Major Research Project on

Change in Buying Behavior by E Commerce

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DECLARATION

I declare that the dissertation entitled "**Change in Buying Behavior by E - Commerce**" submitted by me under the course outline for the award of degree of MBA) is my own work. Any part of the dissertation, if found plagiarized would solely be my own responsibility and does not bear any consequences for the University or any person associated thereof.

The dissertation has not been submitted for any other degree of this University or any other university.

NAME OF STUDENT

CERTIFICATE FROM THE INSTITUTE

This is to certify that the Major Project Research Project Report titled **"Change in Buying Behavior by E – Commerce"** is an original and bonafide work carried out by **Mr.VISHAL** of MBA 2017-19 batch & was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042 in partial fulfillment ofthe requirement for the award of the Degree of **Master of Business Administration.**

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The satisfaction that accompanies the successful completion of any task would be incomplete without the mention of the people who have made this possible.

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I would also like touse this opportunity to express my deep gratitude and a special thanks to my mentor,**AssistantProf. Mr.Mohit benewal**for the unending support, guidance and motivation in the completion of this report.

Sincerely,

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Section -B

EXECUTIVE SUMMARY

The impact of electronic commerce (e-commerce) on procurement, shopping, business collaboration, and customer services as well as on delivery of various services is so dramatic that almost every organization is affected. As the online shopping is getting acceptability, it would be important to know the consumer behavior towards the electronic commerce especially online shopping. In this paper, the perceptions of the consumer regarding the Online Shopping, the level of satisfaction of respondents who are using Online Shopping are studied and, the various barriers for Online Shopping are identified using a small survey. The results of a survey study are given and analyzed. The behavior of consumer towards Online Shopping specially online shopping is discussed.

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INTRODUCTION

1.1 Introduction

The impact of electronic commerce (Online Shopping) on procurement, shopping, business collaboration, and customer services as well as on delivery of various services is so dramatic that almost every organization is affected. Online Shopping is changing all business functional areas and their important tasks, ranging from advertising to paying bills. The nature of competition is also drastically changing, due to new online companies, new business models, and the diversity of EC-related products and services. Electronic Commerce provides unparalleled opportunities for companies to expand worldwide at a small cost, to increase market share, and to reduce costs. In this study the main focus is on the major applications of Electronic Commerce, the issues related to its successful implementation and to its failures, and what services are necessary for its support. Also, this paper will demonstrate the impact of Online Shopping on the various functional areas of organizations. Online Shopping is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the Internet. These business transactions occur business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business.

The benefits of Online Shopping include its around-the-clock availability, the speed of access, a wider selection of goods and services, accessibility, and international reach. Its perceived downsides include sometimes-limited customer service, not being able to see or touch a product prior to purchase, and the necessitated wait time for product shipping. To ensure the security, privacy and effectiveness of Online Shopping, businesses should authenticate business transactions, control access to resources such as web pages for registered or selected users, encrypt communications and implement security technologies such as the Secure Sockets Layer. This study aims to consolidate the major themes that have arisen from the new area of electronic commerce and to provide an understanding of its application and importance to management.

The internet is being developed rapidly since last two decades, and with relevant digital economy that is driven by information technology also being developed worldwide. After a long - term development of internet, which rapidly increased web users and highly speed internet connection, and some new technology also have been developed and used for web

developing, those lead to firms can promote and enhance images of product and services through web site. Therefore, detailed product information and improved service attracts more and more people changed their consumer behavior from the traditional mode to more rely on the internet shopping. On the other hand, more companies have realized that the consumer behavior transformation is unavoidable trend, and thus change their marketing strategy. As the recent researches have indicated that, the internet shopping particularly in business to consumer (B2C) has risen and online shopping become more popular too many people. There are many reasons for such a rapid developing of internet shopping, which mainly due to the benefits that internet provides. First of all, the internet offers different kind of convenience to consumers. Obviously, consumers do not need go out looking for product information as the internet can help them to search from online sites, and it also helps evaluate between each site to get the cheapest price for purchase. Furthermore, the internet can enhance consumer use product more efficiently and effectively than other channels to satisfy their needs. Through the different search engines, consumers save time to access to the consumption related information, and which information with mixture of images, sound, and very detailed text description to help consumer learning and choosing the most suitable product (Moon, 2004).

However, internet shopping has potential risks for the customers, such as payment safety, and after service. Due to the internet technology developed, internet payment recently becomes prevalent way for purchasing goods from the internet. Internet payment increase consumptive efficiency, at the same time, as its virtual property reduced internet security.

The objective of this study is to identify the various factors which influence online shopping. Online shopping is the way through which consumer can purchase goods or services directly by sitting at home. Earlier to shop online consumers generally visit shopping website by sitting in front of desktop or through laptops they can order, which is time taking and sitting in front of desktop is not a full day connectivity. Now day's smart phones play a dynamic role to connect to internet. Now either at office, travelling, home anywhere consumer can be in touch with online shopping sites. It is just because ease of use through internet (T. Ramayah, Joshua Ignatius), whenever he feels free time he can order.

Before launch of Smart phones internet was used only on desktop or laptop, which are fixed at a particular place. Therefore, to use internet any one must sit in front of these. Due to technological up gradation of smart phones and tablet, anyone can easily access the internet

on these devices, it becomes more suitable to surf internet anywhere anytime (Yulihasri, Md. Aminul Islam). Also, people find more convenient time to spend on online shopping. Because of popularity and easy access of net on smart phones, various companies also launce their products through virtual stores.

Traditional shopping has some limitations like- fix timing for customers to spend in market, if product is not selected at one shop then it is time consuming to search it various shops in the market. But at online shopping lots of varieties are available at a single click. Also, consumer cannot shop product late night after office hours. But online shopping provides consumer the 24-hour facility to shop. Also, if a person travels to one place to other he can utilize its time to shop.

Introduction of 4 G technology make faster the speed of internet, which make faster availability of net surfing. Now consumer can select various shopping sites at a particular time. Before 4 G speed the transaction in banking services was slow and somehow interrupted. Which cause failure of transactions therefore consumer hesitates to purchase online. Now a day's online banking is more secured and safer therefore consumer feel secured and safe in online transactions. (Wu, J. H., & Wang, S. C., 2005)

1.2 Online Shopping Strategy

Online Shopping Law - In addition to having a strong business strategy, it's important to have a basic understanding of Online Shopping law. Online sellers, particularly those selling internationally or across state lines, face different legal and financial considerations, especially in regard to privacy, security, copyright and taxation. There are also online advertising laws that protect consumer privacy and ensure truthful marketing practices online. As an Online Shopping business, online advertising is a major part of your strategy. Over the past decade, federal and state governments have passed new online advertising laws. As you expand into online marketing, it is important to be familiar with these. In addition to protecting consumers from data leaks and misleading online advertising, digital works are also protected on the Internet via the Digital Millennium Copyright Act (DMCA). There are a number of provisions that Online Shopping businesses need to be aware of, including copyright infringement liability and a service provider's responsibilities.

Marketing Strategies for Online Shopping Marketing - Global competitive forces have compelled firms to design adaptive strategies. Out of the innumerable activities which a firm indulges in marketing as a process determines the expectations of a product's success or failure. Marketing theory was first presented by credit for placing the market research foundation. There is 4P's which exists and they are theory of place, price, promotion and product according to author. No critics have argued on the marketing mix theory but there is a possibility of a support tool which can recognize the difficulties implicated in the theory of the marketing mix. An efficient tool for obtaining the set prospect and goals from marketing is marketing communications and is used by personal marketing, advertisements, direct marketing, sales promotions, public relations managers, etc.

1.3 Difference between Online / Offline Stores

Even the internet shopping has been rapidly developed, especially in consumer goods industry, but there still have a big difference between traditional and online consumer shopping. Referred to sales in the Indian consumer goods industry, the online sales occupied at a very low percentage rate. That could be caused by many reasons, but the most importance is the advantages exist in both traditional shops and online market; both of them have specific characteristics. For example, the traditional seller can provide convenience in parking and shopping, it allows customers come to read and check the quality of goods before they purchase, and the after service is more directly to customers. However, the traditional store has limited number of goods, and the selling cost is higher than online store. By comparison, we can find out the limitations of traditional store are more likely as the advantages of online store, in contrast, the weakness of online store is also seeming as the advantages of traditional store. It is clear from the overview of internet and internet shopping development that e-commerce is being used in many corporations due to the dramatic development of technology and competitive advantages of web selling. Moreover, the expansions of the usage by individuals also become main contributors to the development of internet shopping. Relatively few studies have investigated in the internet shopping and impact on consumer behavior. The previous studies are more focus on the marker's point of view, such as how to establish a more efficient marketing channel online rather than the traditional offline channel. Therefore, this research will combines with previous studies from literature reviews, and focus on the impact of the internet shopping on consumer behaviors to find out a comprehensive analytical framework which showing the essential ingredient of marketing and business to satisfying the consumer's needs, and a deeply understanding of

online consumer behavior as a reference for any ecommerce company to make marketing strategies.

1.4 Impact of Internet on Consumer Behavior

The influences on consumer behavior are often made between external and internal factors. External factors are come from the environmental conditions, and internal factors are usually from the consumer's mind. There are many factors could influence consumer's behaviors. According to Warner, the external influences could divide into five sectors: Demographics, socio-economics, technology and public policy; culture; sub-culture; reference groups; and marketing. The internal influences are variety of psychological processes, which include attitudes, learning, perception, motivation, self - image, and semiotics (Malcolm). In addition to these, Sheth (1983) also suggested that the consumers have two types of motives while shopping, which are functional and non-functional. The functional motives are mostly about the time, shopping place and consumer's needs, which could be like one-stop shopping to save time, the environmental of shopping place such as free parking place, lower cost of products and available to choose from widely range of products. The non-functional motives are more related with culture or social values, such as the brand name of the store.

The traditional shopping is simply about the customer to purchase their needs. This behavior will be influenced by the seller's advertising and promotion which attracts customers goes there and purchase goods, afterwards a part of new products will be taken home and be used.

Internet Shopping – Internet shopping and traditional shopping are sharing many similarities, at the same time, it still exists some differences between them, such as the Internet shopping could provide convenience and interactive services (Jarvanpaa and Todd, 1997), and the traditional shopping could give customers more comfortable shopping environment and good quality of products (Lee and Chung, 2000). Both aspect of shopping malls are trying to improving their services by learn commutatively from each other, such as traditional shopping malls provide more parking spaces, more counters, and closer to residential area in order to improve services in convenience; Internet shopping malls adopt virtual reality (Lee, 2001) and 3D techniques (Miller, 2000) to improve the presentation of products.

Convenience - Internet provides a big convenience for shopper as the main reason for the shopping online has been agreed by most of researcher and customers (Wolhandler, 1999).

Due to the feature of Internet, it allows customer to shopping online anytime and anywhere, which means customer can browse and shopping online 24-hours a day, 7 days a week from home or office, which attracts some time-starved shoppers come to Internet for save time to searching products in physical store. Additionally, Internet offers some good ways to save money and time. For example, shoppers do not need go out to the physical store and thus there is no transportation cost. Compare with the traditional shopping, there is no waiting line for shoppers on the Internet, and some shoppers reported that they feel pressure from the sales people sometimes, but Internet offers them more enjoyable while shopping online (Wolhandler, 1999; GVU's WWW 9th User Surveys, 1998).

Technology - The convenience based on Internet is mainly according to the technology development, and which plays a key role during the development of Internet shopping. In the last decade, organizations have realized that the new technology could impact on Internet shopping deeply, and thus there are many important technologies like virtual reality and 3D techniques have adopted to gain big competitive advantages (Clark, 1989). Information technology has used in the form of the Internet improved better quality of product information, which help shopper's decision making (White, 1997). Through the wide range of surveys about the Internet use, the growth of Internet and the rate of growth of Internet usage have been rapid increased in the last decade. According to the BMRB International (2004) and GVU's WWW 9th User Surveys (1998), the number of Internet users in Great Britain has increased to 22.7 million among 48.4% of the adult population, and about 53% of Internet users have reported that shopping is a primary use of the Web.

Moreover, a statistical report on the Internet Development in China from CNNIC (China Internet Network Information Centre) have released in July 2006. From this report, in the aspect of Internet shopping, there are 30 million users often shopping online, and near 1/4 Internet users have online shopping experience. Both surveys show that more and more Internet users prefer online payment while they shopping, thus the security of online payment certainly will become a significant factor to influence the Internet shopping.

