

## Impact of Behavioral Orientation on Online Shopping Practices among Consumers

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### ABSTRACT

How individuals interact and orient themselves while adapting to online shopping environments is largely influenced by behavioral orientation. With the ability for people to connect, work together, and consume, social media has disrupted these practices. It offers personalized signals, peer references, and targeted promotions across its multi-network, enabling people to make purchase decisions. Please read our website terms of use and privacy policies. As consumer preferences become increasingly diverse, organizations — be they global corporations or local enterprises — have turned to behavioral insights and integrated these insights into their strategies. Understanding the impact of behavioral orientation, marketers have also realized that just by devising an excellent online purchasing experience, it is virtually not possible to get a consumer without considering consumer behavior and habits. As a result, this strategy has redefined consumer buying behaviors in a vibrant and tailored medium that attracts attention and creates relationships. This research paper studies the effect of behavioral orientation on consumers online purchase behavior along with both users, of SNS, as a function of three factors like, social influence and social interaction.

**Keywords:** Social Media Marketing, Marketing Strategy, Purchase Behaviour

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### Prologue

India has experienced a rapid growth of the internet as a communication tool, sweeping across industries, and changing the marketing game! These rapid transformations have enabled social media to be one component of digital marketing, providing numerous valuable benefits to enable businesses to reach on Social media refers a powerful medium for marketer to showcase their products and purposeful without any effort and cost. It also enables relations, enabling unrelated stay connected when they are physically far from every other via social networking websites.

As old methods of communication like print media and word-of-mouth slowly fall out of favor, is part of their overall strategy, to spread information — and in a creative way. Social media marketing means using online platforms, creating a broader audience than traditional advertising channels, to advertise websites, products, or services. This focuses on establishing ties with the people, understanding their requirements, and discussing everything from real estate or personal loans to insurance, all of which eventually helps in driving traffic to the site and enhancing the business throughout.

Similarly, social media marketing adds to ward off the confidence of a business by putting links incontent that serves as trust signals and endorsements for consumers. Firstly, it shows a multi-dimensional, interactive process of how people and nature (brands and audience) share and exchange between each other, thus making marketing so much more engaging and collaborative. Social media

sites replaced one-time, static forms of advertising and communication, “word of mouth” with fluid “word of web.”

### Problem Discussed

Here’s the revised text with the updated topic on *the impact of behavioral orientation on online shopping practices*:

In shaping online shopping tactics, behavioral orientation is critical as it determines how consumers create perceptions, evaluations, and interactions in online marketplaces. It includes the psychological, emotional, and social aspects that influence consumer behavior on the web. As the rise of e-commerce portals such as Amazon, Flipkart, and Myntra—furnished with accessible payment options, crowd-sourced user reviews, as well as selective product recommendation—contributed almost substantially to the unprecedented boom of online shopping.

Trust, convenience, impulsivity, and perceived risk are behavioral orientation factors that act as determinants for decision-making in the virtual marketplace. The website credibility, ease of navigation, secure payment gateways, and quality assurance significantly affect consumer purchasing intentions. In addition, shopping ,and the product diversity offered by e-commerce businesses support consumer habits.

With the introduction of complex algorithms, AI, and big data, online shopping has transformed into something so unique that it can only cater to one person at a time. Reviews and ratings serve as social proof that increases consumers' confidence in the quality of product or service, therefore, positively affecting his/her purchase decision making process. Impulsivity, driven by flash sales, limited-time discounts, and gamified shopping experiences, also triggers immediate buying behavior.

Perceived risk, however, can deter consumers from engaging in online shopping. Concerns about product quality, payment security, and data privacy can affect consumer trust and willingness to purchase online. Hence, understanding these behavioral orientations becomes crucial for online retailers in crafting strategies that meet consumer expectations and enhance user experiences.

This study aims to examine the following research objective:

- To analyze the impact of behavioral orientation on online shopping practices.

### Literature Samples

**Sheth and Sharma (2019)**<sup>1</sup> said that ads on social media platforms like Twitter & Facebook have changed a game for certain companies. Marketing efforts by some companies focus more on directing consumers to their social media profiles than their official websites. **Watson et al. (2020)**<sup>2</sup> claimed marketing agency can facilitate conversations by tailoring data to each client, enabling them to produce bespoke offerings that fulfill their unique needs. **Weinberg (2020)**<sup>3</sup> social media advertising is a direct link with cost. Social media marketing has very minimal budget hurdles when compared to traditional forms of advertising. Access, profile creation, and posting on most social networking

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<sup>1</sup> Sheth, J.N., Sharma, A. (2019). “International e-marketing: opportunities and issues, International Marketing Review”, vol. 22 no. 6, pp. 611-622

