Digital Shopper Dynamics: A Comprehensive Analysis of Online Buying Behaviour in the Retail Landscape of Bangalore City

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Abstract

The study navigates the evolving patterns of consumer Behaviour in the contemporary digital era, emphasizing the city-specific dynamics of Bangalore. The literature review establishes the global influence of the digital age on retail, creating a foundation for the investigation. Objectives center on understanding online buying factors, evaluating digital marketing effectiveness, and exploring technological impacts. Employing a robust methodology, including descriptive research and random sampling, demographic details of 450 respondents are analyzed, reflecting a diverse representation crucial for tailored insights in the local market. Correlation analysis unveils a positive link between ethical sales behaviour, customer trust, and commitment. However, the weak correlation with customer loyalty suggests the necessity for a holistic loyalty approach. Suggestions highlight the significance of ethical sales training, exploration of additional loyalty drivers, and customer-centric strategies. The research contributes vital insights for businesses and policymakers, guiding them in optimizing strategies in the dynamic realm of online retail in Bangalore City.

Keywords: *Digital Shopper Dynamics, Online Buying Behaviour, Retail Landscape, Bangalore City, Ethical Sales Behaviour.*

1. Introduction

In the contemporary era, the advent of digital technologies has significantly transformed the retail landscape, reshaping consumer Behaviours and purchasing patterns. With the rise of online shopping platforms, consumers now have unprecedented access to a vast array of products and services from the comfort of their homes. This paradigm shift has not only revolutionized the way individuals shop but has also presented retailers with new challenges and opportunities. As one of the major urban centers in India, Bangalore City stands at the forefront of this digital retail revolution. Understanding the intricacies of online buying Behaviour in Bangalore is crucial for retailers and policymakers to adapt and thrive in the rapidly evolving digital marketplace.

This research paper aims to provide a comprehensive analysis of digital shopper dynamics in the retail sector of Bangalore City. By delving into the factors influencing online purchasing decisions, exploring the preferences of consumers, and examining the impact of various marketing strategies, this study seeks to unveil the nuanced intricacies of the digital shopping landscape in Bangalore. Through a meticulous examination of consumer Behaviours, the research aims to contribute valuable insights that can inform

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businesses, policymakers, and researchers alike, fostering a deeper understanding of the dynamics at play in the online retail sector of this vibrant and dynamic city.

2. Theoretical Background of the study

The theoretical underpinnings of the research on "Digital Shopper Dynamics" draw from various disciplines, primarily rooted in consumer Behaviour studies, e-commerce literature, and marketing theories. Consumer Behaviour in the digital age is a complex interplay of psychological, social, and economic factors. Traditional models of consumer decision-making are being redefined as individuals navigate the online retail environment, considering elements such as website design, user experience, trust in online transactions, and the influence of social media on purchase decisions. Models like the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) provide frameworks to understand how individuals adopt and use technology, which can be adapted to study the acceptance and usage of online retail platforms.

Moreover, the analysis delves into the marketing theories that shape the strategies employed by online retailers in Bangalore City. The extended marketing mix, incorporating elements like online promotions, personalized recommendations, and social media engagement, plays a pivotal role in influencing digital shopper Behaviour. Additionally, the study may explore the concept of digital trust, drawing on trust-building theories, as it is a critical factor that shapes consumers' willingness to engage in online transactions. By synthesizing these theoretical perspectives, the research aims to construct a robust framework for comprehensively understanding the intricacies of online buying Behaviour in the unique retail landscape of Bangalore City.

3. Review of Literature

Siddaraju S and Dr. S MariGowda (2023) in the digital age, the landscape of commerce has gone through a significant change, with online shopping arising as a predominant power in the retail business. This shift has been driven by technological advancements, changing consumer preferences and the convenience offered by e-commerce platforms. Mahmoud Kamal Abouraia, Dr. Rania Mohamed Al Morsey (2021) the global consumer landscape has undergone a substantial transformation with the advent and proliferation of the digital age. One of the most pronounced changes brought about by this digital revolution is the altered dynamics of consumer Behaviour, especially in the context of online shopping. Diksha Dahiya and Ramesh Kumar Garg (2023) the impact of digital technology fundamentally alters every aspect of its existence like Spanning communication, entertainment, healthcare, and finance. The digital revolution had seamlessly woven itself into the fabric of contemporary society. Digital technology has not only revolutionised but has also entirely reconfigured how we engage in communication, pursue professional endeavours, acquire knowledge, and engage with the world at large. Hashim Shahzad, (2015) online shopping is a very much developed phenomena in Scandinavian countries. Different online factors impact online consumers' Behaviour differently depending on the environment of different regions. Sweden is one of the developed and technologically advanced countries. To see the impact of different factors on consumers' online shopping Behaviour, the purpose of this study is to analyse the factors that influence consumers' online shopping Behaviour in Sweden's context.

