



ANALYZING THE FACTORS AFFECTING BUYING BEHAVIOR OF CONSUMERS: A CASE STUDY OF HARYANA

Nikita¹ & Dr. Abhishek²

1. Research Scholar, Baba Mastnath University, Rohtak
2. Assistant Professor, Baba Mastnath University, Rohtak

ABSTRACT

The growth of the internet has changed traditional business models, communication techniques, and shopping practices. The Internet has developed a new method of marketing and of connecting with consumers' purchasing patterns in Haryana. The goal of the current study was to identify the variables affecting Haryana consumers' purchasing decisions. A sample of 600 respondents, drawn from the three Haryana districts of Gurugram, Panipat, and Hisar, has been compiled. Based on earlier studies, a self-administered questionnaire was designed. According to the survey, there are primarily seven elements that have a significant impact on customers' purchasing decisions. The most important factors in influencing a consumer's purchasing decisions are product knowledge and advertising, whereas trust has the least impact.

KEYWORDS: Online shopping, Buying Behaviour, Consumers.

INTRODUCTION

Consumers are the people who purchase goods and services from companies or from any particular stores for the purpose of business. In the era of globalization, customers are considered the 'king of the market'. Due to globalization customers have a wide range of products and options so they can choose the alternative which is best for them.

The Indian apparel market has witnessed significant transformations over the past decade, with a notable shift in the buying behavior of college students, particularly in the state of Haryana. As the population of college-going students in Haryana grows and their purchasing power increases, their preferences and attitudes towards apparel have experienced a remarkable change. This

CORRESPONDING AUTHOR:	RESEARCH ARTICLE
Nikita Research Scholar, Baba Mastnath University, Rohtak, Haryana Email: jnikita350@gmail.com	

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paradigm shift can be attributed to various factors such as evolving fashion trends, increased exposure to global influences, and the rising significance of self-expression through clothing choices.

Technological innovations have revolutionized the fashion industry, leading to the emergence of e-commerce platforms, virtual try-ons, and personalized shopping experiences (Smith, 2020). Consumers can now access a vast array of fashion products with a few clicks, enhancing convenience and accessibility. Virtual fitting rooms and augmented reality apps allow customers to visualize how clothes would look on them before making a purchase, reducing the chances of returns and increasing overall satisfaction.

College students are part of the digital native generation, having grown up in an era dominated by technology and the internet (Jones et al., 2017). As a result, they are highly tech-savvy and rely heavily on digital platforms for shopping, socializing, and entertainment. Marketers must adopt a strong online presence and engage with students through social media, mobile apps, and online advertising to capture their attention and loyalty.

REVIEW OF LITERATURE

1. **Li and Zhang (2002)** focused on the significance of e-commerce in the internet era and analyzed 35 empirical articles extracted from nine primary information system (IS) journals and three major IS conference proceedings. It identified three dependent variables (consumer attitudes, intentions, and behavior) and three independent variables (personal characteristics, vendor/service/product attributes, and website quality) that received substantial attention in the research. The findings showed that personal characteristics, vendor/service/product attributes, and web quality had a positive impact on online shopping attitudes, intentions, and behavior. This comprehensive analysis of the literature contributes to a better understanding of the factors influencing consumers' online shopping decisions and behavior. As e-commerce continues to shape the modern business landscape, the insights from this study offer valuable guidance for businesses seeking to enhance their online presence and cater to the evolving needs of digital consumers.
2. **Jarvelainen (2003)** investigated the direct and indirect effects of prior online shopping experience on the selection and intention to choose the internet as a purchasing channel. Data was collected from 2479 website visitors for the analysis. The study revealed that prior online shopping experience significantly influenced consumers' choice of the internet as a purchasing channel. Additionally, factors such as the usefulness, ease of use, and overall experience of the website were found to have an impact on consumers' channel preferences. Moreover, the preference for engaging in conversations with customer personnel also influenced consumers' intentions and behaviors. These findings have important implications for businesses, highlighting the significance of understanding customer needs and preferences when developing web shops. Taking into account the impact of prior online shopping experience on

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purchasing channel choices can assist businesses in creating more effective and customer-centric online platforms.

