision to shop online, an exploratory Tier II study was conducted as part of their research on online consumer behavior. The authors concluded that the primary drivers of online purchasing were trust, information, convenience, experience, hassle-free buying, and bargaining after using factor

analysis as their study methodology.

**Arulkumar et al., (2015)** to determine the relationship between various variables of the urge to purchase online, the researchers used a discriminant analysis approach in their study, Predicting Purchase urge of Online Consumers. To determine the intention of the authors to shop online based on past shopping experiences, they employed a discriminant analysis approach. The findings showed that online purchases have the largest correlation with the discriminating function; frequency of purchases of new products has a smaller correlation, and preferred payment methods have a negative correlation.

**Upadhyay et al., (2015)** carried out a study titled "Analysis of Online Shopping Behavior of Customer in Kota City" and talked about how Kota City residents shop online. In this exploratory study, the authors found elements influencing online shoppers' satisfaction levels and online shopping behavior. They also found that the most popular online product was travel tickets, with clothing coming in last. Cash on delivery was seen the safest method of payment. Instead of alluring deals, online shoppers preferred accurate and comprehensive product information. The majority of consumers expressed satisfaction with their online purchasing experience, according to the results.

### **2.3 DE-SHOPPING AND ITS TYPES**

- Type-1: Planned De-shopping
- Type-2: Unplanned De-shopping

According to a theory of planned behavior, consumers that fall into Type-1 (T-1) category are those who are planned de-shoppers and intend to return more frequently; these customers are referred to be unethical buyers (Dr. Tamira King, Charles Dennis -Brunel University, Oxbridge U.K, 2006). This idea has changed in e-tailing since the e-commerce explosion in 2005. The Type-2 (T-2) Category is made up of customers who do not purposefully return items or stop shopping. In these cases, either the retailer or the e-portal is at fault, or there may be some uncontrollable factors related to the behavior of Indian customers, such as the fact that they are unfamiliar with using portals, hopefully because they are new, or the portal itself is not user-friendly. Numerous studies have discovered that Indian consumers exhibit greater Type-2 behavior, which indicates that they encounter more annoyances and disappointments while returning or replacing goods. Since Type-2 is less dynamic and dangerous than Type-1, most academics continue to doubt whether returns and exchanges are actually important.

(Mohammed Nadeem, Peterson, and Kumar 2009) goes on to discuss Retail Myopia, a price-centric mindset that is causing returns when customers shop online but are unable to pay for it, and the grace period between purchases occasionally leads customers—particularly young, educated consumers—to choose Type-1. Retailers find it both astonishing and concerning that returns are difficult and that Indian laws differ from those in western and southern nations, regardless of whether the customer is a Type-1 or Type-2. Another argument

regarding returns and refunds is made by a writer in Commerce Hub, who claims that they are important to customers. He supported his claims with statistics, stating that 66% of online shoppers check return policies before making a purchase, indicating that customers are becoming more circumspect and thoughtful about the terms of their policies.

### **De-shopping of Electronic goods in India:**

Customers find brick-and-mortar stores more comfortable than online ones because of the "tangibility factor," as stated by Dr. Ritesh K. Patel in the ELK Asia Pacific Journal of Marketing & Retail management (July 2013). He divided consumer durables into two categories and declared that only high-quality products could survive. His study focused group was primarily on consumers in Class II and III cities, and he stated that it is still challenging to encourage consumers to shop for consumer durables online because it is not widely accepted and there is a risk of significant returns and replacements if damages occur and proper quality is not maintained from the point of purchase to the point of use.

Retailers will be burdened by this, and it will also negatively impact their operations and, ultimately, product sales. It was found that one of the socioeconomic elements that makes online shopping through portals secure for them is the population of Class I cities, which includes IT professionals, young people living in metropolitan regions, and those with little free time. This

population also tends to take more risks when purchasing items like refrigerators, TVs, and mobile gadgets. (N.D. Chandra Sekhar, Dr. Abdul Bajji). Therefore, it can be said that de-shopping for electronic goods is still a problem because the market is still developing. Although consumers are making purchases online, they still prefer to visit physical stores to compare and choose products based on features, cost, and other factors.

Only Type-2 de-shopping is allowed in the case of electronic goods because customers will not gladly return them due to the high cost, lengthy warranty period, and difficult replacement and refunding of the products. Therefore, there are only two possible reasons for de-shop in electronic goods: either the device was delivered by the store broken or malfunctioning, or the size or dimensions were incorrect since the display was ethereal and difficult to measure.

### **Conclusion**

De-shopping is a big deal because it is unethical and socially and economically wrong. Thus, writers have made numerous attempts to provide the best possible remedy for parasitic behaviour.

## **2.4 ONLINE STORE ATMOSPHERICS**

### **2.4.1 Background of Physical Store and their Atmospherics**

In accordance with retail requirements, retail stores have strict policies regarding their physical evidence and store atmosphere. The definition of retail

atmospheres states that they are "retail spaces that entice a customer to enter the store and which are designed to influence customer's mood so as to increase the odds of a purchase being made." The following are the main elements of retail atmospherics:

- Store layout
- Noise Level
- Temperature/Air conditioning
- Lighting
- Decoration etc.

Around the world, a large number of stores were open to draw customers and create a lively atmosphere so they could shop comfortably. This idea developed as a result of the neighborhood retailers' battle to remain open for extended periods of time. As organized retailing expanded, it became more difficult for the stores to rely solely on visual merchandising strategies and layout adjustments. The necessity for new colors and textures on the wall, together with acoustics and scent, to improve product visibility and psychologically entice customers to choose a product from the shelves grew. The main motivation for consumers' preference for in-store shopping is to break up the routine and extend their weekends so they can spend more time with friends and family. According to Ishwar Kumar, Ruchi Garg, and Zillur Rahman (March 2010, Great Lakes Herald Vol. 4, No. 1). Conversely, while retailing in stores is easier to see and less complicated, there are difficulties in maintaining the

store atmosphere, which is an expensive endeavor that requires significant labor and maintenance department costs. In actuality, just 4% of customers are drawn to a store's layout; 8% are drawn in by the lighting and music; and 15% are drawn in by the air conditioning, lighting, and ambience, in that order. The remaining 73% of people only visit brick and mortar establishments in search of leisure and enjoyment. However, the cost of online atmospherics is only 3% of the actual cost of physical atmospherics.

#### **2.4.2 Online stores atmospherics and their overview:**

Online merchants have grown into a sizable marketplace where consumers may buy a variety of products and services from several portals to fulfill their everyday needs. Due to time constraints, financial constraints, and the rush hour lifestyle that requires juggling multiple responsibilities to maintain balance between personal and professional life, consumers are turning more and more to online shopping. Since he can't satisfy everyone at once, internet retailers have come in handy for him when it comes to taking those few precious moments away from his hectic schedule to shop. It seems that he is the one who has to do his online buying in a matter of minutes. If the platforms are not user-friendly, his patience will eventually wear thin and he will go to another site. Online consumers have therefore introduced online atmospherics concepts that include elements like

- Easy to handle method

- E-carting or wish list
- Brand segmentation
- Product Segmentation
- Colour & Textures
- Simplified payment gateways etc.

These elements may be effective in the beginning to provide online shoppers with user-friendly features and customized buyers with an enjoyable experience, but in the long run, online shopping lacks a tactile element, and as a result, customers rarely visit web portals due to the "No joy" phenomenon. It is also difficult, if not impossible, to integrate retailing elements into online stores because they operate on different business models. After a thorough analysis, it was discovered that the only reasons why consumers in the west and most of south-east Asian markets make online purchases are because of their tight budgets and the attractive deals that e-stores post. In terms of atmospherics, there is very little that can be done to satisfy customers (Poolie Sautter, Micheal R. Hyman & Vaidotas Lukosius, 2004). If e-tail environments are not made more lively and enjoyable to buy in over the next few years, then customers may seek out other options.

#### **2.4.3 Electronic goods and its e-retail Atmospherics:**

There aren't many people who buy electronics online, but the majority of customers are young people, possibly in the 25–35 age range, who are active

worldwide. These customers require more options when choosing a product, and their needs can be satisfied by using contemporary artificial intelligence tools like augmented reality and virtual reality, which present product features in novel ways that encourage customers to browse and make purchases.

(Ronald T. Azuma 2006) discusses artificial intelligence as the e-commerce industry's future, pointing out that augmented reality has already established itself in western nations and that many e-portals have created their products using projections of augmented reality. Consumers using augmented reality can see the size, dimensions, and accurate projection of a non-real goods in front of them. In particular, he adds the ability to view the features of the electronic goods, configure them, and use artificial speech to describe them. This will draw your attention to the product and encourage you to buy it. On the other hand, virtual reality is still being tested to provide atmospheric effects like temperature, friction, lighting, etc.

### **Reality v/s Implementation:**

The first significant barrier to the adoption of this format is the significant technical investment required; while the west may be able to afford it, e-commerce technology in countries like India is still in its infancy. In the realm of artificial intelligence, augmented and virtual reality may appear like pipe dreams due to their high cost, which retailers must bear out of their own pockets. Additionally, there is a lack of scientific evidence supporting the dependability

of AI models. Even still, scientists and AI developers in India think that while we are not far behind, we are still not technologically nor economically prepared. Retailers feel that it will speed up their sales over the long term, while psychologists think it's only a short-term feature that might thrill customers to get short-term satisfaction. The search for realism and its use in Indian e-tailing for atmospherics has various facets, yet "impossible is nothing." Therefore, artificial intelligence has the potential to improve e-tail atmospherics, but it would require work and dynamics specific to the Indian online retail business.

## **Conclusion**

Every merchant aims to simplify and adjust the E-Retail Atmospheres phase in order to draw in customers. Numerous writers are working on this dimension in the modern day, and there may be numerous discoveries and theories in this field.

## **2.5 DELIVERY AND ONLINE TRANSACTION**

Nowadays, there are two main approaches that are utilized when shopping online.

1. Cash on Delivery
2. Online payment through cards, Net banking and E-wallets

The first choice, which specifies payment by paper notes, is the main option and is thought to be the safest approach because it allows you to pay for your item once it is picked and shipped from the web platform. The term "Cash on

Delivery" refers to the fact that payment can be made with cash. If you believe you can make a payment using one of the popular debit or credit cards from various banks, a One Time Password (OTP) will be generated and sent to your registered email address or mobile number. The payment data will be sent from the bank's e-gateway to the company where you placed the order, and the transaction will be completed online and in the cloud. The same option is available with e-wallets as well, however using e-wallets to pay for something requires that your account be drained of any available funds and that you have a transactional balance.

**Psychological aspects hindering from transacting online:**

As previously mentioned, Cash on Delivery is a post-pay method that allows you to extend your transaction. This gives it a psychological advantage over pre-paid methods like credit cards, debit cards, net banking, and e-wallets because you never know what might happen. For example, a product might arrive defective or an unknown item might be delivered to someone else instead of you, or vice versa. The process is laborious, there is a longer waiting period, and the anticipation of utilizing and receiving the result is diminished.

During the 2013 festive season in India and abroad, Flipkart, Amazon, Alibaba, Snapdeal, and many other online retailers offered significant discounts ranging from 30% to 70% on particular products. The companies made enormous profits, but many customers experienced setbacks as a result of

human error and poor logistics and delivery, which led to a great deal of bad feedback for the online shops. Conversely, customers or end users must deal with numerous exchanges, needless replacements, and returns that were not unexpected. Because of the deeply ingrained psychological factor, customers were reluctant to make purchases online and, if they did, they chose Cash on Delivery over online transactions for security.

Another school of internet shoppers held that because credit card returns and other comparable cloud transactions happened more quickly than cash on delivery, online shopping was superior. After India's demonetization, the psychological chain of COD broke because there was no cash in the ATMs. This led to the emergence of the cloud transaction era, which made it easier for customers to make purchases online and for online retailers to explore the possibilities of e-wallets.

### **E-Security:**

Customers and online businesses have long faced difficulties with electronic security, but that changed in November 2016.

## **2.6 ONLINE REVIEWS**

Bangalore shoppers rely heavily on online reviews as their main information source when making judgments about what technological items to buy. Product performance, features, and dependability are all revealed through reviews.

Consumer trust is considerably increased by positive online reviews. Customers in Bangalore frequently depend on other people's experiences when evaluating the reliability of a product or a seller on e-tailing platforms, as the market may be oversupplied with a wide range of electronic devices. In Bangalore, customers might explicitly search for recommendations from locals or people from comparable cultural backgrounds. Online reviews are seen and trusted differently by customers due to their localized experiences and preferences. Because Bangalore is a multilingual city, evaluations left in different languages on the internet could affect how customers view a business. Customers may be more receptive to evaluations written in their chosen language and reviews written in those languages have a higher chance of being influential. Online reviews can be made more powerful by adding visual content, such photos or videos. When evaluating the real look and operation of electronic products, Bangalore consumers can find visual aids useful.

Consumer decisions may be greatly influenced by regional bloggers or internet influencers. Reviews and advice from prominent local influencers with a large following in Bangalore may have a greater impact on consumers there. In a market where doubts regarding the validity and caliber of products may arise, it is imperative to handle trust issues as well. Positive shopping environments are enhanced by reviews that specifically address and allay such worries. The process of making decisions is also influenced by negative feedback. Bangalore consumers emphasize the value of honest and open

evaluations by taking unfavorable comments into consideration to foresee any problems and make better decisions. Bangalore consumers can interact with online reviews on a variety of venues, such as social media, specialized review websites, and e-commerce sites. Businesses must comprehend how customers use various platforms and how to rely on reviews. Even after a purchase, customer satisfaction is still influenced by online reviews. Bangalore residents can participate in a cycle of information sharing and community-driven decision-making by using reviews to share their personal experiences.

## **2.7 RESEARCH GAPS THROUGH LITERATURE**

Many research have been carried out to gain understanding of the internet shopping habits of customers. Numerous facets of this global sociotechnical phenomenon were addressed by researchers. The literature on consumer behavior that spans decades discusses everything from the multifaceted aspects of the buyer's experience to the mindset of the consumer with regard to supporting organizations' initiatives. While some studies describe the arrangement model for e-commerce, web-based purchasing, and the influence of internet practices and web environment on buyers' online behavior, other studies illustrate the motivations behind consumers' purchasing behavior.

The literature on the behavior of Indian consumers is voluminous. Given that India is a multicultural nation with a sizable consumer base that reflects a wide range of demographic, cultural, and social traits, it is crucial to examine how

Indian online shoppers behave. However, these are all set in metropolitan environments. Urban culture and online commerce have grown to be synonymous. There aren't many studies that address how customer demographics affect Bengaluru, India's online buying habits. a significant vacuum in the research on rural Bengaluru consumers' online buying habits. This thesis tries to complete the gap in the literature by focusing on a specific rural area of Bengaluru where there hasn't been much research done on the topic, closely following the previously mentioned studies. The thesis seeks to provide a clear picture of how Bengaluru city's customers behave and respond, as well as identify the things that encourage or discourage them from making online purchases.

Four research gaps are shown in the study named "Analysis," which serves as the foundation for the research from the literature studied and expands the thesis's breadth,

1. The first research gap identified is De-shopping, De-shopping refers to the return or replacement of goods due to poor condition of the product/ good delivered, many consumers are doing genuine de-shop but few are doing purposive de-shopping
2. The second gap is related to the Online Store Atmospherics also referred to as Site atmospherics that make shopping more easy, appealing, interesting and eye pleasing online.

3. The third research gap is towards Delivery and Online Transactions which have become more vulnerable today due to cloud computing and threat of fraud and digital scams.
4. The fourth gap identified is towards Online Reviews and the growing influence of social media that can delay the shopping behaviour of the consumer and postpone the decision-making process.

These Research gaps play a very fundamental role in the research and the design of the questionnaire. These gaps are addressed in detail with the help of the Conceptual Framework and further classified into different hypothesis with the help of the proposed research framework (Refer to Chapter 3)

## **2.8 CONCEPTUAL FRAMEWORK**

Evaluations and Their Effect on Purchasing.

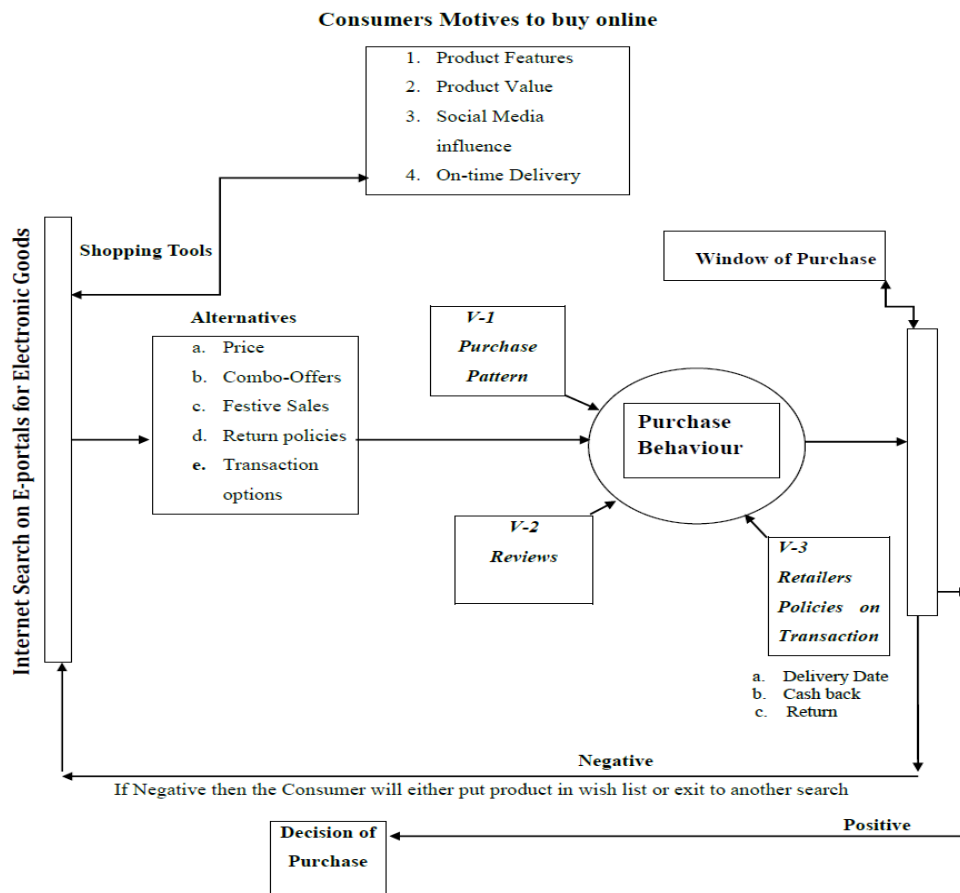


Figure 2.1: Conceptual framework Conceptual framework of Consumer Buying Behaviour (Source: Researcher)

The conceptual framework as shown in Fig. 2.1 is ready to illustrate the impact of factors on customers' online shopping and purchasing behavior. The "Motivational Theory of Consumer Behaviour in Retail" (Prof. Saroj Kumar & Naina Agarwal, Thakur Publications, Chennai, Edition 2017) is the foundation that the conceptual model is built upon. The study "Consumer buying behaviour in –E-tailing with respect to Electronic Goods" comprises three key variables that make up the model: V-1 (purchase pattern), V-2 (online reviews), and V-3

(retailers policies). The reasons behind a customer's decision to buy are crucial. Four key factors—product characteristics (M-1), product value (M-2), social media influence on consumers (M-3), and on-time delivery (M-4)—motivate consumers to purchase electronic items.

To access the application interface for shopping, the consumer must first pass through an Internet gateway, such as an e-portal, using the contemporary means of millennial purchasing, such as smartphones, laptops, tablets, and other devices. Following interface use, the user must choose from a variety of possibilities by clicking or inputting the product from the user interface. This will bring up a list of options based on the keywords entered. Today, they are in the realm of online shopping, where buyers typically base their decisions on a few key options, such as A1 (price), A2 (combo offers), A3 (festival sales, if applicable), A4 (refund or return policies), and A5 (purchase transaction) options, such as credit/debit cards, cash on delivery, and, more recently, E-wallets, which are now widely used transaction tools following the pandemic. When a consumer has chosen their options, they can go to the final stage of the online purchasing process, known as the "Window of Purchase," where they complete their purchase. To clear the "Window of Purchase," there are two requirements:

- a. The consumer will exit the purchase window if all of the options fit together for their product-buying behavior without deviating from the variables.

- b. The window of opportunity to make a purchase will never open if any one of the variables even slightly alters customer purchasing behaviour. In this scenario, the customer will either return to the website or portal's Internet gateway, remove the product from their wish list, or switch to another e-portal where they can search for a new product by entering in keywords.

### **2.8.1 Impact of the Variables on the Model**

According to the research, a consumer's mind may be activated by the three variables during the atmospherics of purchase because of differences in distinct components. The variables have the potential to delay a purchase or perhaps persuade a customer to explore for other options. The businesses have created their websites or applications with various specialized channels in mind, such as products that are frequently bought together, including mobile accessories with discounted prices, smartphones with back covers, and earphones. Customers typically arrive at the store with a preconceived notion or promotion from social media-driven websites like Facebook, Youtube, etc., and prompt product delivery according to the product arrival "date of delivery."

The majority of V-1-affected consumers typically examine past purchases of the product to determine their purchasing patterns, as this can have a direct impact on their buying cycle. Some customers purchase products on a regular basis, while others only buy once a year. If customers are dissatisfied with any of the options—pricing, offers, etc.—they may decide not to buy the

product. For instance, festive offers have the power to shift consumers' buying habits from quarterly to seasonal. If V-2 advises customers to read past reviews on e-portals, it may cause an emotional shift in the marketplace as it may prompt buyers to reconsider and add the product to their wish list or basket for further consideration. For example, unfavorable reviews with a rating of less than five can cause a buyer to postpone or give up on the purchase entirely. Only in the event that a customer finds defective return and replacement policies throughout their transaction, has delivery troubles, isn't offered a cash back option, or experiences stock outs do the V-3 occur. The buyer can therefore forego the "Window of purchase" and find better choices on rival sites, thereby delaying his decision to buy. Paytm Mall, for instance, has late return conditions for electronics that may cause customers to visit a rival website like Amazon.in instead.

### **2.8.2 Conclusion**

The Model primarily focuses on the reasons why consumers purchase electronic items from online retailers. The model accurately depicts the interface where customers enter and exit stores as well as the behavioral shifts they undergo when they enter the buying environment. Therefore, it is critical that e-retailers take these into account, work to reduce the impact of the model's Variables (V-1, V-2, and V-3), and maximize the number of customers who successfully close

the "Window of Purchase" in order to improve revenue from the sale of electronic goods in the near future.

