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Analysing the buying behaviour of consumers of online marketplaces: A study in the context of western Odisha

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Abstract

The study aims to analyse the buying behaviour of consumer of online marketplaces in the context of Western Odisha. We analyse the factor influencing the consumer decisions to buy from online market places. We also assess the awareness level of consumers regarding online marketplaces. For this study, a structured questionnaire is framed for the collection of primary data. The study is conducted by collecting data from 209 respondents of Western Odisha by through an online survey using Google Forms. The study uses Exploratory Factor Analysis and Regression to analyse the buying behaviours of consumer of online marketplace. The study finds that factors like price, security and feedback mechanism significantly influence the buying behaviour and security factor has the highest impact. The study also finds that most of the people in the western Odisha are aware about the online marketplaces.

Keywords: Buying behaviour, consumer, online marketplaces, awareness, consumer decision

Introduction

The word "internet" describes a broad global communication network that links many networks. It enables the sharing of knowledge, ideas, evaluations, and other things. In addition to altering our daily lives, the Internet has radically transformed the business sector. The internet has a significant impact on how customers make purchasing decisions in addition to how company owners run their operations. E-commerce is a branch of electronic business. It deals exclusively in the distribution of goods and services, (Sarathe, 2021) ^[19]. It helps a business owner comprehend the preferences, needs, and requirements of their clients with regard to products and services. Customers can learn more about goods and services on the internet, and they can also read about other customers' good and bad experiences.

E-commerce is one of the biggest sectors in today's era. The use of online-commerce is expanding daily. Today, almost 90% of companies have a website, or even companies that do not offer e-commerce services (Sarathe, 2021) ^[19]. Considering the Indian market, the growth for e-commerce is enormous (Urne, 2020) ^[21]. With integrated links, a lot of platforms these days make it quite simple for e-commerce businesses to sell straight from their social media profiles and different applications.

In this digital age, online marketplaces like Flipkart, Amazon, Myntra, Jio, Nykaa, and others have taken centre stage in the e-commerce sector. Hundreds of online marketplaces exist now, and the number is continually rising. As new digital technologies emerge, the competition in these marketplaces gets more and more violent. This draws particular attention to a crucial problem, which is how consumers select markets for online transactions like buying goods or services. Even while online marketplaces are becoming more and more significant in the digital economy, little is known about the characteristics of these platforms and how they affect consumer choices (Lu & Zhang, 2019) ^[12].

Online shopping, a type of electronic commerce, enables customers to purchase goods or services directly from a seller via the Internet (Aruna *et al.*, 2015) ^[2]. Due to its many advantages, online shopping has become commonplace nowadays and is accepted by customers. People nowadays are so pressed for time that they either can't or don't want to go to the mall, making the savings offered by online shopping invaluable (Pal & Kumari, 2023). From the perspective of the customer, internet shopping provides a wide selection of products and services at reasonable, clear costs.

It has removed the annoyances of fighting for a spot in a long line at cash machines, squeezing through crowds, and battling to find parking at malls.

The way people live have changed due to technology, and with it have their standards of living, choices, needs, and purchasing habits. According to (Sarathe, 2021) ^[19], consumer buying behaviour is a process of choosing, purchasing, using and disposing of products and services by individuals and groups to satisfy their needs and wants.

In the daily lives, all people worldwide assume the position of a consumer. One area that is always relevant to observe is consumer behaviour. Because people's behaviour is changing so quickly, marketers need to pay close attention to these changes.

Consumer buying behaviour is a broad and multidimensional phenomenon. Trust and perceived advantages are the primary determinants of consumer's attitudes regarding online purchasing and these characteristics seem to be the fundamental conjectures of consumers' actual behaviour (Pal & Kumari, 2023).

