

AN EMPIRICAL STUDY ON THE IMPACT OF ONLINE MARKETING ON CONSUMER BEHAVIOUR IN BANGALORE

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Abstract

Technological advancements have led to increased internet usage among consumers, allowing businesses to promote products and services online. As consumers prefer online shopping, understanding these decisions is crucial. This paper examines the models that influence consumer purchasing decisions in online shopping, utilizing quantitative data from surveys and secondary sources. The study found that security significantly influences consumer purchasing decisions, while convenience, time-saving, and website design indirectly impact these decisions using SPSS regression analysis. This study examines the impact of Online Marketing on consumer behaviour in Bangalore City, focusing on a few key factors. The study explores how convenience, time-saving, website design, and security influence consumer purchasing decisions, highlighting faith, usability, enjoyment, and demographic factors influencing these decisions for businesses and marketers. This study contributes to social change through online shopping, as marketers introduce new changes and increase market opportunities. This paper compares consumer willingness to buy online with factors affecting behaviour, not just demographic factors like monthly income, as suggested by other researchers.

Keywords

Online Marketing, Consumer Behaviour, Regression Analysis, Convenience, Time-Saving, Security and Website Design

Introduction

Online Marketing is crucial in today's digitally-driven world due to technological advancements. It promotes and sells goods and services online, reaching a wider audience and being more cost-efficient and time-efficient than traditional marketing. It

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is essential for all business categories, regardless of size. Online Marketing and consumer behaviour play a significant role in forecasting consumer behaviour and decision-making to forecast product demand and make changes to achieve their target market. The five models influencing consumer behaviour in online marketing are usability, information availability, fulfilment, safety, and proper use of details to compare products and services.

Review of Literature

Consumer behaviour issues on social media networks, focusing on e-commerce relationships, identifying eight categories of consumer behaviour in online marketing. Consumer perceptions of online marketing in Aizawl, reveal a trend among 18-33-year-olds, with online shopping occurring once a year or every five months. Firms can increase product quality and satisfaction to gain more profits by improving product satisfaction. Women engage more in e-commerce compared to men, highlighting the relationship between gender and online interactivity. . Consumers around the age group 25-29 years purchase more online because of convenience and home delivery. Usability is a crucial factor in online shopping for the impact on consumer behaviour. . Consumer behaviour is unaffected by usability and enjoyment but unfavourably affected by perceived risk. Time-saving and convenience are the pros of online shopping and incorrect valuation of products are considered to be its cons. . Perceived risk and faith impact consumer behaviour. Digital media plays an important role in consumer purchasing behaviour who desires to buy a car specifying its details, comparative details, and features when compared to TV ads and prints. The usability and reliability and the internet can convey information economically as important factors for online shopping. Social media boosts sales through brand loyalty helps to interact with customers and helps to reach a large number of consumers. Brand has an impact on consumer behaviour and strong communication with consumers helps in product development and customer loyalty.

Managers should focus on past and present data to forecast the future to compare the reasons for changes for both consumers and business firms and show that trust building is more important in consumer Behaviour.

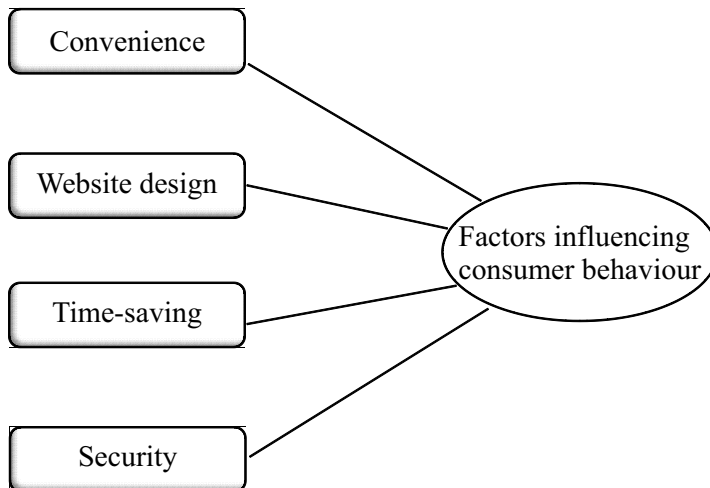
Consumers are aware of Online Marketing and prefer online purchases. Consumers are aware of the need for improved ads and product delivery in remote areas.