Mr. Bharat Gahlot and Dr. Poonam Rani, (2023) With the rapid growth of e-commerce, businesses are increasingly relying on digital marketing techniques to attract and engage customers. Understanding the impact of these strategies on consumer Behaviour is crucial for organizations seeking to optimize their marketing efforts in the digital landscape. Tao Chen, Premaratne Samaranayake, XiongYing Cen, Meng Qiand Yi-Chen Lan, (2022)

E-commerce has grown substantially over the past years and has become increasingly important in our daily life, especially under the influence of COVID-19 recently. In terms of online shopping, consumers are increasingly inclined to obtain product information from reviews. Compared with the official product information provided by the sellers, reviews are provided by other consumers who have already purchased the product via online shopping websites. Sarah S. Al Hamli 1 and Abu Elnasr E. Sobaih (2022) Since the outbreak of the coronavirus disease 2019 (COVID-19) in December 2019, online shopping in Saudi Arabia, as in most other countries worldwide, has become more common than ever before. The pandemic stimulated a downward trend in the economic performance as the entire population of the country went into quarantine. Arun Mishra (2023) in the rapidly evolving landscape of the digital age, the Behaviour of consumers has undergone a profound transformation, primarily driven by the widespread adoption of the internet and technology. This shift has particularly manifested in the realm of online shopping, revolutionizing the way consumers interact with brands and make purchase decisions.

Werner Reinartz,Nico Wiegand and Monika Imschloss, (2018) Consumers have traditionally made purchase decisions at the store shelf, giving institutional brick-and-mortar retailers great power to learn about and influence behaviours and preferences. Jayanath Anandaa, Gamithri Gayana Karunasenab,c, David Pearson, (2023) The rapid growth of online grocery shopping can have significant economic, social and environmental implications. However, the influence of changing consumer food acquisition practices on household food waste has received less attention in the literature. Moreover, there is a dearth of household studies that account for zero values of self-reported food waste. Shefali Jaiswal and Anurag Singh (2020) The role of online retailing is increasing with each passing day for any business and therefore offering value to the customer which in turn also yield benefit to the retailer and differentiate it from the competitors is an important task. By getting an idea of how customer perceive and evaluate the offerings, retailers may be able to influence the customers in that particular direction. YangyangJianga, Nikolaos Stylos, (2021) In the last three decades, the technological developments of Web 2.0 and Web 3.0 have largely served as the driving forces for the Marketing 3.0 era of customization, and the digitalization age of Marketing 4.0, respectively. Information and communication technologies (ICTs), online marketing platforms and sophisticated digital devices have advanced exponentially, supporting the growth of various economic sectors.

Noémie Gelati Jade Verplancke (2022) in marketing today, influencer marketing has become a very efficient tool for companies within the beauty and fashion industry. With the utilization of social media and social media influencers, it becomes easy for brands to promote products and reach large audiences. Today's teenagers and young adults are part of a very digital-oriented generation and are fond of social networks. Therefore, they are the primary target of companies using this strategy. Milan Jocevski, (2020) Traditional retail practices are under stress as retailers ponder various ways of setting up a sustainable omni-channel business model. A significant challenge in their endeavour relates to the blurring lines between physical and digital worlds. Moreover, physical retail space can serve as an aggregation hub that connects various retailer-customer interaction points across physical and digital spaces. Hyo-Jeong Kim, Sang Man Han, (2023) Mobile shopping has changed how consumers shop, allowing them to easily switch between channels. However, physical stores continue to remain significant because some consumers still prefer them, challenging the belief that online markets always surpass offline markets. To serve their needs effectively, retailers must understand the motivations and Behaviours of shoppers in both channels.

Asia R. Locket (2018) Small retail business leaders use online marketing to connect with consumers and the community. The purpose of this qualitative multiple case study was to explore the strategies some small retail business leaders use to implement online

marketing to increase sales. Data were collected from 4 small retail business owners who successfully used strategies to implement online marketing in California. Thabang Excellent Mofokeng, (2021) commerce growth has grown exponentially in recent years. An e-commerce transaction starts when the seller advertises products on a website, and customers show acceptance, evaluate the products' features, prices, and delivery options, buy products of interest, and then check out. Hu Tao, Xin Sun, Xia Liu , Jinfang Tian and Di Zhang, (2022), The COVID-19 pandemic has had a profound psychological and Behavioural impact on people around the world. Consumer purchase Behaviours have thus changed greatly, and consumer services companies need to adjust their business models to adapt to this change. Norman Shawa, Brenda Eschenbrennerb and Daniel Baierc, (2022), The COVID-19 pandemic brought about an increase in online shopping because of government-imposed restrictions and consumer anxiety over the potential health risk associated with in-store shopping. By end of 2021, many health concerns had been alleviated through efforts such as vaccinations and reductions in hospitalizations in certain countries. Muluken Ayalewand Shimelis Zewdie, (2022), The society that we live in is in a continuous state of change. The changed lifestyle of individual consumers, for instance, has changed their way of doing things such as consumption patterns. Such patterns have changed numerous times in history.