While there are many similarities between online and physical consumer behaviour, there are also some distinctions. Whether a customer makes a decision offline or online, the process is the same. The online model places significant emphasis on website characteristics, user abilities, product attributes, and attitudes towards online shopping. There are differences in the ways that consumers utilize the internet to shop. Few customers are reluctant to use this new method of distribution because they are concerned about security and privacy. Some customers decide to use the Internet as a source of information before going in-person to the stores to haggle over the price with the shopkeeper. So, it is a very interesting aspect to the behaviour of a consumer in connection to online shopping.

The study of consumer behaviour also looks at how attitudes, emotions, and preferences influence a person's decision to purchase a certain good or service. The current study is attempted to study the buying behaviour of consumers of online marketplaces.

2. Review of literature

Sachdeva (2020) ^[18] analysed the consumer buying behaviour towards E-shopping. According to this study, E-Shopping is rapidly changing the way people do business all over the world. The survey shows that people are ready to spend more than 30,000 on average on E-Commerce Shopping. Most of the respondents are preferring online shopping to traditional shopping.

Mittal & Arjun (2020) ^[15] analysed impact of E-Commerce on consumer behaviour and found that internet consumer trust and perceived risk have strong impacts on their purchasing decisions. Consumer's trust, privacy concerns, security concerns are the major factors for the trust on websites influence to the purchasing decision of any consumer.

Kumar *et al.* (2017) ^[9] this paper has been intended to examine the key consumer behaviour and the relation among them in e-marketing perspective in Ernakulam district. The study was circumscribed to a sample size of 200. This paper also gave direction to improve delivery and advertising web-products & services to achieve objective of E-marketing and E-commerce in long run.

Pal & Kumari (2023) this empirical study analysed the consumer habits while internet shopping and also determined the factors which motivates the consumer to

make purchase via online shopping. The data was collected using google form and both primary & secondary data were used. The study overall concluded consumer habits and factors affect the buying behaviour towards online shopping.

Sarathe (2021) ^[19] analysed the impact of e-commerce on consumer buying behaviour with references to grocery products on consumer of Bhopal. In this study the Indian electronic commerce market experienced significant growth over last 2 decades. The results of this study indicated that consumers' decisions to purchase for groceries online are influenced by a number of aspects, including speed, quality, variety, and customer service. This study indicated that Amazon and Flipkart are the most popular e-shopping platforms. It is important to regularly research customer purchasing behaviour as, as technology advances, so do consumer habits. It also aids in the company's improved understanding of customer behaviour.

Lissy & Krupa (2023) ^[10] analysed the impact of e-commerce on consumer buying behaviour with reference to grocery products on consumer of Coimbatore district and showed that the Internet continues to play a significant role in connecting information and individuals, the demand on markets that have already adopted online services, especially markets where selling goods online is new has increased.

Urne (2020) ^[21] focused on the status of e-commerce in India, e-commerce and technology adoption, the impact socio-economic impact of e-commerce, e-commerce and consumer buying decision making and e-commerce benefits and its success. This study attempted to understand the future need to study the impact of e-commerce on consumer buying behaviour and up to what extent the buying can be changed.

Kanchan *et al.* (2015) ^[8] analysed the factors effecting online purchase decisions of Indian customer. This paper attempted to identify the determinants of online purchase intentions of youths in Indian context. The data was collected through survey of 200 students of graduation and post-graduation courses in Bareilly region Uttar Pradesh. The framework of the research enhanced understanding of the factors affecting customer online shopping behaviour, helps in profiling typical Indian online shoppers and helped e-marketers developing more specific marketing strategies to increase e-commerce sales.

Aruna *et al.* (2015) ^[2] analysed the consumer behaviour towards online shopping which found why consumers prefer online shopping over offline shopping. The main objectives of the study were to product categories for which customers favour online shopping. This study helped in understanding which product does consumers prefer to shop in online.

