

FACTORS INFLUENCING ONLINE SHOPPING BEHAVIOUR: A STUDY ON SELECT RETAIL VERTICALS IN WEST BENGAL

ABSTRACT

The E-Commerce market is one of the fastest blooming retail markets in India and the development continues to be propelled by different supply and demand side factors. The rising penetration of internet and smart phones across the country; increase in the number of city homes; effortless payment mechanism; persuasive prices and discounts together with the convenience, access and assortment that online shopping presents, serve as market drivers. Clear understanding of online shoppers is vital for online stores to make effective business strategies involving technology, marketing, and website design. In this context, the present study provides deeper insights to identify the major factors, influencing online shopping behaviour in the state of West Bengal, across two major retail verticals, namely Apparel and Food & Grocery. Based on extensive customer surveys with the help of questionnaires, comprising of closed-ended questions, the study delves into the relationship between demographic variables and customers' willingness to shop apparels and food & groceries online, using various statistical tools and techniques. Moreover, a comparative study between the two retail verticals have been showcased, in order to understand the deviations in consumers' behavioural patterns. Furthermore, models have been proposed, with regard to online shopping intention towards apparels, as well as food and groceries. The outcomes of the study are manifold. Brand Image, Website Effectiveness, Motivation to Buy, Impulse Purchase, Fashion Consciousness and Price Sensitivity have been enumerated as the broad factors, influencing online apparel shopping behaviour, in the state of West Bengal. On the other hand, Availability and Affordability, Convenience and Trust, Quality of Service, Motivation to Buy, Flexibility and Responsiveness, Perceived Risk and Product Attributes have been identified as the key factors, influencing online shopping behaviour towards food & grocery vertical, in the state of West Bengal. The results of the study may be of interest to marketers, retailers, management practitioners, advertisers, academicians, researchers and policymakers.

Keywords: Retail, E-Commerce, Online Shopping Behaviour, Apparel, Food & Grocery