Problem Statement

Consumers increasingly prefer online shopping over traditional shopping due to its convenience and time-saving nature. Studying online shopping's impact on future generations is crucial for marketers, researchers, and businesses to understand consumer preferences and lead the market position.

Model Development

Figure 1: Factors Influencing Consumer Behaviour



Source: (Tirpude-2022)

Objectives

- To analyse the relationship and impact of convenience on consumer behaviour.
- To analyse the relationship and impact of Website design on consumer behaviour.
- To analyse the relationship and impact of time-saving on consumer behaviour.
- To analyse the relationship and impact of Security on consumer behaviour.

Research Methodology

Table 1: Demographic Profile of Respondents

Variable	Frequencies
Gender	
Female	53
Male	47
Age	
18-24	63
24-32	11
32-40	21
Above 40	5

Source: Computed from Primary Data

A survey was conducted in Bangalore to understand the impact of Online Marketing on consumers' purchasing decisions. A simple random sampling technique was used, with a sample of 100 respondents aged 18-24, 21-32, 32-40, and above 40 years was used. Primary and secondary data were collected to identify research gaps and compare previous information. Regression analysis was used for Google Forms surveys, and tabular representation was used to make the facts more understandable for the government, public, and researchers.

Hypotheses

Model 1: Convenience

- H_0 : Convenience directly and significantly impacts consumer purchasing decisions.
- H_1 : Convenience has an indirect and insignificant impact on consumer purchasing decisions.

Model 2: Website Design

H₀: Website design directly and significantly impacts consumer purchasing decisions.

H₁: Website design has an indirect and insignificant impact on consumer purchasing decisions.

Model 3: Time Saving

H₀: Time-saving directly and significantly impacts consumer purchasing decisions.

H₁: Time-saving has an indirect and insignificant impact on consumer purchasing decisions.

Model 4: Security

H₀: Security directly and significantly impacts consumer purchasing decisions.

H₁: Security has an indirect and insignificant impact on consumer purchasing decisions.

Analysis

Table 2: Survey from the Respondents

Items	Strongly agree	Agree	Un certain	Dis agree	Strongly disagree
CONVENIENCE	Frequencies				
I receive my package on time	22	51	22	3	2
Comprehensive information is available.	15	56	17	11	1
I get 24 hours a day service	37	34	15	12	2
Choosing and comparing a product is easier	23	49	20	7	1
WEBSITE DESIGN	Frequencies				
Website layout helps to identify products easily	24	45	13	15	3
Prefer to choose a website that provides safety, control, and access	37	40	11	12	0
Website design helps to search and select the product	24	50	13	11	2
Gaining website knowledge before purchasing reduces the risk	33	48	9	9	1
I purchase from a website that provides reliable details	39	41	11	7	2

TIME-SAVING	Frequencies				
Takes less time to purchase online	28	40	18	8	6
No waste of time	19	39	21	16	5
Takes less time to select a product	21	40	19	16	4
SECURITY	Frequencies				
I feel safe and secure while shopping online	16	35	34	9	6
Digital shopping protects my security	12	40	35	8	5
I like to shop digital from a reputable website	36	42	14	6	2

Source: Computed from Primary Data

Table 3: Variation in Consumer Behaviour Explained by the Independent Variables

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.376 ^a	0.141	0.105	0.186
a. Predictors: (Constant), Security, Convenience, Website Design, Time Saving				

Source: Computed from Primary Data

The coefficient of determination (R) indicates the variance in consumer behaviour by independent variables, with a value of 0.376, indicating 37.6% variance. The square of the R indicates 14.1% of the variance, while the adjusted R square accounts for 10.5% of the variance. The standard error of the estimates indicates the model's fit to the data, with a value of 0.186.