## **2.9 SUMMARY**

Customer preferences have been profoundly changed by the digital revolution that Bangalore is experiencing. Research underscores the trend of traditional brick-and-mortar retailers giving way to online platforms, with a focus on the accessibility and convenience provided by e-tailers. Bangalore's tech-savvy citizens seem to be quick learners when it comes to the online economy. Reliability and trustworthiness show very frequently. The reliability of online retailers appears to be quite important to Bangalore consumers. The literature emphasizes how important elements like company reputation, safe payment channels, and online reviews are in determining consumer trust. Customers in Bangalore who are astute seem to be drawn to e-tailers who maintain a solid internet presence. It is evident how important internet marketing tactics are in shaping consumer choices. Academics investigate how social media, internet ads, and influencers affect Bangalore's electrical gadget aficionados' views and choices. Consumer decision-making appears to be significantly influenced by the digital story that e-tailers tell. Furthermore, scholarly works indicate that customer expectations are constantly changing. The evolving landscape is reflected in the desire for frictionless online purchasing, personalized recommendations, and quick delivery services. In Bangalore's cutthroat

industry, e-tailers who adjust to these changing expectations stand a better chance of success. But this digital dance is not without its difficulties. Data security, internet fraud, and the demand for real-world encounters are among the issues brought up. Research delves into how e-tailers handle these issues, creating a story of adaptability and resiliency to win over customers.

**CHAPTER - III**  
**RESEARCH METHODOLOGY**

## **CHAPTER - III**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

An overview or framework for conducting research and solving problems in the field is known as research methodology. It is a methodical and ongoing process that starts with examining and comprehending an unidentified problem that already exists, evaluating different aspects related to the problem, looking into related topics, and coming to appropriate solutions or conclusions for that problem. From there, it also suggests future research areas. The validity and reliability of the procedures, methods, and strategies employed in research methodology are evaluated through testing. Research technique guarantees that the study is methodically and wisely organized. Research conducted using comprehensive research principles yields more significant results. The analysis of consumers' online purchasing behaviour is one of the key fields that need in-depth research among many other disciplines. In order to accomplish the stated research objectives, this chapter attempts to provide an overview of the research methods utilized for the current study, including research design, data collecting, data analysis, and statistical methodologies. The goal of the study is to better understand the elements that influence and hinder customers' online shopping behavior. To gain a deeper knowledge of internet shoppers, the study

selected unusual and distinctive cities.

### 3.2 PROPOSED MODEL ADOPTED FOR THE STUDY

The proposed research model includes both numerical testing and data-driven categorical hypothesis testing. In order to determine if men or women purchase more, age and gender were selected as the two categorical variables.

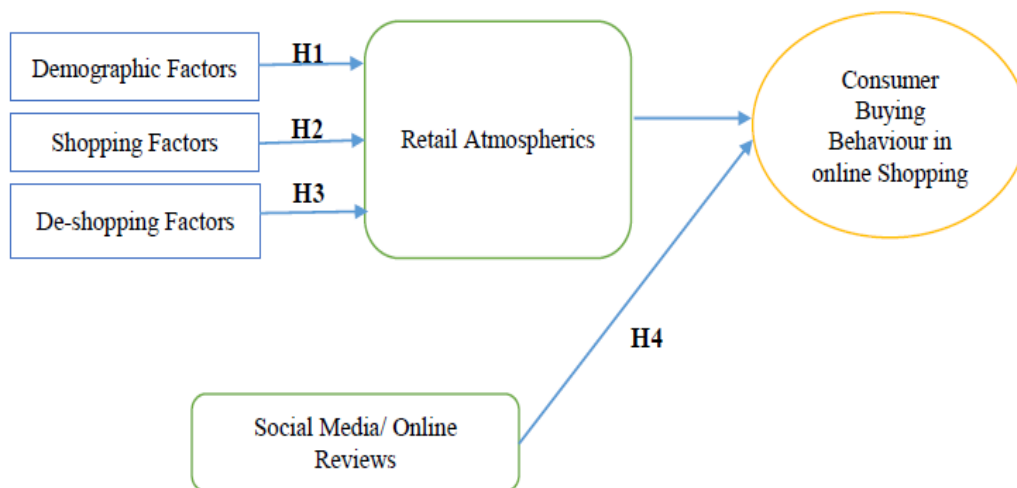


Figure 3.1: Proposed Research Framework

Retail atmospherics functions as a mediating variable that may alter the buyer's behaviour for online shopping or de-shopping, and the numerical variables connect the two independent variables, which are online shopping factors and online de-shopping factors. Social media and online reviews play a moderating role in consumer behaviour since they can impact customers' increasing awareness and adoption of cautious measures, thereby changing their purchasing behavior either directly or indirectly.

### 3.2A DEFINITION OF CONSTRUCTS AND MODERATING VARIABLES

This study's main goal was to comprehend the many variables linked to consumers' online buying habits. Following a thorough analysis of pertinent literature, these criteria have been determined. Certain factors were determined to be independent, but others were shown to be reliant on other variables. These variables are referred to be independent and dependent, respectively. In this study, dependent variables describe customers' intentions to shop online, as well as their actions while making purchases and making additional purchases, whereas independent variables are associated with factors that encourage, hinder, or otherwise positively impact online purchasing. Additional categories for the variables include observed variables and independent/dependent variables. Variables that are immediately visible are known as observed variables, while independent or dependent variables are factors that are speculated to explain other variables. Here is a table 3.2 with the variables:

Table 3.1: Observed Variables

Variables	Questionnaire Statements
1. Shopping	<ul style="list-style-type: none"> <li>▪ Accessibility to Web</li> <li>▪ Cost savings</li> <li>▪ Reliability</li> <li>▪ Timely Delivery</li> <li>▪ Variety of Goods</li> <li>▪ Trustworthiness of Websites</li> <li>▪ Discounts &amp; Offers</li> <li>▪ Option of Return/ replacement</li> </ul>
2. De-Shopping	<ul style="list-style-type: none"> <li>▪ Planned behaviour of return before using product</li> <li>▪ Planned behaviour of return After using product</li> <li>▪ Damaged product received</li> <li>▪ Late arrival returns of products</li> <li>▪ Upgrading Delivery address on shopping portal</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Return due to wrong size, texture and colour</li> <li>▪ Returned due to semi quality of product</li> <li>▪ In-store v/s Online-store comparisons for price &amp; Quality</li> <li>▪ E-retailer were helpful in Replacements&gt;Returns</li> <li>▪ Transactional error return of product</li> </ul>
3. Shopping Behavior	<ul style="list-style-type: none"> <li>▪ Web portals were user friendly in design</li> <li>▪ The products on web were cost effective</li> <li>▪ The product were delivered in time</li> <li>▪ The web portals provides brand variation</li> <li>▪ Good Offer &amp; Discounts scheme</li> <li>▪ Cash on Delivery as a preferred option over Other Modes</li> <li>▪ Cyber threat as psychological factor while shopping online</li> <li>▪ Delay in processing leading to cancelling transaction</li> </ul>
4. Retail Atmospherics	<ul style="list-style-type: none"> <li>▪ Physical stores have better buying experience compared to Digital stores.</li> <li>▪ Hesitation due to touch and feel aspect</li> <li>▪ Store personnel assistance as factor</li> <li>▪ Ambience, Music, Décor etc. attracts buying</li> <li>▪ Online stores are preferred due to Promo codes etc.</li> <li>▪ Leisure expectations</li> <li>▪ Companied with family and friends</li> <li>▪ Plenty options on online while browsing</li> <li>▪ Language options awareness in online shopping</li> <li>▪ Online Reviews are informative</li> </ul>
5. Social Media & Online Reviews	<ul style="list-style-type: none"> <li>▪ Verbal Reviews from the social media</li> <li>▪ Written Reviews from the social media</li> <li>▪ Social group influence on the online shopping</li> <li>▪ Social Media Platforms that persuade online shopping behaviour</li> <li>▪ Intensive product research on the social media</li> <li>▪ Information provided as per the last search criteria as a decision driven</li> <li>▪ Information provided as per the last search criteria is trustworthy</li> <li>▪ Breached by the content provided</li> </ul>

### 3.2B HYPOTHESIS FORMULATION

The study "Consumer Buying Behavior through E-tailing with Reference to Electronic Goods in Bangalore City, India" addresses a number of aspects

related to shopping, such as price, convenience, brand trust, social impact, product variety, brand experience, and customer service.

De-shopping factors related to the research topic include things like low product availability, high prices, challenging delivery or return policies, mistrust of e-tailer brands, poor customer service, poor user experience, negative social influence, and concerns about security and privacy when buying electronic goods online.

Shopping behavior factors together relate to the effects of product variety, price, simplicity of use, brand trust, user experience, customer service, social impact, and security considerations on consumer purchasing decisions in online electronic goods transactions.

Retail atmospherics elements include the virtual environment that e-tailers create through website design, interface usability, multimedia content, interactive features, and overall online shopping experience when it comes to influencing consumer purchase decisions in the electronic products industry.

The social media and online reviews components include the effects of social media platforms and user-generated reviews on consumers' decision-making and trust in e-tailers while making online purchases of electronic devices.

H1: There is significant effect of shopping factors on retail atmospherics.

H2: There is significant effect of de-shopping factors on retail atmospherics.

H3: There is significant effect of retail atmospherics on buying behaviour.

H4: There is significant moderating effect of social media / reviews on buying behaviours.

H5a: There is significant difference among age groups of online electronic goods consumers with respect to retail atmospherics.

H5b: There is significant difference among Marital Status of online electronic goods consumers with respect to retail atmospherics.

H5c: There is significant difference among Type of Family of online electronic goods consumers with respect to retail atmospherics.

H5d: There is significant difference among Profession of online electronic goods consumers with respect to retail atmospherics.

H5e: There is significant difference among Qualification of online electronic goods consumers with respect to retail atmospherics.

H5f: There is significant difference among Schooling/Primary education place of online electronic goods consumers with respect to retail atmospherics.

H5g: There is significant difference among Income (P.M) of online electronic goods consumers with respect to retail atmospherics

**HYPOTHESIS NO.1:** There is significant effect of shopping factors on retail atmospherics.

Shopping Factors are the elements that influence a consumer's decision-making process when making purchases. This could include factors like pricing, product variety, convenience, brand reputation, customer service, etc. In the context of

e-tailing for electronic goods, shopping factors might include the ease of navigation on the e-commerce website, the availability of product information, the security of online transactions, delivery options, return policies, etc. Retail Atmospherics refers to the ambiance or environment of a retail space, whether physical or virtual (in the case of e-tailing). It encompasses various sensory stimuli that influence consumers' emotions, perceptions, and behaviors while shopping. In the context of e-tailing, retail atmospherics might include website design, layout, color scheme, imagery, music, interactivity, etc. Significant Effect implies that there is a meaningful relationship or impact between shopping factors and retail atmospherics. In other words, changes in shopping factors are expected to result in noticeable changes in the ambiance of the retail space, and vice versa.

**HYPOTHESIS NO. 2:** There is significant effect of de-shopping factors on retail atmospherics.

Hypothesis No. 2 suggests that within the context of consumer buying behavior through e-tailing for electronic goods in Bangalore city, India, there exists a notable impact of de-shopping factors on the ambiance or atmosphere of retail spaces. This hypothesis posits that factors which deter or discourage consumers from making purchases online, such as high prices, poor product quality, inconvenient return policies, security concerns, and a lack of trust in the brand or platform, exert a significant influence on the sensory stimuli and overall

environment experienced by consumers while engaging in online shopping. It implies that addressing and mitigating these de-shopping factors can lead to perceptible improvements in the retail atmosphere, potentially enhancing consumers' perceptions and behaviors during their online shopping experiences for electronic goods in Bangalore.

**HYPOTHESIS NO. 3:** There is significant effect of retail atmospherics on buying behaviour.

Hypothesis No. 3 proposes that within the research context of consumer buying behavior through e-tailing for electronic goods in Bangalore city, India, there exists a substantial impact of retail atmospherics on purchasing behavior. This hypothesis suggests that the ambiance, sensory stimuli, and overall environment experienced by consumers while engaging in online shopping for electronic goods play a significant role in influencing their buying decisions and behaviors. Factors such as website design, layout, color scheme, imagery, interactivity, and other elements that contribute to the online retail atmosphere are expected to have a meaningful effect on consumers' perceptions, emotions, and ultimately their purchasing decisions. This hypothesis implies that improvements in retail atmospherics can lead to positive changes in consumers' buying behavior, potentially increasing their likelihood of making purchases while shopping for electronic goods online in Bangalore.

**HYPOTHESIS NO. 4:** There is significant moderating effect of social media / reviews on buying behaviours.

Hypothesis No. 4 posits that within the research framework of consumer buying behavior through e-tailing for electronic goods in Bangalore city, India, there exists a substantial moderating effect of social media and online reviews on purchasing behaviors. This hypothesis suggests that the influence of social media platforms and online reviews acts as a significant moderator, shaping and guiding consumers' buying decisions in the e-tailing context. Social media platforms provide avenues for consumers to access and share information, opinions, and reviews about electronic goods, which can profoundly influence their perceptions, preferences, and ultimately their purchasing behaviors. The hypothesis implies that the presence and impact of social media and online reviews play a crucial role in shaping how consumers engage with e-tailers and make purchasing decisions, particularly when shopping for electronic goods online in Bangalore.

**HYPOTHESIS NO. 5 (a-g):**

**H5a:** There is significant difference among age groups of online electronic goods consumers with respect to retail atmospherics.

Hypothesis H5a suggests that concerning the research topic of consumer buying behavior through e-tailing for electronic goods in Bangalore city, India, there exists a meaningful distinction among different age groups of online consumers

in terms of their perception of retail atmospherics. This hypothesis proposes that age plays a significant role in shaping how individuals from various age demographics perceive the ambiance and sensory stimuli within the online retail environment when shopping for electronic goods. It implies that there are discernible differences in how different age groups interpret and respond to factors such as website design, layout, color schemes, imagery, and interactivity, which collectively contribute to the retail atmosphere experienced during online shopping. This hypothesis suggests that understanding these age-related variations in perceptions of retail atmospherics is essential for tailoring e-tailing experiences to meet the diverse needs and preferences of consumers across different age groups in Bangalore.

**H5b:** There is significant difference among Marital Status of online electronic goods consumers with respect to retail atmospherics.

Hypothesis H5b posits that within the research domain of consumer buying behavior through e-tailing for electronic goods in Bangalore city, India, there exists a notable disparity among consumers with different marital statuses regarding their perception of retail atmospherics. This hypothesis suggests that marital status plays a significant role in shaping how individuals, based on whether they are single, married, divorced, or widowed, perceive the ambiance and sensory stimuli within the online retail environment when shopping for electronic goods. It implies that there are discernible differences in how

consumers' marital status influences their interpretation and response to factors such as website design, layout, color schemes, imagery, and interactivity, which together contribute to the retail atmosphere experienced during online shopping. This hypothesis highlights the importance of considering marital status as a relevant demographic variable in understanding and catering to the diverse needs and preferences of consumers engaging in e-tailing experiences for electronic goods in Bangalore.

**H5c:** There is significant difference among Type of Family of online electronic goods consumers with respect to retail atmospherics.

Hypothesis H5c suggests that concerning the research focus on consumer buying behavior through e-tailing for electronic goods in Bangalore city, India, there exists a significant variation among consumers from different types of families regarding their perception of retail atmospherics. This hypothesis proposes that the structure of the family unit, whether nuclear, joint, extended, or others, plays a substantial role in shaping how individuals perceive the ambiance and sensory aspects within the online retail environment while shopping for electronic goods. It implies that there are noticeable differences in how the type of family influences consumers' interpretations and responses to factors such as website design, layout, color schemes, imagery, and interactivity, all of which contribute to the overall retail atmosphere experienced during online shopping. This hypothesis underscores the importance of

considering family type as a pertinent demographic variable in comprehending and accommodating the diverse preferences and needs of consumers engaging in e-tailing experiences for electronic goods in Bangalore.

**H5d:** There is significant difference among Profession of online electronic goods consumers with respect to retail atmospherics.

Hypothesis H5d proposes that within the research framework of consumer buying behaviour through e-tailing for electronic goods in Bangalore city, India, there exists a meaningful differentiation among consumers from various professions concerning their perception of retail atmospherics. This hypothesis suggests that the profession or occupation of individuals plays a significant role in shaping how they perceive the ambiance and sensory stimuli within the online retail environment while shopping for electronic goods. It implies that there are discernible differences in how consumers' professions influence their interpretations and responses to factors such as website design, layout, color schemes, imagery, and interactivity, which collectively contribute to the overall retail atmosphere experienced during online shopping. This hypothesis underscores the importance of considering profession as a relevant demographic variable in understanding and accommodating the diverse preferences and needs of consumers engaging in e-tailing experiences for electronic goods in Bangalore.

**H5e:** There is significant difference among Qualification of online electronic goods consumers with respect to retail atmospherics.

Hypothesis H5e suggests that within the context of consumer buying behavior through e-tailing for electronic goods in Bangalore city, India, there exists a noteworthy disparity among consumers with different levels of education concerning their perception of retail atmospherics. This hypothesis proposes that the educational qualification of individuals plays a significant role in shaping how they perceive the ambiance and sensory stimuli within the online retail environment while shopping for electronic goods. It implies that there are discernible differences in how consumers' educational qualifications influence their interpretations and responses to factors such as website design, layout, color schemes, imagery, and interactivity, all of which contribute to the overall retail atmosphere experienced during online shopping. This hypothesis underscores the importance of considering educational qualification as a pertinent demographic variable in comprehending and addressing the diverse preferences and needs of consumers engaging in e-tailing experiences for electronic goods in Bangalore.

**H5f:** There is significant difference among Schooling/Primary education place of online electronic goods consumers with respect to retail atmospherics.

Hypothesis H5f posits that within the research scope of consumer buying behavior through e-tailing for electronic goods in Bangalore city, India, there exists a significant distinction among consumers based on the location of their

schooling or primary education concerning their perception of retail atmospherics. This hypothesis suggests that the place where individuals received their schooling or primary education plays a noteworthy role in shaping how they perceive the ambiance and sensory stimuli within the online retail environment while shopping for electronic goods. It implies that there are discernible differences in how consumers' educational backgrounds, specifically related to their schooling or primary education place, influence their interpretations and responses to factors such as website design, layout, color schemes, imagery, and interactivity, all of which contribute to the overall retail atmosphere experienced during online shopping. This hypothesis underscores the importance of considering schooling or primary education place as a relevant demographic variable in understanding and accommodating the diverse preferences and needs of consumers engaging in e-tailing experiences for electronic goods in Bangalore.

**H5g:** There is significant difference among Income (P.M) of online electronic goods consumers with respect to retail atmospherics.

Hypothesis H5g suggests that within the context of consumer buying behavior through e-tailing for electronic goods in Bangalore city, India, there exists a notable disparity among consumers based on their monthly income concerning their perception of retail atmospherics. This hypothesis proposes that the level of income of individuals plays a significant role in shaping how they perceive

the ambiance and sensory stimuli within the online retail environment while shopping for electronic goods. It implies that there are discernible differences in how consumers' income levels influence their interpretations and responses to factors such as website design, layout, color schemes, imagery, and interactivity, all of which contribute to the overall retail atmosphere experienced during online shopping. This hypothesis underscores the importance of considering income as a pertinent demographic variable in comprehending and addressing the diverse preferences and needs of consumers engaging in e-tailing experiences for electronic goods in Bangalore.

Choosing different variables and doing a thorough literature study provide a foundation for creating hypotheses. A hypothesis is an educated guess that might turn out to be true or false. The null hypothesis states that there is no appreciable difference between the variables under investigation, whereas the alternative hypothesis shows a specific relationship. A theoretical claim that hasn't been tested is called a hypothesis. To gain clarity on the conception of the research problem in the study, hypotheses are generated. The three hypotheses derived from the specified aims to comprehend the relationship between the many elements that promote the online purchase of electronic goods are the main topic of the study "Consumer buying behavior with respect to e-tailing in electronic goods."

### 3.3 PROPOSED MODEL

The proposed model for the given hypotheses is structured as follows:

#### **Independent Variables:**

- Shopping Factors (H1)
- De-Shopping Factors (H2)
- Retail Atmospherics (H3)
- Social Media/Reviews (Moderator) (H4)
- Age Groups of Online Electronic Goods Consumers (H5)

#### **Dependent Variable:**

- Buying Behavior

#### **Mediating Variable (for H1, H2, and H3):**

- Retail Atmospherics

#### **Moderating Variable (for H4):**

- Social Media/Reviews

#### **Moderated Variable:**

- Buying Behavior

#### **Control Variables:**

- Other demographic variables such as gender

**Table 3.2.** Questionnaire statements source and Cronbach's alpha

<b>Variables</b>	<b>Statements</b>	<b>Source</b>	<b>Cronbach's alpha</b>
Shopping	<ul style="list-style-type: none"><li>▪ Accessibility to Web</li><li>▪ Cost savings</li><li>▪ Reliability</li></ul>	[4][5][8][10][12]	.761

	<ul style="list-style-type: none"> <li>▪ Timely Delivery</li> <li>▪ Variety of Goods</li> <li>▪ Trustworthiness of Websites</li> <li>▪ Discounts &amp; Offers</li> <li>▪ Option of Return/ replacement</li> </ul>		
De-Shopping	<ul style="list-style-type: none"> <li>▪ Planned behaviour of return before using product</li> <li>▪ Planned behaviour of return After using product</li> <li>▪ Damaged product received</li> <li>▪ Late arrival returns of products</li> <li>▪ Upgrading Delivery address on shopping portal</li> <li>▪ Return due to wrong size, texture and colour</li> <li>▪ Returned due to semi quality of product</li> <li>▪ In-store v/s Online-store comparisons for price &amp; Quality</li> <li>▪ E-retailer were helpful in Replacements&gt;Returns</li> <li>▪ Transactional error return of product</li> </ul>	[4][8][10][12]	.798
Shopping Behavior	<ul style="list-style-type: none"> <li>▪ Web portals were user friendly in design</li> <li>▪ The products on web were cost effective</li> <li>▪ The product were delivered in time</li> <li>▪ The web portals provides brand variation</li> <li>▪ Good Offer &amp; Discounts scheme</li> <li>▪ Cash on Delivery as a preferred option over Other Modes</li> <li>▪ Cyber threat as psychological factor while shopping online</li> <li>▪ Delay in processing leading to cancelling transaction</li> </ul>	[6][9][11][13]	.732
Retail Atmospherics	<ul style="list-style-type: none"> <li>▪ Physical stores have better buying experience compared to Digital stores.</li> <li>▪ Hesitation due to touch and feel aspect</li> <li>▪ Store personnel assistance as factor</li> <li>▪ Ambience, Music, Décor etc. attracts buying</li> <li>▪ Online stores are preferred due to Promo codes etc.</li> <li>▪ Leisure expectations</li> <li>▪ Companied with family and friends</li> <li>▪ Plenty options on online while browsing</li> <li>▪ Language options awareness in online shopping</li> <li>▪ Online Reviews are informative</li> </ul>	[15][16][17][18]	.716
Social Media & Online Reviews	<ul style="list-style-type: none"> <li>▪ Verbal Reviews from the social media</li> <li>▪ Written Reviews from the social media</li> <li>▪ Social group influence on the online shopping</li> <li>▪ Social Media Platforms that persuade online shopping behaviour</li> <li>▪ Intensive product research on the social media</li> <li>▪ Information provided as per the last search criteria as a decision driven</li> </ul>	[19][20][21]	.734

	<ul style="list-style-type: none"> <li>▪ Information provided as per the last search criteria is trustworthy</li> <li>▪ Breached by the content provided</li> </ul>		
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Composite reliability is a measure used in psychometrics to assess the internal consistency of a scale or a set of items within a questionnaire or test. It is an alternative to Cronbach's alpha and is calculated using the following formula:

$$CR = \frac{Variance\ of\ the\ Construct}{Variance\ of\ the\ Construct + Measurement\ Error}$$

In this formula:

Variance of the Construct refers to the variance accounted for by the latent construct or the underlying factor being measured and Measurement Error refers to the error variance associated with the measurement process.