Mishra & Chopra (2014) ^[14] analysed online buying behaviour of consumers at Bhopal. The study focused on factors that online buyers considered while shopping online. The data was collected using questionnaire on the sample of 100 people in the age bracket of 15-60 years and percentage analysis was done for analysing the collected data. This study analysed that it was important for e-tailors to upgrade their interface and consumer experience based on technology as well as consumer behaviour, expectations and maturity; otherwise, they would risk becoming obsolete in the rapidly evolving online world.

Bishnoi & Mittal (2017) ^[4] analysed the consumer behaviour towards online shopping in Delhi and Faridabad (India). The study was circumscribed to sample size of 300.

The findings depicted that when a consumer decided to purchase online, they are motivated by multiple factors like ease of purchasing or convenient, time savings, price effective, anywhere-anytime, cost effective, and broad categories availability.

Alsheikh *et al.* (2019) ^[11] explored the effects of consumers' trust predictive model for satisfying buyers' expectations based on sellers' behaviour in the marketplace. The data were acquired from US city of Ashville, Alabama, and Manchester in the U.K. The results of the analysis demonstrated that the guest negative feedbacks in reviews are high when the description of the host's property had the emotion of joy only. By contrast, the guest negative sentiments in reviews were at a minimum when the host's sentiment had mixed emotions (e.g., joy and fear).

Datta (2022) ^[5] investigated the consumer buying behaviour towards online and offline shopping in west Tripura district and identified the factors affecting online shopping. The study was undertaken to understand the consumer behaviour through a self-constructed questionnaire 200 respondents from West Tripura district. Several managerial implications are discussed along with the scope for future research. The recommendations are presented in this research may help foster growth online shopping in future.

Bakos (1998) ^[3] discussed the emerging role of electronic marketplaces on the internet. The study analysed that internet-based electronic marketplaces leverage information technology to match buyers and sellers with increased effectiveness and lower transaction costs, leading to more efficient, "friction-free" markets.

Lodoros *et al.* (2006) ^[11] investigated the factors determining e-commerce re-purchasing behaviour in the e-business to consumer market. The survey of 211 consumers revealed that consumers' attitude towards past e-purchases had significant impact on their intent to re-purchase and that the consumers' experience with an e-brand significantly affected their beliefs regarding the importance of trust, security and convenience in the online environment.

Shah & Tandon (2020) ^[20] studied the consciousness of online shopping consumer buying behaviour of Indian consumer. The data was collected by self-structured questionnaires from 400 respondents belonging to 4 big cities of Uttar Pradesh. Multilevel regression analysis was opted for the scrutiny of the impact of self-consciousness on independent variables. The study analysed that self-consciousness created an impact on both perceived ease of use and of consumers towards online shopping while perceived usefulness and consumer behaviour were not stimulated by self-consciousness to a notable extent.

Gupta & Jain (2017) ^[6] analysed the consumer behaviour towards e-commerce. The study predicted 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.

Makhijani *et al.* (2023) ^[13] analysed the risk perception and consumer purchase behaviour with special reference to e-shopping. The data sample of 373 working professionals of Delhi/NCR were collected with the help of questionnaire that inquired about respondents' demographic information, buying habits, and awareness of potential dangers in the online retail environment. The study demonstrated that consumers' perceptions of the product-related risks connected with the online shopping system varied with the frequency with which they shopped online.

Nikolaos (2016) ^[16] focused on holidaymakers' perspective using internet bookings for their holidays. The study revealed the associations between internet perceived risks and the relatively equal influence of product and e-channel risks in consumers' trust, and that online purchasing intentions were equally influenced by product and e-channel consumer trust. And also illustrated the relationship between marketing strategies and perceived risks, and provided managerial suggestions for further e-purchasing tourism improvement.

Lu & Zhang (2020) ^[12] discussed the decisional attributes and their relevance for online consumers when choosing marketplaces. The study was analysed by conjoint analysis methodology. The study suggested that institutional theory and technology adoption model offer more relevant theoretical perspective than the logistics service theory for marketplace choice and offered several theoretical contributions to research and some insights for practice.