1.5 Consumer Trust in Internet Shopping
Mayer, Davis, and Schoorman (1995) defined trust as, "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that

other party" (p.712) (Cheung and Lee, 2006). This definition is widely recognized and the most frequently cited (Rousseau, Sitkin, Burt, & Camerer,).

An Integrative Model of Consumer Trust in Internet Shopping
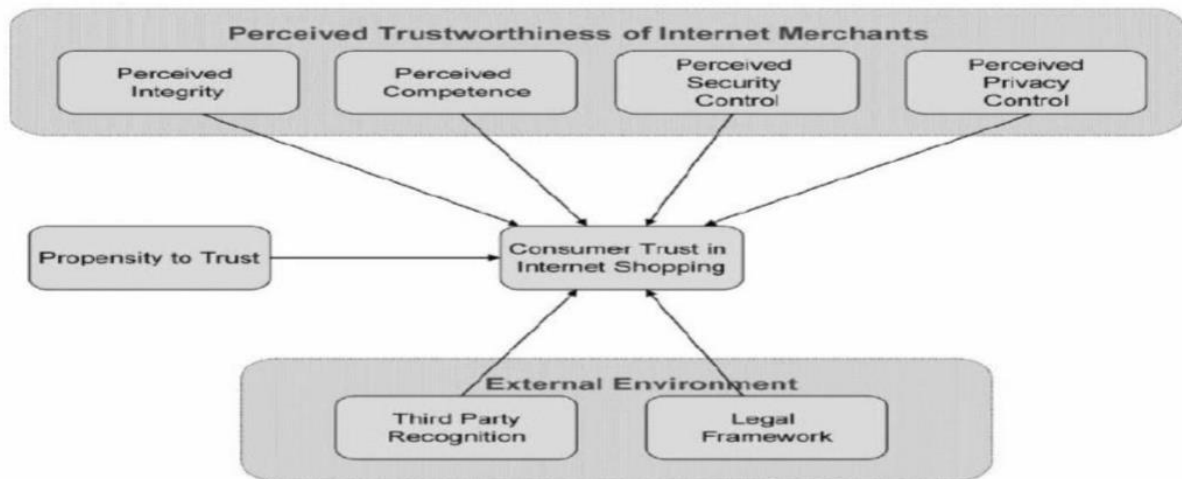
People purchase products and services are the most based on their level of trust in this product or services, and sellers either in the physical store or online shops. Online trust is the basic and essential element for building a relationship with customers. A present research shows that online trust is lower level than the face-to-face interactions in the physical store (Cassell and Bickmore, 2000), and the result from Cheung and Lee (2006) shows that trustworthiness of Internet merchant (perceived integrity, perceived competence, and perceived security control) and external environment (third-party recognition and legal framework) have considerable impact on consumer trust in Internet shopping (see figure 1). The trustworthiness of E-commerce web site is very relying on the how much privacy security can be provided. For example, a highly technical competence can be a factor to influence the trustworthiness (Singh and Sir Deshmukh, 2000). As mentioned above that the web merchant can provide third-party verification to E-commerce web site, and while this privacy and security strategies are used, customers will think their E-commerce transactions through Internet are secure and thus the site is more reliable to them. Beside this point, if the Ecommerce web site can provide the information about their customer services, location of the office, contact telephone number, and a help button on the web site, customers could also increase their trustiness as they can feel that the online retailers is truly exist (Lohse and Spiller, 1998).

1.6 Consumer Behavior

Buying behavior of consumers in India his changing and education, age, income, economic scenario, media and technology is playing a predominant role in shaping the way people shop. Indian consumer today is more educated. The fact that a large chunk of these customers are youth is changing the way people are shopping and this has a direct implication on various aspects of shopping such as the choice of brands. The Indian retail industry is presently one of the world's top five retail markets in terms of economic value and the industry is experiencing exponential growth, with retail development taking place not just in major cities and metros, but also in smaller towns.

According to a report, rapid urbanization and lifestyle changes have increased time-starved consumers exponentially and the segment that values convenience has grown. Buying behavior of BoP (bottom of the pyramid) consumers who have an average household income below Rs 1,00,000 a year has also changed thanks to impact of government schemes. The segment, however, still remains largely untapped, and local influencers seem to determine the purchasing habits when it comes to the BoP segment in small cities. The youth constitutes a considerable proportion of the online users, and growth in online retail has been driven by increased value consciousness, small city aspirations and growing importance of convenience. Retailers are focusing on satisfaction on key service parameters and loyalty, which can be driven by strengthening front end operations.

Though high-end segments such as apparel and consumer electronics dominate the online retail segment, new segments are increasingly gaining popularity. The growth of categories such as grocery retailing can be attributed to a mix of increasing comfort with trying new 'non - traditional' categories coupled with improved value. Urban markets, which refers to locations apart from top tier cities that are vastly untapped, are home to the majority of the Indian market and consists of a large number of heterogonous sub-groups that remain largely underserved and are characterized by increased brand consciousness. The urban segment has consumers adopting newer channels of purchase to overcome inherent purchase barriers. Online players have also stepped in to fill the demand-supply gap created by the lack of physical stores in these cities.

With growing brand awareness, consumers today are bewildered with the product brands as well as e-commerce sites. Not much of literature is present to understand the impact of these

various e-commerce sites on the selling of various products therefore the present study is designed to understand the factors affecting buying behavior of the e-commerce customers and the role of branding of e-commerce sites in obtaining large sales volumes.

1.7 Rational of Study

To study the perception of the customer regarding the Online Shopping, the level of satisfaction of respondents who are using Online Shopping, to identify the various barriers for Online Shopping, to identify is Online Shopping beneficial to customers and on what factor. This study includes the respondents who have purchased at least one time by Electronic Commerce. The study attempts to analyze the effect of demographic, socioeconomic and psychological factor on the buying behavior of the customer. The research aims also to find out the customer's preference towards the Online Shopping. This study shall attempt to explore the relationship between various variable that affect the buying behavior of the customer towards the Online Shopping.

1.8 Background of Study

Online shopping is becoming a suitable way to make all your purchases, whether you're at home in office, or in a different country. This is especially true for developed countries, where every store has its website you can buy from. You can easily convey about the promotions like cash on delivery and special discounts on online purchases. This trend to shop online with the comfort of your own couch has recently been taken up in the Asian region as well, especially in India. India seems to have adopted the trend much faster as compared to other Asian country. They have multiple fashion, furniture and food websites, along with the commonly known companies, such as Amazon and Ebay.

For India, however, the adoption of such trends has been more difficult. People usually don't trust the products being displayed in front of them. As a result, we can't expect them to buy online and be satisfied with it. However, the youth of India is open-minded and has slowly embraced online shopping, even if it's ordering food online. People, in India, have been victims of scams both online and on mobile applications, so it's understandable why they look suspiciously at such an activity. This recent trend have led researchers to believe that age isn't the only factor causing the youth to turn towards online shopping. Other factors are also involved in making online shopping one of the fastest growing markets in India, which is greatly helping the IT industry in India to flourish. This research study will try to reveal such factors.

1.9 Problem Formulation

Many people are willing to adopt online shopping as well as not willing to do so. This study figures out the reasons behind people willing to change consumer-buying behavior so that they can be convinced towards buying online. It will help the online shopping websites and applications by highlighting the key areas that can be focused onto make the transition easier and safer for the customers.

1.10 Dissertation

The dissertation is divided into five different parts and its specifications have been explained below:

Introduction – The first chapter is introduction which provide a detailed overview of the project undertaken and introductory information of project. This part also covers the information regarding consumer behavior on online shopping.

Literature Review – Literature review is the second and longest chapter which explain about the other similar studies being undertaken by previous authors but have significant impact on current study too.

Research Methodology – This is third chapter which covers the information regarding the method of research being employed while conducting the research and data analysis.

Data Analysis – Data analysis is fourth and most important part of study as this explain the actual crux of the study on basis of statistical calculation.

Conclusion – Conclusion is the last and important chapter which conclude and summarise the entire study.

LITERATURE REVIEW

2.1 Literature Review

It has been established that the consumer buying behavior is the outcome of the needs and wants of the consumer and they purchase to satisfy these needs and wants. Although it sounds simple and clear, these needs can be various depending on the personal factors such as age, psychology and personality. Also there are some other external factors which are broad and beyond the control of the consumer.

A number of researches have been carried out by academics and scholars on identifying and analysing those factors affecting the consumers" buying behavior and as a result, various types of factors have been identified. These factors have been classified into different types and categories in different ways by different authors. For instance, Wiedermann et al (2007) classified them into internal and external factor. On the other hand, Winer (2009) divided them into social, personal and psychological factors. Despite the fact that they have been classified into different groups by different authors they are similar in scope and purpose (Rao, 2007).

A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers. Consumer is the study "of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires" (Solomon 1995, 7). In the marketing context, the term „consumer " refers not only to the act of purchase itself, but also to patterns of aggregate buying which include pre-purchase and post-purchase activities. Pre-purchase activity might consist of the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it. Post-purchase activities include the evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently-bought items. Each of these has implications for purchase and repurchase and they are amenable in differing degrees to marketer influence (Foxall 1987). Engel, et al. (1986, 5) define consumer behavior as "those acts of individuals directly involved in obtaining, using and disposing of economic goods and services, including the decision

processes that precede and determine these acts". Simple observation provides limited insight into the complex nature of consumer choice and researchers have increasingly sought the more sophisticated concepts and methods of investigation provided by behavioural sciences in order to understand, predict, and possibly control consumer behavior more effectively.

The topic of consumer behavior is one of the massively studied topics by the researchers Psychology, social psychology, and sociology are the disciplines most widely employed in this Endeavour which has become a substantial academic industry in its own right. This paper presents a review of the literature, in the field of consumer buying behavior. It is worth noting that consumer buying behavior is studied as a part of the marketing and its main objective it to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions (Kotler and Keller, 2012).

One of such studies of consumer buying behavior has been conducted by Acebron et al (2000). The aim of the study was to analyze the impact of previous experience on buying behavior of fresh foods, particularly mussels. In their studies the authors used structural equation model in order to identify the relationship between the habits and previous experience on the consumer buying decision. Their findings show that personal habits and previous experience on of the consumers have a direct impact on the consumers" purchase decision in the example of purchasing fresh mussels. They also found that the image of the product has a crucial impact on the purchasing decision of the consumer and further recommended that the product image should continuously be improved in order to encourage the consumers towards purchasing.

Another study conducted by Variawa (2010) analysed the influence of packaging on consumer decision making process for Fast Moving Consumer Goods. The aim of the research was to analyze the impact of packaging for decision making processes of low-income consumers in retail shopping. A survey method has been used in order to reach the research objectives. In a survey conducted in Star Hyper in the town of Centerville 250 respondents participated. The findings of the research indicate that low-income consumers have more preferences towards premium packaging as this can also be re-used after the product has been consumed. Although the findings indicate that there is a weak relationship between the product packaging and brand experience. However, it has been proven by the

findings of the research that low-income consumers have greater brand experience from the purchase of "premium" products when compared to their experience from purchasing "cheap" brand products.

Lee (2005) carried out study to learn the five stages of consumer decision making process in the example of China. The researcher focuses on the facts that affect the consumer decision making process on purchasing imported health food products, in particular demographic effects such as gender, education, income and marital status. The author employed questionnaire method in order to reach the objectives of the research. Analysis of five stages of consumer decision making process indicate that impact of family members on the consumer decision making process of purchasing imported health food products was significant.

There are many studies coming these days on the consumer adoption model in m-commerce. A study conducted by Malik, Kumara and Srivastava (2013) in India revealed that perceived usefulness and ease of use significantly affect acceptance of m-commerce while perceived financial risk adversely impacts the acceptance of m-commerce by consumers. Alain Yee-Loong Chong (2013) examined Chinese consumer's m-commerce continuance usage intentions by extending the Expectations- Confirmation Model (ECM). Additional variables such as perceived ease of use, perceived enjoyment, trust and perceived cost were added to the traditional ECM. Satisfaction, perceived usefulness, perceived ease of use, perceived enjoyment, perceived cost and trust have significant influence on consumer's m-commerce continuance intentions. Jih (2007) examined the relationship between perceived convenience and shopping intention of college students in Taiwan and established a significant relationship between the two constructs, and a positive effect of convenience perception on shopping intention. Alkhunaizan and Love (2013) in their research analyzed effect of demographical factors (gender, age, education level) influence on mobile commerce usage in Saudi Arabia. Findings of the study indicated that age affect statistically significant on the actual usage while gender and education level do not have impact on the mobile commerce actual usage. In contrast, Park et al. (2007) found moderating factors such as gender and education level to have a significant influence but interestingly, internet usage experience found to have no significant effect on m-commerce adoption.

