

# Consumer Buying Behavior at Web Store Purchase and Service Store Purchase

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## Abstract

The purpose of this research is to compare and contrast how customers behave while purchasing entertainment services from brick-and-mortar stores and online. The purpose of this research is to identify and examine the variables that contribute to consumers' decision to purchase entertainment services through online and brick-and-mortar stores. Consumers' spending habits are significantly influenced by the proliferation of internet connection and advancements in the telecommunications industry. According to the findings, a number of factors—including consumers' demographics and social circles, their level of online shopping expertise, their familiarity with computers and the internet, the quality of the websites they visit, their use of social media, and the ease with which they can make purchases—influence their online purchasing decisions. The research presented in this publication is new; the cronbach alpha score for the questionnaire indicates its validity. KMO results confirm that the sample size is enough. Scholars and professors may use it as a reference while doing research on the topic of internet purchasing.

**Key words:** Consumer behaviour, online shopping, Internet shopping, electronic commerce

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## Introduction

India's internet commerce industry has been expanding significantly. Online consumers' numbers and spending power have been rising. The expanding wealth of India's burgeoning middle class, which is estimated to increase to 570 million by 2021 (PwC study, 2012), has been a major factor in the country's rising purchasing power, which is expected to exceed \$1 trillion by 2021. There will be 90 million 4G subscribers in India by 2018 (Bank of America Merrill Lynch (BofA ML) study, Oct. 2015), and this is because internet services are essential to online commerce. Shoppers may find over 30 million goods in over 70 categories on the Flipkart website, including books, everyday products, consumer electronics, and lifestyle products. Snapdeals also offers more than 15

million distinct goods, whereas Amazon's selection has grown from 18 million to 30 million, according to data from SBI Research. More than 150 websites in India provide products and services to customers without going through any middlemen. Online stores like this provide a wide variety of goods and make them easily accessible.

The shopper chooses the item from the catalogue after researching similar items online. Its numerous benefits include a worldwide reach, a wide selection of items, and easy access to the information consumers need. The "Global E-Commerce Report" by Taylor Nelson Sofres Interactive found that certain product categories, like books, music CDs, videos, electrical and electronic goods, sports equipment, and toys, and

services, like consumer banking and finance, and health information, saw the greatest increases in e-commerce activity around the world in 2002. It saves time since you won't have to take time out of your day to go to the store physically. Customers have access to items around the clock, things are offered at the lowest feasible price, and customers get special deals and discounts when they shop online. Consumers have made up their minds to purchase only online because of the many advantages it offers over traditional stores, such as lower prices, freebies, and better products. According to [Anders Hasslinger (2007). Not only does it waste time if we don't buy anything after doing a search for it online, but it also requires an internet connection and at least one electronic device (a computer or mobile phone), which costs more. The time it takes to arrange for a return collection, a replacement, and a reimbursement when we receive defective goods is substantial. Products are not available for hands-on inspection. In certain circumstances, you'll have to pay extra for the convenience of having your purchase sent directly to your door when you buy online. There have been a lot of studies done to try to figure out what motivates people to shop online, or, put another way, what makes people use the internet to purchase things. Toita Perea and Monsuwé) As published in Benedict G.C. Dellaert Ko de Ruyter (2004) Why Do People Make Online Purchases? It

has been shown that (Limayem, Khalifa, & Frini, 2000), Challenges to Swiss Consumers Using Online Retailers (Rudolph, Rosenbloom, & Wagner, 2004).

B2C The miraculous improvement in internet connection, loading speed, relatively cheap cost, and widely accessible network coverage has completely altered the landscape of purchasing, selling, and promoting goods and services. Customers have recognized the value of e-commerce as a viable option for making purchases these days. In a densely populated and widely distributed nation like India, television is a crucial means of communication. DTH (Direct-to-Home), smart TV, and the availability of television on mobile phones are just a few examples of the new wave of digital service distribution that has ushered in this technological revolution. Amazon Prime, Hotstar, Netflix, and other app-based branded individualized entertainment service providers have raised the bar for the level of service provided by the music business. As a kind of family entertainment, television forces everyone to watch the same program regardless of personal preference. This void in TV programming has prompted the emergence of individualized service providers like Netflix, Amazon Prime, Hot Star, etc., and has led to the development of Mobile TV, where individualized content is the primary focus.

