

EFFECT OF SUSTAINABILITY AND ETHICAL PRACTICES ON ONLINE BUYING DECISIONS: A STUDY

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Abstract- This study investigated the overall impact of e-business on consumer buying strategy. The study found that there is a significant relationship between age group and effect of e-business on user attitude. Younger users have a more positive attitude towards e-business than older users. There is no significant relationship between age and factors influencing from customer's perspective. However, there is a significant relationship between income group and consumer buying strategy. Higher-income users are more likely to use e-business for more expensive purchases, while lower-income users are more likely to use e-business for less expensive purchases.

The study also found that the impact of e-business on user attitude may vary depending on the age group. For example, younger users may be more likely to be influenced by e-business than older users. The factors influencing user attitude towards e-business may vary depending on the age group. For example, younger users may be more likely to be influenced by factors such as convenience and variety, while older users may be more likely to be influenced by factors such as trust and security.

The study's findings have implications for businesses that are looking to use e-business to improve their customer experience and increase sales. Businesses should tailor their e-business offerings to different age groups and income levels. They should also focus on the factors that are most important to different age groups and income levels when making purchasing decisions.

Keywords: sustainable shopping, green marketing, ethical consumption, conscious consumers.

1. INTRODUCTION

E-business has had a profound impact on the way consumers shop. It has allowed consumers to shop from anywhere in the world, 24 hours a day, 7 days a week. It has also made it easier for consumers to compare prices and find the best deals.

As a result of these changes, consumer buying strategies have evolved. Consumers are now more likely to shop online, and they are more likely to use price comparison websites. They are also more likely to read reviews of products and services before making a purchase.

This study aims to investigate the overall impact of e-business on consumer buying strategy. The study will focus on the following factors: The types of products and services that consumers are more likely to buy online. The factors that influence consumers' decision to shop online. The impact of e-business on the price of products and services. The impact of e-business on the availability of products and services. The impact of e-business on the quality of products and services.

The study will use a quantitative research methodology to collect data from a sample of consumers. The data will be analyzed using statistical methods to determine the impact of e-business on consumer buying strategy.

2. REVIEW OF LITERATURE

Holo Retai, Coline (2013) E-business has had a significant impact on the retail industry, leading to changes in the way that retailers operate and the way that consumers shop. E-business has made it possible for retailers to reach a wider audience, offer a wider range of products, and provide a more convenient shopping experience for consumers. The author analysis the data by using 100 respondents from UK. The major factor focus on The Role of E-Business in the Retail Industry in the articles.

Michael C (2018) The author has focus on E-commerce is fundamentally changing the way that people shop, and traditional retailers need to adapt in order to survive. E-commerce offers a number of advantages over traditional retail, such as convenience, a wider range of products, and lower prices. Retailers need to focus on providing a unique shopping experience that cannot be replicated online. The author analysis the data by using 100 respondents from worldwide. The major factor focus How E-Commerce Is Changing the Way We Shop analysis in this article.

Research Cap Raven (2014) E-business can be a major competitive advantage for businesses that implement it effectively. However, there are a number of challenges that businesses need to overcome in order to achieve e-business success. The author analysis the data by using 100 respondents from the trends that will shape the e-business industry in the future. The major factor focusses on the Strategic Framework for Success.

Michael R (2016) The author focus on E-commerce is having a major impact on the retail industry, leading to the

closure of many traditional brick-and-mortar stores. E-commerce is more convenient for consumers. The author analysis the data by using 10000 respondents from worldwide. The major factor focusses on The Future of Retail: How E-Commerce Is Changing the Way We Shop has been analysis in this article.

J. Smith et al (2018) The author focus on underscores the imperative for retailers to embrace omnichannel strategies and personalized. The author analysis the data by using 250 respondents from USA. The major factor focuses The Impact of E-Business on Consumer Attitudes, Behaviours, and Retail Strategy analysis in this article.