Table 4: Variance in a Dependent Variable from Regression and Residual

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.543	4	0.136	3.914	0.006 ^b
	Residual	3.297	95	0.035		
	Total	3.840	99			
a. Dependent Variable: Consumer behaviour						
b. Predictors: (Constant), Security, Convenience, Website design, Timesaving						

Source: Computed from Primary Data

The regression sum of squares indicates the model's fit, with a value of 0.543. The residual sum of squares reveals the unexplained variation in consumer behaviour, with a value of 3.297. The total sum of squares represents the total variance of consumer behaviour, with a value of 3.840. The F- statistic indicates the model's significance, with a value of 3.914, indicating that at least one predictor significantly influences consumer behaviour.

Table 5: Shows the Impact of each Predictor on Consumer Behaviour

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.848	0.079		10.753	.000
	Convenience	0.021	0.034	0.066	-.610	.543
	Website design	0.009	0.030	0.035	-.304	.762
	Timesaving	0.023	0.026	0.101	.870	.386
	Security	0.085	0.029	0.344	2.954	.004
a. Dependent Variable: Consumer behaviour						

Source: Computed from Primary Data

The study reveals that consumer behaviour is significantly different from zero, with a constant value of 0.848. Convenience has a negative coefficient (0.543), website design has a negative coefficient (0.762), time-saving has a positive coefficient (0.386), and security has a positive coefficient (0.004). These results suggest that convenience, website design, time-saving, and security have different impacts on consumer behaviour. However, the impact of convenience, website design, time-saving, and security is not statistically significant.

Table 6: Output

Hypotheses	Independent Variable	to	Dependent Variable	R ²	Beta Coefficient	t-value	Sig value	Status
H1	Convenience		Consumer behaviour	0.141	0.066	0.610	0.543	Rejected
H2	Website design		Consumer behaviour	0.141	0.035	0.304	0.762	Rejected
H3	Time-saving		Consumer behaviour	0.141	0.101	0.870	0.386	Rejected
H4	Security		Consumer behaviour	0.141	0.344	2.954	0.004	Accepted

Source: Computed from Primary Data

Findings

The study reveals that convenience, website design, and time-saving have a minimal impact on consumer behaviour, contrary to previous research which found these factors to be significant. The study's findings contradict these previous findings. To understand consumer behaviour, convenience plays a key role in marketing theory (Kelley, 1958). The impact of website design on consumer behaviour is a significant part and there is a need to analyse based on colour, aesthetics, and usability (Sinha, Fukey, & Likitha S, 2020). Consumer behaviour depends on time-saving, price-saving, and experience and plays a significant role (Giningroem, Setyawati, & Wijayanti, 2022). Consumer security is a more important factor in consumer behaviour in online shopping (Aboobucker, 2019).

Limitations

This study deals with Online Marketing which impacts consumers' behaviour only in Bangalore City. Only a few factors that affect consumer behaviour have been studied in this paper.

Further Study

This study, targeting Bangalore, lacks scope for other cities and requires further research and exploration of other factors influencing consumer behaviour, requiring further investigation.

Conclusion

From the above study, only 14.1% are affected by the factors of convenience, website design, time-saving, and security, the remaining 85.9% are affected by other factors. It shows that security has a significant impact on consumer behaviour with a low p-value of 0.004 and a positive standardized coefficient of 0.344. Convenience, website design, and time-saving have an insignificant impact on consumer behaviour with a relatively high p-value and standardized coefficients nearest to zero. From the model, it can be suggested that security impacts consumer behaviour but not the other three factors.

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