There have been many studies in the past regarding buying behaviour of consumers of online marketplaces. But very few of them have figured out the consumers' buying behaviour of online marketplaces. The consumer attitude and behaviour towards online marketplaces and its impact on buying behaviour of consumers of online marketplaces have also been discovered by a few studies and none of them is in the Western Odisha context. Moreover, many studies have been conducted with fewer sample sizes which do not represent the real scenario. This study will attempt to fill all these gaps.

3. Objectives and Hypotheses of the Study

3.1. Objectives of the Study

The study aims to establish and further develop the following objectives:

- To assess the awareness level of the consumers regarding online marketplaces.
- To analyse the factor influencing the consumer decisions to buy from online marketplace.

3.2. Hypotheses of the Study

Following hypotheses are formulated after reviewing the existing literatures:

H₀₁: There is no significant influence of price on buying behaviour.

H₀₂: There is no significant influence of security features on buying behaviour.

H₀₃: There is no significant influence of choice and feedback mechanism on buying behaviour.

3.3. Scope of the Study

Online marketplaces have been playing an important role in Internet and consumer behaviour. The availability of internet and its ease of transactions has given an upraise in consumers understanding and decision-making power.

This paper hopes to study buying behaviour of consumers of online marketplaces and to examine which factors influence consumers to shop online. The limit and range of consumer's buying behaviour particularly mentioned in this study.

4. Research Methodology

4.1. Sampling and Data Collection

The purpose of this research is to study the buying behaviour of consumers of online marketplaces. The study is mainly descriptive and empirical in nature. Simple

random sampling method was applied. The quantitative methodology was chosen as the study’s methodology. Because there were so many respondents and descriptive statistics were used, a quantitative approach was required (Datta, 2022) [5]. The internet-based survey was used as the study instrument. The study was designed to collect data regarding consumer perceptions. Because of its practical features and ease of use, the online survey was constructed using the Google Forms platform (Gupta & Jain, 2017) [6]. A total of 25 questions, including multiple choice, linear scale was included in the survey. The first part of the questionnaire replicates demographic information. The second part collects information regarding the buying behaviour of the consumers with four variables, the third and fourth parts collect information regarding the price and

security with three variables each. The fifth collects information about choice and feedback mechanism of consumers with six variables. Variables are rated with 5-point Likert Scale with 1 (Strongly Disagree) and 5 (Strongly Agree) (Panda *et al.*, 2021) [17].

The data collection was conducted and collected through different platforms in social media. The data collection’s time period lasted from 8th of March 2024 to 4th of April 2024. The total time period for data collection hereby lasted for 28 days. The collection period was very efficient as well as effective and it provided the total of 209 responses. (Jawaid *et al.*, 2021) [7] SPSS 23 and Microsoft Excel are used for data analysis.

4.2. Data Analysis

Table 1: Profile of Respondents

Variables	Frequency	Percentage
Gender		
Male	90	43.69
Female	109	56.31
Age		
Below 20 years	22	10.56
20-40	159	76.17
40-60	25	11.71
Above 60 years	3	1.56
Education		
10 th /12 th	21	10.53
Under graduate	75	35.31
Post graduate	107	51.65%
PhD or Higher	6	2.51
Employment status		
Student	128	61.24
Employed	51	24.46
Self-employed	15	7.15
Unemployed	15	7.15
Computer skills		
Basic	144	68.28
Professional	36	17.89
Advanced user	15	7.38
None	14	6.45
How often do you make purchases online?		
Daily	6	2.51
Weekly	26	12.44
Monthly	55	26.45
Occasionally	115	55.35
Never	7	3.25
Which online marketplace do you like most?		
Flipkart	128	61.21
Amazon	42	20.12
Myntra	28	13.04
Ajio	5	2.76
Nykaa	6	2.87

Source: Compiled by the Author

4.3. Factor Analysis

Exploratory factor analysis is analysed in the present study with the help of SPSS software.