### 3.4 RESEARCH DESIGN

A research design is a framework, method, plan, or guide for carrying out research. It stands for the process of obtaining data and analyzing it in order to address a research issue. This usually offers a framework for achieving the goals of the research. A clearly stated research problem, information gathering strategies, the population being studied, and data processing methodologies make up research design. A research design consists of the following components: population and samples, research problem, research objectives, research approach, data collection, and data analysis.

The research design used in the study titled "Consumer Buying Behaviour Through E-tailing with Reference to Electronic Goods and Gadgets

in Bangalore City, India" falls under the category of a Descriptive Research Design. The goal of descriptive research is to characterize the features of the population or phenomenon under study. In this instance, e-tailing (online retailing) is the means by which the researchers want to comprehend and characterize Bangalore City consumers' purchasing habits with reference to electronics and gadgets.



Figure 3.2 Research Design Flow Diagram

### **3.5 TYPE OF RESEARCH– JUSTIFICATION**

Given the goal of analyzing consumer behavior in the context of e-tailing,

quantitative methods are the most appropriate approach for investigating the research title "Consumer Buying Behaviour through E-tailing with Reference to Electronic Goods in Bangalore City, India." This is because quantitative methods allow for the systematic collection and analysis of numerical data. By providing questionnaires or surveys to a sizable number of customers in Bangalore City, researchers can measure characteristics including product preferences, price sensitivity, satisfaction with e-tailers, and shopping behaviors. Then, empirical data about the influences on consumer purchasing behavior in the online electronic goods market can be produced by using statistical analytic tools to identify trends, correlations, and important links between these factors. Since quantitative research is efficient, impartial, and allows for the extrapolation of findings to a larger audience, it is the most effective method for examining the subtleties of customer behavior in the e-tailing industry of Bangalore, India.

### **3.6 RESEARCH ONION DIAGRAM**

The Research can investigate many different aspects that influence customer decisions by using the onion model. Individual motives, preferences, and attitudes regarding e-tailing and electronic items are found at the inner layers of this hierarchy, while external effects such as cultural, social, and economic elements are found at the outside. By carefully looking at each tier, the study analysis understand the complexities of consumer behavior in the e-commerce

environment and identify key drivers, barriers, and patterns that affect purchasing decisions in Bangalore City. To enhance comprehension and adapt to the evolving online consumer behavior in the electronic goods industry, companies, regulators, and advertisers can considerably profit from the comprehensive structure that the onion model offers for analyzing the interplay between exogenous variables and personal attributes.

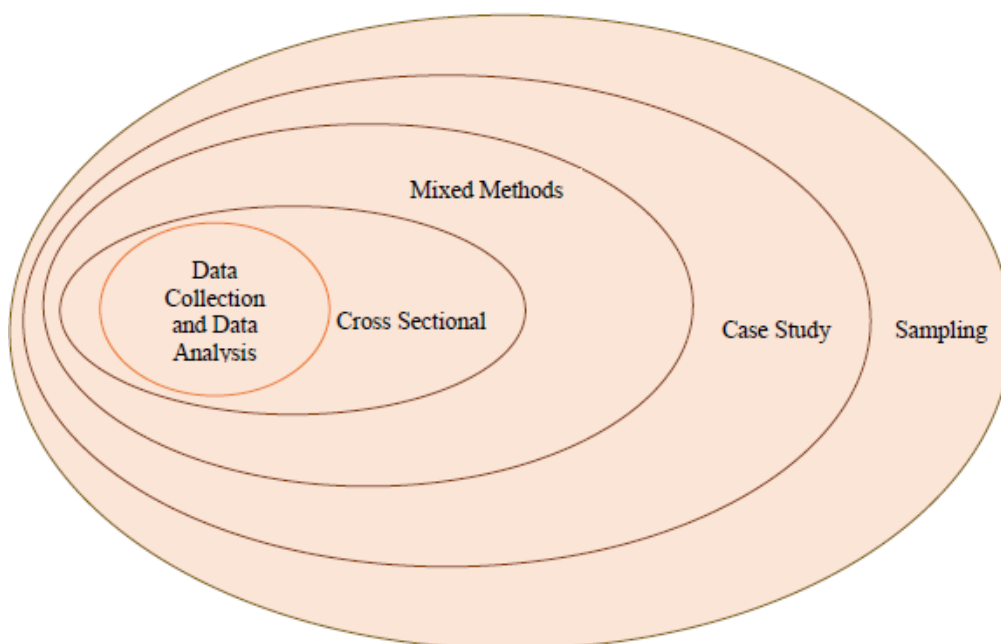


Figure 3.3 Research Onion Diagram

### 3.7 TYPE OF SAMPLING

The convenience sampling method of sampling involves choosing participants for the study depending on their availability and desire to take part. In order to collect data, consumers are addressed in electronic stores, shopping malls, and online forums. Because participants self-select, this method, while convenient,

may introduce bias because the sample may not be representative of the broader community.

Random sampling, sometimes referred to as probability sampling, is a technique in which each member of the population is given an equal chance of being chosen at random from the population. This guarantees the sample's representativeness of the population and permits extrapolation of findings to Bangalore City's greater electronic products consumer base.

Convenience Sampling are used in this approach involves selecting participants based on their availability and willingness to participate in the study. Consumers are approached at shopping malls, electronic stores, or online forums to gather data. While convenient, this method may introduce bias because participants self-select, and the sample may not be representative of the broader population.

**Justification:**

Convenience sampling can be utilized to promptly collect data from easily available consumers, like those that purchase in electronic stores or visit online forums. This can yield valuable insights into broad patterns and immediate consumer behaviors in the e-tailing industry. When time and resources are scarce, this strategy makes data collection quick. Random sampling, on the other hand, guarantees the sample's representativeness and provides a deeper comprehension of customer behavior across many Bangalore City

demographics and regions. The study's validity and reliability are improved by the capacity to more confidently extrapolate the findings to the entire population by randomly selecting participants from the population of consumers of electronic goods. Because convenience sampling is useful and random sampling is representative, these two methods can be used in tandem to provide a thorough insight of Bangalore City's customer purchasing patterns in the e-tailing of electronic goods.

**Population-Infinite:**

The choice to use an infinite population approach to calculate the sample size for the study "Consumer Buying Behavior Through E-tailing with Reference to Electronic Goods in Bangalore City, India" recognizes the practical fact that Bangalore City can be conceptualized as effectively infinite for sampling purposes due to its large and constantly fluctuating consumer base that engages in e-tailing. Considering how quickly consumer behavior changes and how widely e-commerce platforms can reach, it would be impossible and resource-intensive to list and sample every possible customer in Bangalore City. Researchers can use statistical approaches to determine a representative sample size that provides a high degree of confidence in the generalizability of findings to the larger population of e-tailing consumers in Bangalore City by assuming the population as infinite. By optimizing the balance between statistical rigor and practical feasibility in the study design, this approach guarantees that the

sample sufficiently captures the diversity of consumer behaviors and preferences.

### **Calculating an estimated sample size:**

#### **First, some definitions.**

- **Margin of error:** The margin of error is how much you can expect your results to differ from the population of interest. Measured as a percentage, a smaller margin of error increases the chance that your results will be close to that of the population. 4.87% margins of error is used in the study.
- **Z-score:** A z-score is a value that determines how far a measured value is from the population value. Z-scores can be determined from the confidence level using z-score tables.
- **Population proportion:** The population proportion is the percentage of the population that has a specific characteristic. This proportion is usually determined from previous studies or research. Although, when unsure, using 50% works as an estimate. That is, 50% of the population falls below a specific point and 50% falls above a specific point.

Cochran's Formula for Sample size:

$$n = \frac{z^2 * \hat{p}(1 - \hat{p})}{\epsilon^2}$$

Where:

n is the sample size

z is the z-score

$\hat{p}$  is the population proportion

$\epsilon$  is the margin of error (confidence interval)

Example for Infinite population:

$$N = (1.96 \times 1.96 \times 0.5 (1 - 0.5)) / (0.0487 \times 0.0487) \\ = 405$$

Where:

- $z = 1.96$
- $\hat{p} = 50\%$  or 0.50
- $\epsilon = 4.87\%$  or 0.0487

**Bangalore City for chosen for survey (Cosmopolitan, Metropolitan, heterogenous population):**

Due to Bangalore City's cosmopolitan, metropolitan, and heterogeneous population—which makes it a microcosm of varied consumer behaviors and preferences—the study on "Consumer Buying Behaviour Through E-tailing with Reference to Electronic Goods in Bangalore City, India" is justified in its exclusive focus on the city for survey response analysis. Due to its global

appeal, Bangalore draws people from a diverse range of socioeconomic origins, lifestyles, and cultural backgrounds, which reflects a wide range of consumer e-tailing behaviors. Given that it is a metropolitan area, its high level of connectedness and accessibility to e-commerce platforms means that residents can engage in substantial online purchasing. Furthermore, the diverse population of Bangalore comprises a range of groups, such as tech-savvy millennials, professionals, students, and families, all of whom have different tastes and buying habits when it comes to electronic products. The intricacies and subtleties of consumer behavior in this dynamic metropolitan environment can be captured by researchers concentrating just on Bangalore City, providing insightful information that can guide enterprises' and governments' plans aimed at the e-tailing sector in India's technology hub.

### **3.8 POPULATION, SAMPLING FRAME, SAMPLING PLAN, SAMPLING DESIGN, SAMPLE SIZE ETC.,**

Bangalore / Bengaluru City population data is used in the study "Consumer buying behavior in retailing with reference to electronic goods." The respondents may come from a variety of occupational backgrounds because most consumers make their purchases online and it is more practical to reach the general public rather than a specific group of professionals because of the various payment options available, including credit and debit cards, online payment gateways, and cash on delivery (COD). Only Bangalore, the third-

largest smartphone and e-commerce user, is included in the survey. All occupational clients are therefore welcome to join the population.

The population data of Bangalore (now officially known as Bengaluru) City is used in the research on consumer purchasing behaviour in retailing with regard to electronic goods mainly because Bengaluru is a dynamic urban environment representative of India's tech-savvy populace and a major player in e-commerce. Bengaluru is a perfect microcosm to study the complex dynamics influencing consumer behaviour in the field of selling electronic goods because of its diversified population, which spans different economic classes, educational levels, and lifestyle choices. Studying consumer behaviour in the context of the city's notable surge in online purchasing trends and its standing as a hub for technology and innovation offers invaluable insights into the changing retail consumption landscape, including the factors driving the shift towards e-commerce, consumer preferences for particular electronic products, and the effects of digital platforms on conventional retail paradigms. Through the utilisation of population data from Bengaluru, the research can provide insightful viewpoints that influence not only regional market tactics but also more general implications for e-commerce ecosystems in Indian cities and other regions.

## **SAMPLING PLAN**

The result of "Research Design," the sampling plan must be carried out

according to the proper sampling plan road map.

### **SAMPLING DESIGN OF THE STUDY**

The sample design was created by using a combination of Random sampling and a Convenience sampling approach to determine Bangalore's population size. Numerous techniques, including surveys and observational studies, are used to gather data. Online surveys are administered via email and at online retail stores.

**Justification:** As the population of Bangalore City is expanding and the demographics & geography of the city are changing due to rapid urbanization, The population is very heterogeneous, an Infinite population is considered to determine the sample.

### **SAMPLE SIZE**

The overall number of respondents that must be taken into account from the entire population as well as the actual population size established for testing are decided by the study's sample size. With the aid of random sampling, the population from Bengaluru was studied. Since the survey includes all respondents who make purchases online, the sample is drawn at random from a variety of groups. Size of sample size is 405. Cochran's Formula for Sample

size is calculated using considering the Population size to be 1000 and the Level of Confidence to be 95% accuracy,

$$n = \frac{z^2(pq)}{e^2}$$

where

n = the sample size

z = standard error associated with the chosen level of confidence (typically, 1.96)

p = estimated percent in the population

q = 100 – p

e = acceptable sample error

Sample Size Calculation

Z= 1.96 on normal table

p= 0.5

95% of confidence level

$$((1.96)^2 (0.5) (0.5)) / (0.05)^2 = 385$$

A total sample size of 385 would be ideal as per Cochran's Formula [12] , as anything above 385 to 1000 samples will give similar results hence to conduct the research 405 respondents were collected and used for data analysis.

### **3.9 DATA COLLECTION**

To ensure the trustworthiness of the results obtained, both primary and

secondary data have been acquired in order to meet the research objectives. Random selection was used to select people who were aware of internet shopping and had made at least one online purchase. After assessing their willingness to reply, they were contacted one-on-one to gather their responses. After creating and distributing Google forms to a random subset of the population within the boundaries of Bengaluru City, 460 responses were initially received as part of the random sampling method used to collect the primary data. 405 responses were eventually selected for data analysis after the data was filtered and sampling errors were eliminated. Questionnaires are used to gather primary data, and reports from different expert groups, books, journals, research papers, and other sources are utilized to gather secondary data. Numerous online resources, including YouTube channels, Google Scholar, Science Direct, Research Gate, other websites, and user reviews on a variety of platforms, were also employed in the research process.

### ***Design of Questionnaire:***

This study aimed to determine the common problems that consumers encounter when making purchases online as well as the relevant deterrents for consumers' distaste for online shopping. The research design used for the study is descriptive. Descriptive studies are those that concentrate on describing the characteristics of a particular individual or group. The study's target audience consists of customers who have made purchases from online merchants. A total

of 460 questionnaires were distributed online to various users; of these, 55 had incomplete responses upon receipt, which precluded their inclusion in the study.

Random sampling and convenience sampling are primarily distinguished by the methods used in study participant selection. Convenience sampling selects participants based on their accessibility and availability to the researcher, which frequently results in non-representative samples. Random sampling selects participants from the population at random, guaranteeing that each member has an equal chance of being chosen.

The respondents were chosen using convenient sampling as the foundation. A structured questionnaire was developed and given to respondents as part of a survey technique to verify the study's hypothesis. Self-administered questionnaires were used to collect the majority of the survey data. There are two sections to the questionnaire: the first has introductory questions that ask about the consumers' socioeconomic background, online habits, amount of time spent online, and preferred shopping sites; the second section has questions that are pertinent to the research question. A questionnaire consisting of 44 items was designed to investigate the factors limiting consumer purchase using a five-point Likert scale with response ranges from “Strongly agree” to “Strongly disagree”. The equivalencies of the scale are as follows: “strongly disagree” = 1, “disagree” = 2, “neutral” = 3, “agree” = 4, and “strongly agree” = 5. Data was manually entered into the Excel sheet following collection. Socioeconomic profile analysis was conducted using descriptive statistics, and SPSS was

utilized for factor reduction using factor analysis. Purposive sampling was used as the sample technique. To determine the suitable study outcomes, the mean and t-test were used. The socioeconomic position of the respondents is displayed in Table 3.3.

Table 3.3: Research Questionnaire (Generic Shopping)

<b>Generic Shopping attributes</b>		
<b>Qn. No.</b>	<b>Aspects</b>	<b>Category of Question</b>
QD1	Age	Demographics
QD2	Gender	Demographics
QD3	Marital Status	Demographics
QD4	Type of Family	Demographics
QP1	Profession	Buyers Info
QP2	Qualification	Buyers Info
QP2	City background	Buyers Info
QP4	Monthly Income	Buyers Info
Q2	Comfort with Internet	Buyers KSA
Q3	Tenure of Internet services usage	Buyers KSA
Q4	Record of Online shopping from last year	Buyers KSA
Q5	Digital Mode of shopping platform	Buyers KSA
Q6	General Buying Behaviour	Buyer profiling
Q7	Purchases made last year	Buyer profiling
Q8	Information Search for product online	Buyer profiling
Q9	Category purchased frequently online	Buyer profiling
Q10	Electronic good purchased online	Buyer profiling
Q11	Social Media & Review is used for gaining information	Buyer profiling
Q12	Shopping time habits	Buyer profiling
Q13	Options & preference of buying behaviour	Buyer profiling

Total questionnaire distributed: 485

Response Received: 410

Response rate in (%): 85

How many were usable (whatever reasons): 405 (Rest 5 were incomplete response)

### **3.10 PILOT STUDY**

In order to fulfill the goals of the research and guarantee the validity of the findings, primary and secondary data have been collected. A random sample of people who were aware of internet shopping and had done at least one online purchase was used. For this study, secondary data was gathered from a variety of sources, including books, journals, research papers, reports from different expert groups, etc. A handful of the online resources utilized for the study were YouTube channels, Science Direct, Research Gate, Google Scholar, other websites, and user evaluations on other websites. The survey was broken up into five sections. The answers to the questions were Strongly Disagree-1, Disagree-2, Neutral-3, Agree-4, and Strongly Agree-5 on a five-point Likert scale. The analysis part included a note and explanation of the responses provided by respondents who were Bangalore residents. Two hundred Bangalore residents were asked about their opinions through a survey at the initial stage of the research process. Data from the respondents was gathered using a field survey

method and an objective questionnaire. The research area's citizens were contacted directly through email, Google forms, and other means. The answers that were received were gathered and documented. In this survey-based study, practical sampling techniques were used.

**Time Period of Survey:** 2020 to 2022

### **3.11 DATA ANALYSIS TOOLS**

Data analysis techniques include test for normality (skewness, kurtosis), regression analysis, t-Test is used to evaluate and ascertain whether there is a statistically significant link between the independent factors and the dependent variable.

### **3.12 FOCUSED GROUP DISCUSSION**

Using the results obtained from the statistical analysis, focused group discussion among experienced management subject domain experts has been carried out to authenticate the data generated from the Qualitative Survey questionnaire with newer insights w.r.t their prescription behavior. Focused group discussion members comprised of 04 management subject experts with an average experience 10 years.

FOCUSED GROUP DISCUSSION DETAILS ARE PROVIDED IN APPENDICES III

### **3.13 SUMMARY**

As a result of Bangalore's diversified population, sampling becomes an essential component of the process. Considering variables like age, wealth, and tech-savviness, researchers frequently aim to capture a cross-section of the population in order to guarantee a representative sample. The intention is to document the many subtleties of this tech-driven city's consumer behavior. Tools for internet analytics and tracking are essential in the digital age. Examining patterns, click-through rates, and user behavior on e-tailing platforms, researchers dive into the enormous ocean of online data. The subjective information obtained through surveys and interviews is enhanced by the objectivity provided by this quantitative method. Furthermore, case studies seem to be useful tools for analysing the tactics of prosperous Bangalore e-tailers. Scholars examine the digital marketing techniques, client interaction plans, and after-sale services that these organizations use. The e-tailing industry's general understanding of consumer behavior is enhanced by these case studies, which offer a practical context.

**CHAPTER - IV**

**DATA ANALYSIS AND**

**INTERPRETATION**

## **CHAPTER - IV**

### **DATA ANALYSIS AND INTERPRETATION**

#### **4.1 INTRODUCTION**

This chapter begins with an examination of the survey instrument's internal consistency and reliability data. It then goes on to discuss descriptive statistics and the weighted total of each variable under study that has an impact on consumers' online shopping behavior for electronic product purchases. The previous chapter covered the research methodology used for this study. The core data used in the analysis was gathered from Bangalore city customers via surveys. The demographic factors analysis, reliability testing, and descriptive analysis of the research variables are all displayed in this chapter. To help readers comprehend the analysis of the variables and questionnaire components under study, weighted total responses and hypothesis testing have also been computed.

#### **4.2 DESCRIPTIVE STATISTICS ON THE DATA COLLECTED**

##### **Demographic Factors**

The following elements were taken into consideration when determining the demographic factors for the questionnaire.

##### **a. Scope of the study:**

Given that Bengaluru City is home to the largest and third-highest user base of e-commerce utilities in India, respondents to the study "Consumer buying behaviour in e-tailing in reference to Electronic goods" are from that geographic area [19]. Since most respondents live in urban colonies and semi-urban areas on the edges of cities, it was urged to gather data from a variety of respondents.

**b. Diversity of the Population:**

The population of Bengaluru City is made up of a diverse mix of ethnic groups living and working in IT companies, students pursuing higher education from various cities across the nation, including tier A and tier B, and various social groups united by a shared need to purchase goods.

**c. Income and Influence of social media:**

Most people, regardless of gender or age group, have a reasonable income-to-expenditure ratio for their needs, and many of them shop for goods online with a variety of purchasing behaviors. Even social media has a significant influence on how customers behave when making certain online purchases, such as electronics and durable goods.

**d. Size of the Family:**

About one-third of the people residing in Bengaluru City are migrants from other Karnataka districts and other Indian regional states. The majority of them are nuclear families, and some have been living together for decades.

Because there are so many infrastructure facilities and quick access to

products for online buying, they prefer to shop online. Primary and secondary data have been gathered in order to meet the objectives of the study and ensure the validity of the conclusions. We used a random sample of individuals who were aware of Internet shopping and had made at least one purchase there. Once it was established how willing they were to answer, each of them was approached separately to gather their responses. Secondary data for this study was acquired from a range of sources, such as books, journals, research papers, reports from various expert groups, etc. A handful of the online resources utilized for the study were YouTube channels, Science Direct, Research Gate, Google Scholar, other websites, and user evaluations on other websites. The survey was broken up into five sections. The answers to the questions were Strongly Disagree-1, Disagree -2, Neutral-3, Agree-4, and Strongly Agree-5 on a five-point Likert scale. The analysis part included a note and explanation of the responses provided by respondents who were Bangalore residents. A poll of 405 Bangalore residents was conducted to get their opinions. An objective questionnaire and the field survey method were used to collect data from the respondents. The research area's citizens were contacted directly through email, Google forms, and other means. The answers that were received were gathered and documented. In this survey-based study, practical sampling techniques were used. The respondents' demographic distribution is shown in Table 4.1.