Mohamed Khalifa, Sammi K. N. Cheng, Kathy NingShen (2012) proposed a confidence model. The study was an extension of the theory of planned behavior (TPB) by integrating

confidence as a moderator for the relationship between attitude and intention. Furthermore, trial, communication and observation are identified as the sources for confidence with m-commerce and their effects are mediated through exposure.

NorazahMohdSuki (2011) studied factors influencing customer satisfaction and trust in vendors involved in mobile commerce (m-commerce). The results confirmed that users" satisfaction with vendors in m-commerce was not significantly influenced by two antecedents of the vendor's website quality: interactivity and customization, and also two antecedents of mobile technology quality: usefulness and ease-of-use. Meanwhile, users trust towards the vendor in m-commerce is affected by users satisfaction with the vendor.

Je and Myeong-Cheol (2005) studied mobile internet acceptance in Korea by developing an extended version of TAM to better reflect M-internet context. They found that attitude toward mobile internet is the most significant determinant followed by the perceived playfulness and the usefulness to use M-Internet. Further, they established the positive role of the perceived playfulness and the negative role of perceived price level in developing the attitude as well as the intention. Nor Shahriza et al. (2006) in their study explored the utilization of mobile phone services in the educational environment and found positive perceptions towards the application of wireless hand services in the context of library and information services that led to the extensive usage of mobile phones applications among Malaysian students.

Some of the researchers discussed case studies on how mobile commerce has made the life simpler for people. Brady Murphy (2013) discussed a case from Canada. Mobile smartphone usage in Canada has grown by double digits over the last five years, with 48% of Canadians using smartphones in March 2012, up from 33% in 2011. Canadian consumers are taking advantage of new features and functionality on their mobile devices that are meant to save them time, make their lives easier and more enjoyable, and generally, give them a better user experience. Melody Adhami (2012) also talked about a case study in the service sector. He talked about increase of pizza sale by using mobile app. Pizza Pizza was the first Canadian pizza brand to offer mobile delivery and ordering in Canada. The Pizza Pizza application set the bar for mobile ordering standards, not just for pizza, but also for all branded ordering app experiences.

Some of the recent studies are focused on the contribution of m-commerce in service sector like banking etc. Will Jones (2014) conducted study on importance of m-commerce for banks. Their study explores the opportunity that mobile commerce presents for banks and how they can best capitalize on it. With the advantage of consumer trust, extensive data and an increasing Fust screen presence on consumer mobile phones, banks are uniquely positioned to integrate a mobile commerce offer. Doing so successfully involves the right partners and a focus on a great customer experience driven by timely, relevant content: if executed effectively, banks can reap the rewards of not only guarding their position in an increasingly disinter mediated market, but also generating new revenue streams.

Another study by Wisaltingari and Abadir Mohamed Mahmoud (2014) was about evolution of banking technology (BT), electronic banking (e-banking) and mobile banking (m-banking) in Sudan. The study showed that although m-banking is believed to be essential, still the services provided are at an infant stage. It is also found that concerned parties are not fully cooperating. This raises risks and constitutes challenges that hinder full utilization of m-banking in Sudan. Some researchers focused on the technological aspects of m-commerce like security and money transfer etc. HongjiangXu and Jiayun Yang (2012) conducted a study and research focuses on the issues that are related to M-commerce successful implementation, such as integrating the function of business intelligence and information system management to M-commerce, applying businesses process management to M-commerce, and solving the security and privacy issues which could impede M-commerce.

Ayesha Zainudeen, RohanSamarajiva, Nirmali Sivapragasam (2011) however sees m-commerce as heavily dependent on physical infrastructure and other support services which are often unavailable or inaccessible at the bottom of the pyramid (BoP) in developing markets. Taking clues from all these existing studies we have tried to create a theoretical base for our study with reference to Indian consumers.

Online Shopping
Through internet, you can conveniently buy products and services online. In Internet community, online shopping is very popular (Bourlakis et al., 2008). One advantage of Internet shopping is that it provides the consumers with detailed information and multiple choices, so they can compare products and price online. The more the choice and convenience, the easier it is to find online your desired product or service (Butler & Peppard,

1998). It has been observed that online shopping provides more satisfaction to the modern day consumers who are seeking convenience and pace (Yu & Wu, 2007).

Consumer Buying Behavior

"Consumer behavior can be described as the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society". (Kuester, 2012; p. 110)

In 2011, the total global E-commerce sales grew to approximately961 billion USD or 690 billion Euros. An increase of 20% was recorded along with the estimation in 2013, the sales are expected to cross the 1 trillion Euro mark by 2013. Growth is higher in the Asia Pacific Region as compared to more mature markets like US, UK, Japan and Europe etc. In 2011, Asia Pacific Region witnessed ground breaking 130% growth in sales with the highest contribution from China. Online selling is now an essential part of any economy. All over the world, there had been an obvious and increasing trust in consumers towards shopping online. (Aad, 2012)

Pakistan comes second from the bottom in the world's fastest online shopping adoption list. In Pakistan, the social media do not have an effective role in influencing customers for online shopping. Another reason, as proposed by Nielson (2010), is that the people in Pakistan have had negative experience with online shopping in the past. Most people who shop online in Pakistan buy only clothes or hardware online.

Though Internet development has helped bring about an increase in number of online consumers, many people still hesitate due to the concerns related to privacy and personal safety. As online franchise and store become more sophisticated, online shopping continues to mark its existence in the market (Lian& Lin, 2008). This shows that there's now a dramatic revolution in the way people buy products and services (Li, Kuo & Russell, 1999; Shergill & Chen, 2003).

According to Burke (2002), there are four relevant demographic factors that have major impact on three basic determinants of the consumers' attitude towards online shopping. The

four determinants include age, education, gender and income. The basic determinants comprise of "convenience", "worth", and "pleasure".

Trust

Mayer, Davis and Schoorman, in 1995,(p. 709-734) defined trust at first as: "The concept "trust" is defined as the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party."

Mayer, Davis and Schoorman's (1995) study was one of the first and the most popular studies on e-commerce trust and they viewed the main predictors of trust to be intention to take a risk and perception towards the trustee's characteristics. Customers' willingness to buy from online store is greatly affected by consumer's trust in giving their personal particulars and security for paying through credit card online. An easy way, an online seller can reduce the concerns customers have regarding risk is to carry brand name products on their websites. It is also a good idea to have your own brand name, like Amazon (Korgaonkar & Karson, 2007). Holding and also selling products from a brand can improve the trust quotient. The brand name also greatly affects the final buying decision of the customer (Lim & Dubinsky, 2004).

Customer relationships are the most significant factor in maintaining trust while building ecommerce (Kim & Tadisina, 2007). As far as the fear for secure transactions is concerned, it is imperative that online companies ensure that they will never use their customers' private information for any other purposes. This should be mentioned in the privacy policy. It will help the customer have more security regarding their identity. Online stores can even build specially integrated mechanisms that ensure safeguarding of personal information of the consumers and avoid misuse of information and payments through credit card (Prasad &Aryasri, 2009).One of the major factors that are inhibiting online purchasing is the lack of consumers' trust in vendors over the internet (Gefen, Karahanna, & Straub, 2003).

Time

One of the major issues people are dealing with is perceived time pressures. This is defined by Settle and Alreck (1991) as the degree to which an individual finds himself lacking time as relative to the daily tasks of living. This perceived pressure could be rising from two distinct

sources, situational and personal. Most commonly cited reason is situational, and it is also very easy to be identified. People often find that they have their hands full with too much work, too many things that need to be done, and not enough time to be actually able to do them. Such people who perceive a time pressure can and do document their predicament by blaming demands associated with work pressures, family and other affiliations. (Lavin, 1993).

According to Bellman et al., (1999), who studied relationships between demographic, personality characteristics and attitudes towards internet shopping, people who have a more high-tech lifestyle or who interact with the internet on a routine basis are more likely to shop online very frequently. Also people with time constraints prefer the online shopping methods. The greater the pressure and time constraint on a customer, the more they become impatient. This can be an inhibiting factor for online shopping. Shipping, delivery, and other such nuances can take time, and to shop online, consumer must be willing to be patient and wait for his goods to arrive. This requires some planning ahead of time. Even for consumers who shop online regularly, if they don't plan ahead, they are less likely to go for online shopping (Bosnjak et al., 2007).

Product Variety

There is a continuous rise in online shopping in the US and there has been an increasing influence in the total amount of retail sales as well, thus calling for more extensive exploration of spending patterns per person. In order to buy more products online, the products and services that they have already purchased must first satisfy customers. To be able to understand what consumers want in a website, it is important that researchers develop and then validate metrics that can capture the feelings and attitudes of customers that shop online comprehensively. (Straub & Watson, 2001). There are many researchers (Lian & Lin, 2008; Peterson et al., 1997; Bhatnager et al., 2000; Liao & Cheung, 2001) who have insisted that there could be different product types and a diverse range when they are being sold online.

A product factor can be any quality of the product or service that is for sale. More often, products bought online are the same as those purchased from brick-and-mortar stores. Customers make the decision of buying from either place based on factors like who is offering the best value for the product (Keeney 1999). Other factors include the availability to

customize the product, the overall value and the merchandising (Zhu & Kraemer, 2002; Jarvenpaa & Todd, 1997; Szymanski & Hise, 2000; Keeney, 1999; Torkzadeh & Dhillon, 2002). Researches like Szymanki and Hise (2000), Ahn et al., (2004) found that product variety is a major factor when it comes to satisfaction in online buying.

Convenience

Copeland introduced the concept of convenience in 1923, and labeled good that consumer buy most frequently and those that are easily accessible in stores on immediate demand as convenience goods. Seiderset al., (2000) suggested four opportunities when it comes to retailing in order to provide customers with convenience:

- Access: Ability of customer to reach the retailer
- Search: Ability to identify and select products that they want
- Possession: Ability to obtain the product of desire
- Transaction: Ability to amend or effect transactions

Although convenience is one of the major positive factors prompting consumers to shop online, (Ahmad, 2002; Jayawardhena et al., 2007), prior researches either treated convenience as a predictor variable that affects outcome variables like customer service for customer satisfaction (Colwell et al., 2008; Seiders et al., 2007), or as one of the facts regarding service quality online, like accuracy (Hu et al., 2009; Kim & Park, 2012; Prasad & Aryasri, 2009; Udo et al., 2010).

According to Wang et al., (2005) convenience is one the most impactful factors concerning online shopping willingness. You can shop online at any hour of the day as compared to traditional shops. Online stores are open 24/7 (Hofacker, 2001; Wang et al., 2005). According to Berry et al., (2002) and Sieders et al., (2007), service convenience is one of the major factors that relates to the consumer's efforts and time. There are many perceptions towards it when it comes to buying or using a service. Service convenience is effort saving in the sense that it minimizes the physical, emotional and cognitive activities that customers bear to buy goods and services online (Berry et al., 2002).

Privacy

According to Bélanger et al., (2002), privacy in ecommerce can be defined as the willingness to share personal information over the Internet, which allows for a transaction regarding a purchase to be made. To ease people's minds about the issue of privacy, many websites have privacy policies in place (McGinity, 2000). There are also certain independent companies that can verify, audit and then certify privacy policies for online shopping, such as TRUST (Ranganathan & Ganapathy, 2002). According to Vellido et al., (2000), out of the nine factors they found that relate to consumer opinions regarding online shopping, consumer risk perception was often highlighted. It defined the users who had actually brought something online and those who had not. According to Flavián and Guinalíu (2006), security online is defined as the belief of the consumer that his financial data will be protected, not made available publically, not be stored and not be used by unauthorized people. Even today, the security of online transactions is still a leading issue when it comes to online shopping(Park & Kim, 2003; Elliot & Fowell, 2000; Liao &Cheung, 2001; Szymanski & Hise, 2000).

Kesh, Ramanujan and Nerur (2002) stated that in the success of e-commerce, one of the most important factors is security. Privacy, defined by Collier (1995) is a term generally used to describe a group of values that include the right of people to the privacy of their own bodies, private spaces, communications and information. In the realm of cyberspace, privacy can be described as the ability of the user to control the terms and conditions by which their personal data is collected and used (Flavián & Guinalíu, 2006).