Table 2: KMO test of Sampling Adequacy and Bartlett’s Test of Sphericity

KMO and Bartlett’s Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.944
Bartlett’s Test of Sphericity	Approx. Chi-Square	2736.662
	Df	120
	Sig.	.000

Source: Compiled by the Author

The table assess the KMO and Bartlett’s test and assess the sampling adequacy and findings of the study stated that estimated KMO value of the study is .944 which is close to 1 (Panda *et al.*, 2021) [17]. Moreover, Bartlett’s Test of

Sphericity value is .000 which is less than the acceptable threshold limit of .005. Therefore, sampling data is large enough and suitable to perform factor analysis (Jawaid *et al.*, 2021) [7].

Table 3: Rotated Components Matrix

Variables	Components			
	Choice& Feedback Mechanism	Buying Behaviour	Security	Price
CF1	.780			
CF2	.777			
CF3	.738			
CF4	.718			
CF5	.703			
CF6	.666			
BB1		.762		
BB2		.746		
BB3		.730		
BB4		.646		
SEC1			.862	
SEC2			.781	
SEC3			.642	
P1				.868
P2				.699
P3				.368

Source: Compiled by the Author

*CF- Choice and Feedback Mechanism, BB- Buying Behaviour, SEC- Security, P- Price

We have conducted exploratory factor analysis to explore the factors responsible for consumer buying behaviour (Panda *et al.*, 2021) [17]. The table analysed the rotated component matrix and stated that all the variable under study having value greater than .40 which is more than the

acceptable threshold limit. Therefore, 16 can be meaningfully reduced to four new formed factors (Jawaid *et al.*, 2021) [7].

4.4. Regression Results

Table 4: Model Summary

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.819 ^a	.671	.666	.58370	.671	139.286	3	205	.000	1.841

Source: Compiled by the author

*a. Predictors: (Constant), choice, security, price, b. Dependent Variable: buying behaviour

The table analysed significance value of .000 and this indicates that the regression model being used in this research leads to meaningful results (Panda *et al.*, 2021) [17].

This makes the findings of the research as justified and useful in reaching a decision about the buying behaviour of consumers of online marketplaces (Jawaid *et al.*, 2021) [7].

Table 5: Calculation of ANOVA

Model	Sum of Squares	DF	Mean Square	F	Sig.
Regression	142.367	3	47.456	139.286	.000 ^b
Residual	69.844	205	.341		
Total	212.211	208			

Source: Compiled by the author

*a. Dependent Variable: buying behaviour

b. Predictors: (Constant), choice, security, price

The ANOVA table shows F-value of 47.456 and a p-value of 0.00. Therefore, the analysis can be said statistically

significant as F-value is greater than 4 and p-value is less than 0.05 (Jawaid *et al.*, 2021) [7].

Table 6: Calculations of Coefficients

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.231	.173		1.335	.184		
	Price	.183	.060	.184	3.059	.003	.442	2.261
	Security	.422	.055	.424	7.605	.000	.517	1.933
	Choice& feedback	.323	.072	.316	4.488	.000	.323	3.094