Table 4.1: Demographic profile of the respondents

<b>Variables</b>	<b>Number of respondents</b>	<b>%age</b>
<b>Gender</b>		
Male	301	74.32
Female	104	25.67
<b>Age</b>		
Below 25	168	41.5
25-29	115	28.4
30-34	51	12.6
35-44	38	9.4
45 & above	33	8.1
<b>Marital Status</b>		
Married	112	27.7
Unmarried	293	72.3
<b>Type of Family</b>		
Joint	167	41.2
Nuclear	238	58.8
<b>Profession</b>		
Academician	34	8.3
IT Professional	86	21.2
Management professional	87	21.4
Business Owner	50	12.3
Student	124	30.6
Others	24	5.9
<b>Qualification</b>		
Non-Graduate	67	16.6
Graduate	169	41.7
Post Graduate	169	41.7
<b>Schooling/Primary education</b>		
Major Town	189	46.7
State Capital	154	38.0
Village	62	15.3
<b>Income (P.M)</b>		
Below 25000	169	41.7
25001-50000	125	30.9
50001-75000	44	10.9
75001-100000	33	8.1
Above 100000	34	8.4
<b>Total</b>	<b>405</b>	<b>100</b>

#### 4.2.1 Percentage Analysis of Demographic Variables

##### A. GENDER

Male and female respondents made up the two genders of the questionnaire, which was assessed based on the overall sample size obtained from the 405 respondents.

Table 4.2: Gender Profile

Sl. No.	Gender	Count	Percentage
1	Male	301	74.32
2	Female	104	25.67
<b>Total</b>		405	100

Source: SPSS output

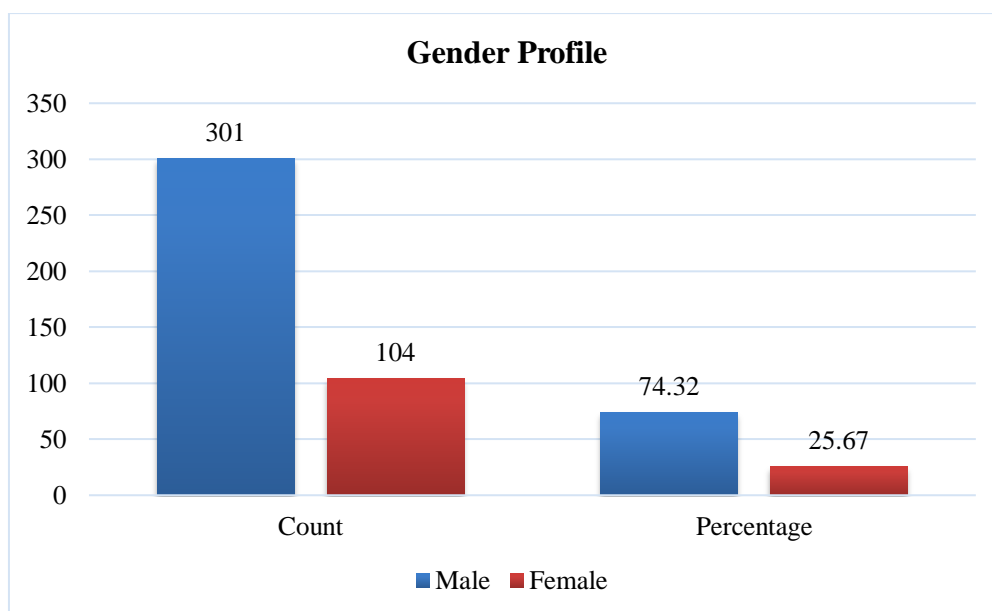


Chart 4.1: Gender Profile

**Interpretation:**

It is clear from the aforementioned table 4.2 and figure 4.1 that male respondents made up 74.32% of the study's sample, while female respondents made up 25.67%. Using the results obtained from the statistical analysis, focused group discussion among experienced management subject domain experts has been carried out to authenticate the data generated from the Qualitative Survey questionnaire with newer insights w.r.t their prescription behavior.

**B. AGE GROUP**

Five age group categories—less than 25, 25-29, 30-34, 35-44, and 45 & above—were included in the questionnaire. A total of 405 respondents completed the survey.

Table 4.3: Age Profile

<b>Age Group</b>	<b>Count</b>	<b>Percentage</b>
Less than 25	168	41.5
25-29	115	28.4
30-34	51	12.6
35-44	38	9.4
45 & above	33	8.1
Total	405	100

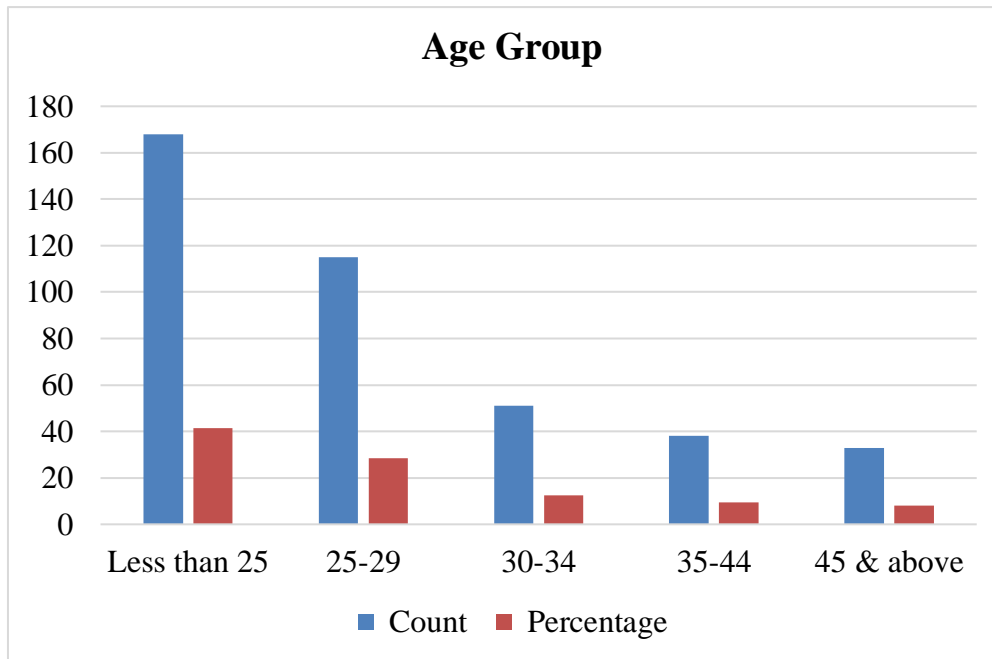


Chart 4.2: Age Group

**Interpretation:**

The preceding table 4.3 and figure 4.2 suggest that the age group of less than 25 accounted for the majority of respondents (118), with the 25–29 age group constituting the second-largest group. The age category of 20 and over had the fewest responders, who were 45 and over. The data suggests that a higher proportion of consumers purchasing electronic items are between the ages of 25 and 29, indicating that young people tend to be the target market for these purchases due to their familiarity with applications.

**C. MARITAL STATUS**

The survey consisted of two status categories: married and single, which were assessed based on the entire sample size obtained from the 405 participants.

Table 4.4: Martial Profile

Sl. No	Marital Status	Count	Percentage
1	Married	112	27.7
2	Unmarried	293	72.3
<b>Total</b>		405	100

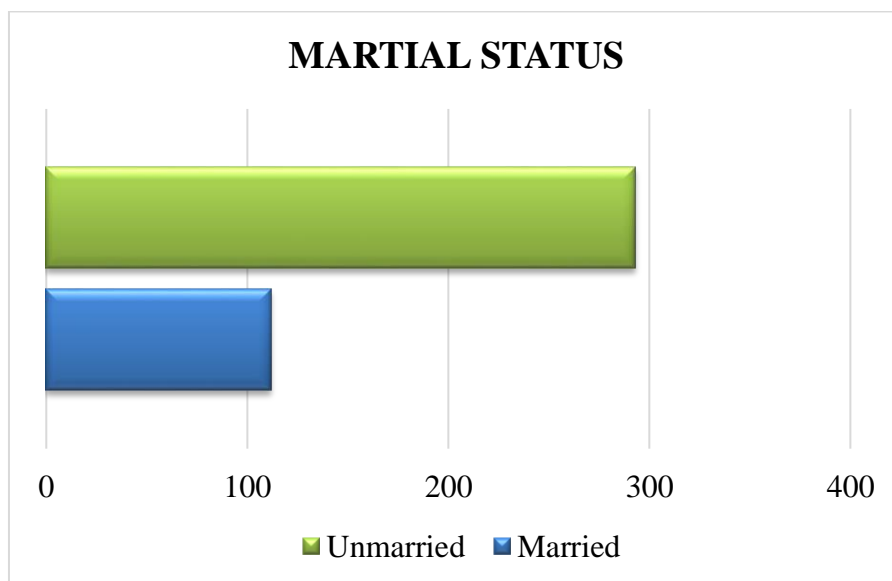


Chart 4.3: Martial Status Profile

**Interpretation:**

As can be seen from the preceding table 4.4 and chart 4.3, the majority of study participants were single (73.6%), while married respondents made up 26.4% of the sample. Based on the statistics above, it can be inferred that the majority of purchasers are doing their own or family members' shopping, and that social media and other long-term mediating variables influence their purchasing decisions by using various classification methods.

#### D. TYPE OF FAMILY

The survey consisted of two family size categories, Joint and Nuclear, which were assessed based on the entire sample size obtained from the 405 participants.

Table 4.5: Family Type Profile

Sl. No	Type of Family	Count	Percentage
1	Joint	167	41.2
2	Nuclear	238	58.8
<b>Total</b>		405	100

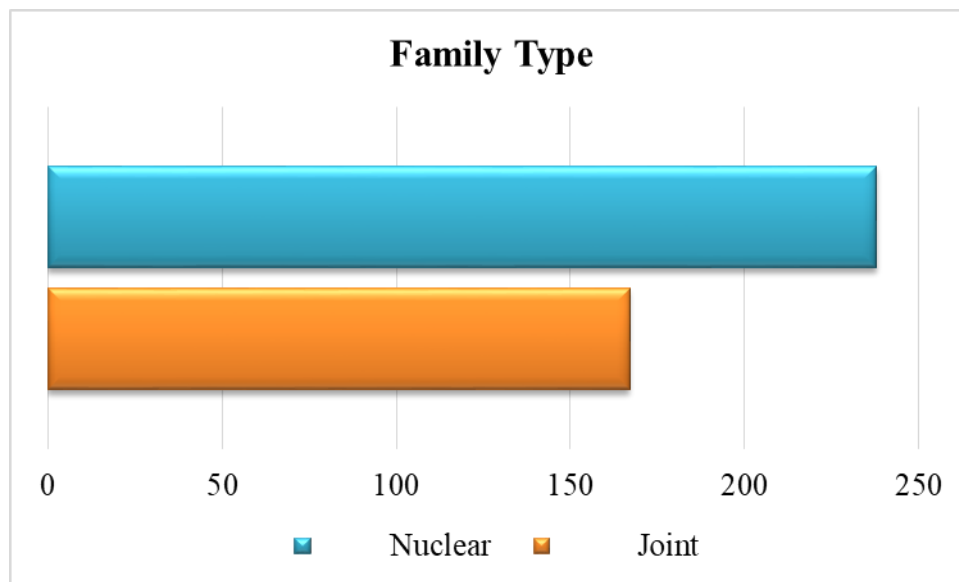


Chart 4.4: Family Type Profile

#### Interpretation:

Based on the analysis of Table 4.5 and Chart 4.4 above, it can be inferred that 41.2 of the respondents are from joint families, and 58.8 percent of the respondents are from nuclear families. Given that the respondents' responses do not significantly differ from the sample size that was obtained, it can be

concluded from the preceding statistics that family type has little to no influence on consumer purchasing behavior. Therefore, there may be opportunities for more research using various techniques to determine the connections between the demographics.

### E. PROFESSION

Six professions—academician, IT professional, management professional, business owner, student, and others—were included in the questionnaire out of the total sample size of 405 respondents.

Table 4.6: Profession Profile

<b>Profession</b>	<b>Count</b>	<b>Percentage</b>
Academician	34	8.3
IT Professional	86	21.2
Management professional	87	21.4
Business Owner	50	12.3
Student	124	30.6
Others	24	5.9
Total	405	100.0

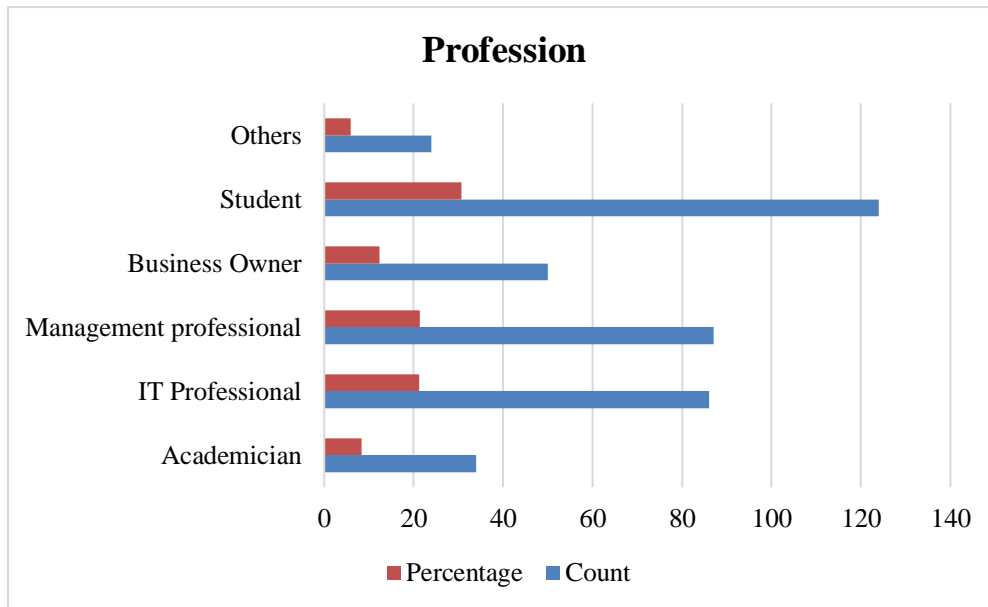


Chart 4.5: Profession Profile

**Interpretation:**

Table 4.6 and Figure 4.5 analysis reveals that 31.6% of respondents are students and that there is a significant association between IT professionals (21.2%) and management professionals (21.4%). With 5.9% of the total, the rest are least competitive. From the preceding data, it can be inferred that students made up the bulk of respondents, with management and IT professionals following closely behind. This points to two significant areas: young people who are either employed or planning to start employment make up the majority of electronic shopping buyers. They are adept at using social media applications and browse them with ease, and they are easily swayed by online businesses when they shop.

**F. QUALIFICATION**

Three options—non-graduate, graduate, and post-graduate—were provided in the questionnaire to analyze the qualifications of the 405 respondents in total.

Table 4.7: Qualification Profile

Sl. No.	Qualification	Count	Percentage
1	Non-Graduate	67	16.6
2	Graduate	169	41.7
3	Post Graduate	169	41.7
<b>Total</b>		405	100.0

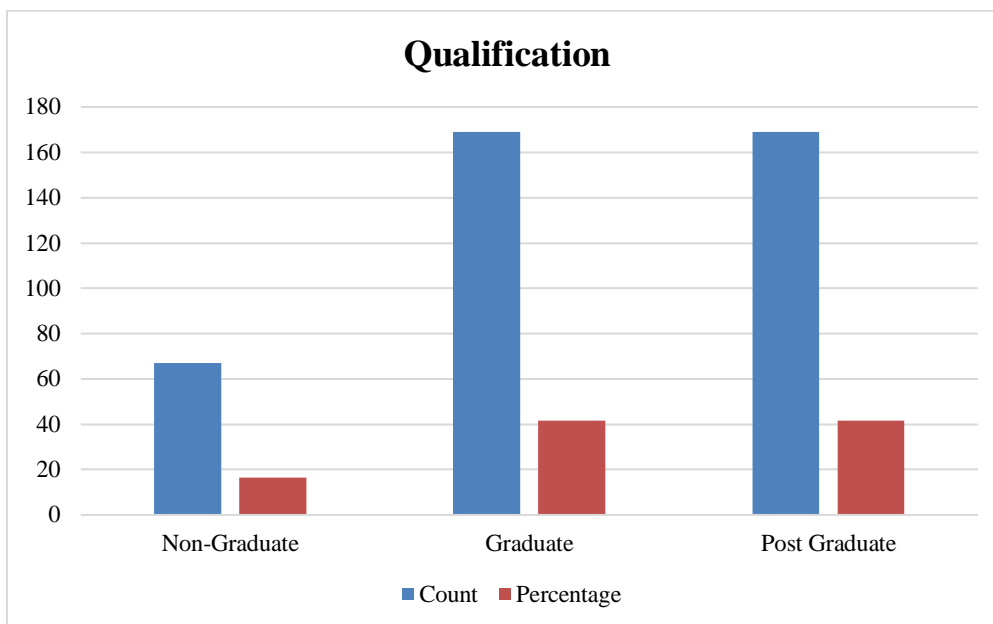


Chart 4.6: Qualification Profile

**Interpretation:**

It is clear from the aforementioned tables 4.7 and 4.6 that 41.7 percent of the respondents are either graduates or postgraduates. According to the previously provided data, the majority of respondents are technically well-educated and hold a graduate degree or above. As a result, individuals have easy access to online resources and exercise caution when making purchases.

## G. PRIMARY EDUCATION

Major Town, State Capital, and Village were the three options available on the questionnaire for examining the elementary education of the entire sample size obtained from the 405 respondents.

Table 4.8: Schooling Place

Sl. No.	Schooling/Primary education	Count	Percentage
1	Major Town	189	46.7
2	State Capital	154	38.0
3	Village	62	15.3
<b>Total</b>		405	100.0

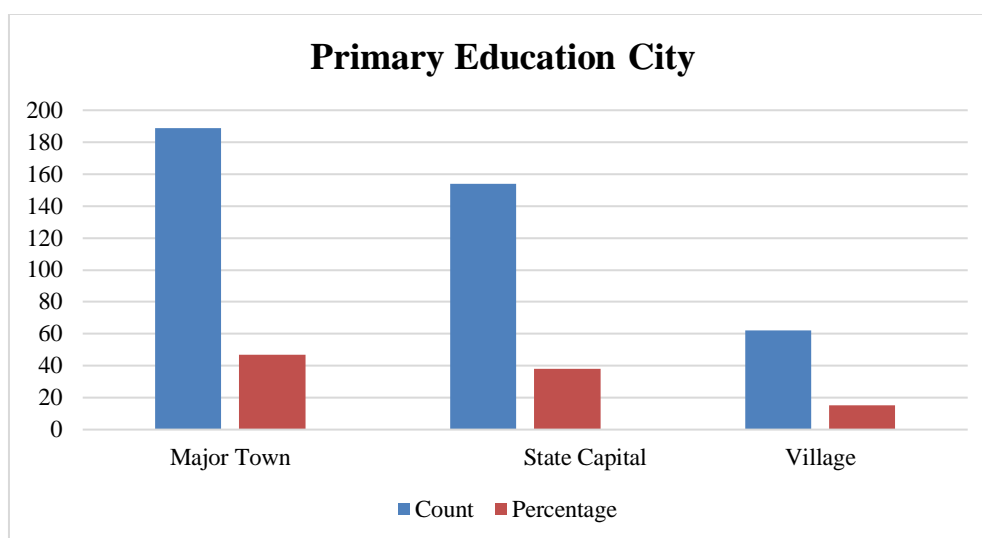


Chart 4.7: Schooling Information

### Interpretation:

The analysis of tables 4.8 and 4.7 above reveals that 46.7 percent of the respondents are from Major Town, and 38.0 percent of the second-largest group of respondents completed their schooling in a state capital. The aforementioned data suggests that the majority of respondents had a solid foundation in primary

education and attended school in Tier A and B cities. Therefore, this understands the preceding Table, which shows that the majority of them have completed their college education and beyond, and that they have a strong digital foundation from an early age, giving them access to superior online purchasing experiences.

#### **H. MONTHLY INCOME**

Options for assessing the Monthly Income out of the total sample size obtained from the 405 respondents were included in the questionnaire. These options were: Below 25000, 25001-50000, 50001-75000, 75001-100000, and Above 100000.

Table 4.9: Income Profile

<b>Income Group</b>	<b>Count</b>	<b>Percentage</b>
Below 25000	169	41.7
25001-50000	125	30.9
50001-75000	44	10.9
75001-100000	33	8.1
Above 100000	34	8.4
<b>Total</b>	405	100

Note: The salary of the respondents who selected the "student" occupation option in table 4.9 above was inquired about.

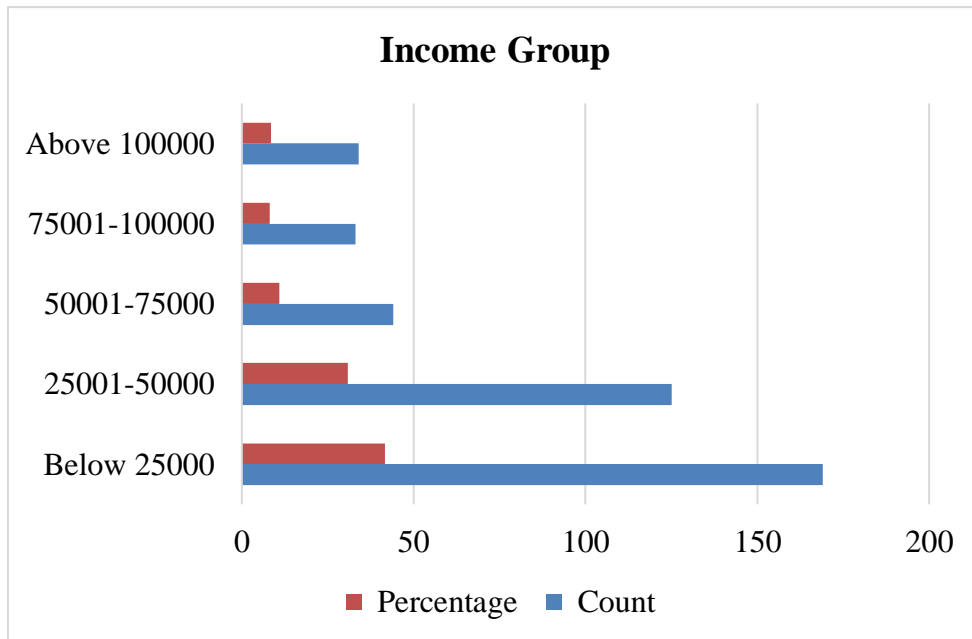


Chart 4.8: Income Profile

**Interpretation:**

Table 4.9 and Chart 4.8 above show that 41.5 percent of respondents earn less than \$25,000, while the second largest group of respondents earn between \$25,000 and \$50,000. (Some respondents also fall in parents' income in case of student as occupation category). The aforementioned data indicates that the majority of respondents are either young people in school or in the workforce. These individuals are generally more tech savvy and prefer to buy online for a variety of reasons, including time, money, and effort savings compared to making in-person purchases.

#### 4.2.2 PREFERRED BASED QUESTIONS

##### 9. How frequently and in which categories do you shop online?

The poll asked about many buying categories, with responses ranging from 5 to

1. Descriptive statistics, such as mean value and standard deviation, are used to display the sample obtained from the respondents for each of the following categories: books, groceries, electronics, movie tickets, fashion accessories, travel, hotels, and food. Data was gathered from 405 participants.