According to Pan and Zinkhan (2006), privacy issues majorly affect the trust of the consumer towards the online retailer. In fact, some studies say that the concern of privacy is the main bump in the road to the expansion of Internet shopping (Hoffman et al., 1999; Hou & Rego, 2002). The more the security and privacy offered to the customer in online shopping, thus less risk about exchange of information. The more positive is the effect on the trust of the consumer, and the better is the shopping experience.

2.2 Consumer Characteristics

Trust is one of the most important dimensions in the majority of the studies. Consumers' trust in vendors or websites (i.e., consumers' evaluations of websites or vendor trustworthiness) plays a crucial role in online shopping. Lack of trust has a negative impact on online purchase intention. Hence, consumers do not prefer shopping online if they think that a website or vendor is not trustworthy (Aghdaie, Piraman, & Fathi, 2011; Al-Nasser, Yusoff, Islam, &

ALNasser, 2014; Becerra & Korganonkar, 2011; Bianchi & Andrews, 2012; Chang & Chen, 2008; El Ansary & Roushdy, 2013; George, 2002, 2004; Harris & Goode, 2010; Kamtarin, 2012; Li, Kim, & Park, 2007; Ling, Chai, & Piew, 2010; Ling, Piew, Daud, Keoy, & Hassan, 2011; Thamizhvanan & Xavier, 2013; Yoon, 2002). Conversely, Leerapong and Mardjo (2013) do not find a relationship between consumers' online purchase intentions and either consumers' trust attitude or trust propensity. Hsu, Chuang and Hsu (2014) study trust from four different perspectives: website, vendor, auction initiator, and group members. They find a positive effect of trust on online shopping intention only for website, vendor, and group members, but not for auction initiator. Besides, Wu and Lee (2012) focus on trust from a different perspective. They investigate blog trustworthiness instead of website or vendor trustworthiness. They state that bloggers have an impact on consumers' purchase intentions. However, they do not find a significant impact of blog trustworthiness on online shopping intention.

Perceived risk is another factor that is investigated in the majority of the studies. Li et al. (2007, p. 272) define perceived risk as "consumer's perceptions of the uncertainty and adverse consequences of engaging in an activity". All of the studies shown in Table 1 state that perceived risk has a negative impact on consumers' online purchase intentions (Adnan, 2014; Almousa, 2014; Bhatnagar, Misra, & Rao, 2000; Bianchi & Andrews, 2012; Boyle & Ruppel, 2006; Chang & Chen, 2008; Clemes, Gan, & Zhang, 2014; Doolin, Dillon, Thompson, & Corner, 2005; Hsu & Bayarsaikhan, 2012; Kim, J., & Lennon, 2010; Kim, S.H., & Byramjee, 2014; Kuhlmeier & Knight, 2005; Leerapong & Mardjo, 2013; Liao & Cheung, 2001; Wang, Gu and Aiken (2010, p. 56) describe personal innovativeness as "the degree to which an individual is receptive to new ideas". It is stated that personal innovativeness has a positive impact on online shopping intention (Boyle & Ruppel, 2006; Goldsmith, 2001, 2002; Hsu & Bayarsaikhan, 2012; Limayem, Khalifa, & Frini, 2000; Sin & Tse, 2002; Wang et al., 2010). However, Boyle and Ruppel (2006) state that identification of innovative consumers is a very difficult task in practice.

Perceived self-efficacy is yet another dimension, as prior research shows. According to Wang et al. (2010, p. 56), self-efficacy is referred to as "a consumer's self-assessment of his or her capabilities to shop online". If consumers' level of selfassessment is high, their online purchases increase (Bonera, 2011; Boyle & Ruppel, 2006; Wang et al., 2010). Subjective norms are defined as "the rules by which operates [sic] the subjective motivation of

individuals to act consistently with the views of the individuals' peer and social group" (Bonera, 2011, p. 826). The majority of the studies find that the views of social groups or those of other individuals, such as opinion leaders, affect consumers' purchase intentions (Bonera 2011; Clemes et al., 2014; Foucault & Scheufele; 2002; Laohapensang, 2009; Leerapong & Mardjo, 2013; Limayem et al., 2000; Yu & Wu, 2007; Zhang, Prybutok, & Koh, 2006). On the other hand, Wang, Chen, Chang and Yang (2007) do not find an impact of subjective norms on online shopping intention.

2.3 Demographic Variable

Age is also analysed as a dimension in the majority of the studies, which find both positive and negative impacts of age (Brown et al., 2003; Doolin et al., 2005; El Ansary & Roushdy, 2013; Fan & Miao, 2012; Girard & Silverblatt, 2003; Lian & Yen, 2014; Rodgers & Harris, 2003; Thamizhvanan & Xavier, 2013), whereas three studies indicate that there is no significant relationship between age and consumers' online purchase intentions (Doolin et al., 2005; Thamizhvanan & Xavier, 2013; Van Slyke, Comunale, & Belanger, 2002). Clemes et al. (2014) reveal that due to their past internet experience, younger consumers tend to shop online more than older consumers.

Education is one of the key factors among demographic variables. More educated people are more likely to purchase online (Girard & Silverblatt, 2003; Gong & Maddox, 2011; Punj, 2011; Thamizhvanan & Xavier, 2013). Level of internet usage is another dimension found in the literature reviewed. Consumers who have previous internet experience are more likely to shop online than those who do not have such experience (Bhatnagar et al., 2000; Calık & Ersoy, 2008; Cho, 2004; Citrin, Sprott, Silverman, & Stem, 2000; Doolin et al., 2005; El Ansary & Roushdy, 2013; Gong & Maddox, 2011; Koyuncu & Lien, 2003; Kuhlmeier & Knight, 2005; Liao & Cheung, 2001; Nysveen & Pedersen, 2004; Park, 2002; Punj, 2011; Saprikis, 2013; Van Slyke et al., 2002; Wang et al., 2010).

Income is also analysed in the majority of the studies. Consumers who have higher income levels are more likely to shop online than those who have lower income levels (Calık & Ersoy, 2008; Doolin et al., 2005; Girard & Silverblatt, 2003; Gong & Maddox, 2011; Hernandez, Jimenez, & Martin, 2011; Punj, 2011). Conversely, Clemes et al. (2014) state that consumers who have high income levels do not tend to shop online because they prefer buying branded products at retail stores in order to have a nice user experience, and get

support and service. It is stated that prior online purchase experience is positively related to online shopping (Bonera, 2011; Bosnjak, Galesic, & Tuten, 2007; Huang, 2011; Kuhlmeier & Knight, 2005; Leerapong & Mardjo, 2013; Ling et al., 2010; Moe & Pader, 2004; Momtaz, Islam, Ariffin, & Karim, 2011; Park & Jun, 2003; Thamizhvanan & Xavier, 2013; Wang et al., 2010; Yang & Lester, 2004). Moreover, Dai, Forsythe and Kwon (2014) indicate that online shopping experience is a positive predictor for both digital and non-digital product categories.

Culture is yet another indicator among demographic variables. All studies but one reveal that different cultures use the Internet for different purposes, and the development of the Internet is different around the globe (Chau, Cole, Massey, Montoya-Weiss, & O'Keefe, 2002; O'Keefe et al., 2000; Pavlou, 2003; Shiu & Dawson, 2002; Stafford, Turan, & Raisinghani, 2004). Residential area, sexual preference, purchase experience, marital status, credit card usage, accessibility, and race have also been investigated in past studies, and their impacts on online shopping intention (Chen & Lee, 2005; Doolin et al., 2005; Gong & Maddox, 2011; Koyuncu & Lien, 2003; Thamizhvanan & Xavier, 2013; Van Slyke, Lou, Belanger, & Sridhar, 2010).

2.4 Shopping Orientation

Consumers' shopping orientations play a crucial role in their online purchase intention. Ling et al. (2010) find that brand and quality orientation are positively related to online purchase intention. On the other hand, Thamizhvanan and Xavier (2013) do not find an impact of brand and quality orientation on online purchase intention. Hence, previous studies have contained mixed findings about whether brand and quality orientation influence online purchase intention.

In addition, some studies focus on price consciousness, convenience, recreational shopping, variety seeking, entertainment orientations, and impulsiveness. It has been found that (1) consumers who purchase more items on the Internet are more price sensitive, (2) consumers who are loyal to websites prefer to purchase online more, and (3) people who spend more time online buy more items (Calık & Ersoy, 2008; Girard & Silverblatt, 2003; Ling et al., 2010; Park, 2002; Thamizhvanan & Xavier, 2013). Conversely, Brown et al. (2003) indicate that shopping orientations do not have a direct impact on online purchase intention.

RESEARCH METHOD

3.1 Scope of the Study

The study will be carried out in Delhi. The information will be collected from different people who are making purchase from online purchase. The study will be based on descriptive analysis.

3.2 Research Objective

- To know the factors influencing the behavior the customers making online purchase
- To analyse the customer satisfaction level because of online purchase of products?
- To know the factors which hinders the people to buy products via online platform?

3.3 Research Design & Survey Design

- Research approach would be based on the qualitative & quantitative section. Here, the data and information gathered would be in moreover in the form of text, comments or numeric value. We have to screen all the collected data and information and scratch out the required information out of that.
- Here, we have to rely on the information, comments and data provided by the consumers and previous books, journals and web – information.
- The data would be gathered and distributed in form of text and numeric only and put at the required stages.
- The survey would be started by preparing a concrete questionnaire and getting that filled from the consumers of online organizations.

3.4 Sampling Method

- Here, in this case, the information can be extracted from the people buying products from both online stores of various organizations in Delhi NCR.
- The Sample will be chosen out of the shopping group belonging from different demographic segments.
- The respondents will be contacted during their purchase period.
- There are total 100 samples chosen for the study.

3.5 Data Analysis

The Data would be analysed from the texts, numeric information provided by the customers and samples. This information would be segregated as per the requirement and the concrete information will be distributed according to the required heads.

- **Primary Data** – The data would be collected from the questionnaire filled by the respondents and information collected by personal interview.
- **Secondary Data** – The data would be collected from the earlier Journals, and data collected from the different sources.

The data would be moreover in the form of numeric value of text information, so that has to be converted into presentable or graphical form as per the requirement of the project.

3.6 Research Methodology

Historical research

It generates descriptions & sometimes attempted explanations, of conditions, situations and events that have occurred in the past. For Example, A study that documents the evolution of teacher training program since the turn of century, with the aim of explaining the historical origins of the content and processes of current programs (Postlethwaite, 2005)

Here, in this study, this methodology cannot solve the problem because, the issues studied here is *Change in Buying Behavior of E- Commerce*, and the study has to be done on the basis of future prospects.

Descriptive research

It provides information about conditions, situations and events that occur in the present. For example, a survey of the physical conditions of school building in order to establish a descriptive profile of the facilities that exist in a typical school. (Postlethwaite, 2005)

This is a very elaborative and correct kind of research method, where we not only rely on the past trends and studies but also can observe the current studies and current concepts.

Correlation research

It involves the search for relationship between variables through the use of various measures of statistical association. For example, an investigation of the relationship between teachers' satisfaction with their job and various factors describing the provision and quality of teacher housing, salaries, leave entitlements, and the availability of class room supplies. (Postlethwaite, 2005)

Correlation research method makes relationship between two variables. And our study does not satisfy this methodology because we are studying only about the *Change in Buying Behavior of E- Commerce*. In case, we are studying the trend of two different motivational tools and comparing the trends of both, then this kind of study would be suitable.

Causal research

It aims to suggest casual linkages between variables by observing existing phenomena and then searching back through available data in order to try to identify plausible casual relationships. For example, a study of factors related to student 'drop out' from secondary school using data obtained from school records over the past decade. (Postlethwaite, 2005)

Our study regarding "*Change in Buying Behavior of E- Commerce*" does not satisfy this kind of research methodology because, this study is completely depended on the factual data and theories, and casual method simply solves the problems which have been already almost solved. It means, this method is suitable when you already know the results but you simply need any fact to support that.

Experimental research

It is used in settings where variables defining one or more "causes" can be manipulated in a systematic fashion in order to discern "effects' on other variables. For Example, an investigation of the effectiveness of two new textbooks using random assignment of teachers and students of three groups – two groups for each of the new textbooks, and one group as a 'control' group to use the existing textbook. (Postlethwaite, 2005)

Experimental research methodology is suitable where we are completely studying any field or study which is altogether virgin and has not been touched earlier. And the researcher has to make various experiments to come out on one result. Here, we are studying a field where, we are moreover relied on the persons and information which is already existed in this field.