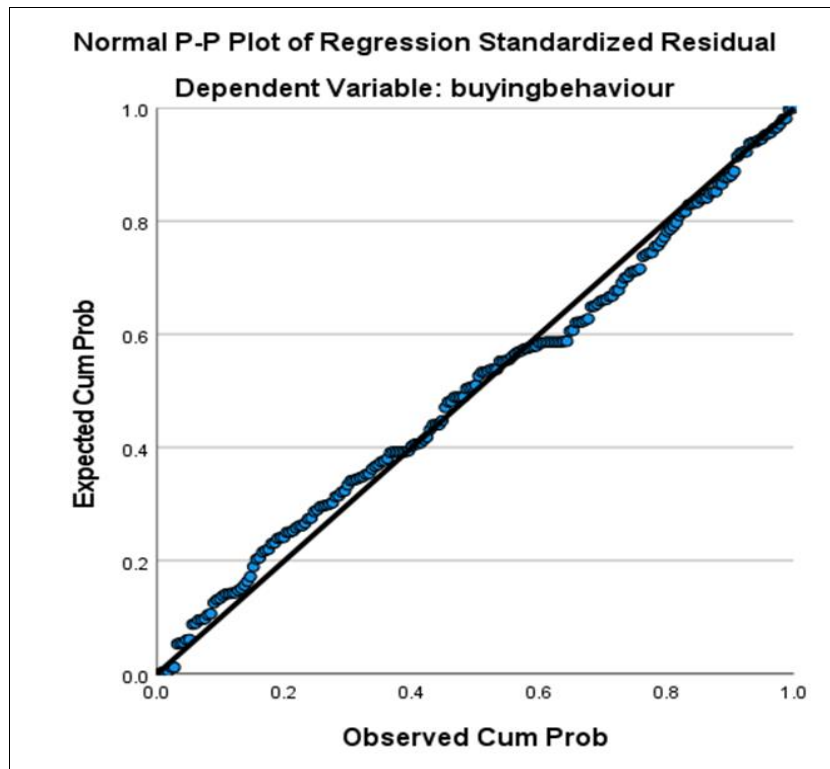
Source: Compiled by the author

*a. Dependent Variable: buying behaviour

The above coefficient table shows all the dependent variables become significant at 1% level as the P value is .000 (Panda *et al.*, 2021) ^[17]. When there is increase in one unit of the price, it results in increase of .183 in buying behaviour. When the security increases by one unit, it results in increase of .422 in buying behaviour. Similarly,

when there is increase in one unit of choice & feedback mechanism, it results in increase of .323 in buying behaviour.