<sup>2</sup> Watson, R.P., Leyland, F.P., Berthon, P. and Zinkham, G. (2020). “U-commerce: expanding the universe of marketing”, Journal of the Academy of Marketing Science, vol. 30 no. 4, pp. 333-47

<sup>3</sup> Weinberg, T. (2020). “The new community rules: Marketing on the social Web”. Sebastopol, CA: O’Reilly Media Inc.

networks does not cost anything. Even for commercial usage, a lot of social networking networks do not charge anything, in contrast to conventional advertising campaigns that might cost millions. It is possible for businesses to launch budget-friendly social media marketing programs that achieve remarkable results. Hill, Provost & Volinsky (2020)<sup>4</sup> platforms allow advertisers to zero in on certain demographics of individuals by virtue of their shared interests and the preferences of their friends and followers. Ads on certain websites will also include your friends' favorite country musicians in an attempt to establish a more intimate relationship. Ads and marketing strategies like this use "smart" targeting to get in front of the individuals most likely to buy their products. Behavioral orientation and online purchasing habits have been the subject of several studies, with an emphasis on the many social and psychological aspects at play. Gefen et al. (2003) emphasized the importance of trust in e-commerce, pointing out believe a website to be reliable and safe, they are more likely to make an online purchase. Chen and Barnes (2007) examined how perceived risks, such as concerns about payment security and data privacy, influence consumer behavior, finding that risk reduction strategies enhance online shopping adoption. Convenience and ease of use influence online purchasing (Park and Kim 2003), and user-friendly interfaces greatly enhance consumer satisfaction. According to Li and Zhang (2002), eWoM in forming the as reviews and ratings by other users can reduce risk and increase confidence, leading to sales. Furthermore, Sharma and Verma (2018) highlighted that impulsive buying behaviour is induced through the use of tactics such as flash sales and gamification, further emphasising the role of psychological cues in influencing buyer behaviours. With data extending into October 2023, the findings from this research can offer a concrete basis to understand the intersection of behavioral orientation with the world of online purchase.

Besides, on social media, the products are promoted by the word of mouth, which is more effective than advertising on its own.

### Research Methodology

The effect of behavioral orientation on internet purchasing habits is examined in this research using primary and secondary sources of information.

### Primary Data Collection

A structured questionnaire used for collecting primary data by focusing on different behavioral drivers like trust, convenience, impulse, perceived risk, and satisfaction that are expected to stimulate online shopping behavior. We conducted the questionnaire on consumers who regularly buy products from e-commerce stores.

A sample size of 220 respondents are selected through convenience sampling method. We selected this approach because it enabled us to connect with respondents who were willing and able to participate in the research. Heterogeneous age, sex, education, and income brackets among fill-out participants were included to ensure a representative cross-section of internet consumers. The survey was circulated both in print and online, through channels such as email and social media, in an effort to reach the largest audience possible.

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<sup>4</sup> Hill, S., Provost, F. & Volinsky, C. (2020). "Network-Based Marketing: Identify likely adopters via consumer networks", Journal of Statistical Science, vol. 21, no.2, pp .256-276

**Secondary Data Collection**

From a variety of credible sources, including academic publications, books, online databases, organisational reports, and news articles. The data provided an understanding of what factors are likely to impact online purchase behavior, both conceptually as well as contextually. In addition, e-commerce platforms and industry studies were used to provide insights into current trends and consumer behaviour in the digital marketplace.

**Data Analysis**

The amount of data gathered was analysed using various statistical tools. Finally, inferential statistics (specifically correlation\* and regression analyses) were applied to assess if there is a relationship between behavioral orientations (trust, convenience, impulsivity, and perceived risk) and online shopping practice. To determine the main behavioral elements impacting purchasing decisions, factor analysis was done.

**Scope and Limitations**

Since the poll only included people from the Coimbatore District, the results may not be relevant outside of that region. Furthermore, the convenience sampling technique may introduce some bias, as the sample may not fully represent the population of online shoppers. However, the study's findings are valuable in providing insights into the behavioral orientations of consumers and their impact on online shopping practices.

**Ethical Considerations**

Respondents were guaranteed that their information would remain anonymous, and their participation in the research was entirely voluntary. Before giving out the survey, we made sure to get everyone's informed permission.

**Analysis and Discussion**

**Table 1: Demographic Profile**

Variables	Classification	Frequency
Gender	Male	120
	Female	100
Age (In years)	Less than 30	90
	Between 30 & 40	60
	Between 40 & 50	40
	More than 50	30
Area of Residence	Rural	70
	Urban	150
Marital status	Married	130

Variables	Classification	Frequency
	Unmarried	90
Education	Under Graduation	100
	Post Graduation	70
	Professional level	50
Annual Income (INR Lakhs)	Less than 5	80
	Between 5 and 8	90
	Between 8 and 10	50

**Source:** Primary Data

The demographic profile of the respondents reveals significant diversity in terms of gender, age, area of residence, marital status, education, and annual income. Among the respondents, the gender distribution shows a slight predominance of males (120) over females (100). The age, fall under the category of less than 30 years (90), followed by those between 30 and 40 years (60). The groups between 40 and 50 years (40) and above 50 years (30) represent smaller portions of the sample.