Case study research

It generally refers to two distinct research approaches. The first consist of and in depth of a particular student, classroom or school with the aim of producing a nuanced description of pervading cultural setting that affects education, and an account of the interactions that take place between students and other relevant persons. For example, an in-depth exploration of the patterns of friendship between students in a single class, the second approach to case study research involves the application of quantitative research methods to non-probability samples-which provide results that are not necessarily designed to generalizable to wider populations. For example, a survey of the reading achievements of the students in one rural region of a particular country (Postlethwaite, 2005)

Case study research more over focus on the past data and past information, where we study a case, which is almost similar to our current problem or study so, as such we are not dealing with such kind of study or case, we are collecting desecrated information from different places and gathering at one common place to come out on one judgment.

Ethnographic research

It usually consists of a description of events that occur within the life of a group – with particular reference to the interaction of individuals in the context of socio - cultural norms, rituals and beliefs shared by the group. The researcher generally participates in some part of the normal life of the group and uses what he or she learns from his participation to understand the interactions between group members. For example, a detailed account of the

daily tasks and interactions encountered by a school principal using observations gathered by a researcher who is placed in the position of "Principal's Assistant' in order to become fully involved in the daily life of the school. (Postlethwaite, 2005)

This type of method suffices the kind the research which is not based on data and facts but on the social and cultural behaviour of the people. For example, to understand the customers purchasing behaviour etc., so, our study does not suit this method.

Research and development research

It differs from the above types of research in that, rather than bringing new information to light, it focuses on the interaction between research and the production and evaluation of a new product. This type of research can be 'formative'. For example, an investigation of teachers' reactions to the various drafts and redrafts of a new mathematics teaching kit, with the information gathered at each stage being used to improve each stage of the drafting process. Alternatively, it can be used summative. For example, a comparison of the mathematics achievements of student exposed to anew mathematics teaching kit in comparison with students exposed to the established mathematics curriculum. (Postlethwaite, 2005)

Well, this kind of method itself defines that it is not suitable for our study, which we are doing on "*Change in Buying Behavior of E- Commerce*".

So, finally, from all the above - mentioned research methodology, we reached on the point that, the current study "*Change in Buying Behavior of E- Commerce*" satisfy the Descriptive research method. Because, here we are supposed to deal with the information and data which is based on the past facts and figures and at the same moment current judgment and studies.

3.7 Research Design

Phase I- Exploratory work

Exploratory information has been collected from the interviews (mentioned in various journals) of the various senior officials related to online business scenario.

Phase II- Descriptive research

Descriptive study is done from the various journals, websites & from the books of the authors, who have specifically written about the *Change in Buying Behavior of E-Commerce*.

Research Type: Descriptive.

3.8 Hypothesis

The hypothesis of the study has been developed on basis of gender of respondents. The hypothesis has been shown below:

H_{01} - Mobile marketing, social networking, web marketing, e-mail marketing, e-commerce has no direct impact on e-marketing and consumer behaviour

H_{a1} - Mobile marketing, social networking, web marketing, e-mail marketing, e-commerce has a direct impact on e-marketing and consumer behaviour

H_{02} - There is no direct relation between Goods, services, traditional marketing on e-marketing and consumer behaviour

H_{a2} - There is a direct relation between Goods, services, traditional marketing on e-marketing and consumer behaviour

H_{03} - There is no direct relation between online shopping and consumer buying behavior

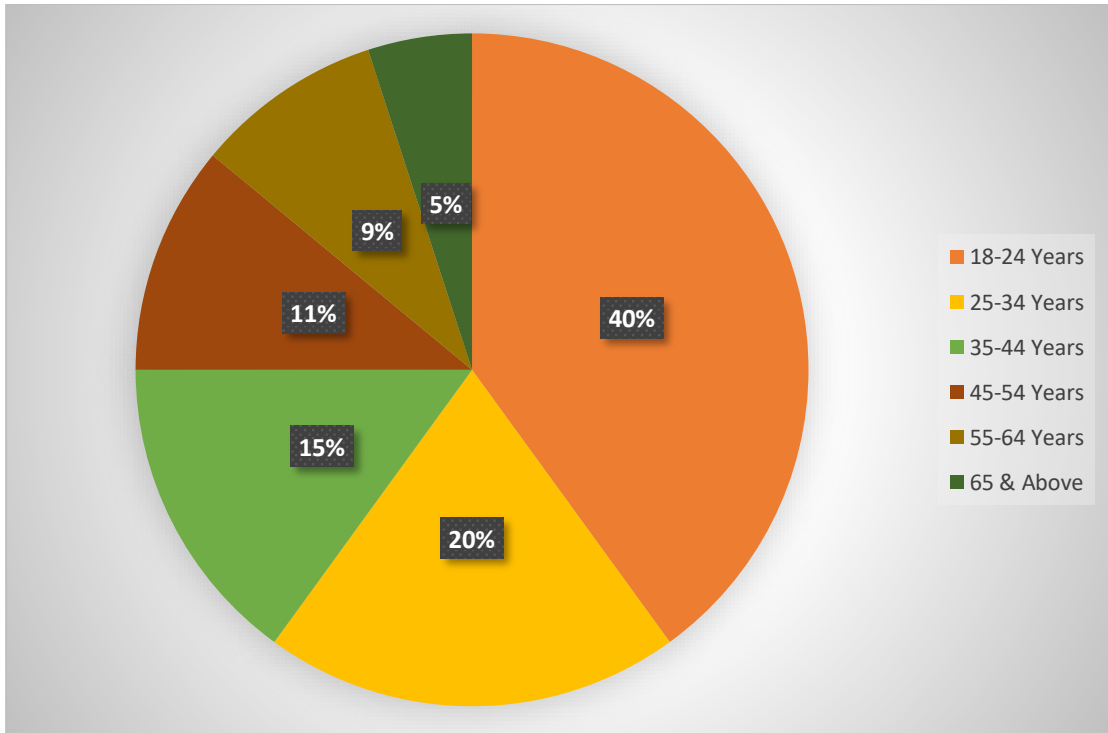H_{a3} - There is a direct relation between online shopping and consumer buying behavior
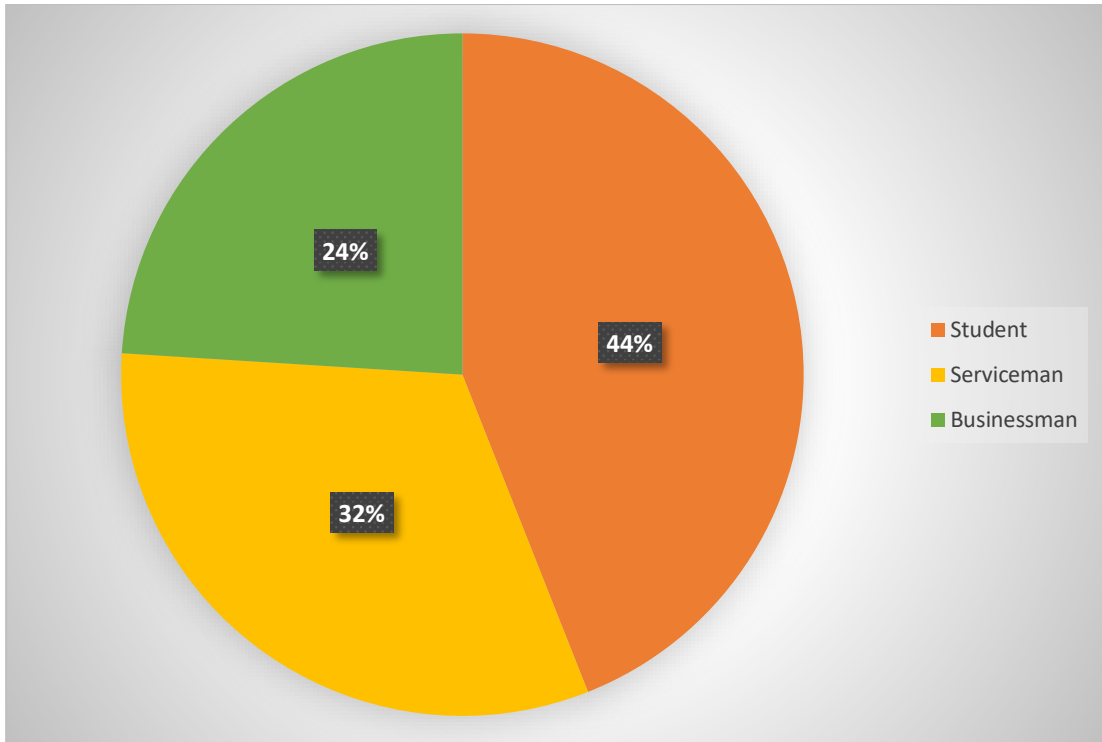
ANALYSIS

4.1 Demographic Analysis

1. **Age**

Particulars	Responses
18-24 Years	40
25-34 Years	20
35-44 Years	15
45-54 Years	11
55-64 Years	9
65 & Above	5

2. **Occupation**

Particulars	Responses
Student	44
Serviceman	32
Businessman	24

3. **Years of Buying Online**

Particulars	Responses
Less than 1 years	38
1 – 2 Years	22
3 – 4 Years	11
5 – 6 Years	13
More than 6 Years	6
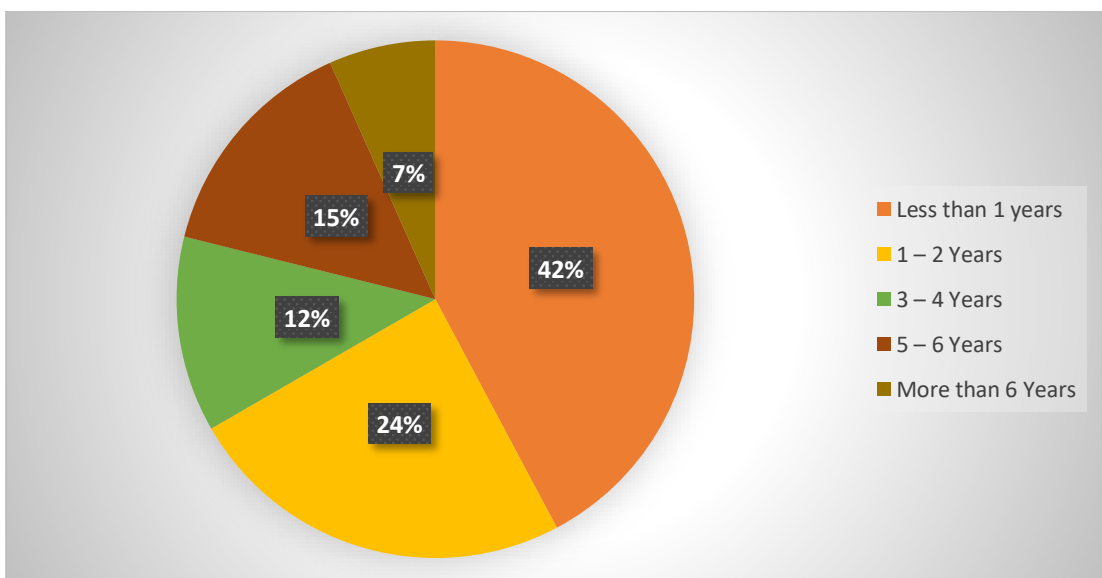
4. **Preferred Buying via online**