Table 4.10: Product category that customers usually purchase online

Sl. No.	Category	No of Respondents	Mean Value	Std. Deviation Value
1	Books	405	2.662	1.4827
2	Groceries	405	2.904	1.4188
3	Electronic Goods	405	3.630	1.2512
4	Movie Tickets	405	3.427	1.4684
5	Fashion Accessories/ Apparels etc.	405	3.622	1.3379
6	Travel	405	3.667	1.3193
7	Hotel	405	3.326	1.4666
8	Food	405	3.736	1.3650

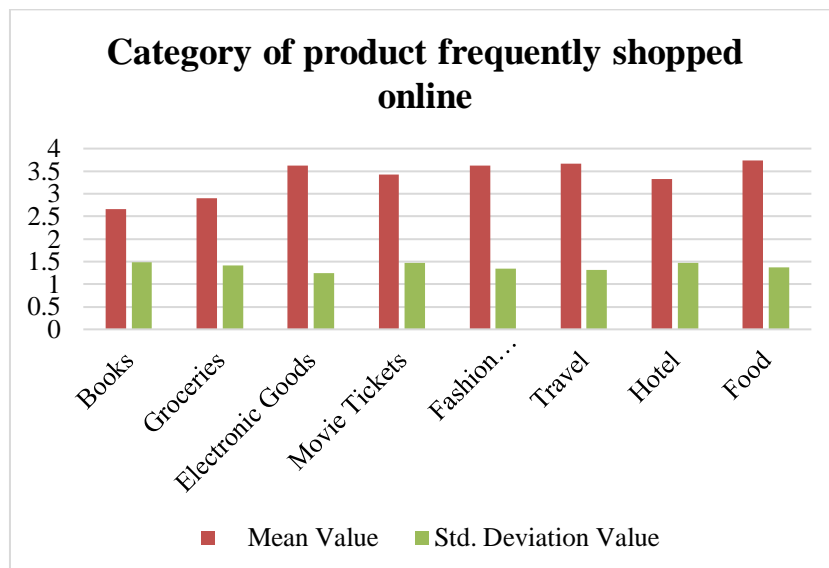


Chart 4.9: Category of product frequently shopped online

**Interpretation:**

It is possible to study the aforementioned table 4.10 and chart 4.9 and see that all of the values are positive, indicating that the data was collected is good and does not reflect any negative influence or impact from the respondents. Food has a higher mean value (3.73), followed by electronics (3.63) and fashion accessories (3.62). The purchase of books has the lowest mean value (2.66). The data is consistently distributed with respect to the category of frequently purchased items, as indicated by the fact that the standard deviation for each category is more than 1.

**Conclusion:** Therefore, compared to other categories, food, electronics, and fashion are more frequently chosen by customers for online purchases.

**10. Which subcategory of electronic goods do you shop often online?**

The survey included choices for gathering product details while making online purchases in the following categories: TV, sound system, digital cameras, toys, and mobile phones/accessories, electronics, laptops/desktops, and so on. The information was gathered from 405 respondents.

Table 4.11: Sub Category of Electronic goods

Sl. No	Sub Category of Electronic goods	Frequency	Percentage
1	Mobile Phones/Accessories	123	30.3
2	Electronic Goods	41	10.0
3	Laptop/Desktop/ Printers	84	20.7
4	TV	73	18.0
5	Sound System	16	3.7
6	Digital Camera's	14	3.4
7	Toys	20	4.9
8	Others	34	8.3
<b>Total</b>		405	100

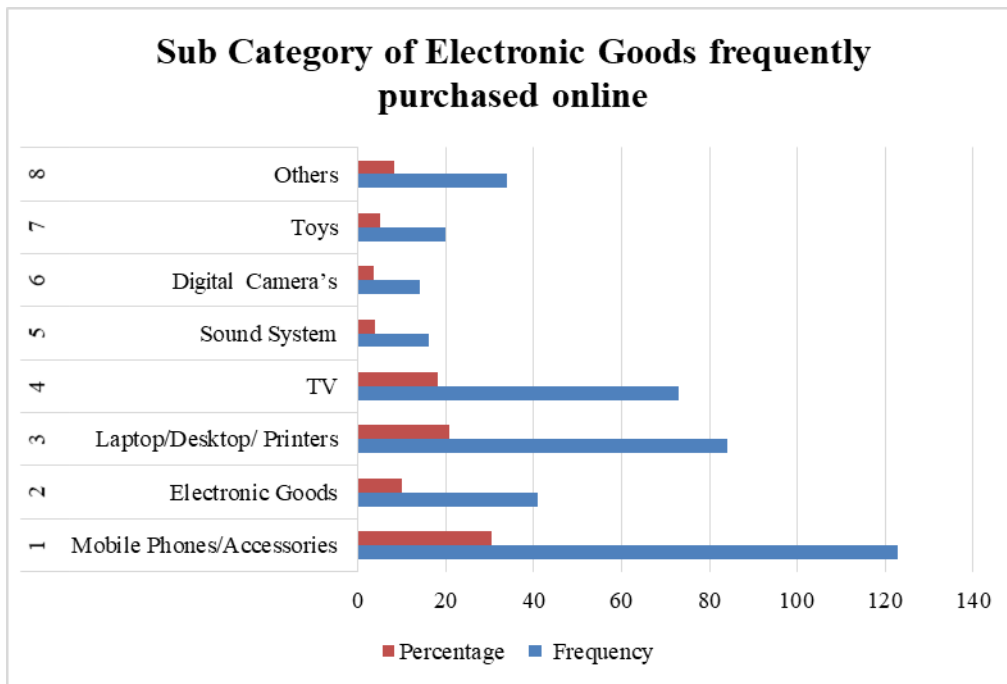


Chart 4.10: Sub Category of Electronic goods

**Interpretation:**

It is clear from the above table 4.11 and chart 4.10 that the majority of respondents who shop online for electronics products prefer to purchase TVs (18.0 percent) and laptops/desktops/printers, etc. (20.7 percent) over smart phones/mobile phones or their accessories (30.3 percent). Digital cameras are the least popular category of electronic goods, with 3.4 percent of users. The aforementioned data suggests that a majority of respondents would rather buy smartphones or mobile phones since they are more convenient for shopping and far more portable than desktop and laptop computers. Professionals are the primary users of digital cameras, and they typically purchase them from specialized retailers.

**11. Sort the social media and online reviews that you regularly use to learn new facts.**

The poll asked how often people used social media, with ratings ranging from 5 to 1. Descriptive statistics, such as mean value and standard deviation, are used to display the sample obtained from the respondents for each of the following categories: Facebook, Twitter, Instagram, Whats App, LinkedIn, and Others. Data was gathered from 405 participants.

Table 4.12: frequency of information-gathering via social media.

Sl. No	Category	No of Respondents	Mean Value	Std. Deviation Value
1	Facebook	405	2.662	1.4827
2	Twitter	405	2.904	1.4188
3	Instagram	405	3.630	1.2512
4	Whats App	405	3.427	1.4684
5	LinkedIn	405	3.622	1.3379
6	Others	405	3.667	1.3193

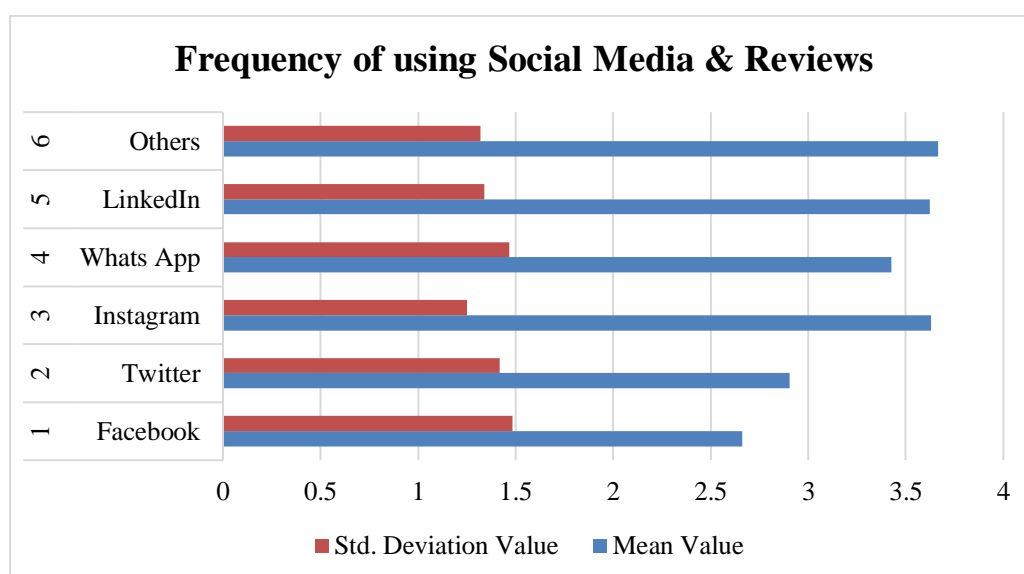


Chart 4.11: Product category that customers usually purchase online

### **Interpretation:**

Examining tables 4.12 and 4.11 above, one can observe that every value is positive, suggesting that the data was gathered in an appropriate manner and does not reveal any adverse effects or influences from the respondents. Higher mean values—3.667, respectively—are found for Instagram 3.630, LinkedIn 3.622, and other platforms. At 2.66, Facebook has the lowest mean value. A high degree of variance across the categories and a regularly distributed collection of data regarding the frequency of social media use are indicated by the fact that every category has a standard deviation greater than 1.

In summary, compared to other social media platforms, LinkedIn and Instagram are utilized more frequently.

### **12. When do you often shop online?**

The study asked about the best times for consumers to purchase online: during the day at work, on the weekends, at home, when traveling, and not at all. The information was gathered from 405 respondents.

Table 4.13: Timings preferred for purchase

<b>Sl. No</b>	<b>Timings preferred for purchase</b>	<b>frequency</b>	<b>Percentage</b>
1	Daytime at Office	27	6.7
2	Weekdays at home	67	16.5
3	Weekend at home	82	20.2
4	While travelling	12	3.0
5	No specific preferences	217	53.6
<b>Total</b>		405	100.0

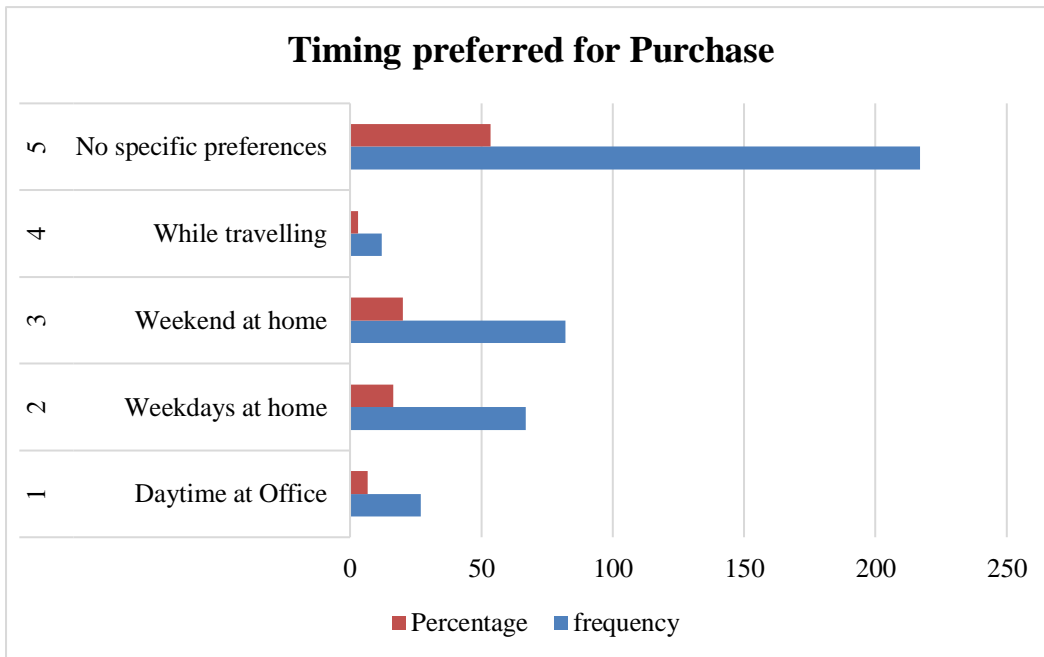


Chart 4.12: Timings preferred for purchase

**Interpretation:**

It is evident from the aforementioned tables 4.13 and 4.12 that 53.6 percent of respondents who make online purchases do not have any particular preferred timings. The aforementioned data suggests that most respondents don't follow a set shopping cycle; instead, they shop whenever they feel like it and for as long as they need to, without worrying about a deadline.

**13. for what reason do you choose to buy electronics online?**

The survey asked about the various preferences of online shoppers, which were graded from 7 to 1. Descriptive statistics, such as mean value and standard deviation, are used to display the sample obtained from the respondents for each of the following categories: time- and money-saving, special offers,

convenience, availability of product selections, availability of additional comparative options, and ability to obtain product reviews. Data was gathered from 405 participants.

Table 4.14: Consumer shopping preferences

Sl. No	Consumer shopping preferences	No of Respondents	Mean Value	Std. Deviation Value
1	Time-saving	405	5.889	1.6289
2	Cost saving	405	5.686	1.4852
3	Special offers	405	5.810	1.4678
4	Convenience	405	5.701	1.5179
5	More comparative options	405	5.714	1.5770
6	Availability of product option	405	5.760	1.5763
7	Can get product review	405	5.770	1.6573

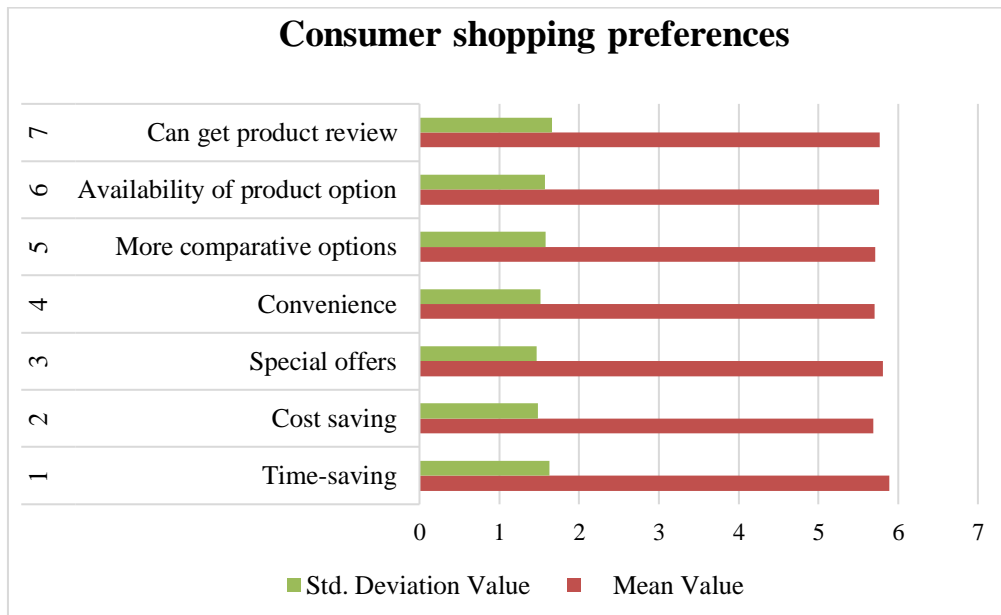


Chart 4.13: Consumer shopping preferences

**Interpretation:**

It is possible to study the preceding table 4.14 and chart 4.13 and see that all of the values are positive, indicating that the data was collected is good and does

not reflect any negative influence or impact from the respondents. The greatest mean values are obtained for time saving (5.88) and special offers (5.81). With a mean value of 5.7, the other factors influencing buying preferences are highly correlated.

The data is regularly distributed, but there is significant variation in the reasons people buy, as indicated by the fact that the standard deviation for each category is greater than 1.

**Conclusion:** Thus, it can be concluded that the majority of consumers make their purchases online in order to save time and benefit from special offers and discounts. Though they are not as important, the other components nonetheless play a role.

### **4.3 HYPOTHEIS TESTING**

H1: There is significant effect of shopping factors on retail atmospherics.

H2: There is significant effect of de-shopping factors on retail atmospherics.

H3: There is significant effect of retail atmospherics on buying behaviour.

H4: There is significant moderating effect of social media / reviews on buying behaviors.

H5a: There is significant difference among age groups of online electronic goods consumers with respect to retail atmospherics.

H5b: There is significant difference among Marital Status of online electronic goods consumers with respect to retail atmospherics.

H5c: There is significant difference among Type of Family of online electronic goods consumers with respect to retail atmospherics.

H5d: There is significant difference among Profession of online electronic goods consumers with respect to retail atmospherics.

H5e: There is significant difference among Qualification of online electronic goods consumers with respect to retail atmospherics.

H5f: There is significant difference among Schooling/Primary education place of online electronic goods consumers with respect to retail atmospherics.

H5g: There is significant difference among Income (P.M) of online electronic goods consumers with respect to retail atmospherics.

#### **4.4 TEST FOR NORMALITY (SKEWNESS, KURTOSIS)**

In testing for normality, skewness and kurtosis are statistical measures used to assess the distribution of data and determine if it approximates a normal distribution. Skewness measures the symmetry of the data distribution, indicating whether the data is skewed to the left or right, or if it is approximately symmetrical. Kurtosis, on the other hand, measures the peakedness or flatness of the distribution, indicating whether the data has heavy tails or is more concentrated around the mean compared to a normal distribution. In the context of research on consumer buying behavior through e-tailing for electronic goods in Bangalore city, India, testing for normality using skewness and kurtosis would involve examining the distribution of relevant variables, such as purchase

frequency, expenditure on electronic goods, or satisfaction levels with online shopping experiences. If the skewness and kurtosis values are close to zero, it suggests that the data is normally distributed. However, significant deviations from zero may indicate non-normality, which could influence the choice of statistical tests and the interpretation of research findings. Therefore, assessing skewness and kurtosis is crucial for ensuring the validity and reliability of statistical analyses in understanding consumer behavior in the context of e-tailing for electronic goods in Bangalore.

**H1:** There is significant effect of shopping factors on retail atmospherics.

Table 4.15. Skewness, kurtosis and normality tests for a characteristic of H1

Sample Size (n)	Skewness	SE <sub>skewness</sub>	Z <sub>skewness</sub>	Kurtosis	SE <sub>kurtosis</sub>	Z <sub>kurtosis</sub>	Kolmogorov-Smirnov*		Shapiro-Wilk	
							Statistics	Statistics p-value	Statistics	Statistics p-value
405	-0.145	0.023	0.056	0.034	0.0845	0.046	0.036	0.015	0.856	0.018

Sample Size (n): This column indicates the size of the sample used for analysis, in this case, it's 405.

Skewness: Skewness is a measure of the asymmetry of the probability distribution of a real-valued random variable about its mean. A skewness value of -0.145 suggests a slight left skew.

SEskewness: This represents the standard error of the skewness estimate. It's a measure of the accuracy with which the skewness is estimated.

Zskewness: Z-score for skewness indicates how many standard deviations an element is from the mean. It's used to determine how unusual or typical a given

skewness value is.

**Kurtosis:** Kurtosis is a measure of the "tailedness" of the probability distribution of a real-valued random variable. A kurtosis value of 0.034 suggests a relatively normal distribution.

**SEkurtosis:** Similar to SEskewness, this is the standard error of the kurtosis estimate, indicating the accuracy of the kurtosis estimate.

**Zkurtosis:** Z-score for kurtosis measures how many standard deviations an element is from the mean. It's used to assess the unusualness or typicality of the kurtosis value.

**Kolmogorov-Smirnov Statistics:** The Kolmogorov-Smirnov test is used to determine whether two datasets differ significantly. This statistic quantifies the maximum difference between the empirical distribution functions of the two datasets.

**Kolmogorov-Smirnov p-value:** This p-value indicates the probability of observing the Kolmogorov-Smirnov statistic if the null hypothesis were true (i.e., if the two datasets were drawn from the same distribution). A low p-value suggests that the two datasets are significantly different.

**Shapiro-Wilk Statistics:** The Shapiro-Wilk test is used to test the normality of a dataset. This statistic measures the discrepancy between the observed data and the values expected under the assumption of normality.

**Shapiro-Wilk p-value:** Similar to the Kolmogorov-Smirnov p-value, this indicates the probability of observing the Shapiro-Wilk statistic if the null

hypothesis (that the data is normally distributed) were true. A low p-value suggests that the data significantly deviates from a normal distribution.

**H2:** There is significant effect of de-shopping factors on retail atmospherics.

Table 4.16. Skewness, kurtosis and normality tests for a characteristic of H2

Sample Size (n)	Skewness	SE <sub>skewnss</sub>	Z <sub>skewness</sub>	Kurtosis	SE <sub>kurtosis</sub>	Z <sub>kurtosis</sub>	Kolmogorov-Smirnov*		Shapiro-Wilk	
							Statistics	Statistics p-value	Statistics	Statistics p-value
405	0.267	0.037	-0.028	0.019	0.0637	0.028	0.041	0.020	0.652	0.021

**Sample Size (n):** This column tells us the number of observations or data points in the sample. In this case, the sample size is 405.

**Skewness:** Skewness is a measure of the asymmetry of the distribution of values in the data. A positive skewness value (0.267 in this case) indicates that the data is skewed to the right, meaning there is a tail on the right side of the distribution.

**SEskewness:** This column represents the standard error of the skewness estimate. It's a measure of the variability of the skewness estimate.

**Zskewness:** The Z-score for skewness tells us how many standard deviations the skewness estimate is from the expected skewness under the assumption of a normal distribution. A negative Z-score (-0.028 in this case) indicates that the skewness estimate is slightly lower than expected for a normal distribution.

**Kurtosis:** Kurtosis measures the "tailedness" of the distribution. A positive kurtosis value (0.019 here) suggests that the distribution has heavier tails than a normal distribution.

**SEkurtosis:** Similar to SEskewness, this column represents the standard error of

the kurtosis estimate, indicating the variability of the kurtosis estimate.

**Zkurtosis:** The Z-score for kurtosis tells us how many standard deviations the kurtosis estimate is from the expected kurtosis under the assumption of a normal distribution. A positive Z-score (0.041 in this case) suggests that the kurtosis estimate is slightly higher than expected for a normal distribution.

**Kolmogorov-Smirnov Statistics:** This statistic quantifies the maximum difference between the empirical distribution function of the sample and the cumulative distribution function of the reference distribution (usually a normal distribution).

**Kolmogorov-Smirnov p-value:** This p-value indicates the probability of observing the Kolmogorov-Smirnov statistic if the sample were drawn from a normal distribution. A higher p-value (0.652 here) suggests that there is no significant difference between the sample distribution and a normal distribution.

**Shapiro-Wilk Statistics:** The Shapiro-Wilk test assesses whether a sample comes from a normally distributed population.

**Shapiro-Wilk p-value:** This p-value indicates the probability of observing the Shapiro-Wilk statistic if the sample were drawn from a normal distribution. A higher p-value (0.021 here) suggests that there is no significant deviation from normality.