4. Problem statement

Despite extensive literature on the digital age's impact on consumer Behaviour, there's a gap in understanding Bangalore City's specific digital shopper dynamics. Existing studies provide global insights but lack a tailored exploration of factors influencing online buying Behaviour, digital marketing effectiveness, and technological impact within Bangalore's unique context. This research aims to bridge this gap by analyzing online consumer Behaviour in Bangalore's retail sector, offering region-specific insights to aid local businesses, policymakers, and researchers in adapting to the swiftly evolving digital marketplace.

5. Objectives of the Study

• Investigate the specific factors influencing digital shopper dynamics in the retail landscape of Bangalore City,

• Analyze the impact of these identified factors on online buying Behaviour within the unique socio-economic and cultural context of Bangalore,

6. Research Methodology

6.1 Descriptive Research Method: Employing a descriptive research approach will enable a detailed exploration of digital shopper dynamics in the retail landscape of Bangalore City. This method is conducive to collecting comprehensive information about the factors influencing online buying Behaviour, the effectiveness of digital marketing strategies, and the impact of technological advancements.

6.2 Sampling Technique: Utilizing a random sampling technique, a representative sample of 450 respondents from Bangalore City will be selected. This approach ensures a diverse and unbiased representation of the population, allowing for generalizability of findings to the broader consumer base.

6.3 Data Collection:

• Primary Data: A structured questionnaire will be developed to gather primary data directly from the respondents. The questionnaire will focus on key aspects such as

online buying Behaviour, factors influencing purchasing decisions, perceptions of digital marketing strategies, and the role of technology in shaping consumer choices.

• Secondary Data: Complementary information will be sourced from existing literature, reports, and studies related to global and regional trends in online shopping, digital marketing, and technological advancements.

6.4 Hypotheses: three hypotheses will be formulated based on the research problem

• Hypothesis 1: There is no correlation between employee's ethical sales Behaviour and customer trust.

• There is no significant relationship between employee's ethical sales behaviour and customer commitment

• There is no significant relationship between employee's ethical sales Behaviour and customer loyalty.

7. Data Analysis & Interpretation

Data Analysis: Statistical tools, such as regression analysis, will be employed to test the hypotheses and explore the relationships between variables. The findings will provide insights into the specific dynamics of online consumer Behaviour in Bangalore, contributing valuable region-specific knowledge to inform local businesses, policymakers, and researchers in optimizing strategies for the digital marketplace.

Table 1 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.932	932	. 22

Source: Primary Data- SPSS output

The reliability statistics, as indicated by Cronbach's Alpha, demonstrate a high level of internal consistency within the dataset. The calculated Cronbach's Alpha coefficient of 0.932 suggests a robust reliability of the measurement instrument. This coefficient, which is well above the commonly accepted threshold of 0.70, indicates a strong correlation among the items in the survey instrument. Furthermore, the Cronbach's Alpha based on standardized items also stands at 0.932, reinforcing the reliability of the scale after accounting for item standardization. With a total of 22 items in the survey, the substantial internal consistency reflected in the high Cronbach's Alpha coefficient affirms the reliability and stability of the measurement instrument, instilling confidence in the accuracy of the data collected for subsequent analysis and interpretation.

Table 2 Demographic profile

Particulars	Criteria	No of respondents	Percentage
Gender	Male	171	38%
	Female	279	62%
Income	20000-50000	405	90%
	50000-100000	36	8%
	100000-200000	9	2%
	200000-500000	0	0%
Age	18-25	216	48%

25-30	63	14%
30-40	63	14%
40-60	108	24%

Source: Primary Data- Respondents Survey

The demographic details of the respondents present a nuanced profile of the study sample. Notably, the gender distribution is fairly balanced, with 38% male and 62% female respondents, providing a diverse perspective on digital shopper dynamics in the retail landscape of Bangalore City. In terms of income, the majority of participants fall within the 20,000 to 50,000 income bracket, comprising 90% of the sample. This indicates that the study captures insights predominantly from individuals with moderate income levels, offering a comprehensive understanding of the online buying Behaviour of a significant portion of the population. Interestingly, the age distribution shows a concentration in the 18-25 age group, constituting 48% of the respondents. This emphasizes the importance of understanding the digital shopping habits of the younger demographic. However, the study also includes participants from various age groups, ensuring a holistic view of online buying Behaviour across different segments of the population in Bangalore. Overall, these demographic insights provide a solid foundation for a nuanced analysis of digital shopper dynamics within diverse socio-economic and age categories.

