

Consciousness of Online Shopping Consumer Buying Behaviour: An Exploratory Study of Indian Consumer

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ABSTRACT

As time has elapsed, technological transformations have metamorphosed how customers shop and this has inevitably resulted in the recognition of varied wired marketplaces. The ability of the internet to reach even the remotest of locations and providing detailed knowledge regarding products has exposed consumers to a world of information. Due to great exposure, online buyers have become self-conscious when it comes to their buying decisions. Self-consciousness relates to an individual's tendency to be aware of his surroundings and taking buying decisions in accordance with this psychological phenomenon. For online buyers, perceived usefulness as well as ease of use are dominant when it comes to accepting online shopping as a medium to satiate their desires in a convenient way. Relatively, this research paper proposed to explore the relationship of self-consciousness of online buyers with perceived ease of use and perceived usefulness and how they affect online consumer's attitude thereby dominating their buying behaviour through multilevel investigation of self-consciousness as a determinant of online shopping. Data was collected by the aid of self-structured questionnaires from 400 respondents belonging to four big cities of Uttar Pradesh. Multilevel regression analysis was opted by the researcher for the scrutiny of the impact of self-consciousness on independent variables. It was analysed that self-consciousness created an impact on both perceived ease of use and attitude of consumers towards online shopping

while perceived usefulness and consumer behaviour were not stimulated by self-consciousness to a notable extent.

Keywords: Consciousness, Consumer Behaviour, Attitude, Multilevel Analysis

INTRODUCTION

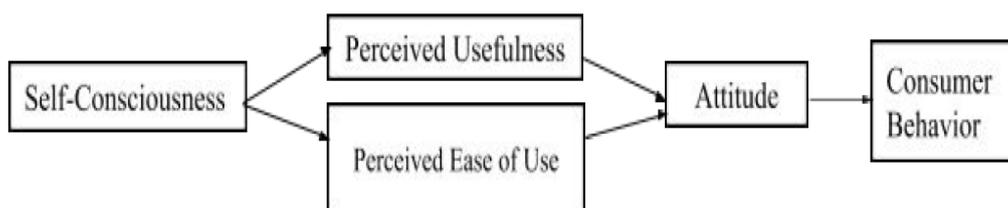
Self-consciousness can be interpreted as the core disposition of an individual to initiate a direction of bringing responsiveness and attention to oneself. This arises as a dispositional tendency dedicated to single-mindedness on private characteristics of not only the self, but also on public aspects of the individual concerned. ^[1] According to eminent researchers, when an individual has different tendencies of self-awareness, self-consciousness crops up. ^[2] While it is exemplified by some where the concept of self-consciousness, also known as self-awareness, is elaborated as a transient state of consumer who tends to dynamically examine himself before undertaking any transaction in order to satiate his desires. ^[3] There are two sub-categories of self-consciousness as analysed by many eminent researchers that is public self-consciousness and private self-consciousness. It is essential to critically examine these aspects of consumer psychology as they create impact on their attitude and buying choices.

Public self-consciousness is an aspect of temperaments in which an individual holds a perception that the self is a social object. Relatively, persons who have a high public self-consciousness tend to become apprehensive about their overall appearance in front of others. [4] Public self-consciousness can also be defined as a factor inducing consumption decisions of a shopper for social reasons. [5] When it comes to private self-consciousness, it can be stated that private self-consciousness comprises of those self-attentional traits of a person that dominate their nature. [6] Private self-consciousness is also interpreted as "the tendency to think about and attend to the more covert, hidden aspects of the self that might involve one's privately held beliefs, aspirations, values, and feelings." [7]

As proposed in this paper, perceived usefulness can be understood as a subjective likelihood of an individual delivering that online purchasing might optimistically affect their performance. Further on, this relays to the concept of relative advantage as suggested by Roger's Self Theory [8] stating that a technology is hastily adopted by customers on the condition that it is interpreted as a source of value. [9] Perceived ease of use is an eminent part of the Technology Acceptance Model, [10] It is

"the degree to which a person believes that using a technology will be free from effort." [10] So, it can be stated that perceived ease of use as well as perceived usefulness affect buyer attitude towards shopping on the web and so in-depth analysis of this might influence the buying patterns of self-conscious consumers by altering their attitudes.