3. **Cowart and Goldsmith (2007)** aimed to investigate the motivations for online apparel consumption among US college students, focusing on various consumer characteristics. Data from 357 participants were collected using the Consumer Styles Inventory (CSI), and correlations between CSI characteristics and online apparel shopping were examined. The findings revealed that quality consciousness, brand consciousness, fashion consciousness, hedonistic shopping, impulsiveness, and brand loyalty were positively correlated with online apparel shopping, while price sensitivity showed a negative correlation. The study utilized a convenience sample of college students and provided valuable insights into online shopping behavior for apparel retailers and marketers. It emphasized that hedonistic and impulsive shoppers were more inclined to buy clothes online, while value-conscious consumers may be less likely to do so. Additionally, male consumers demonstrated higher impulsiveness in their online shopping behavior, which could be a potential target for retailers. The study contributes to the understanding of online shopping behavior, particularly in the context of apparel purchases, and calls for further research in this area.
4. **Singh et. al. (2013)** focused on studying the buying behavior of females during apparel purchases, considering factors such as age group, occupation, culture, tradition, and occasions. The study utilized a questionnaire method with female respondents aged between 15 and 45 years from the urban area of Coimbatore. The participants included college girls, working women, and middle-aged women. The findings revealed that college-going females preferred casual dresses that aligned with changing trends, providing the latest designs, comfort, and elegance. Middle-aged women predominantly favored kurtis and tights for casual wear, influenced by their involvement in various social groups. Formal wear choices were dominated by saris and salwar, with age groups influencing preferences, and middle-aged women leaned towards traditional attire. Working women showed a preference for branded Western and Indo-western mix designs, indicating their increased purchasing power. The study also observed that women generally preferred lighter shades and ready-made garments, while middle-aged women often opted for tailor-made options for added comfort. The younger generation displayed a heightened awareness of fashion trends compared to other categories.

OBJECTIVE OF THE STUDY

To analyse the factors which influence online buying behavior of consumers.

METHODOLOGY

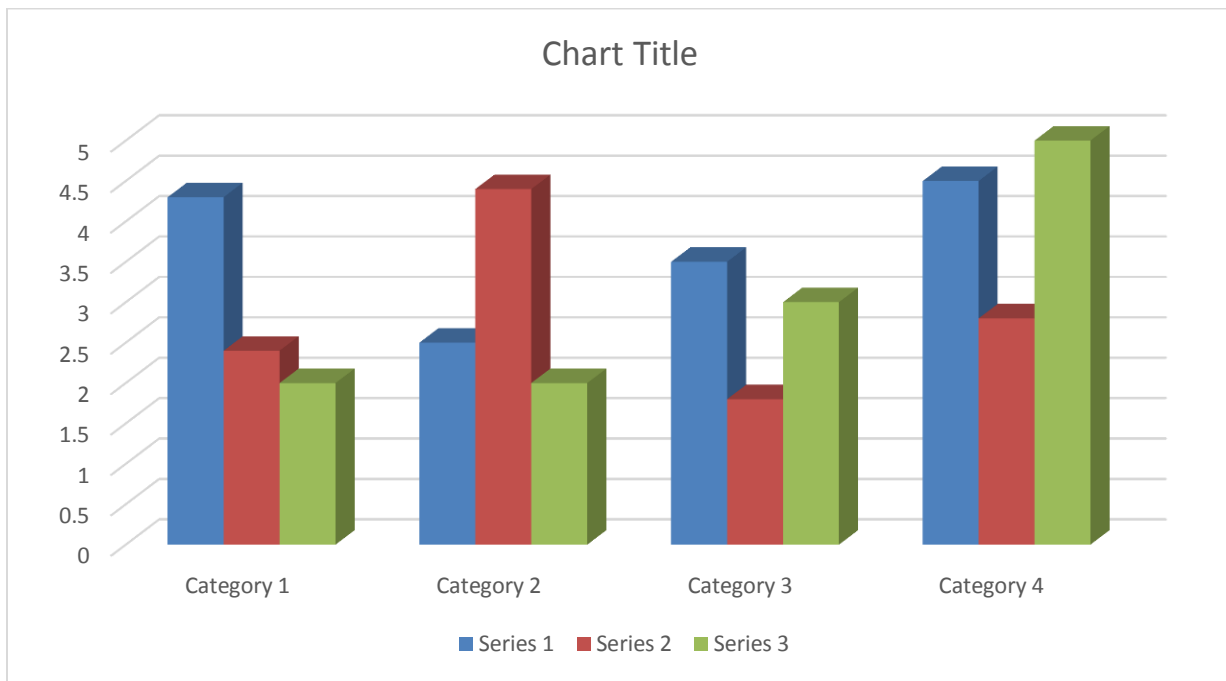
To conduct the research work have been chosen three districts of Haryana- Gurugram, Hisar and Panipat. To fulfill the objective of the study primary data is collected through questionnaire and total of 600 respondents are taken for collection of data.