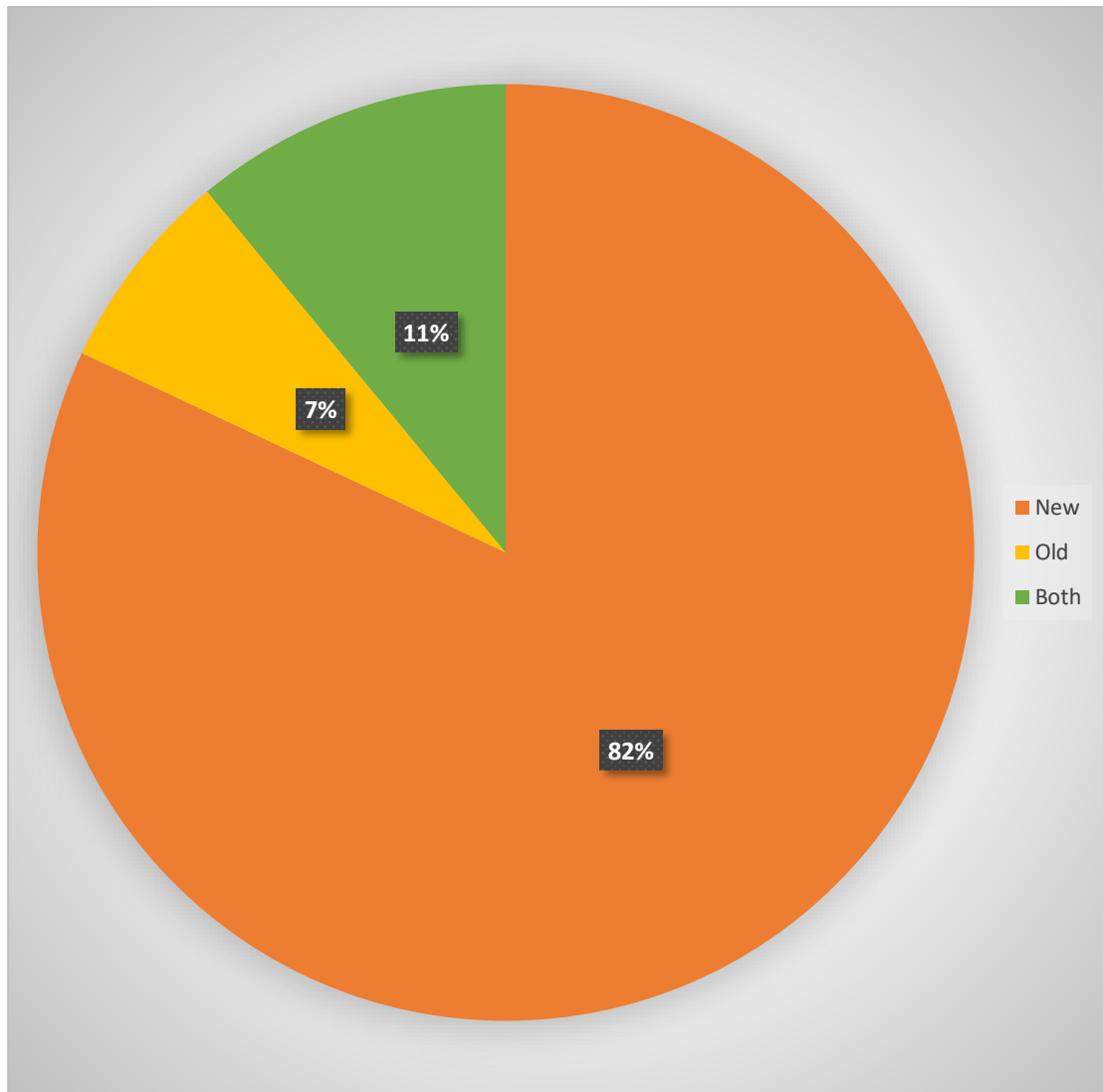| Particulars	Responses
Electronic Goods	61
Goods	17
Clothes	13
Others	9
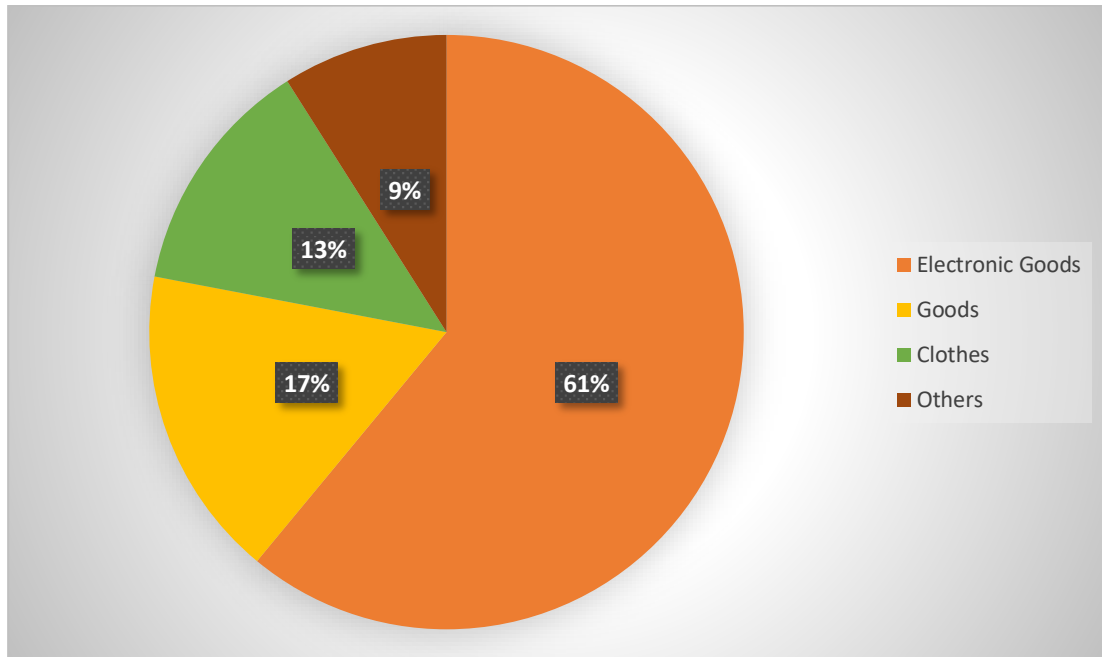
Charts of Age of Respondents, Profession, Years of Buying Experience and Preference of Shopping The appropriate data analysis techniques applied to collecting secondary data from the respondents. Data has been analyzed with the help of Tables, Charts & Pie-Charts. From the survey it was found that amongst 100 respondents. 70% of the respondents are male. 30% of the respondents are female. From the survey it was found that amongst 100 respondents. Most of the respondent are of age 18-24 and second is of 25-34. The study also shows that most of the people making online shopping belongs to student category and also, they usually go for electronic goods. However, most of the respondents have just started the shopping via online portal since last one to two years. Amongst 100 respondents 44% respondents are Students, 32% are Servicemen & 24% are Businessmen. 42% respondents have the experience of online purchasing experience of 1 year and its shows that online purchasing has gained its most popularity in last one year. It was also found that 61% respondents normally purchase the electronic goods and purchase less clothes and others.
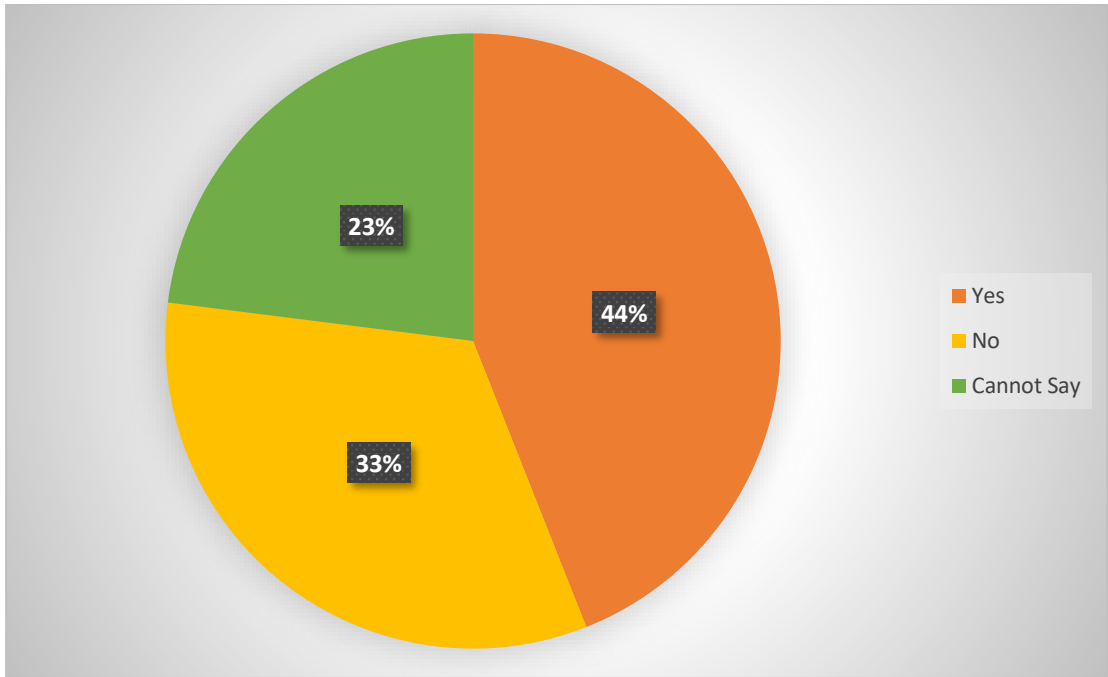
4.2 Major Analysis
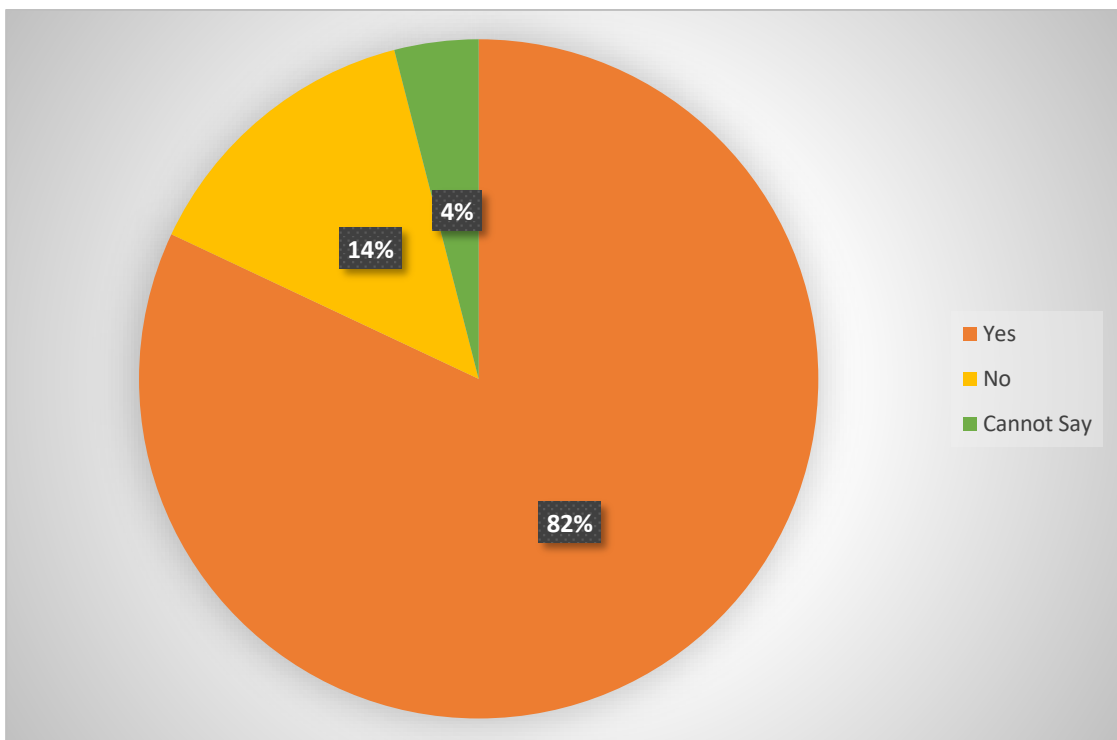
5. Type of Buying Items

Particulars	Responses
New	82
Old	7
Both	11

6. Whether Online shopping is trustworthy

Particulars	Responses
Yes	44
No	33
Cannot Say	23

7. Whether online shopping beneficial to customers?

Particulars	Responses
Yes	82
No	14
Cannot Say	4

8. Whether online shopping saves time and money

Particulars	Responses
Yes	74
No	22
Cannot Say	4
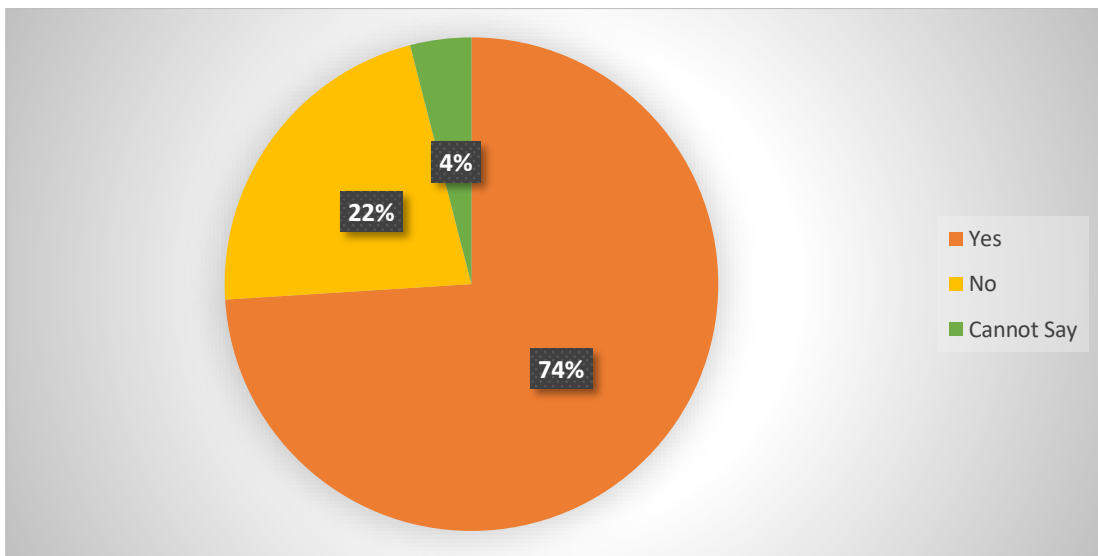
9. Whether customers are satisfied with quality of products?