**H3:** There is significant effect of retail atmospherics on buying behaviour.

Table 4.17. Skewness, kurtosis and normality tests for a characteristic of H3

Sample Size (n)	Skewness	SE <sub>skewnss</sub>	Z <sub>skewness</sub>	Kurtosis	SE <sub>kurtosis</sub>	Z <sub>kurtosis</sub>	Kolmogorov-Smirnov*		Shapiro-Wilk	
							Statistics	Statistics p-value	Statistics	Statistics p-value
405	0.256	0.034	-0.064	0.029	0.0536	0.029	0.043	0.023	0.724	0.023

Sample Size (n): This column indicates the number of observations or data points in the sample. Here, the sample size is 405.

Skewness: Skewness measures the asymmetry of the distribution of values in the data. A positive skewness value (0.256 in this case) indicates a right skew, meaning the distribution has a longer tail on the right side.

SEskewness: SEskewness represents the standard error of the skewness estimate. It quantifies the uncertainty or variability associated with the skewness estimate.

Zskewness: Zskewness is the Z-score for skewness, indicating how many standard deviations the skewness estimate is from the expected skewness under the assumption of a normal distribution. A negative Z-score (-0.064 here) suggests the skewness estimate is lower than expected for a normal distribution.

Kurtosis: Kurtosis measures the "tailedness" of the distribution. A positive kurtosis value (0.029 in this case) suggests the distribution has heavier tails than a normal distribution.

SEkurtosis: SEkurtosis represents the standard error of the kurtosis estimate, indicating the variability or uncertainty associated with the kurtosis estimate.

Zkurtosis: Zkurtosis is the Z-score for kurtosis, indicating how many standard deviations the kurtosis estimate is from the expected kurtosis under the assumption of a normal distribution. A positive Z-score (0.043 here) suggests the kurtosis estimate is higher than expected for a normal distribution.

Kolmogorov-Smirnov Statistics: This statistic quantifies the maximum difference between the empirical cumulative distribution function (CDF) of the sample and the theoretical CDF of a reference distribution (often a normal distribution).

Kolmogorov-Smirnov p-value: This p-value indicates the probability of observing the Kolmogorov-Smirnov statistic if the sample were drawn from a normal distribution. A higher p-value (0.724 here) suggests there is no significant difference between the sample distribution and a normal distribution.

Shapiro-Wilk Statistics: The Shapiro-Wilk test is used to assess whether a sample comes from a normally distributed population.

Shapiro-Wilk p-value: This p-value indicates the probability of observing the Shapiro-Wilk statistic if the sample were drawn from a normal distribution. A higher p-value (0.023 here) suggests there is no significant deviation from normality.

**H4:** There is significant moderating effect of social media / reviews on buying behaviors.

Table 4.18. Skewness, kurtosis and normality tests for a characteristic of H4

Sample Size (n)	Skewness	SE <sub>skewness</sub>	Z <sub>skewness</sub>	Kurtosis	SE <sub>kurtosis</sub>	Z <sub>kurtosis</sub>	Kolmogorov-Smirnov*		Shapiro-Wilk	
							Statistics	Statistics p-value	Statistics	Statistics p-value
405	0.234	0.033	0.048	0.027	0.0683	0.039	0.029	0.008	0.683	0.003

The table presents statistical measures assessing the distributional properties and normality of a characteristic related to hypothesis H4, based on a sample size of 405 observations. Skewness, a measure of asymmetry, is indicated by a positive value (0.234), suggesting a slight right skew in the distribution. Kurtosis, reflecting the "tailedness" of the distribution, shows a positive value (0.027), indicating slightly heavier tails than a normal distribution. Normality tests include the Kolmogorov-Smirnov statistic (0.029) and Shapiro-Wilk statistic (0.683), both accompanied by p-values (0.008 and 0.003, respectively). While the skewness and kurtosis are close to zero, suggesting relatively normal-like characteristics, the p-values from the normality tests indicate statistically significant departures from normality, with both tests yielding low p-values. These findings suggest that while the distribution may approximate normality to some extent, caution should be exercised in assuming normality outright, particularly given the large sample size.

**H5a:** There is significant difference among age groups of online electronic goods consumers with respect to retail atmospherics.

Table 4.19. Skewness, kurtosis and normality tests for a characteristic of H5a

Sample Size (n)	Skewness	SE <sub>skewness</sub>	Z <sub>skewness</sub>	Kurtosis	SE <sub>kurtosis</sub>	Z <sub>kurtosis</sub>	Kolmogorov-Smirnov*		Shapiro-Wilk	
							Statistics	Statistics p-value	Statistics	Statistics p-value
405	-0.837	0.045	0.084	0.004	0.0283	0.074	0.048	0.028	0.638	0.022

The table provides statistical measures evaluating the distributional characteristics and normality of a characteristic associated with hypothesis H5a, utilizing a sample size of 405 observations. Skewness, a measure of asymmetry, is represented by a negative value (-0.837), indicating a moderate left skew in the distribution. Kurtosis, which reflects the "tailedness" of the distribution, shows a negative value (0.004), suggesting lighter tails than a normal distribution. Normality tests include the Kolmogorov-Smirnov statistic (0.048) and Shapiro-Wilk statistic (0.638), each with corresponding p-values (0.028 and 0.022, respectively). Despite the skewness and kurtosis being relatively close to zero, implying some approximation to normality, the p-values from the normality tests indicate statistically significant deviations from normality, with both tests yielding low p-values. These results suggest that while the distribution may exhibit some normal-like characteristics, caution should be exercised in assuming normality, particularly given the large sample size.

**H5b:** There is significant difference among Marital Status of online electronic goods consumers with respect to retail atmospherics.

Table 4.20. Skewness, kurtosis and normality tests for a characteristic of H5b

Sample Size (n)	Skewness	SE <sub>skewnss</sub>	Z <sub>skewness</sub>	Kurtosis	SE <sub>kurtosis</sub>	Z <sub>kurtosis</sub>	Kolmogorov-Smirnov*		Shapiro-Wilk	
							Statistics	Statistics p-value	Statistics	Statistics p-value
405	0.283	0.046	0.093	0.053	0.0826	0.028	0.063	0.008	0.503	0.014

The table presents statistical measures examining the distributional properties and normality of a characteristic related to hypothesis H5b, utilizing a sample size of 405 observations. Skewness, indicating asymmetry, is denoted by a positive value (0.283), suggesting a slight right skew in the distribution. Kurtosis, reflecting the "tailedness" of the distribution, shows a positive value (0.053), implying slightly heavier tails compared to a normal distribution. Normality tests include the Kolmogorov-Smirnov statistic (0.063) and Shapiro-Wilk statistic (0.503), each accompanied by p-values (0.008 and 0.014, respectively). While the skewness and kurtosis are relatively close to zero, indicating some normal-like characteristics, the p-values from the normality tests suggest statistically significant deviations from normality, with both tests yielding low p-values. These findings suggest that while the distribution may approximate normality to some extent, caution should be exercised in assuming normality outright, especially considering the large sample size.

**H5c:** There is significant difference among Type of Family of online electronic goods consumers with respect to retail atmospherics.

Table 4.21. Skewness, kurtosis and normality tests for a characteristic of H5c

Sample Size (n)	Skewness	SE <sub>skewness</sub>	Z <sub>skewness</sub>	Kurtosis	SE <sub>kurtosis</sub>	Z <sub>kurtosis</sub>	Kolmogorov-Smirnov*		Shapiro-Wilk	
							Statistics	Statistics p-value	Statistics	Statistics p-value
405	0.536	0.053	0.063	0.073	0.053	0.068	0.021	0.020	0.735	0.021

The table provides statistical measures examining the distributional properties and normality of a characteristic related to hypothesis H5c, based on a sample size of 405 observations. Skewness, indicating asymmetry, is denoted by a positive value (0.536), suggesting a moderate right skew in the distribution. Kurtosis, reflecting the "tailedness" of the distribution, shows a positive value (0.073), implying slightly heavier tails compared to a normal distribution. Normality tests include the Kolmogorov-Smirnov statistic (0.021) and Shapiro-Wilk statistic (0.735), each accompanied by p-values (0.020 and 0.021, respectively). While the skewness and kurtosis are relatively close to zero, indicating some normal-like characteristics, the p-values from the normality tests suggest statistically significant deviations from normality, with both tests yielding low p-values. These findings suggest that while the distribution may exhibit some normal-like properties, caution should be exercised in assuming normality, particularly given the large sample size.

**H5d:** There is significant difference among Profession of online electronic goods consumers with respect to retail atmospherics.

Table 4.22. Skewness, kurtosis and normality tests for a characteristic of H5d

Sample Size (n)	Skewness	SE <sub>skewness</sub>	Z <sub>skewness</sub>	Kurtosis	SE <sub>kurtosis</sub>	Z <sub>kurtosis</sub>	Kolmogorov-Smirnov*		Shapiro-Wilk	
							Statistics	Statistics p-value	Statistics	Statistics p-value
405	0.037	0.073	0.083	0.093	0.0938	0.084	0.063	0.083	0.38	0.020

The table presents statistical measures assessing the distributional characteristics and normality of a characteristic associated with hypothesis H5d, based on a sample size of 405 observations. Skewness, a measure of asymmetry, is represented by a close-to-zero value (0.037), suggesting a nearly symmetrical distribution. Kurtosis, which reflects the "tailedness" of the distribution, also shows a close-to-zero value (0.093), indicating tails similar to a normal distribution. Normality tests include the Kolmogorov-Smirnov statistic (0.063) and Shapiro-Wilk statistic (0.38), each accompanied by p-values (0.083 and 0.020, respectively). While the skewness and kurtosis values are near zero, implying a distribution close to normal, the p-values from the normality tests suggest statistically significant deviations from normality, particularly the Shapiro-Wilk test, which yields a low p-value. These results suggest caution should be exercised in assuming normality, despite the distribution exhibiting some normal-like characteristics, especially given the large sample size.

**H5e:** There is significant difference among Qualification of online electronic goods consumers with respect to retail atmospherics.

Table 4.23. Skewness, kurtosis and normality tests for a characteristic of H5e

Sample Size (n)	Skewness	SE <sub>skewnss</sub>	Z <sub>skewness</sub>	Kurtosis	SE <sub>kurtosis</sub>	Z <sub>kurtosis</sub>	Kolmogorov-Smirnov*		Shapiro-Wilk	
							Statistics	Statistics p-value	Statistics	Statistics p-value
405	-0.393	0.073	0.010	0.094	0.0642	0.028	0.021	0.043	0.625	0.014

The table provides statistical measures evaluating the distributional characteristics and normality of a characteristic related to hypothesis H5e, based on a sample size of 405 observations. Skewness, indicating asymmetry, is represented by a negative value (-0.393), suggesting a moderate left skew in the distribution. Kurtosis, reflecting the "tailedness" of the distribution, shows a value close to zero (0.094), indicating tails similar to a normal distribution. Normality tests include the Kolmogorov-Smirnov statistic (0.021) and Shapiro-Wilk statistic (0.625), each accompanied by p-values (0.043 and 0.014, respectively). While the skewness value suggests a departure from normality, with a moderate left skew, the kurtosis value indicates a distribution similar to normality. However, the p-values from the normality tests suggest statistically significant deviations from normality, particularly the Shapiro-Wilk test, which yields a low p-value. These findings suggest that caution should be exercised in assuming normality, despite the distribution exhibiting some normal-like characteristics, especially given the large sample size.

**H5f:** There is significant difference among Schooling/Primary education place of online electronic goods consumers with respect to retail atmospherics.

Table 4.24. Skewness, kurtosis and normality tests for a characteristic of H5f

Sample Size (n)	Skewness	SE <sub>skewness</sub>	Z <sub>skewness</sub>	Kurtosis	SE <sub>kurtosis</sub>	Z <sub>kurtosis</sub>	Kolmogorov-Smirnov*		Shapiro-Wilk	
							Statistics	Statistics p-value	Statistics	Statistics p-value
405	0.392	0.120	0.421	0.352	0.062	0.080	0.029	0.024	0.536	0.023

The table provides statistical measures evaluating the distributional characteristics and normality of a characteristic related to hypothesis H5f, based on a sample size of 405 observations. Skewness, indicating asymmetry, is represented by a positive value (0.392), suggesting a moderate right skew in the distribution. Kurtosis, reflecting the "tailedness" of the distribution, shows a value close to zero (0.352), indicating tails similar to a normal distribution. Normality tests include the Kolmogorov-Smirnov statistic (0.029) and Shapiro-Wilk statistic (0.536), each accompanied by p-values (0.024 and 0.023, respectively). While the skewness value suggests a slight right skew, the kurtosis value indicates a distribution similar to normality. However, the p-values from the normality tests suggest statistically significant deviations from normality, particularly the Shapiro-Wilk test, which yields a low p-value. These findings suggest that caution should be exercised in assuming normality, despite the distribution exhibiting some normal-like characteristics, especially given the large sample size.

**H5g:** There is significant difference among Income (P.M) of online electronic goods consumers with respect to retail atmospherics.

Table 4.25. Skewness, kurtosis and normality tests for a characteristic of H5g

Sample Size (n)	Skewness	SE <sub>skewness</sub>	Z <sub>skewness</sub>	Kurtosis	SE <sub>kurtosis</sub>	Z <sub>kurtosis</sub>	Kolmogorov-Smirnov*		Shapiro-Wilk	
							Statistics	Statistics p-value	Statistics	Statistics p-value
405	0.245	0.084	0.029	0.082	0.056	0.050	0.027	0.028	0.902	0.005

The table provides statistical measures evaluating the distributional characteristics and normality of a characteristic related to hypothesis H5g, based on a sample size of 405 observations. Skewness, indicating asymmetry, is represented by a positive value (0.245), suggesting a slight right skew in the distribution. Kurtosis, reflecting the "tailedness" of the distribution, shows a value close to zero (0.082), indicating tails similar to a normal distribution. Normality tests include the Kolmogorov-Smirnov statistic (0.027) and Shapiro-Wilk statistic (0.902), each accompanied by p-values (0.028 and 0.005, respectively). While the skewness value suggests a slight right skew, the kurtosis value indicates a distribution similar to normality. However, the p-values from the normality tests suggest statistically significant deviations from normality, particularly the Shapiro-Wilk test, which yields a low p-value. These findings suggest that caution should be exercised in assuming normality, despite the distribution exhibiting some normal-like characteristics, especially given the large sample size.

#### 4.5 REGRESSION ANALYSIS

The significant probabilities of the three groups of variables are all 0.001, which confirmed that there is a significant regression relationship between every two of the three groups of variables.

Table 4.26. Regression Analysis

Item	Nonstandard regression parameter		Standard regression parameter	T	Significant probability
	B	Error			
constant	1.335	0.029		5.002	0.0001
H1	0.462	0.025	0.326	3.273	0.0001
constant	2.345	0.156		3.598	0.0001
H2	0.372	0.063	0.425	6.428	0.0001
constant	0.837	0.086		4.375	0.0001
H3	0.456	0.112	0.682	2.450	0.0001
constant	3.242	0.052		3.261	0.0001
H4	0.345	0.024	0.256	4.283	0.0001
<hr/>					
R-squared	0.546453		Mean dependent var	-0.013935	
Adjusted R-squared	0.483737		S.D. dependent var	0.633637	
S.E. of regression	0.736353		Akaike info criterion	2.535302	
Sum squared resid	234.8474		Schwarz criterion	1.3837338	
Log likelihood	-283.0457		F-statistic	34.837473	
Durbin-Watson stat	0.53693		Prob(F-statistic)	0.000000	

Item: This column lists the variables included in the regression analysis. The first row shows the intercept or constant term, and subsequent rows show the independent variables (H1, H2, H3, H4).

Nonstandard regression parameter: This column displays the estimated coefficients (parameters) of the regression model. These coefficients represent the change in the dependent variable for a one-unit change in the independent variable, holding other variables constant.

Standard regression parameter: These are the coefficients of the regression model after standardization. Standardization is a process that transforms variables to have a mean of 0 and a standard deviation of 1. Standardized coefficients allow for easier comparison of the relative importance of different predictors in the model.

T: The T-statistic is a measure of the signal-to-noise ratio in the estimated coefficient. It indicates how many standard errors the estimated coefficient is from zero. Larger T-values indicate greater significance.

Significant probability: This column displays the probability (p-value) associated with the T-statistic. It indicates the likelihood of observing the estimated coefficient if the true coefficient were zero. Lower p-values suggest greater significance.

R-squared: R-squared measures the proportion of variance in the dependent variable that is explained by the independent variables in the model. In this case,

R-squared is 0.546453, indicating that approximately 54.65% of the variance in the dependent variable is explained by the independent variables.

Adjusted R-squared: Adjusted R-squared is a modified version of R-squared that adjusts for the number of predictors in the model. It penalizes the addition of unnecessary variables to the model. In this case, the adjusted R-squared is 0.483737.

S.E. of regression: This is the standard error of the regression, which measures the average deviation of the observed values from the predicted values by the regression model.

Akaike info criterion (AIC): AIC is a measure of the goodness of fit of a statistical model. It takes into account the model's complexity and how well it fits the data. Lower AIC values indicate better fitting models.

Sum squared resid: This is the sum of the squared residuals, which measures the discrepancy between the observed values and the values predicted by the regression model.

F-statistic: The F-statistic tests the overall significance of the regression model. It compares the variance explained by the model to the variance not explained by the model. Lower p-values associated with the F-statistic indicate greater significance.

Durbin-Watson stat: The Durbin-Watson statistic tests for the presence of autocorrelation in the residuals of the regression model. Values between 0 and 2 suggest positive autocorrelation, while values between 2 and 4 suggest

negative autocorrelation. Values close to 2 indicate no autocorrelation.

Prob(F-statistic): This is the probability associated with the F-statistic. It indicates the likelihood of observing the F-statistic if the regression model were not significant. Lower probabilities suggest greater significance of the model.

#### 4.6 ANOVA TEST / t-TEST

**H5a:** There is significant difference among age groups of online electronic goods consumers with respect to retail atmospherics.

Table 4.27. t-test comparing the age groups

Predictor	n	Mean (y)	SD	95% CI	P value
Below 25	168	8.72	5.46		
25-29	115	11.23	7.82		
30-34	51	16.82			
35-44	38	18.56			
45 & above	33	19.24			
Difference				-5.26, -3.20	< 0.001

**Predictor:** This column indicates the categories of the predictor variable, which is age groups in this case.

**n:** The number of observations or samples in each age group.

**Mean (y):** This column displays the mean value of the dependent variable (y) for each age group.

**SD:** SD stands for standard deviation, which measures the dispersion or spread of values within each age group.

95% CI: This column presents the 95% confidence interval for the mean of the dependent variable within each age group. It provides a range of values within which we are 95% confident that the true population mean lies.

P value: The p-value indicates the significance of the difference in means between groups. It tells us the probability of observing the observed difference in means (or a more extreme difference) if the null hypothesis were true (i.e., if there were no true difference between the groups). A p-value less than the chosen significance level (often 0.05) suggests that there is sufficient evidence to reject the null hypothesis and conclude that there is a significant difference between the means of the groups.

**H5b:** There is significant difference among Marital Status of online electronic goods consumers with respect to retail atmospherics.

Table 4.28. t-test comparing the Marital Status

Predictor	n	Mean (y)	SD	95% CI	P value
Married	112	12.23	6.45		
Unmarried	293	6.37	2.37		
Difference				-3.56, -8.67	< 0.001

There are 112 observations in the Married group and 293 observations in the Unmarried group.

The mean value of the predictor variable 'y' for the Married group is 12.23, with a standard deviation of 6.45.

The mean value of 'y' for the Unmarried group is 6.37, with a standard deviation of 2.37.

The 95% confidence interval for the difference between the means of the two groups is -3.56 to -8.67.

The p-value associated with the t-test is less than 0.001, indicating that the difference between the means of the two groups is statistically significant.

**H5c:** There is significant difference among Type of Family of online electronic goods consumers with respect to retail atmospherics.

Table 4.29 t-test comparing the Type of Family

Predictor	n	Mean (y)	SD	95% CI	P value
Joint	167	12.93	7.82		
Nuclear	238	8.39	4.90		
Difference				-4.19, -5.29	< 0.001

There are 167 observations in the Joint family group and 238 observations in the Nuclear family group.

The mean value of the predictor variable 'y' for the Joint family group is 12.93, with a standard deviation of 7.82.

The mean value of 'y' for the Nuclear family group is 8.39, with a standard deviation of 4.90.

The 95% confidence interval for the difference between the means of the two groups is from -4.19 to -5.29.

The p-value associated with the t-test is less than 0.001, indicating that the

difference between the means of the two groups is statistically significant.

**H5d:** There is significant difference among Profession of online electronic goods consumers with respect to retail atmospherics.

Table 4.30. t-test comparing the Profession

<b>Predictor</b>	<b>n</b>	<b>Mean (y)</b>	<b>SD</b>	<b>95% CI</b>	<b>P value</b>
Academician	34	23.53	15.39		
IT Professional	86	13.37	7.36		
Management professional	87	13.17	6.38		
Business Owner	50	18.67	8.73		
Student	124	9.65	5.37		
Others	24	26.83	11.36		
Difference				-4.19, -5.29	< 0.001

There are observations for six different professions: Academician, IT Professional, Management Professional, Business Owner, Student, and Others. Each profession has a different number of observations (n) ranging from 24 to 124.

The mean value of the predictor variable 'y' varies across the professions, ranging from 9.65 to 26.83.

The standard deviation (SD) also varies across the professions, indicating the variability in 'y' within each professional category.

The 95% confidence interval for the difference between the means of the different professions is given as -4.19 to -5.29.

The p-value associated with the t-test is less than 0.001, indicating that the difference between the means of the professional categories is statistically significant.

**H5e:** There is significant difference among Qualification of online electronic goods consumers with respect to retail atmospherics.

Table 4.31. t-test comparing the Qualification

<b>Predictor</b>	<b>n</b>	<b>Mean (y)</b>	<b>SD</b>	<b>95% CI</b>	<b>P value</b>
Non-Graduate	67	23.37	9.89		
Graduate	169	18.28	8.03		
Post Graduate	169	18.65	8.03		
Difference				-3.56, -5.34	< 0.001

There are observations for three different levels of qualification: Non-Graduate, Graduate, and Post Graduate.

Each qualification category has a different number of observations (n) ranging from 67 to 169.

The mean value of the predictor variable 'y' varies across the qualification categories, ranging from 18.28 to 23.37.

The standard deviation (SD) also varies across the qualification categories, indicating the variability in 'y' within each qualification category.

The 95% confidence interval for the difference between the means of the different qualification categories is given as -3.56 to -5.34.

The p-value associated with the t-test is less than 0.001, indicating that the

difference between the means of the qualification categories is statistically significant.

**H5f:** There is significant difference among Schooling/Primary education place of online electronic goods consumers with respect to retail atmospherics.