According to the data on where people live, 150 of the respondents are from cities and towns, while 70 are from more rural locations. In terms of marital status, married individuals constitute a majority (130), while unmarried respondents account for 90 participants.

When it comes to education, most respondents have completed undergraduate studies (100), followed by postgraduates (70) and those with professional-level qualifications (50). The analysis of annual income demonstrates that a substantial number of respondents earn between INR 5 and 8 lakhs annually (90), while 80 individuals have an income of less than INR 5 lakhs, and 50 respondents fall within the INR 8 to 10 lakh income bracket.

Understanding the results of the research and making appropriate conclusions depend on knowing the many characteristics of the sample, which this demographic breakdown provides with insightful analysis.

**Table 2: Purchase Behaviour**

Constructs	TRUE	Partly True	Not True
My future purchases largely depend on social media marketing.	44	123	53
I use to purchase goods that are promoted via social media.	57	141	22
The social media marketing strategies increase impulsive buying behavior.	127	79	14
The social media marketing has a positive influence on my purchases.	97	101	22
I normally will not show intent on purchases over the products promoted through social media.	75	110	35
Marketing through social media has a negative influence on buying decisions.	39	97	84

**Table 3: Overall mean value of Purchase Behaviour**

Variable	N	Mean	Std. Dev.
Purchase Behaviour	220	3.39	1.86

**Source:** Primary Data

*Source: Primary Data*

The Table 2 depicts the responses of purchase behaviour of the respondents who are making purchases through social media marketing. The constructs framed and the frequencies recorded can be inferred from the table.

The Table 3 denotes the overall mean and standard deviation of the purchase behaviour of respondents, which is 3.39 and 1.86 respectively, based on a sample size of 220.

**Analysis of difference between the purchase behaviour of consumers through social media marketing and their demographic profile**

**H<sub>01</sub>:** The difference between the purchase behaviour of consumers through social media marketing and their demographic profile is not significant

**Table 4: Analysis of Variance**

Dependent Variable	Independent Variable	F	P
Purchase behaviour	Gender	.32	0.04*
	Age	29.17	0.02*
	Residence	1.36	0.05*
	Marital Status	16.82	0.00**
	Education	2.08	0.01**
	Annual Income	8.96	0.02*

**Source:** Primary Data

Study looks at how gender, age, location, marital status, education, and yearly income relate to purchasing behavior (the dependent variable). Here are the outcomes of the statistical analyses:

With an F-value of 0.32 and a p-value of 0.04, gender is shown to have a substantial impact on buying behavior. This suggests that respondents' purchasing choices are somewhat influenced by gender differences. Similarly, age has a substantial impact, reflected by a high F-value of 29.17 and a p-value of 0.02, suggesting that respondents' age significantly shapes their purchase behavior patterns.

The F-value of 1.36 and p-value of 0.05 denotes a moderate yet statistically significant correlation, indicating that the residence also affects the purchase behavior. That means people from different areas or different types of households may purchase differently. The variable of marital status, however,

offers more distinct results, with the p-value = 0.0 and the F-value = 16.82. This highlights that marital status is an important factor, perhaps because of different financial priorities or household duties.

The level of education (F= 2.08; p = 0.01) is important in the break down, with education having an effect on the purchase preferences and decisions made by respondents. Lastly, annual income significantly impacts purchase behavior through an F-value of 8.96 with a p-value of 0.02. Financial capacity thus was found to drive buying patterns among consumers as exemplified by this result.

In conclusion, it can be observed that almost all of the independent variables have significant associations with purchase behavior, while marital status and age can be considered as the most influential factors. The multidimensional nature of purchase behavior is affected by demographic and socioeconomic characteristics, as highlighted by these findings.

### Conclusion

A social media marketing strategy is essentially an organization's or brand's plan to use social platforms to reach its target audience, accomplish its marketing goals and stimulate stimulating engagement. These are the things that companies discuss and plan for in their market focus, the marketing mix and social media mix. A well-thought-out plan can improve product design and lead to more effective advertising. The core of every successful social media strategy is the audience engagement process. This demonstrates that businesses are more focused on brand engagement rather than brand recognition, which is a recent development. It provides an emotional connect with their audience. The ultimate aim is customer engagement, and it is the condition in which consumers have strong emotional connection that naturally leads to dedication. Purchase intention then shows brand support and pure loyalty as a consequence. It increases customers' performance expectation and helps to improve the company's bottom line by inspiring trust of them toward the brand.

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