Particulars	Responses
Yes	77
No	20
Cannot Say	3
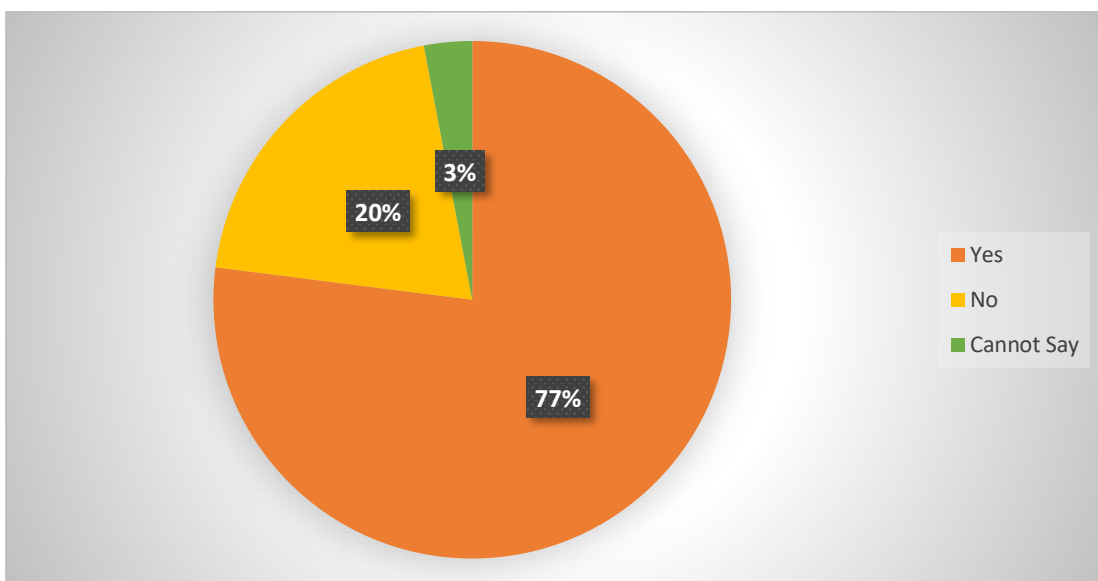
10. Whether customers are satisfied with price of products?

Particulars	Responses
Yes	70
No	30
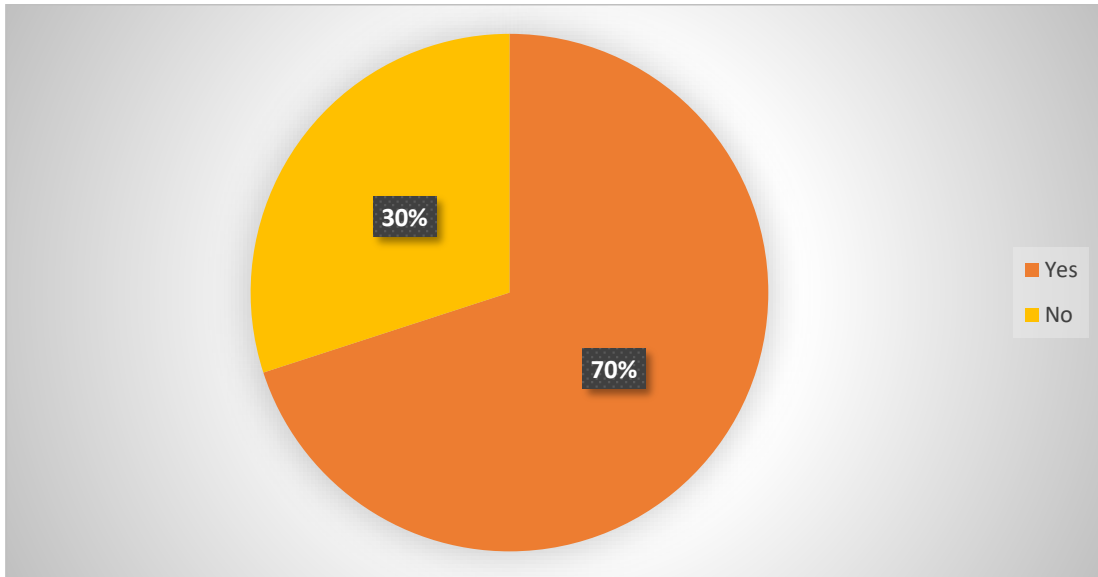
11. Whether customers are satisfied with schemes and Benefits?

Particulars	Responses
Yes	68
No	22
Cannot Say	10
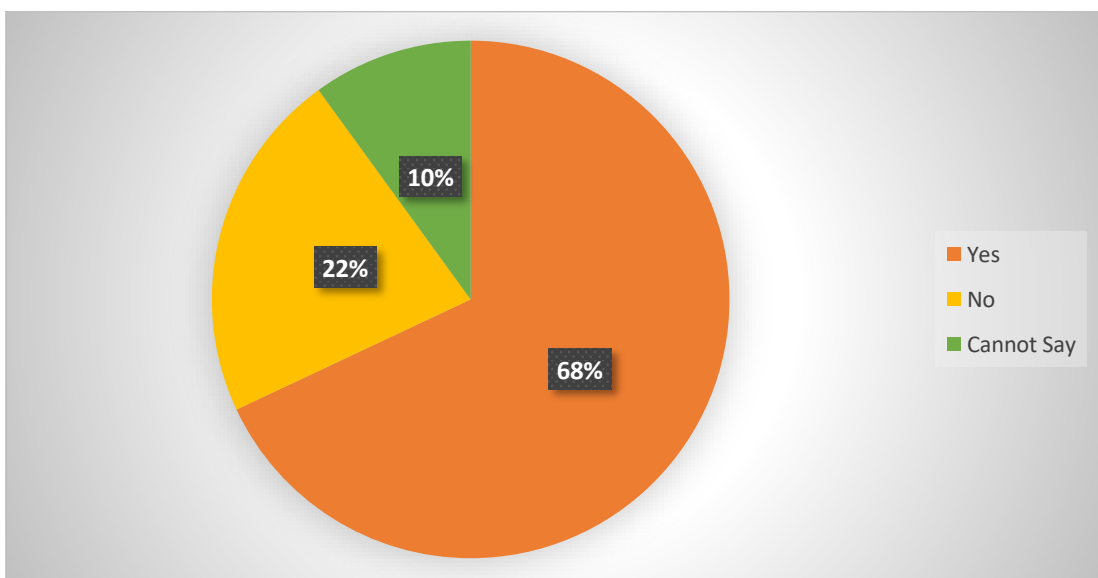
12. Whether customers are satisfied with kind of discounts available?

Particulars	Responses
Yes	77
No	22
Cannot Say	1
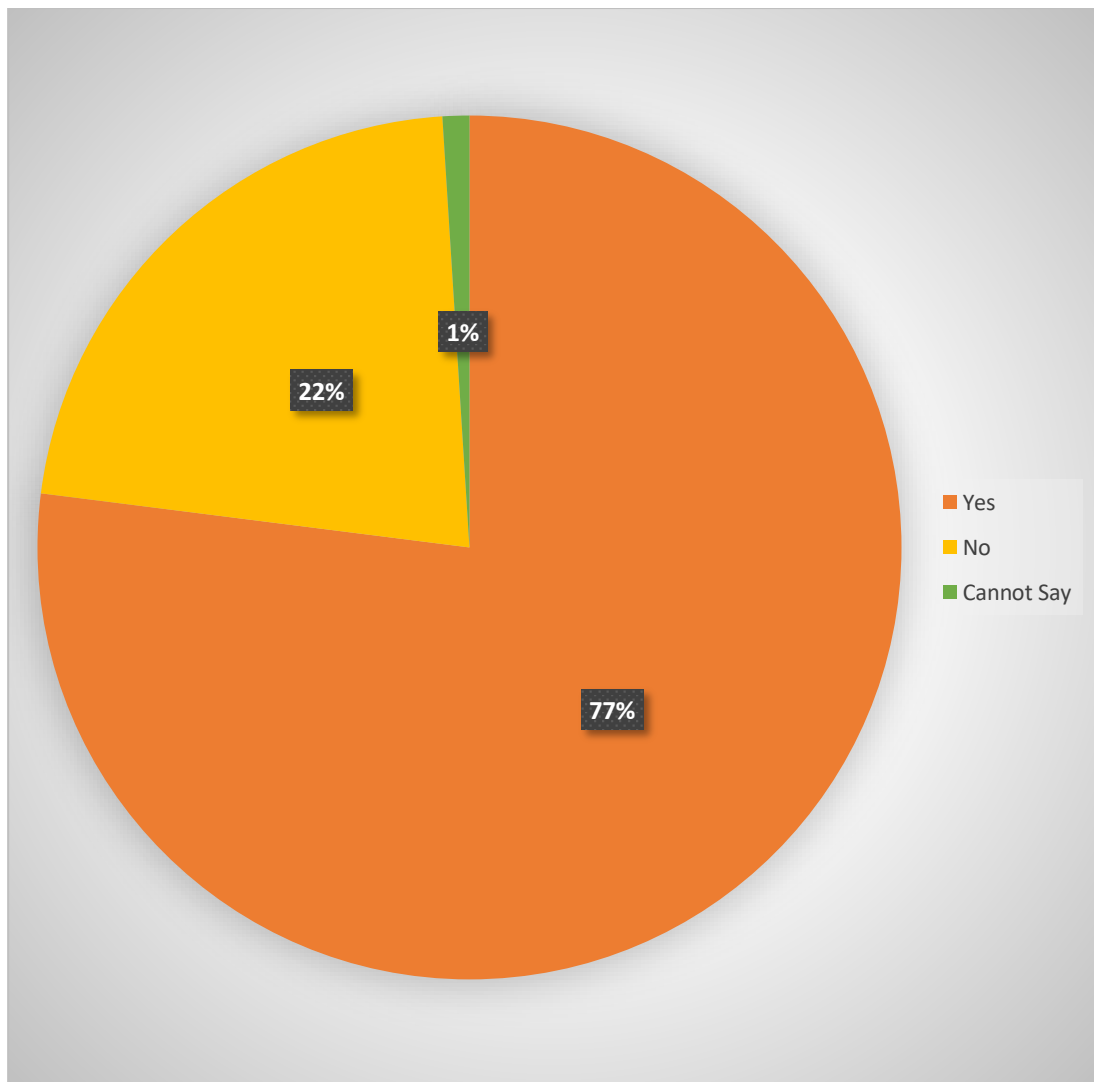
13. What are the major barriers in Online shopping?