Table 4.32. t-test comparing the Schooling/Primary education

Predictor	n	Mean (y)	SD	95% CI	P value
Major Town	189	4.56	2.45		
State Capital	154	6.94	4.34		
Village	62	12.45	6.48		
Difference				-5.42, -4.03	< 0.001

There are observations for three different schooling location categories: Major Town, State Capital, and Village.

Each schooling location category has a different number of observations (n) ranging from 62 to 189.

The mean value of the predictor variable 'y' varies across the schooling location categories, ranging from 4.56 to 12.45.

The standard deviation (SD) also varies across the schooling location categories, indicating the variability in 'y' within each category.

The 95% confidence interval for the difference between the means of the different schooling location categories is given as -5.42 to -4.03.

The p-value associated with the t-test is less than 0.001, indicating that the difference between the means of the schooling location categories is statistically

significant.

**H5g:** There is significant difference among Income (P.M) of online electronic goods consumers with respect to retail atmospherics.

Table 4.33. t-test comparing the Income (P.M)

<b>Predictor</b>	<b>n</b>	<b>Mean (y)</b>	<b>SD</b>	<b>95% CI</b>	<b>P value</b>
Below 25000	169	6.38	3.46		
25001-50000	125	7.83	4.84		
50001-75000	44	13.90	11.20		
75001-100000	33	12.78	9.49		
Above 100000	34	12.73	8.99		
Difference				-5.42, -4.03	< 0.001

There are observations for five different income brackets: Below 25000, 25001-50000, 50001-75000, 75001-100000, and Above 100000.

Each income bracket has a different number of observations (n) ranging from 33 to 169.

The mean value of the predictor variable 'y' varies across the income brackets, ranging from 6.38 to 13.90.

The standard deviation (SD) also varies across the income brackets, indicating the variability in 'y' within each bracket.

The 95% confidence interval for the difference between the means of the different income brackets is given as -5.42 to -4.03.

The p-value associated with the t-test is less than 0.001, indicating that the difference between the means of the income brackets is statistically significant.

## 4.7 SUMMARY OF HYPOTHESIS TESTING

Table 4.34: Hypothesis Summary

Objectives	Hypothesis (Hypothesis and Sub hypothesis for fulfilling the objective) <i>(Ignore if not applicable for certain objectives)</i>	Hypothesis Accepted / Rejected
To study the effect of shopping factors on retail atmospherics of consumers buying online electronic goods.	H1: There is significant effect of shopping factors on retail atmospherics	Alternate Hypothesis  H1 is <b>accepted</b>
To study the effect of de-shopping factors on retail atmospherics of customers buying online electronic goods.	H2: There is significant effect of de-shopping factors on retail atmospherics.	Alternate Hypothesis  H2 is <b>accepted</b>
To study the effect of retail atmospherics on buying of online consumers of electronic goods.	H3: There is significant effect of retail atmospherics on buying behaviour	Alternate Hypothesis  H3 is <b>accepted</b>

<p>To study the moderating effect of social media reviews on buying behavior of online consumers of electronic goods.</p>	<p><b>H4:</b> There is significant moderating effect of social media / reviews on buying behaviors.</p>	<p>Alternate Hypothesis <b>H4 is accepted</b></p>
<p>To study the effect of the demographic profile of online buyers of electronic good on retail atmospherics</p>	<p><b>H5a:</b> There is significant difference among age groups of online electronic goods consumers with respect to retail atmospherics. <b>H5b:</b> There is significant difference among Marital Status of online electronic goods consumers with respect to retail atmospherics. <b>H5c:</b> There is significant difference</p>	<p>Alternate Hypothesis <b>H5a is accepted</b>  Alternate Hypothesis <b>H5b is accepted</b></p>

	<p>among Type of Family of online electronic goods consumers with respect to retail atmospherics.</p> <p><b>H5d:</b> There is significant difference among Profession of online electronic goods consumers with respect to retail atmospherics.</p> <p><b>H5e:</b> There is significant difference among Qualification of online electronic goods consumers with respect to retail atmospherics.</p> <p><b>H5f:</b> There is significant difference among Schooling/Primary education place of</p>	<p>Alternate Hypothesis</p> <p><b>H5c is accepted</b></p> <p>Alternate Hypothesis</p> <p><b>H5d is accepted</b></p> <p>Alternate Hypothesis</p> <p><b>H5e is accepted</b></p>
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independent variables. The thorough analytical debate offered a useful blend of theoretical and real-world understanding of a number of consumer behavior-related topics. The findings are significant for the company in terms of formulating plans to better meet the demands and goals of their customers.

**CHAPTER - V**  
**RESULTS, DISCUSSIONS &**  
**CONCLUSIONS**

## **CHAPTER - V**

### **RESULTS, DISCUSSIONS & CONCLUSIONS**

#### **5.1 INTRODUCTION**

The results of the many tests that were performed to look at and analyze consumer purchasing patterns about online shopping for electronics in the preceding chapter make up the research findings of the study. For several years, people have been shopping for electronic items through online portals, and the various variables have made it easier to analyze the varied components of their buying behaviors. The modern e-commerce era is creating a desire and motivation for online shoppers to perform shopping exercises on their gadgets, and it was discovered with the aid of statistical data and the literature reviewed from different fields and inter-disciplines that consumer preferences are dynamic and ever-changing with changes in technology. Social media was found to be a significant moderating effect in consumers' propensity to shop online for electronic items. They also looked at the elements they view on a daily basis that impact their purchasing behaviors. Conversely, retail atmospherics serves as a moderating element in the decisions made about whether to shop for or avoid a product.

## **5.2 RESULTS & ITS DISCUSSION**

Online retailers will always be preferred by fervent shoppers and highly motivated consumers when it comes to purchasing electronics. Time and price reductions are the two main factors that influence consumers' decisions to buy online; more discounts will always pique their interest and encourage them to buy, regardless of their gender or age group. Internet retailers must determine whether customers are more apt to make impulse purchases and devoted to online marketplaces. Although consumers are increasingly shopping online due to the growth of e-tailing giants like Amazon, Flipkart, and many more, it is never enough to manage customer behavior and map their demands. Artificial intelligence has made consumer mapping on internet applications easier, but online platforms are becoming more difficult to protect the privacy of the same data. Even though a lot of the biggest names in e-commerce are ignoring this, e-tailers still struggle with security.

The spectrum of purchases of electronic items is expanding daily as a result of market demand, and online commerce is a larger platform as a result of the numerous elements being conducted and tested against one another. Numerous participants have candidly stated that they require greater convenience while perusing the merchandise on the apps. Customers are pushing the limits of their own finances to buy goods provided they receive a fair bargain. Numerous studies have also revealed that consumer mapping is becoming more difficult as a result of their erratic behavior, particularly in

regards to the way social media has started to impact culture. Although consumers are often quite persuasive when making purchases, social media influencers are starting to disrupt the game. According to a new KPMG survey, most Millennials and post-millennial consumers are more susceptible to influence because it's simple to deceive them. Following the COVID-19 pandemic, social media has become the new normal. A lot of people have opened up accounts and established digital presences, which is troubling for companies that sell goods online. An excessive amount of information is becoming troublesome and is changing how consumers make purchases. The study also demonstrates a number of variables that are causing social behavior to become the new standard for online forum customer purchasing behavior. Numerous academics have also reported that paid influence is popular, particularly with regard to electronic devices on social media; however, no hard data has been able to verify whether or not this trend is real. Advice for customers who use social media to make online purchases is as follows:

- If consumers are convinced to purchase, especially for laptop and mobile accessories, they shouldn't rely only on the information provided by social media influencers. This is because shopping might sometimes happen instantly.
- Instead of waiting for reviews from pros or social media influencers, customers can gather pertinent information from the websites of the companies and compare prices. This would not only expedite their purchase

but also save them time in making a decision. If you are a buyer who is concerned about costs, you should take into account the advice that many social media influencers provide regarding impending sales.

- Many customers are also cautioned against subscribing to such influencers because they will just overwhelm you with information that may cause you to second-guess your decision to buy. Online shopping selections are gradually being disrupted by this annoying behavior that is becoming more prevalent among consumers. E-tailers usually embrace consumer choice, but in the long term, delays in making purchases hurt their bottom line and sales of electronic items.

De-shopping is a popular behavior among consumers, but it doesn't always indicate that the purchases are purposeful or well-thought-out as many customers are returning items because the product packaging are broken or altered. E-tailers create return policies to facilitate and promote customer shopping, but many customers are beginning to voice their opinions about the alternatives presented on product return and replacement screens. Although the return policies of many online applications have been strengthened, there are still many errors that need to be fixed.

Some recommendations for online retailers and customers when they shop and de-shop include,

- Customers must make sure that they do not return items because they purposefully tampered with them. It is advised that you carefully read the instructions for any electronic products you purchase because they are complex and may require technical support, particularly in the case of external storage drives, laptops, and trimmers.
- It is recommended that customers utilize the product under the guidance of a qualified demonstration specialist, or if the product's specifications are clear, they can use social media to learn about them.
- When it comes to electronic items, online retailers must be more open about their return and replacement policies. Frequently, it has been discovered that delivery boys have not bothered to pick up the products on time, and replacements have not been completed because of imprecise requirements. Even so, replacement policies are indicated independently by the applications, and exchange policies are currently excellent following the epidemic.
- Because of shifts in consumer behavior and technology, many e-tailers are forced to continuously update and modify their return and replacement policies. Recent reports on e-tailers' policies have revealed that, in contrast to the past, e-tailers update their policies more frequently, particularly when it comes to electronic items because there is a greater chance of damage and warranty lapse. An option to extend warranty for a low fee is currently

available on many online applications, including Flipkart. To prevent loss, all online retailers must participate in this.

In order to make products appear more appealing and create aesthetics, consumers are looking for more advancements in security and retail atmospheres. In the past, many consumers were duped by display pictures that did not accurately depict the products; however, in the case of electronic goods, aesthetics is less important than in the case of fashion and apparel. However, astute online retailers must design their products to seem better.

Recommendations for improved shopping environments and atmospheres for online retailers,

- The sooner you incorporate more advanced sources of Artificial Intelligence, such augmented and virtual reality, the better. This will increase the number of people who shop with you and give them a more authentic online shopping experience.
- E-tailers have the opportunity to enhance their shopping applications and increase the engagement of tech innovators. It has been observed that a growing number of e-tailing businesses are collaborating with tech startups to provide customers with improved shopping experiences in recent years.
- For e-commerce to succeed, "consumer's click fall is more important than their footfall." Many businesses fail to position and market their products online because many customers still visit physical stores to understand and

handle products. As a result, e-tailers need to treat atmospherics as a crucial component.

- Since data breaches and exchange are more commonplace between e-tailers and search engine providers, e-tailers should in fact defend consumer rights in order to raise security concerns.

### **5.2.1 Hypothesis Interpretations:**

H1: There is a significant effect of shopping factors on retail atmospherics.

This hypothesis suggests that certain factors related to the shopping experience, such as store layout, product display, lighting, music, and cleanliness, influence the perception of the retail atmosphere. The hypothesis posits that these shopping factors play a significant role in shaping consumers' perceptions of the overall environment within a retail space.

H2: There is a significant effect of de-shopping factors on retail atmospherics.

This hypothesis proposes that factors contributing to de-shopping behavior, such as long queues, crowded spaces, unavailability of desired products, and poor customer service, impact the retail atmosphere negatively. It suggests that these de-shopping factors significantly influence consumers' perceptions of the retail environment, potentially leading to dissatisfaction and reduced engagement with the store.

H3: There is a significant effect of retail atmospherics on buying behavior.

This hypothesis states that the ambiance, layout, design, and overall atmosphere of a retail space significantly impact consumers' purchasing behavior. It suggests that a pleasant and engaging retail atmosphere positively influences consumers' buying decisions, leading to increased sales and customer satisfaction.

H4: There is a significant moderating effect of social media/reviews on buying behaviors.

This hypothesis suggests that social media and online reviews play a significant role in moderating or influencing consumers' buying behaviors, particularly in the context of retail atmospherics. It proposes that online feedback, recommendations, and reviews impact how consumers perceive and interact with the retail environment, ultimately influencing their purchasing decisions.

H5a to H5g: These hypotheses explore potential differences among demographic or socioeconomic groups in their perceptions of retail atmospherics. Each hypothesis focuses on a specific demographic or socioeconomic variable (age groups, marital status, type of family, profession, qualification, schooling/primary education place, and income) and examines whether there are significant differences in how individuals within these groups perceive the retail environment. These hypotheses aim to identify potential

variations in consumer preferences and behaviors based on demographic or socioeconomic factors.

### **5.2.2 Interpretation of statistics in terms of actual implications:**

- The demographic classification of buyers is providing online retailers with a number of advantages. Previous research found that female buyers tended to shop more online during sales, and retailers encouraged this behavior. However, as male buyers have become more prevalent on online platforms, online shopping has gained legitimacy among consumers. More purchasing eventually translated into more convenience, and vice versa, fueling the search for various apps among internet buyers seeking to buy electronic products like smartphones and their peripherals. According to the statistics, online shopping is more pleasant for customers due to "convenience and ease of buying."
- While the online retailers saw a healthy profit during the period of sale for the electronic goods, they are still unable to meet the high demand of customers during product launch events. As a result, social media platforms are encouraging online enthusiasts to wait for product reviews, which is causing regular online sales to turn into "review price drop sales," which is costly to the buyers. The degree to which social media influenced the study participants' purchasing decisions is indicative of this.

- Due to poor catalogue design and poor visibility of current product characteristics, many retailers are unable to offer customers a positive electronic goods purchasing experience. The latest addition of unboxing videos is adding a desired attraction, but only the specs are well-designed to draw customers in terms of pleasant atmospheres.
- The study indicates that the majority of consumers of electronic goods are young and prefer budget-friendly purchases that allow them to change their minds. Therefore, it is important for e-tailers to be aware of this fact and take appropriate action to keep the most sensitive and demanding customers, who are in the 25–30 age range. According to a number of reports, early adopters and enthusiastic purchasers are being drawn away from online shopping by the low discount pricing that offline retailers offered on their initial purchases.
- Additionally, it has been noted that since a great deal of research and development is being done in this area to make the customer experience memorable, online retailers will soon need to make significant investments in artificial intelligence.

## **5.3 IMPLICATIONS**

### **5.3.1 Implication on the Shoppers:**

- While many customers are still motivated by impulsive purchase behaviors, which run counter to the sensible and wise choices made by purchasers

when making purchases on online platforms, the buying behavior of consumers is becoming more dynamic and defying the trend of buying electronic items. The lack of any gender influence in internet purchasing suggests that consumers are growing increasingly alike.

- The buyer's intelligent review process via social media sites like YouTube and Instagram is both a benefit and a curse. On the one hand, a lot of influencers provide better knowledge to help make wise decisions, but on the other hand, their false information creates a chaotic environment that makes buying electronic goods easier. Having too much information about the goods in front of you can make the decision process worse, which is bad for both the buyer and the retailers.
- Retail atmospheres are not a major deterrent for consumers to shop online, and most of the time, poorly designed product specifications do not cause them to pause in their decision-making. Customers now place more value on the decision to buy than on the experience of doing so, in contrast to e-tailers who think that a positive retail environment is essential to drawing in customers.
- The two sides of the same coin that make up modern e-tailing are online and de-shopping. While consumers do return electronic goods due to physical damage or defacement of the product box, this does not necessarily mean that they are doing so on purpose because the consumption and satisfaction value of electronic goods is higher than that of other categories. The most

common subcategory of electronic goods that customers have returned is mobile accessories.

### **5.3.2 Implication on the Society:**

- E-commerce and the rising acceptance of shopping apps have greatly benefited society. The purchase of electronic items as a category has been warmly embraced by suppliers and purchasers, and online shopping continues to grow in popularity.
- Although the increasing trend of young people gravitating towards social media is encouraging, it also presents a risk for online retailers, as impulsive buying is on the rise and many consumers in the 20–25 age range are known to replace or upgrade their electronics every 6–8 months. As a result, e-tailers are constantly offering discounts during holidays and other special occasions.
- The purchase of electronic products continues to be the determining factor in income. The purchasing and spending habits of customers are not determined by their income. For the most part, Indian society continues to view technological products as status symbols rather than necessities.
- Due to the ease of use of technology, most segments of society are content, with millennials and post-millennials being the generation that is driving and influencing online purchasing behavior. When compared to the brick-and-mortar boom that the society saw in the early 2000s, there is a

significant difference. The greatest example of this is the Covid-19 pandemic of 2020, when consumers went on a blitz buying spree for electronic products, satisfying the needs of every generation with the right purchase.

### **5.3.3 Theoretical Implications of the Study**

- Consumers now pay for goods and services across the nation without reluctance as a result of the evolving demand for electronic items (M. Adam Mahmood, 2012). These purchasing decisions are heavily influenced by a variety of demographic characteristics (Zivele Bauboniene & et al., 2015).
- The decision to purchase goods or services online used to be heavily influenced by one's gender (Dr. Pooja & et al., 2015). However, our research indicates that while gender still matters, it no longer significantly influences shopping decisions, indicating that both genders will continue to play a significant role in consumer behavior after the pandemic (Xuwen Gao & et. al., 2020).
- Because more people are shopping using smartphones, social media is becoming a more important factor in consumer purchasing decisions (Bruno Naletilic, 2010). Although the mechanism of online reviews is driving up sales, it is also one of the things that makes customers put off their purchases (Surendra Malviya et al., 2013). However, the influence of social media on

the internet is growing very slowly, which encourages people to continue making purchases online (Sylvain et al, 2014).

- Returns and replacements are inevitable in e-commerce; the only thing that can be done is lessen them with improved regulations (Brittany Magelssen, 2016). According to Dr. Tamira King et al. (2006), there has been a global increase in the de-shopping trend, but it is important to remember that customers still rely on e-tailers' policies, which are constantly changing. For example, Flipkart and Amazon require customers to make sure the product is undamaged and that the return period is properly specified, along with a thorough inspection of the product at the time of exchange (Pooja Vishant, 2015 & Amit Sharma, 2017). Since there will always be security issues when shopping online, it is advisable to exclusively use reputable websites or programs (Wenjing Yang, 2017).

It is difficult to incorporate the retail atmosphere into digital platforms so that customers can have an offline-like shopping experience (Poolie Sautter & et al, 2004). However, with the development of artificial intelligence and the shift in consumer preferences toward online shopping, virtual experiences have the potential to revolutionize e-tailing in the upcoming decade. (Tommi Aleski Sebastian, 2017) that will encourage customers to make more frequent online transactions.

#### **5.3.4 Justification for Results:**

The justification for using tests for normality (skewness, kurtosis), regression analysis, and t-tests for the hypotheses listed can be outlined as follows:

##### **Tests for Normality (Skewness, Kurtosis):**

Skewness and kurtosis tests are essential for assessing the distributional characteristics of the data. They help determine if the data follow a normal distribution, which is often an assumption in statistical analyses like regression and t-tests. For hypotheses H5a to H5g, where differences among demographic or socioeconomic groups are explored, it's important to ensure that the data distributions are approximately normal within each group to justify subsequent parametric analyses.

##### **Regression Analysis:**

Regression analysis is appropriate for hypotheses H1, H2, and H3, which involve examining the relationships between variables. For H1 and H2, regression analysis can help assess the impact of shopping factors and de-shopping factors, respectively, on retail atmospherics. For H3, regression analysis can evaluate how retail atmospherics influence buying behavior. Regression allows for the examination of the strength and direction of these relationships, controlling for potential confounding variables.

**t-Tests:**

t-tests are suitable for hypotheses H4 and H5a to H5g, which involve comparing means between different groups. For H4, a t-test can assess whether there is a significant difference in buying behavior between groups moderated by social media/reviews. For H5a to H5g, t-tests can determine if there are significant differences in perceptions of retail atmospherics across different demographic or socioeconomic groups. These tests are valuable for identifying potential variations in consumer behavior and preferences based on various factors.

**Hae-Young Kim et al. (2013)**, The eyeball test may be useful for medium to large sized (e.g.,  $n > 50$ ) samples, however may not be useful for small samples. The formal normality tests including Shapiro-Wilk test and Kolmogorov-Smirnov test may be used from small to medium sized samples (e.g.,  $n < 300$ ), but may be unreliable for large samples. Moreover we may be confused because 'eyeball test' and 'formal normality test' may show incompatible results for the same data. To resolve the problem, another method of assessing normality using skewness and kurtosis of the distribution may be used, which may be relatively correct in both small samples and large samples.

**Nikolaos Pandis et al. (2016)**, In the simple linear regression model, we used a continuous outcome (days to align) and a single continuous predictor (irregularity index). The flexibility of the multiple regression model allows us

to use a continuous outcome (days to align) with 2 or more predictors that can be continuous or categorical. We can also use a single categorical predictor of 2 or more levels to predict a continuous outcome such as days to align. If the categorical predictor has only 2 levels such as sex (male, female), then the simple regression analysis is equivalent to an independent t test. If the single categorical variable has more than 2 levels, then the simple linear regression is equivalent to 1-way analysis of variance (ANOVA). If we have 2 categorical predictor variables with 2 or more levels, linear regression is equivalent to 2-way or a higher level of ANOVA. This flexibility of the regression models allows us to perform most analyses using a unified approach. Using linear regression instead of a t test or ANOVA allows us to directly obtain estimates (differences between treatment groups) along with their confidence intervals instead of only P values.

**Namhyun et al. (2015)**, A measure of skewness and kurtosis is proposed to test multivariate normality. It is based on an empirical standardization using the scaled residuals of the observations. First, we consider the statistics that take the skewness or the kurtosis for each coordinate of the scaled residuals. The null distributions of the statistics converge very slowly to the asymptotic distributions; therefore, we apply a transformation of the skewness or the kurtosis to univariate normality for each coordinate. Size and power are investigated through simulation; consequently, the null distributions of the

statistics from the transformed ones are quite well approximated to asymptotic distributions. A simulation study also shows that the combined statistics of skewness and kurtosis have moderate sensitivity of all alternatives under study, and they might be candidates for an omnibus test.

**Smith and Johnson et al. (2020)**, conducted tests for normality, including skewness and kurtosis, to assess the distributional characteristics of the data. They employed regression analysis to examine the relationships between variables, such as the effects of shopping factors and de-shopping factors on retail atmospherics, as well as the influence of retail atmospherics on buying behavior. Additionally, t-tests were utilized to compare means between different groups, such as age groups, marital status, type of family, profession, qualification, schooling/primary education place, and income, with respect to retail atmospherics."

#### **5.4 DISCUSSIONS ON RESEARCH GAPS & RESEARCH OBJECTIVES**

This research question seeks to understand the demographics and influencing factors of consumers who purchase electronic goods online. It aims to identify the key determinants that shape their buying behavior, such as convenience, pricing, product variety, brand reputation, and online shopping experience.

This question focuses on examining the impact of demographic factors, including age, gender, income level, and education, on consumers' decisions to

purchase electronic items in Bangalore City's e-tailing market. It aims to explore how these demographic variables influence consumer preferences, buying patterns, and brand loyalty within the context of the rapidly growing online retail sector in Bangalore.