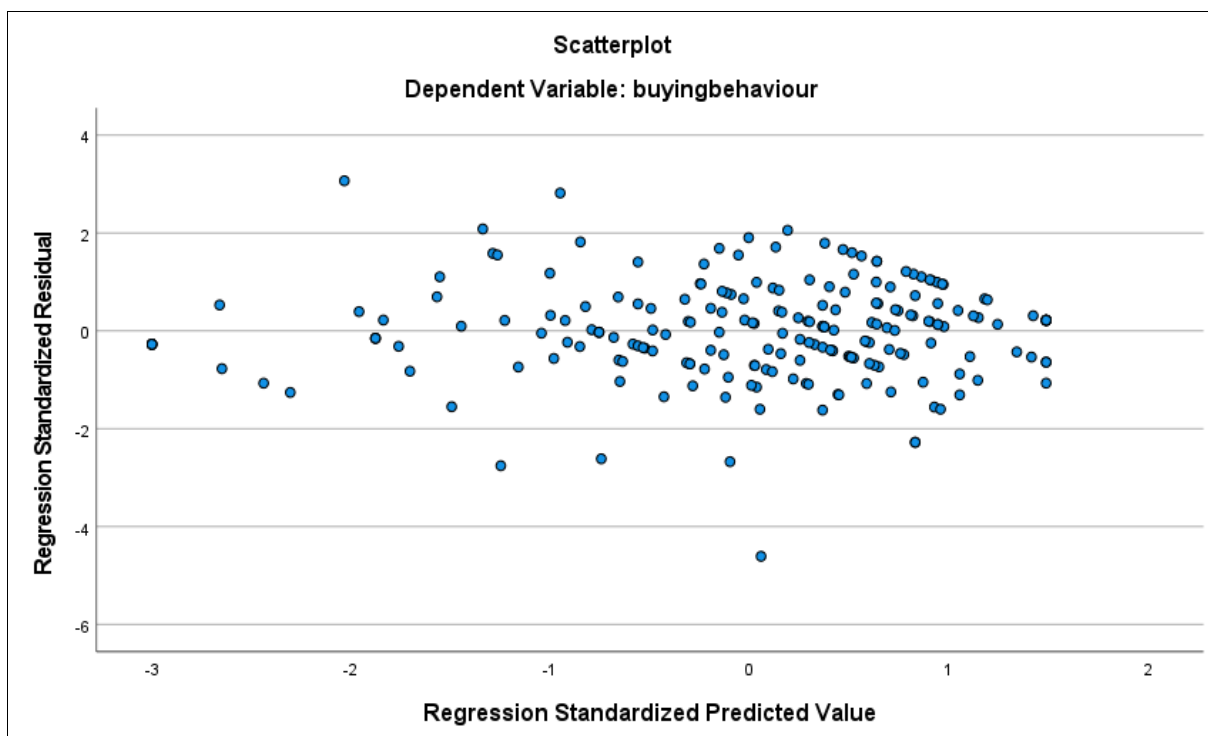
4.5. Regression Assumption



Source: Compiled by the author

Fig 1: Normality of Residuals with PP Plot of Regression Model

The distribution of residuals shows that all the data points are normally distributed (Panda *et al.*, 2021) ^[17]. nearer to the PP Plot. The above picture infer that residuals



Source: Compiled by the author

Fig 2: Constant variance of residuals

The table above shows the scatter plot of residual of the model. The plots are spread across the scatter plot without forming a clear pattern. Thus, it can be inferred that there is a constant variance of residuals (Panda *et al.*, 2021) ^[17].

5. Major Findings

The study finds that majority of respondents prefer Flipkart and Amazon as a primary platform for online shopping. The majority of respondents think buying products online is beneficial than buying from offline market, and it is also cheaper than offline marketplaces (Kanchan *et al.*, 2015) ^[8]. The above-collected data also revealed that security is the most significant factor for consumers while purchasing from online marketplaces as the beta value is higher as compared to other factors. This study also shows that the majority of the respondents are aware of all factors such price, brands, security, and etc. which are essential while purchasing online (Datta, 2022) ^[5]. This study finds that the consumers preferring online marketplaces than offline marketplaces. It also observed that the majority of respondents are feeling secure while making online payment. The above-collected data also finds that majority of respondents are having a positive experience.

6. Practical implications

Through the study price have significant influence consumers to purchase from online platforms. So, E-commerce companies' owners should focus on the price factors.

As the study finds that security factor has the highest influence on consumers while purchasing from online marketplaces, companies' owners should give more emphasis on the security factors. Security factors can be evaluated on a continuous basis and should be prioritised.

The buying behaviour of the consumers of online marketplaces are very much influenced by choice and feedback mechanism while purchasing. Therefore, E-commerce companies' owner must give more choices and can improve feedback mechanism.

7. Conclusion

The purpose of this study was to analyse the buying behaviour of consumers of online marketplaces in Western Odisha. The Indian electronic commerce market has experienced significant growth over the last two decades (Sarathe, 2021) ^[19]. The two key causes of this are increased use of internet access and cell phone penetration. Furthermore, the increase in acceptance of internet purchases as well as favourable demographics have altered how businesses connect, engage and conduct business with consumers. As the Internet continues to play a significant role in connecting information and individuals, online marketing is an easy method of shopping (Lisy & Krupa, 2023). The research not only confirms that working professionals are comfortable using online buying systems, but is also answers all the questions that have prevented certain consumers from completely enjoying their shopping experiences. The primary findings of the study were that price, brands, security, choice and feedback mechanism are some of the factors that influenced the consumers of online marketplaces (Kumar *et al.*, 2017) ^[9]. The most of respondents are satisfied and preferring more online marketplaces than offline marketplaces (Datta, 2022) ^[5]. At the same time consumers are feeling secure while making online payments. And are also having a great positive

experience.

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