Particulars	Responses
Awareness regarding online shopping	42
Delivery at villages & locality	13
Poor internet facility & services	11
Security & privacy concern	34
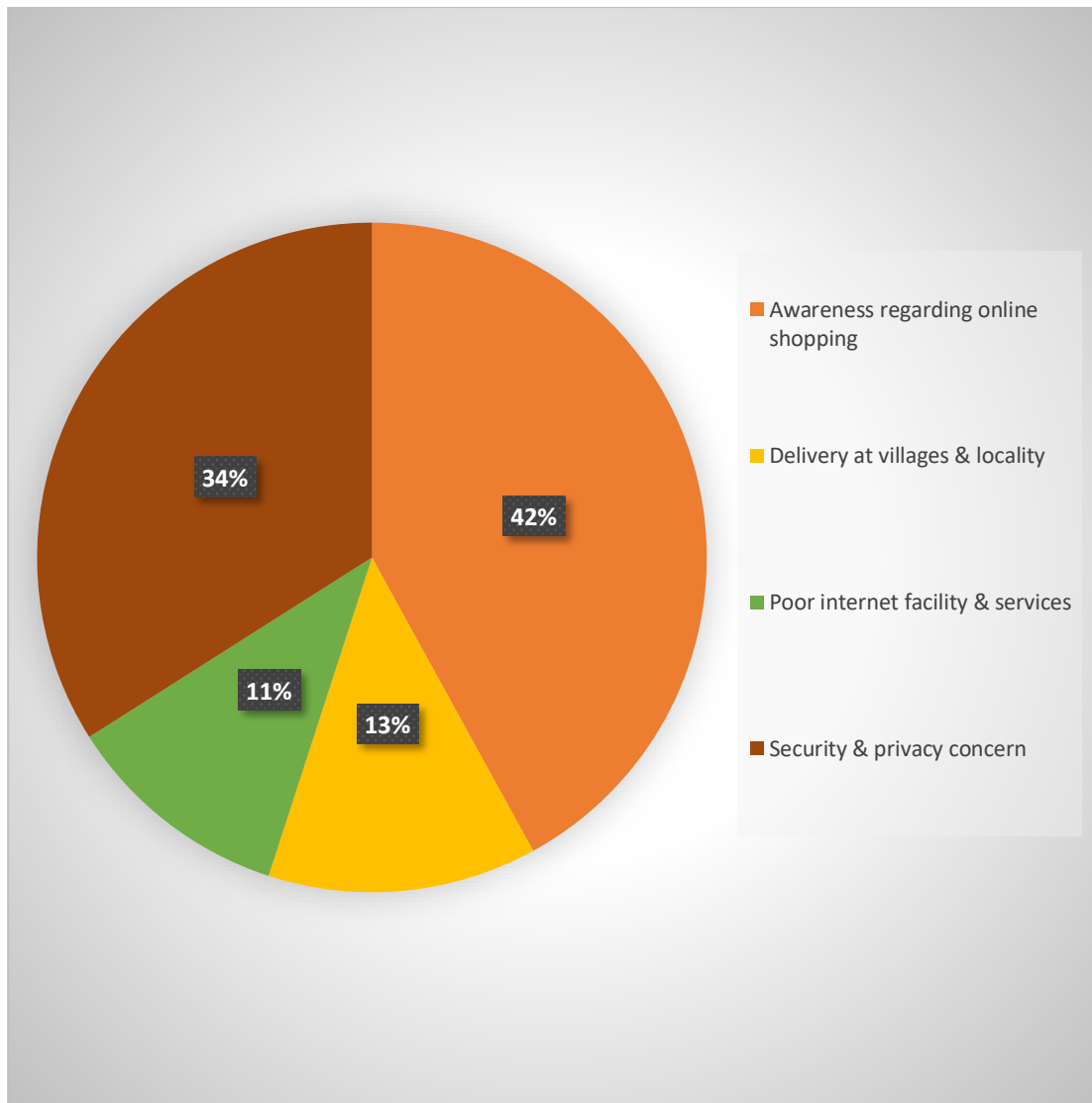
Charts of Satisfaction with Schemes, Satisfaction with Discount and Barrier in Online Shopping. From the survey it was found that 82% respondents purchase new products. And don't purchase the old products. It was found that 44 % respondents have faith with online in shopping. From the survey it was found that Online Shopping is beneficial that amongst respondents 82 % respondents believe for them. Also 74 % respondents believe that Online Shopping save time and money. 77% respondents are satisfied with quality and price of online selling products.

4.3 Hypothesis Approval

H_{01} - Mobile marketing, social networking, web marketing, e-mail marketing, e-commerce has no direct impact on e-marketing and consumer behaviour

H_{a1} - Mobile marketing, social networking, web marketing, e-mail marketing, e-commerce has a direct impact on e-marketing and consumer behaviour

Correlation

		Electronic Marketing	Network Marketing
Electronic Marketing	Pearson correlation	1	0.234**
	Sig. (2 – tailed)		0.001
	N	100	100
Network Marketing	Pearson correlation	0.234**	1
	Sig. (2 – tailed)	0.001	
	N	100	100
** Correlation is significant at the 0.01 level (2 – tailed)			

Coffiecients[a]

Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.467	0.162	-	9.051	0.000
	Network Marketing	0.293	0.086	0.234	3.403	0.001
a. Dependent variable: Electronic Marketing						

Reference to the table, the level of significance is 0.01, which is smaller than 0.05 therefore the null hypothesis is failed to accept. Hence there is a relation between network marketing and e-marketing. It shows that there is a positive relation between network marketing and e-marketing because the correlation is 0.234.

H_{02} - There is no direct relation between Goods, services, traditional marketing on e-marketing and consumer behaviour

H_{a2} - There is a direct relation between Goods, services, traditional marketing on e-marketing and consumer behaviour

Correlation

		Electronic Marketing	Good service
Electronic Marketing	Pearson correlation	1	0.280**
	Sig. (2 – tailed)		0.000

	N	100	100
Good service	Pearson correlation	0.280**	1
	Sig. (2 – tailed)	0.000	
	N	100	100
** Correlation is significant at the 0.01 level (2 – tailed)			

Coffiecients^a

Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.462	0.139	-	10.545	0.000
	Good Service	0.276	0.067	0.280	4.122	0.000
a. Dependent variable: Electronic Marketing						

Reference to the table, the level of significance is 0.00, which is smaller than 0.05 therefore the null hypothesis is failed to accept. Hence there is relation between Goods, services, traditional marketing and e-marketing. It shows that there is a positive relation between Goods, services, traditional marketing and e-marketing because the correlation is 0.280.

H_{03} - There is no direct relation between online shopping and consumer buying behavior

H_{a3} - There is a direct relation between online shopping and consumer buying behavior

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Dev.
Online shopping	100	1	4	1.87	0.885
Electronic Marketing	100	1	5	1.98	0.864
Valid N	100				

Correlation

			Electronic Marketing	Social Media
Spearman's RHO	Electronic Marketing	Correlation coefficient	1.000	0.254**
		Sig. (2 – tailed)	.	0.000
		N	100	100

			0.254**	1.000
	Social Media	Correlation coefficient		
		Sig. (2 – tailed)	0.000	.
		N	100	100
** Correlation is significant at the 0.01 level (2 – tailed)				

Coffiecients^a						
Model		**Unstandardized Coefficient**		**Standardized Coefficient**	**t**	**Sig.**
		B	Std. Error	Beta		
1	(Constant)	1.477	0.137	-	10.784	0.000
	Online shopping	0.270	0.066	0.276	4.068	0.000
a. Dependent variable: Electronic Marketing						

Reference to the table, the level of significance is 0.00, which is smaller than 0.05 therefore the null hypothesis is failed to accept. Hence there is relation between online shopping and e-marketing. It shows that there is a positive relation between online shopping and e-marketing because the correlation is 0.276

CONCLUSIONS

5.1 Major Findings

It is found that since online marketing is a new concept it will take time for people to trust these sorts of shopping activities. At present people feel that there are major security concerns in online transactions and do not feel comfortable doing the shopping online. They feel that there are high risks of fraud and hoax in online business. Online advertising is just beginning to root itself in the business world of INDIA because of which not all the products are available. Even famous brands place only selective items online and hence there are fewer choices available on the internet. Since it's a new concept people are still not totally used to it because of which they feel uncomfortable shopping online. They feel that the product would be tampered with and the quality wouldn't be the same. India is a developing country where major chunk of its population live in rural areas and hence do not have access to the internet. By this a major portion of the target market is lost. People in India prefer going to the malls and looking, touching various items before purchasing them. They are not quite willing to give up on shopping physically so even if they have access to the internet.

5.2 Conclusions

With the overall survey and research we come to the point that all independent e-marketing variables such as print media marketing, network marketing, goods & services marketing, fast moving consumer goods marketing, social media marketing, online Shopping marketing and global marketing all are positively relating to e-marketing, that is why all hypothesis has been accepted in this research paper. Survey statistics shows that the growth of e-marketing has rapidly increase since past few years, with the increase of technologies and its multiple usages. We use three type of test Descriptive analysis, Correlation test and coefficients test which has clearly shows that print media, network marketing, goods & services advertisement, fast moving consumer goods, social media, online Shopping plays an important role in the success of e-marketing. Different online business and social webs has highly effecting e-marketing to grow more. Today's business is totally depending on online buying and selling so the companies for selling online products are relaying on E-marketing, advertising, promotion of their product throughout the world. That is why e-marketing become a key for success for online or global business. With the study we analyse that people

are more interesting to see e-marketing rather than watch advertisement on TV, billboard, magazines, books, pamphlets, newspapers etc. It updates customers time to time on different apps by showing them short ads on Facebook, WhatsApp, Google, Twitter, YouTube, e-mails, e-webs LinkedIn and other online marketing tools. And also doing online shopping through online shopping webs like, Oracle, eBay, amazon, flipkart.com etc.

Survey shows that e-marketing has reach to the point where it become compulsory for companies to adopt it if they want to stay in the business world. With the high usage of internet customers demand and choices fluctuated very quickly and that is why e-marketing has been adopted in today's advertisement agencies and sectors. With the use of e-marketing companies market their product or services throughout the world. As we know the internet nowadays mostly used for the working purpose of business people or other educational people so the advertisement done on those webs are mostly sophisticated and not loud. E-marketing does both ways as per the demand of the customers. It can be too loud or too sophisticated as per the demand of the customers and businesses. With the use of e-marketing can advertise their product 24/7, because there is no time duration fix for internet marketing, and any customers can go to the internet at any time and any part of the world. If anyone wants to advertise their product online, they can use different e-marketing tools like web, ecommerce, internet, content, website, advertising, mail, news, links, http, and other these kind of stuffs for doing online advertisement. The web marketing, electronic marketing, e-mail marketing, e-business relationship marketing, e-product and e-service marketing, mobile marketing all increase dramatically since past few years, and it has been a major research topic nowadays for doing research in the marketing field. With the acceptance of all my hypothesis during a research survey also shows that people are frequently nowadays adopting e - marketing style for the business and customers buying and selling purpose. With the increasement of e-marketing online 24/7 banking facilities adopted and increased usage of Debit card, credit card, ATM card, and other financial and banking cards for shop online with the huge safety and security. E-marketing works like gold for the marketing sector as it is the future of the business. If companies want to be stay on the success platform, they should adopt e-marketing otherwise their chances of fall down in the business is way too high

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Questionnaire

LOGO OF THE INSTITUTION

NEW DELHI

Hello, I am the student of NAME OF INSTITUTION. I am conducting a research to know about the critical information regarding "**Change in Buying behavior by e- commerce**". It is therefore requested you to please fill this questionnaire with your respective attention.

QUESTIONNAIRE FOR CUSTOMERS OF ONLINE SHOPPERS

DEMOGRAPHIC QUESTIONS

1. Age
   - 18-24 Years
   - 25-34 Years
   - 35-44 Years
   - 45-54 Years
   - 55-64 Years
   - 65 & Above

2. Occupation
   - Student
   - Serviceman
   - Businessman

3. Years of buying online
   - Less than 1 Years
   - 1 – 2 Years
   - 3 – 4 Years
   - 5 – 6 Years
   - More than 6 Years

4. Preferred Buying via online
   - Electronic goods

- Goods
- Clothes
- Others

MAJOR ANALYIS

5. Type of buying items
   - New
   - Old
   - Both

6. Whether online shopping is trustworthy
   - Yes
   - No
   - Cannot Say

7. Whether Online shopping beneficial to customers?
   - Yes
   - No
   - Cannot Say

8. Whether online shopping saves time and money
   - Yes
   - No
   - Cannot Say

9. Whether customers are satisfied with quality of products?
   - Yes
   - No
   - Cannot Say

10. Whether customers are satisfied with price of products?
    - Yes
    - No

11. **Whether customers are satisfied with schemes and Benefits?**
- Yes
- No
- Cannot Say

12. **Whether customers are satisfied with kind of discounts available?**
- Yes
- No
- Cannot Say

13. **What are the major barriers in Online shopping?**
- Awareness regarding online shopping
- Delivery at villages & locality
- Poor internet facility & services
- Security & Privacy concern

14. **Below mentioned questions are five - point Likert scale.**

Particulars	1	2	3	4	5
Mobile marketing, social networking, web marketing, e-mail marketing, e-commerce has no direct impact on e-marketing and consumer behaviour					
There is no direct relation between Goods, services, traditional marketing on e-marketing and consumer behaviour					
There is no direct relation between online shopping and consumer buying behavior					