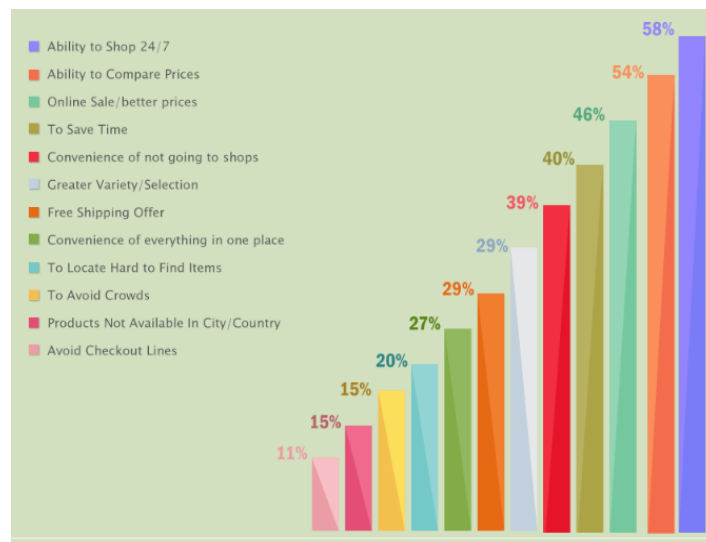


Figure 1: Top Reasons for Shifting Towards Online Shopping

In addition, e-commerce makes it easier to buy tickets to sporting events, reserve concert tickets, buy video games, and subscribe to cable television networks. It's more difficult to make a purchase at a service retail shop due to the additional hassles of having to wait in a longer line or drive farther to reach the business. This problem was sparked by a number of inquiries about the factors that influence consumers' decisions to shop for services in both brick-and-mortar stores and online.

## LITERATURE REVIEW

Wang Q, Zhu X, Wang M, Zhou F, Cheng S. (2023), As a result of the protracted quarantine and lockdown, consumer behavior has been affected and altered by the 2019 coronavirus illness pandemic. Based on data mining and analysis of electronic word of mouth (e-WOM), this research presented a theoretical framework to investigate and specify the variables that affect OCPB. The most prominent Chinese e-commerce sites, Jingdong.com and Taobao.com, were crawled for e-WOM data based on smartphone product reviews. Data processing attempted to eliminate background noise and convert complicated text reviews' unstructured data into a more organized format. K-means clustering, a machine learning-based clustering approach, was used to categorize OCPB's driving variables. The findings of the cluster analysis revealed that the elements impacting OCPB fell into four categories: perceived emergency setting, product, innovation, and function qualities. This research adds to the existing body of knowledge on OCPB using data mining and analysis that allows for the accurate identification of the influencing elements based on e-WOM. The ramifications of defining and explaining these categories for OCPB and e-commerce might be substantial.

According to Jin, B., Kim, G., Moore, M., et al. (2021), Using the stimuli-organism-response paradigm, the purpose of this research is to determine whether customers who visit a physical shop in VR are more likely to find the corresponding online business attractive. The experiments were designed with two types of stimuli in mind: the virtual reality (VR) store

experience of consumers (data set 106) (i.e., having respondents experience 360-degree-based VR store videos recorded at a fashion retailer) and the website experience of the same store (data set 107). The findings showed that customers had more good emotions and had a more favorable impression of the shop after seeing it in virtual reality as opposed to on a regular website. As was also shown in this research, the participants' level of familiarity with the shop did not alter the association between the two store experience types and elicited emotions. Additional information about their time in the VR shop was gleaned via text analytics. No matter how well-known an online business may be, the authors of this research recommend using virtual reality to create an atmosphere that is both familiar and inviting to potential customers. This study sheds light on the underexplored topic of how virtual reality (VR) might be used to improve the allure of physical stores.

Albarq, A.N. (2021), In this research, we test how different Website gratification interventions affect Jordanian consumers' purchase intent after accounting for the influence of Web atmospheric signals. The majority of the survey data used to evaluate the study model has been collected in Amman, the capital of Jordan. From July 2020 through January 2021, data will be gathered in Amman. AMOS 22.0 was used to do a Structural Equation Modeling analysis on the gathered data. The validity of the measurement model in terms of both convergence and discrimination has been determined using confirmatory factor analysis. The pleasure factor skillfully mediates the influence of website cues on purchase intent. In addition, the contentment brought on by these precursors has an impact on the purchasing intent. The results of this research will aid Jordanian e-retailers and -marketers in understanding the impact of various motivating variables on customer satisfaction with Web-related services. To maximize customer happiness with their websites, it is the responsibility of online stores to provide the most relevant environmental cues possible. Based on the results of this research, it has been determined that Web managers in Jordan should allocate a larger

share of their resources toward the hints that increase the exciting value of the atmospherics of Web portals. Researchers with an academic or professional interest in or predisposition toward the facets of emerging economies will find this study useful in expanding their understanding of e-retailing and online purchasing behavior.