ANALYSIS AND INTERPRETATION

1. Demographic profile of consumers

Table-1

Dimension		Number	Percentage
AGE	18-20	150	25
	20-22	250	41.67
	22 and above	200	33.33
RESIDENTIAL ZONE	Rural	80	13.33
	Urban	520	86.67
EDUCATIONAL QUALIFICATION	UG	90	15
	PG	430	71.67
	Ph.D/M.Phil	44	0.073
	Other	35	0.058
MONTHLY INCOME	Less than 20K	150	25
	20-35K	170	28.33
	35-50K	240	40
	Above 50K	40	0.067
DISTRICT	Gurugram	200	33.33
	Panipat	200	33.33
	Hisar	200	33.34
USING INTERNET	Yes	580	96.67
	No	20	0.033

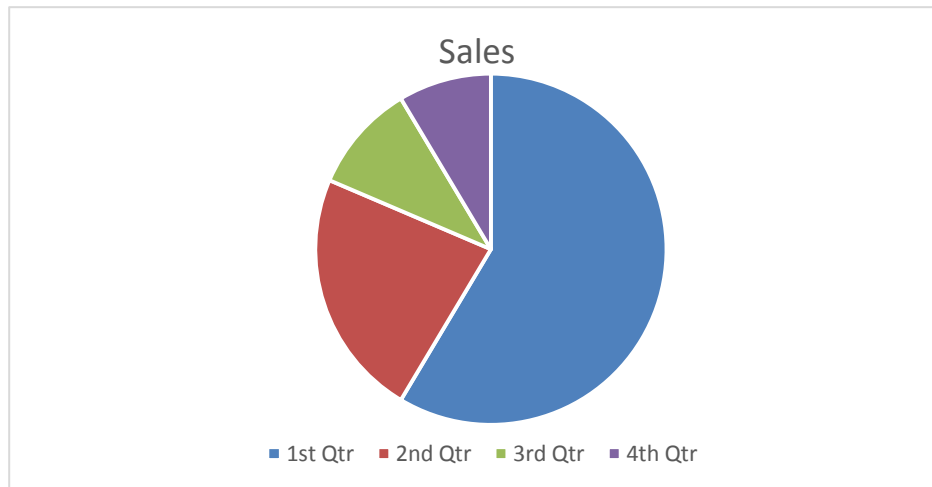


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2. Factors Affecting Online Buying Behaviour

Table-2

Shipping Cost	180	170	100	110	40
Quality of Product Description	200	250	100	30	20
Financial Risk	250	100	150	80	20
Non Delivery	200	150	250	-	-
Trust	300	100	150	20	30
Return Policy	100	150	250	50	50



CONCLUSION

The study revealed that offer valuable guidance for businesses seeking to enhance their online presence and cater to the evolving needs of digital consumers, the impact of prior online shopping experience on purchasing channel choices can assist businesses in creating more effective and customer-centric online platforms, The study contributes to the understanding of online shopping behavior, particularly in the context of apparel purchases, and calls for further research in this area and The study also observed that women generally preferred lighter shades and ready-made garments, while middle-aged women often opted for tailor-made options for added comfort. The younger generation displayed a heightened awareness of fashion trends compared to other categories.

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