Attitude of a consumer determines his level of interest in a commodity so that he is induced to purchase it which ultimately affects his willingness to become a patron. If the definition is analysed, shopper attitude refers to a physical predisposition that is voiced and articulated by evaluating a particular article coupled with an essence of favour or disfavour. [10] In accordance with some researchers, consumer attitudes towards online shopping as a factor deliberately explain his psychosomatic condition in terms of buying on the internet. [11] Attitude is found to have an undeviating effect on the intention of buyers to use technology. [10], [12] Consequently, a few analysts have entitled that perceived ease of use and usefulness have a direct linkage with punter attitudes toward usability that further constructs a framework of intention to use. [13]



Online shopper attitude categorically explains their buying behaviour in wired marketplaces. It should not be forgone that behavioural intention stimulates the actual buying behaviour of shoppers who are quite self-aware as proposed by the researcher through this model. As suggested by scrutinizers, consumer buying behaviour is a core element of strategic market planning by any merchandiser. [14] Researchers have

opted for a modelling approach for divulging the concealed consumer segments based on their online buying patterns. [15]

Hence, the researcher has attempted to interpret those facets of consumer mind-set that affects their buying choices in self-realization and critical judgement of oneself. By the aid of a formulated model, these relationships are thoroughly investigated through the exploration of self-

consciousness of online buyers with perceived ease of use and perceived usefulness and how they affect online consumer's attitude thereby dominating their buying behaviour through investigation of self-consciousness as a determinant of online shopping.

MATERIALS & METHODS

Objectives of Study

This paper is aimed at fulfilling the following objectives through thorough scrutiny and investigation.

1. To study the dimension of self-consciousness as a determinant of online shopping behaviour.
2. To analyse the impact of self-consciousness on online shopping consumer behaviour.

Hypothesis

The hypotheses proposed by the researcher for investigation and accomplishing the aforementioned objectives are elucidated as under:

H₀₁: There is no significant impact of self-consciousness on Perceived Usefulness.

H₀₂: There is no significant impact of self-consciousness on Perceived Ease of Use.

H₀₃: There is no significant impact of self-consciousness on Attitude.

H₀₄: There is no significant impact of self-consciousness on Consumer Behaviour.

Methods

In order to achieve the objectives of this paper and for analyzing data was collected from 400 residents of the four big cities of Uttar Pradesh encompassing Agra, Ghaziabad, Kanpur and Lucknow through self-structured questionnaires. The researcher found apt to use non-probability sampling techniques of judgmental technique and convenience sampling. Reliability check of the data collected was performed through Cronbach's alpha and the resultant reliability value was found to be greater than 0.75 and this data indicated a value of 0.80. The test of Distribution

Normality was conducted through skewness and thereby verified by graph. Further on, homoscedasticity was performed through plotting the data on the graph and it was thus revealed that there was linearity in the data obtained so it was found apt by the researcher to further investigate the data thoroughly.

Statistical Analysis

In order to study the dimension of self-consciousness and analyze its impact on perceived usefulness, perceived ease of use, attitude and consumer buying behavior, step by step linear regression analysis was put forth for scrutiny as it explores the impact of a dependent variable on independent variables. Self-consciousness was taken as a dependent variable while the others are assumed to be independent variables.

RESULT

Linear Regression Analysis Table

	R	R ²	B	T	Sig
SC → PU	0.429	0.184	0.429	4.005	0.000
SC → PEU	0.202	0.041	- 0.155	- 1.699	0.94
SC → A	0.024	0.001	- 0.036	- 0.199	0.843
SC → CB	0.411	0.169	-0.392	-3.712	0.000

Note: Regression is significant at 0.05 level; SC, Self-Consciousness; , PU, Perceived Usefulness; PEU, Risk Perceived Ease of Use; A, Attitude; CB, Consumer Behaviour.

Interpretation

As scrutinized through the linear regression analysis table, it is unambiguously evident that the first hypothesis proposing that "There is no significant impact of self-consciousness on Perceived Usefulness", is not accepted ($t = 4.005$, $p = 0.000$), thereby conveying that self-consciousness does not stimulate perceived usefulness of online buyers. Further on, the next hypothesis validating that "There is no significant impact of self-consciousness on Perceived Ease of Use", is failed to reject ($t = -1.669$, $p = 0.94$) holding true that perceived ease of use is not dominantly impacted by self-consciousness of online buyers. When it comes to the third hypothesis which states that "There is no significant impact of self-consciousness on Attitude", had to be accepted by the

researcher ($t = -0.199$, $p = 0.843$) thus holding true that consumer attitude is effectively impacted by self-consciousness when it comes to shopping on the web. However, the last hypothesis, "There is no significant impact of self-consciousness on Consumer Behaviour", could not be accepted ($t = -3.712$, $p = 0.000$) and thus it can be vividly stated that consumer buying behaviour is affected by self-consciousness of Indian online buyers.

DISCUSSION AND CONCLUSION

Online market is an ever-expanding arena demanding constant but edgy transformations and thus for proper interpretation of the emergence of new marketing opportunities, researches in shopping orientation are supremely vital. [16] The proposed model enlightens these aspects unambiguously thereby aiding present and future research enthusiasts in understanding a self-conscious online buyer's perceptions towards shopping across variegated online platforms offering an assortment of goods and services. It should be noted that this study is restricted to 400 residents of the cities of Uttar Pradesh who are online buyers making the data biased in a limited geographical boundary. However, it should not be foregone how eminent this might prove for marketers so that they can formulate their marketing strategies accordingly.

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