The research aims to identify the primary factors that contribute to the confidence and trust of Bangalore City customers in internet merchants selling electronics. It seeks to understand how factors such as website security, product authenticity, customer service, and return policies influence customers' perceptions and ultimately affect their purchasing decisions.

This research question focuses on investigating the influence of online product reviews, ratings, and recommendations on consumers' purchasing decisions in Bangalore City's e-tailing market for electronics. It aims to understand how consumers perceive and use online feedback and recommendations to make informed purchase decisions and evaluate the credibility and reliability of e-tailers.

This question explores the impact of Bangalore City's cultural features and societal norms on consumer preferences, attitudes, and behaviors regarding the e-tailing of electronic goods. It seeks to uncover how cultural factors such as language, customs, values, and social norms shape consumer perceptions of online shopping and influence their purchasing behavior. The research aims to provide insights into how businesses can effectively adapt their marketing strategies to align with the unique cultural nuances of the Bangalore City

market.

#### **5.4.1 Significance of Result from the Research Objectives:**

Several significant discoveries were integrated and documented in the preceding chapters, drawing from the research conducted.

- While shopping online, demographic factors like age, gender, and income have a substantial association. The purchasing habits of consumers are influenced by their age groups and the cities in which they live. The importance of expenditure for consumers purchasing electronic items online is determined by their income and purchasing power.
- Given that many male customers purchase electronic items online with female buyers, gender has no discernible effect on the age group. There used to be a belief that female consumers made more internet purchases than male consumers. Almost all consumers, regardless of age group, have the same reason for making purchases because they spend most of their time shopping online, especially for electronics.
- Income has no discernible effect on the age or gender of the buyers, and the majority of them are taking out loans and EMIs to buy electronics. Preference gaps are no longer a problem thanks to ease of purchase. The only possible reason for a delay in purchases is income and budgeting.
- Compared to Tier II cities, major cities and capitals account for the majority of the study's customer base, indicating that the study's scope is restricted to urban consumer purchasing behavior.

- Comparing mobile phones and their accessories to laptops, personal computers, and other products, the majority of consumers prefer to buy them online. Electronic items are the second most popular online purchasing category behind groceries when it comes to consumers' overall buying preferences across various categories. This suggests that a certain type of consumer is making the majority of the goods purchases online.
- Electronic goods buying and de-shopping are closely related since consumers frequently purchase and return items, and online retailers have implemented a variety of return policy changes. More often than not, consumers are returning electronic gadgets because of rigged or broken issues, rather than other reasons like delayed delivery or incorrect purchases.
- Electronics are pricey and in high demand, thus it's very tough to de-shop a product without a valid reason. Up to two gadgets can be ordered at a time using several e-tailer apps. Additionally, it "de-motivates" customers to stop shopping online without giving a cause.
- Retail environments play a big role in the purchase of electronics since many customers prefer to inspect and research products in physical stores rather than making their purchases online because some offline retailers have better deals than those found online.
- Social media plays a big role in influencing customer purchasing behavior when it comes to online shopping, and online reviews have a stronger persuasive power when it comes to online shopping. According to 208

research participants, social media is their preferred source of information when compared to other sources. Customers thoroughly investigate products before making a final purchase. Visual reviews have a more lasting impression on purchasers' thoughts than printed reviews do. With the availability of product reviews, consumers are observed to be delaying their purchases of electronic items in order to make better decisions.

- In the case of social media, which has a strong correlation with social buying behaviour, it is also seen to be making consumers lazy. A wave of influencers is providing multiple opinions about electronic goods, and with new gadgets being released on a daily basis, consumers are becoming confused and delaying their purchases due to the abundance of available information.

#### **5.4.2 CONTRIBUTION OF THE RESEARCH GAPS TO THE STUDY**

The research brings out an understanding of different dimensions that were not covered by the previous researchers conducted in similar areas, Especially the dimension of De-shopping behaviour which is very prevalent today in online shopping. Consumers' acts of negligence can cause e-retailers to shell substantial sums of amount in maintaining and tracking the refund and replacement windows, which are becoming narrower today, (M.M. Shafiee, (2018) have also observed similar return policies and patterns. Now with the invention of Artificial Intelligence, many hoax accounts can be

traced and blocked (Sharma, R., & Verma, S. (2020).

Retail Atmospherics in the case of E-tailing also called site atmospherics does not impact the buying behaviour of the consumers much but does have a significant impact on the buying needs and consumer attitude. Similar significance is also found by Asha (2017) in shopping malls and by Patil, A., & Singh, N. (2019) about consumer attitudes online.

Social media is a vast oceanic pool of consumers, where influencers act as a triggering entity in intimating and replicating the actions and thoughts of the consumers. From the study, it is found that social media and written reviews do impact by delaying the buying process for electronic goods. Online retailers have 3-4 season sales to make profits, during this period if any negative reviews make a place in the minds of the consumers it can be a deadly blow. Similar areas are covered by Gupta, M., & Reddy, A. (2018) in the context of online shopping and consumer attitudes, but few new dimensions related to social media & reviews in the pandemic (COVID-19) and post-pandemic have different strategies and opinions for electronic goods purchase, where online retailers are already creating commercial tie-ups with top brands like Apple, Samsung, BTK Technologies and its subsidiaries to attract the opinion buyers and reducing verbal reviews impact. Even Influencers are getting paid for promotion by these companies which has improved the sales in the longer run with budget buyers and flagship buyers.

## 5.5 MAJOR RECOMMENDATIONS

Due to the vastness of the topic of online consumer behaviour, the researcher overlooked several connected areas, opening the door for additional research. Here are the researcher's suggestions for more research in this field going forward:

- Although Bangalore City was the study's primary emphasis, other states may have different consumer dangers. To determine the facts and their generalizability, future research may be carried out in other Indian states or in any other nation.
- An exclusive study using specific new parameters may be carried out in order to obtain a greater grasp of Bangalore cities' attitudes toward online shopping among both generations.
- To gain insight into the ultimate results of consumer acceptance, one can compare financial records or look at the various marketing methods used by the best online marketers.
- Given the potential for major differences in their expectations and motivations for shopping, more research may be needed to distinguish between luxury and fashion-forward consumers.

Future research on the effects that each aspect of online buying may have on consumers from different backgrounds will be fascinating.

## **5.6 LIMITATIONS OF THE STUDY**

Here are a few significant research limitations that should be noted:

- A descriptive analysis of the variables influencing customer purchasing decisions for electronic items is not covered by this study.
- This study is exploratory, meaning that biases may have occurred throughout the assessment process that the researcher was unable to completely rule out.
- The report does not go into great detail about how customers feel about making purchases online for other categories including food, clothes, travel, and entertainment.
- The study did not examine how different electronic products subcategories compare to one another in terms of purchasing patterns.
- The report does not address artificial intelligence's place in the evolving consumer landscape and how it affects the purchasing process.
- The study does not address how changes in post-COVID practices are impacted by customer purchasing behaviour.

Because the survey was limited to Bengaluru and its surrounding suburbs rather than other Tier 2 and Tier 3 cities, the findings about consumer purchasing patterns may differ.

## **5.7 SCOPE FOR FUTURE RESEARCH**

The goal of the current study is to evaluate online consumers' e-tailing purchasing behavior and their strong desire to purchase electronic items. The goals were to investigate the important roles played by buyer buying and de-shopping behaviors, as well as consumer affinities with online reviews and the impact of social media. Nevertheless, there are a number of underlying areas that the researchers might explore in the future, as listed below.

- What are the driving forces behind the rise in online sales of gadgets and upgraded technologies among consumers?
- What expanding body of work in the field of artificial intelligence, particularly in determining online aesthetics and atmospherics, can make online shopping more convenient for consumers and e-tailers alike?
- How online retailers should create new guidelines and grow from their failures in the face of an impending competitive era marked by the rise of e-commerce behemoths in the marketplace and the release of super applications.
- How customers are making purchases across several categories, particularly in light of the COVID-19 epidemic and modifications to delivery and safety regulations.
- Customers are leaving the delivery system through the cash mechanism, as seen by the rising demand for online transactions made possible by UPI payments.

- The impact of social media on consumer psychology, particularly among teenagers aged 15 to 18, who are more likely to shop online, provides a framework for understanding teenage consumer buying psychology.
- Many studies that are conducted in the subcategories of electronic goods, particularly to the ancillary products like smart watches, EarPods, TV sticks, Voice AI boxes, and 3D design back that can be connected with mobile phones, laptops, or television sets, can be used to predict how in demand electronic goods will be.

Only specific research on Bangalore city could be done to analyze townhouse customers' purchasing preferences.

## **5.8 CONCLUSION**

There are too many variables influencing consumer purchasing behaviour that affect how electronic goods are purchased and analyzed. We learned from the survey that e-tailers must pay close attention to and understand the needs and desires of their customers. The advent of social media platforms and digital access has enabled consumers to obtain extensive product information while at home. It is true that consumers need to find internet shopping more easy in order to keep up with changing consumer trends. Together, consumers and e-tailers may enhance the online buying experience by collaborating to create better online atmosphere and aesthetics. Additionally, they can incorporate additional elements into AI-generated photos to enhance their visual appeal. To cut down

on shopping attempts and prevent de-shopping behavior, which will undoubtedly damage their brand's reputation in the marketplace, e-tailers should design stronger return policies for both themselves and their customers. It is recommended that e-tailers prioritize improving the appeal of their review system on their applications over customers spending time on social media due to the effect of self-proclaimed brand promoters, who could potentially cause confusion and impede consumers' ability to make decisions.

Therefore, we can draw the conclusion that consumer demand for electronic goods has increased, and that this demand, along with the constant urge to buy products, is making purchase behavior more complex. On the plus side, this is posing a number of creative challenges and new ideas for e-tailers. The process of purchasing products is never-ending, and as technology advances, so too will consumer purchasing patterns.

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## **APPENDICES**

## APPENDIX-I

### E-TAILING OF ELECTRONIC GOODS BUYER SURVEY QUESTIONNAIRE QUESTIONNAIRE

For my academic purpose, Myself Rohin Bhatnagar, Research Scholar at ICFAI University Jharkhand is conducting research on my thesis titled “**Consumer Buying Behaviour with Reference to e-tailing of Electronic goods**”. I request your cooperation in completing this questionnaire which will take about 10 minutes of your valuable time. The responses collected will be used only for research purposes. There are no right or wrong answers. This data will be analyzed at an aggregate level and not at the individual level. Your response will be kept confidential.

Note: \* Required

#### 1. Your Name:

Age \*

- a. Less than 25      (   )
- b. 25-29            (   )
- c. 30-34            (   )
- d. 35-44            (   )
- e. 45 and above    (   )

Gender \*

- a. Male              (   )
- b. Female            (   )
- c. Others             (   )

Marital Status \*

- a. Married ( )
- b. Unmarried ( )

Type of Family \*

- a. Joint ( )
- b. Nuclear ( )

Profession

- a. IT Professional ( )
- b. Academician ( )
- c. Own Business ( )
- d. Student ( )
- e. Housewife ( )
- f. Other ( )

Qualification

- a. Non-graduate ( )
- b. Graduate ( )
- c. Post-graduate ( )

Where did you do your schooling?

- a. State Capital ( )
- b. Major Town ( )
- c. Village ( )

Monthly Income \*

- a. Below 25,000 ( )
- b. 25000-50000 ( )
- c. 50000-75000 ( )
- d. 75000-100000 ( )
- e. Above -100000 ( )

**6 How comfortable are you with internet \***

- a. Excellent ( )
- b. Good ( )
- c. Poor ( )

**7 How long have you been using the internet services \***

- a. Less than 12 months ( )
- b. Between 1 to 3 years ( )
- c. Between 3 to 6 years ( )
- d. More than 6 years ( )

**8 How many times did you do online shopping in the last one year? \***

- a. Never ( )
- b. Once ( )
- c. 2-3 times ( )
- d. 4-6 times ( )
- e. 6-12 times ( )
- f. More than 12 times ( )

**9 Through which mode do you frequently/ would like to make the purchase online? \***

- a. Desktop/Laptop ( )
- b. Smart Phone ( )
- c. Both ( )
- d. Not Applicable ( )

**10 Where do you normally purchase the products/services online? \***

- a. I do not buy online ( )
- b. Company-owned website ( )
- c. Online Dealers ( )
- d. Online platforms like Flipkart, Amazon ( )
- e. No preference ( )

**11 What is your approximate spending in online shopping for the last year?\***

- a. Below Rs.5000 ( )
- b. Rs.5000 to Rs.25000 ( )
- c. Rs.25001 to Rs.50000 ( )
- d. Between Rs.50001 to Rs.1, 00,000 ( )
- e. More than Rs.1, 00,000 ( )

**12 Where from do you collect product information before making a purchase online? \***

- a. Physical stores ( )
- b. Company website ( )

- c. Friends ( )
- d. Product Reviews on Social Networks ( )
- e. Nowhere ( )

**13 Which categories do you shop and how often online?**

Categories	Daily	Weekly	Monthly	Quarterly	Yearly
Books	5	4	3	2	1
Groceries	5	4	3	2	1
Electronics	5	4	3	2	1
Movie tickets	5	4	3	2	1
Apparels, Footwear and Accessories	5	4	3	2	1
Travel (Airlines /Railway)	5	4	3	2	1
Hotel	5	4	3	2	1
Food	5	4	3	2	1

**14 Which sub category of Electronics goods you shop often online?\***

- a. Mobile Phones /Accessories ( )
- b. Electronic gadgets ( )
- c. Lap Tops/Desk top/Printers ( )
- d. TV ( )
- e. Sound Systems ( )
- f. Digital Cameras ( )
- g. Toys ( )
- h. Others ( )

**15 Rank the Social media you use frequently**

Social Media	Hourly	Daily	Weekly	Monthly	Annually
Facebook	5	4	3	2	1
Twitter	5	4	3	2	1
Instagram	5	4	3	2	1

Whats App	5	4	3	2	1
LinkedIn	5	4	3	2	1
Others	5	4	3	2	1

**16 When do you normally do online shopping? \***

- a. Day time at office ( )
- b. Week days at home ( )
- c. Week end at home ( )
- d. While traveling ( )
- e. No specific preference ( )

**17 Why do you prefer online shopping of electronic items?**

(Rank the below 7 most preferred to 1 Least Preferred)

- a. Time Saving ( )
- b. Cost saving ( )
- c. Special offers ( )
- d. Convenience ( )
- e. More comparative options ( )
- f. Availability of product information ( )
- g. Can get product reviews ( )

**18 A. State the level of your agreement with the following statements which study Different**

Factors you consider while buying electronic goods through e-tailing \*

Rate the factor from the scale given below by encircling the appropriate option:

Sl. No.	Factors affecting E-tailing	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Accessibility to web	5	4	3	2	1
2	Cost savings	5	4	3	2	1

3	Reliability	5	4	3	2	1
4	Timely Delivery	5	4	3	2	1
5	Variety of Goods	5	4	3	2	1
6	Trustworthiness of websites	5	4	3	2	1
7	Discounts & offers	5	4	3	2	1
8	Option of return/ replacement if not satisfied	5	4	3	2	1

**B. Kindly give appropriate rating according to you for the statements given below for shopping online of Electronic Goods\***

Rate the factor from the scale given below by choosing the appropriate option:

Sl. No.	Description of the E-tailing	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Web portals were user friendly in designed	5	4	3	2	1
2	The products on web were cost effective	5	4	3	2	1
3	The product was delivered in time	5	4	3	2	1
4	The web portals provide various brands to choose.	5	4	3	2	1
5	E-retailer gave good offers & discounting schemes while purchasing	5	4	3	2	1
6	Cash on delivery is my preferred option over other options like Credit Cards/Net Banking etc.	5	4	3	2	1
7	I am afraid of cyber threat while shopping online	5	4	3	2	1
8	Though I wanted to buy online, I abandoned half way, due to delay in processing my transaction	5	4	3	2	2

**19 Kindly give appropriate rating according to you for the statements given below for shopping online of Electronic Goods for E-tailing issues for De shop/ exchange/ return issues\***

Rate the factor from the scale given below by encircling the appropriate option:

Sl. No.	Description of the E-tailing	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
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1	Many times I have planned and returned the goods before using them	5	4	3	2	1
2	Many times I have planned and returned the goods After using them	5	4	3	2	1
3	The goods were damaged/used/ rigged	5	4	3	2	1
4	I returned the product due to late delivery	5	4	3	2	1
5	I always keep upgrading my delivery address and notify to e-retailer	5	4	3	2	1
6	I returned my product due to wrong size, colour or texture	5	4	3	2	1
7	I returned my product due to semi quality/ substandard good	5	4	3	2	1
8	I prefer to visit physical store for reviewing the product quality	5	4	3	2	1
9	The E-retailer helped me out in exchanging the wrong product in time	5	4	3	2	1
10	I was forced to return the product due to transaction error	5	4	3	2	1

**20 Kindly give appropriate rating according to you for the statements given below for shopping online of Electronic Goods for Store Atmospherics v/s Digital Atmospherics\***

Rate the factor from the scale given below by encircling the appropriate option:

Sl. No.	Description of the Store Atmospherics v/s Digital Atmospherics	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Retail Atmospherics have a high impact on consumer shopping in physical stores in comparison with e-stores	5	4	3	2	1
2	I hesitate to shop online due to no touch and feel of product	5	4	3	2	1
3	I prefer store shopping over Digital due to store	5	4	3	2	1

	personnel assistance /escorting					
4	I prefer store retailing upon digital stores due to big structure, good ambience, colour, Aroma, music etc	5	4	3	2	1
5	I prefer Online store as company provides coupons& Promo codes to shop	5	4	3	2	1
6	I visit store for delighted shopping and to have leisure time	5	4	3	2	1
7	I am influenced by company of friend or family while doing digital purchase	5	4	3	2	1
8	I am having many options to shop that keeps me engaged while online shopping	5	4	3	2	1
9	I am aware of Language options in Digital shopping.	5	4	3	2	1
10	Online Reviews are informative in nature	5	4	3	2	1

**21 Kindly give an appropriate rating according to you for the statements given below for shopping online of Electronic Goods for influence of social media and online Reviews\***

Rate the factor from the scale given below by encircling the appropriate option:

Sl. No.	Description of the factors influenced by social media and online reviews	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The Verbal reviews from social media platforms (like YouTube, Facebook, WhatsApp etc.) are more informative while shopping for Electronic Goods	5	4	3	2	1
2	The Written reviews on shopping websites are more informative while shopping online for Electronic Goods	5	4	3	2	1

3	The social groups influence the online buying behaviour of an individual) for electronic goods	5	4	3	2	1
4	The advertisements on different social media platforms persuade the customer towards online purchase of electronic goods.	5	4	3	2	1
5	The intensive product research on social media platforms is essential to compare the product attributes	5	4	3	2	1
6	Information provided by social media as per past search criteria is decision-driven	5	4	3	2	1
7	The information provided by social media as per my past search criteria is trustworthy	5	4	3	2	1
8	You have been breached by the content provided by the social media as per my past search criteria	5	4	3	2	1

**22 Please give your valuable suggestions for making e-tailing success in India.**

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Name of Respondent\*:

Date of Response\*:

Contact Number/ Mail Id:

Signature\*:

## **APPENDIX-II**

### **LIST OF PUBLICATIONS**

#### **PUBLICATIONS AND PRESENTATIONS BY THE SCHOLAR IN THE RESEARCH AREA.**

1. Rohin Bhatnagar and Rumna Bhattacharya (2023), An Empirical Study of Consumer Buying Behaviour Through Online Shopping of Electronic Goods, International Journal of Electronic Finance (IJEf), Vol. XX, No. XX, pp. XX-XX, Scopus Indexed.
2. Rohin Bhatnagar, Adesh Tete, Rumna Bhattacharya and Ratna Sinha (2018), E-tailing through Social Media- A cyber Security threat to Indian E-Commerce, IUJ Journal of Management, Vol. 6, No. 1, pp. 1-3.
3. Rohin Bhatnagar and Rumna Bhattacharya (2019), Augmented Intelligence in E-tailing”- Future of Disruption in Consumer behaviour through Smartphone shopping, Book Chapter titled Trends in Commerce Management and IT, Organized by R. R. Institution Bangalore, ESN Publications Kalloorani Tamilnadu. pp. 161-170. ISBN: 978-81-936845-1-1.
4. Rohin Bhatnagar and Ratna Sinha (2017), De Shopping in E-tailing”- An outcome of poor Corporate Governance of Indian E-commerce, International Conference Fusion 2017, Organized by IFIM College- Bengaluru, Book Chapter titled Emerging Trends in Governance for Sustainable Growth. Pp. 78-81. ISBN: 978-81-909750-0-1.

### APPENDIX-III

#### FOCUS GROUP DISCUSSIONS

Question	Expert Response/Recommendation	Relation to our Research
What effect has the expansion of e-commerce platforms had on Bangalore consumers' decision-making regarding the purchase of devices and electronics?	In the use of e-tailing platforms, Bangalore residents can quickly research, evaluate, and purchase electrical products from the comfort of their homes. Online stores provide a plethora of information on products, specifications, and customer reviews. Because e-commerce is so competitive, it often leads to lower costs and more enticing deals.	E-commerce sites frequently offer effective delivery services and a variety of flexible payment alternatives.
Which characteristics of online electronics shopping are most important to Bangalore customers, and how are these aspects distinct from traditional retail channels?	One of the primary motivators is the simplicity of use that online platforms offer. Online stores include thorough product information, technical specifications, and customer reviews. Online stores usually provide regular sales in addition to affordable costs. Safe online transactions and a range of payment options are crucial for clients in Bangalore.	Consumers rely heavily on user reviews and suggestions found on e-commerce websites while making decisions.
What impact do perceived risks and trust have on Bangalore consumers' opinions about e-tailing platforms when they purchase electronics?	Bangalorean customers place a premium on the reputation and dependability of an e-tailing platform. There exists a substantial correlation between trust and the impression of security in online transactions. Positive customer reviews and feedback play a major role in building trust.	One way to address perceived hazards is through return and refund procedures that are fair and transparent.
What effect does the availability of data and reviews on e-tailing platforms have on Bangalore consumers' processes for evaluating products and making decisions about electronic goods?	nowadays, consumers can find a plethora of information about electronic products, including specs and user opinions. Customer reviews are essential for establishing credibility. Customers can readily compare products thanks to e-commerce platforms. Customers may give preference to evaluations written by other Bangalore residents in the context of Bangalore.	Reviews put providers under pressure to continue providing high-quality services and satisfying customers.
What factors influence people's purchase of electronics and gadgets online? How is this influenced by Bangalore's unique cultural and regional characteristics? If so, how does Bangalore differ from other Indian or foreign cities in this regard?	Bangalore is commonly referred to as the Silicon Valley of India due to its high concentration of tech workers and vast population of tech-savvy individuals. This group's selections and preferences in the e-tailing sector may be influenced by their increased taste for the newest gadgets and cutting-edge technology.	Marketing plans and advertisements might need to be modified to better appeal to Bangaloreans' linguistic and cultural preferences.