M.A. Khan & S. Khan (2018), The goal of this research is to validate a model for studying how service convenience influences Indian online shoppers' actions after making a purchase. The confirmatory factor analysis was used to verify the components found in the prior literature. To examine the relationship between service ease and post-purchase behaviors such customer happiness, loyalty intention, Trust, etc., a structural equation modeling analysis in AMOS 20.0 was used. Incorporating the impact of service convenience on post-purchase behavior of consumers in e-retailing, this research adds to the literature of service marketing, particularly as it pertains to the Indian market.

Len Tiu Wright (Reviewing editor) (2018), Jozef Bucko, Luká Kakalejk, & Martina Ferencová. Finding out what makes people more or less likely to buy from an online retailer is the focus of this research work. We analyzed the factors that influence people's choices while shopping online. To simplify this process, we used principle components analysis to break down the criterion into seven distinct elements. We used confirmatory factor analysis to verify the validity of the factors and found that the model with the additional factors provides a good fit to the data.

### **Methodology:**

A key outcome of this research is an examination of how online and offline variables interact to shape

consumer spending on entertainment services in Nashik. Research papers, journals, books, and data from the internet are all examples of secondary sources that were mined for this study. The chosen subset had shopped online at least once before. There were 162 people in the chosen sample. The data was analyzed using the mean, standard deviation, a reliability test based on Cronbach's Alpha, and a factorial analysis.

### **Data Analysis**

#### **Frequency distribution of demographic variables**

Table 1 was created to learn about the respondents' economic background, and it shows that men made up 77.8% of the whole sample (n=162) while women made up 22.2%. We further separated the age range into four groups and discovered that although the majority of respondents (85.20%) were under the age of 25, 9.3 percent were between the ages of 25 and 30, and 5.6 percent were between the ages of 30 and 35. In our study, we divided respondents based on their marital status into two groups: those who were never married (88.9%) and those who had been married before (11.1%).

High school, intermediate, bachelor's, master's, and above-master's degrees are the five tiers we've established for educational attainment. Approximately 63% of respondents had a bachelor's degree, 22% had a master's degree, 10.5% had an intermediate degree, 1.2% had a high school diploma, and 2.5% had a degree higher than a master's. We have divided monthly household income into three groups: About eighty-nine percent of respondents had incomes of less than 25,000, while sixteen percent had incomes of between 25,000 and \$50,000, and three percent had incomes of more than \$50,000.

**Table 1: Demographic Profile of respondents**

Respondent		Frequency	Percent
Gender	Male	126	77.8
	Female	36	22.2
Age	15-20	57	35.2
	20-25	81	50.0
	25-30	15	9.3
	30-35	9	5.6
Income	less than 25000	131	80.9
	25000-50000	26	16.0
	Greater than 50000	5	3.1
Education	High school	2	1.2
	Intermediate	17	10.5
	Bachelor	102	63.0
	Master	37	22.8
	Above master degree	4	2.5
Marital Status	Married	18	11.1
	Unmarried	144	88.9
Occupation	Self employed	4	2.5
	Student	130	80.2
	Employed	28	17.3
Frequency of shopping online	Daily	7	4.3
	Weekly	27	16.7
	Monthly	102	63.0
	Annually	26	16.0
Total		162	100.0

**Reliability and validity assessment**

The reliability of the scale created for evaluating the assertions in the questionnaire was examined using the Cronbach's Alpha statistic. The 20-statement questionnaire has an alpha value of .707, indicating that the items are reasonably consistent.

look at table 2. The dependability analysis was performed to check the steady state of the collected data. Measuring a construct was used to examine the reliability of the research tools. The coefficient alpha values were calculated using Cronbach's alpha, which is a measure of internal consistency.

**Table-2: Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.661	.707	20

**Reliability Statistics convenience in Service Retail Store Attribute, Convenience & Risk**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.859	0.859	2
0.915	0.918	2
0.791	0.781	2

**Reliability Statistics convenience in Web store Attribute, Convenience & Risk**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.858	0.855	2
0.811	0.805	2
0.955	0.956	2

The results of the reliability test, represented by the cronbach's alpha score, indicate a high degree of internal consistency with values ranging from 0.90 to 0.78. Therefore, it may be determined that the instrument has a sufficient degree of dependability for use in subsequent tests of statistical analysis.

**Exploratory Factor Analysis**

The exploratory factor analysis was appropriate for the data according to the KMO and Bartlett test of sphericity. KMO, a measure of sampling adequacy,

was 0.751, much over the 0.5 threshold required for considering the data eligible for factor analysis.

Bartlett's test of sphericity, as shown in Table 3, was 719.907 significant at the 0.000 level of significance. The correlation matrix was obviously not an identity matrix. The aforementioned evidence demonstrates that factor analysis may be used to the acquired data on the various characteristics of online buying from respondents.