Table 3 Correlation

		Ethical sales behavior
Customer trust	r	.269
	Sig. (2-tailed)	.059
Customer commitment	r	.273
	Sig. (2-tailed)	.055
Customerloyalty	r	.076
	Sig. (2-tailed)	.598
N		450

Source: Primary Data- SPSS output

The correlation analysis between ethical sales Behaviour and customer trust reveals a moderately positive relationship, with a Pearson's correlation coefficient (r) of 0.269. The significance level (Sig.) at 0.059, just above the conventional threshold of 0.05, suggests a marginally significant association. This indicates that as ethical sales Behaviour increases, there tends to be a modest increase in customer trust, although this relationship does not reach conventional levels of statistical significance. Similarly, when examining customer commitment in relation to ethical sales Behaviour, the correlation coefficient is 0.273, and the significance level is 0.055, again indicating a marginally significant positive correlation. However, the correlation between ethical sales Behaviour and customer loyalty is notably lower (r = 0.076) and lacks statistical significance (Sig. = 0.598), suggesting a weak or negligible relationship between these two variables. In summary, while there is some evidence of a positive association between ethical sales Behaviour and customer trust and commitment, the relationship with customer loyalty appears to be negligible based on the correlation analysis.

8. Findings and suggestions

Research Findings

•   The correlation analysis indicates a moderately positive relationship (r = 0.269) between ethical sales Behaviour and customer trust. Although marginally significant (Sig. = 0.059), the findings suggest that as ethical sales Behaviour increases, there is a tendency for customer trust to rise.

•   Ethical sales Behaviour also shows a moderately positive correlation (r = 0.273) with customer commitment, with a marginally significant p-value (Sig. = 0.055). This implies that higher levels of ethical sales Behaviour may contribute to increased customer commitment.

•   The correlation between ethical sales Behaviour and customer loyalty is notably weaker (r = 0.076) and lacks statistical significance (Sig. = 0.598). This suggests that ethical sales Behaviour may not be a significant predictor of customer loyalty in this context.

•   Despite the marginal significance, the positive correlations underscore the potential importance of ethical sales Behaviour in fostering customer trust and commitment, highlighting the ethical dimension's role in customer relationships.

•   The weak correlation between ethical sales Behaviour and customer loyalty prompts further exploration of additional factors influencing customer loyalty in this specific context. This finding indicates the presence of other variables that may play a more substantial role in shaping customer loyalty.

•   The findings suggest that while ethical sales practices can contribute to customer trust and commitment, businesses should consider a more holistic approach to enhancing customer loyalty. Understanding the specific factors influencing loyalty beyond ethical sales Behaviour is crucial for developing effective business strategies.

Suggestions

•   Given the positive associations with trust and commitment, businesses should invest in ethical sales training programs for their sales teams. This can further cultivate ethical practices, potentially strengthening customer trust and commitment.

•   Recognizing the weak correlation between ethical sales Behaviour and customer loyalty, businesses should conduct additional research to identify and understand other factors influencing customer loyalty in their industry or market.

•   To foster loyalty, businesses should adopt customer-centric strategies that go beyond ethical sales Behaviour. This may involve personalized experiences, exceptional customer service, and targeted loyalty programs to address diverse customer needs and preferences.

9. Conclusion

In summary, the research on "Digital Shopper Dynamics" offers key insights into consumer Behaviour in Bangalore City's retail landscape. The literature review establishes the global impact of the digital age, paving the way for a localized investigation. Objectives focused on online buying factors, digital marketing effectiveness, and technological impacts. Utilizing a robust methodology, the study analyzed demographic details of 450 respondents, revealing a diverse representation. Correlation analysis highlighted the positive link between ethical sales Behaviour, customer trust, and commitment. However, the weak association with customer loyalty suggests the need for a holistic loyalty approach. Suggestions include ethical sales

training, exploring additional loyalty drivers, and adopting customer-centric strategies. Future research should delve into Bangalore's socio-economic nuances, emerging technologies, and the evolving digital landscape to guide businesses and policymakers.

Future research could delve deeper into the specific cultural and socio-economic nuances of Bangalore City, exploring emerging technologies, and tracking the evolving digital landscape to provide ongoing guidance for businesses and policymakers in optimizing their strategies in the dynamic realm of online retail.

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