**Table 3: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.751
Bartlett's Test of Sphericity	Approx. Chi-Square	719.907
	df	190
	Sig.	.000

Principal Component Analysis (PCA) was used to analyze the raw scores of 20 items to determine what elements really have a role in the online purchasing habits of consumers. Seven components were identified after the investigation, with exploratory factor analysis accounting for 61.361% of cumulative variance. The results of the EFA are shown below.

Factor	Eigen Value	% Variance	Elements converged	Factor Load
Customer satisfaction	4.61	23.048	The information given about the products and services on the internet is sufficient.	0.739
			I do not mind paying in advance for the products on the internet	0.696
			I am satisfied with the customer services provided by the online shopping	0.571
			In my overall experience I am satisfied with online shopping.	0.562
			Online shopping Provides guarantee and warrantee	0.462
Availability of products	1.661	8.304	Online shopping is more expensive than sold in retail store.	-0.709
			Online shopping provides variety of products for purchase.	0.457
Perceived usefulness	1.414	7.07	Online shopping provides special offers/discounts for purchase.	0.697
			Large selection of products.	0.648
			I am satisfied with the product tracking process provided shopping.	0.645
			Simplicity of purchase process	0.494
Economic	1.307	6.533	Easy refund and return policy	0.651
			Prefer online shopping if online prices are lower than actual price	0.641
			Detailed description and information availability to every product	0.494
Website quality	1.074	5.369	Hidden charges causes confusion while purchasing product	0.812
			Prefer more secured website	0.743
Perceived risk	1.044	5.218	Online shopping is risky	0.420
			Hesitate to give my credit debit card number	0.843

**Hypothesis Testing:**

H0: there is no significant relation between web store (e-retail) & Service Retail Store consumer buying behavior of entertainment services

H1: there is significant relation between web store (e-retail) & Service Retail Store consumer buying behavior of entertainment services

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Rows	1.291375	5	0.258275	2.647119	0.154519	5.050329
Columns	0.003008	1	0.003008	0.030833	0.867503	6.607891
Error	0.487842	5	0.097568			
Total	1.782225	11				

Since the calculated p value is (0.867), which is more than 0.05 ( $p > 0.05$ ) at the 5% significance level, we may infer that H0 is true and that all of the variables have an identical impact on consumers' decisions whether they shop online or in a physical store. Therefore, customers' propensity to purchase amusement services from either an online shop (e-retail) or a physical service retail store is unrelated.

H0: consumer do not prefer web store buying over service retail store buying of entertainment services

H2: consumer prefer web store buying over service retail store buying of entertainment services

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Rows	0.24106	4	0.060265	1.734994	0.303299	6.388233
Columns	2.95936	1	2.95936	85.19822	0.000766	7.708647
Error	0.13894	4	0.034735			
Total	3.33936	9				

Since the calculated p value is (0.0007), which is less than 0.05 ( $p < 0.05$ ) at the 5% significance level, we may infer that consumers would rather purchase entertainment services from an online shop than a physical one.

Figure 2 shows how customer shopping habits have changed over time.

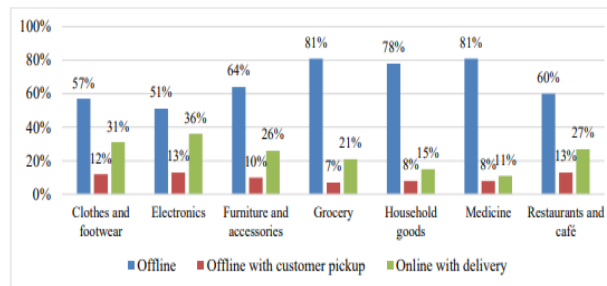


Figure 2. Change of channels of purchase of goods by categories

Consumers' offline spending dropped by about 40%, according to survey data, while overall prices fell by 30%. Concurrently, there was a 20 percent rise in the average order value and number of transactions conducted through online services.

**CONCLUSION**

This research identified seven elements that influence consumers' decisions to make purchases while online shopping. Perceived website usability, perceived risk, perceived utility, influence of

website design, the economic aspect, product availability, and customer happiness are all included in this category. Consumer purchasing behavior research is difficult because people's attitudes, preferences, and motivations change depending on context. However, with careful consideration of the parameters and variables at play, the task can be accomplished. When comparing how customers shop at brick-and-mortar stores with how they shop at online stores, it becomes clear that, while risk is the major factor that affects consumer buying behavior negatively in web store buying, customers still choose to buy services on the web to save time, avoid standing in line, wait periods, and the availability of services online and the ease of the buying and cancellation process.

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