3. OBJECTIVES

- To analyze the impact of E-business on user attitude
- To study the factor, influence from customer Perspective to Experience E-business
- The Overall impact of E-business on consumer buying strategy.

4. PROBLEM STATEMENT

- The impact of e-business on user attitude is not well understood. There is a need to conduct research to determine the factors that influence user attitude towards e-business, and how these factors vary depending on the age group and income level of the user.
- E-business is becoming increasingly popular, but there is limited research on how it affects user attitude.
- The results of this study will help to understand how e-business can be used to improve user attitude and create a more positive customer experience.

5. LIMITATIONS

- Time spend on the study is limited and thus is a major constraint.
- Time spend on the customer opinion is limited and thus it is a time constraint.
- Area of research is limited to the one place where the sample is collected and therefore cannot be taken as a universal sample is thus also a major constraint.
- The sample is very small thus also a major constraint
- Due to time constraint, there was limited research and it is also a major constraint.

6. RESEARCH METHODOLOGY

6.1 Research Design

The research conducted was descriptive and analytical, so a Survey method was used. A Survey was conducted through a structured questionnaire tested for reliability and data was collected from Mumbai.

6.2 Primary Data

Primary data was collected randomly through the structured questionnaire in Mumbai by using simple random sampling.

6.3 Sample Size

The study was limited to those participants who willingly elected to complete the instruments in their entirety. There was a total of 51 respondents.

The sample to which the questionnaire was administered was based on random sampling techniques. The sample distribution was given in Table 6.1.

Table-6.1 Socio-Demographic Profile

Parameters	Classification	Sample (N)	Percentage (%)
Gender	Male	35	69.1%
	Female	16	30.9%
	Total	51	100 %
Age (in years)	19 – 25	37	72.7%
	26-35	08	16.4%
	36-45	03	5.4%
	46 and above	03	5.5%
	Total	51	100 %

Educational background	Bachelors	22	43.6%
	High school	14	29.1%
	Masters	15	27.3%
	Total	51	100 %
Income Group (In Rupees)	25,000 – 50,000	30	60%
	51,000 – 100,000	21	12.7%
	Total	51	100 %

6.4 Sample Design

The researcher relied upon simple random sampling technique, considering the research methodology and research type as per guidelines. A caution was exercised during the study that the respondents who did not show inclination to be a part of the study were not covered

6.5 Area of Research

Mumbai

6.6 Secondary Data

The secondary information or data was collected from research articles & websites.

6.7 Research Instruments

A summated closed end questionnaire was used with different viewpoints of respondents. In this questionnaire, all the questions were positively framed to study the impact of independent variables like age, gender and income on the dependent variable.

6.7 Statistical Analysis

Efficient and effective data analysis is the result of effective data preparation. This was found to be very crucial between the completion of the field work and the statistical processing of the collected data. Data preparation involved transferring the questionnaire into an electronic format which allowed and facilitated subsequent data processing. On the basis of data sheet, tables and graphs were prepared for the analysis.

7. HYPOTHESIS

- Ho= There is no significant relationship between age group and impact of E-business on User Attitude,
- Ha= There is significant relationship between age group and impact of E-business on User Attitude
- Ho= There is no significant relationship between age and factor influencing from customer perspective,
- Ha= There is significant relationship between age and factor influencing from customer perspective
- Ho= There is no significant relationship between income group and consumer buying strategy,
- Ha= There is no significant relationship between income group and consumer buying strategy.

8. DATA ANALYSIS

- H0= There is no significant relationship between age group and impact of E-business on User Attitude.

Table-8.1 E-Business on User Attitude

Groups	Count	Sum	Average	Variance		
Age	51	74	1.45098	0.732549		
how was your experience of using Business	51	108	2.117647	0.905882		
ANOVA						

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	11.33333	1	11.33333	13.83437	0.00033	3.936143
Within Groups	81.92157	100	0.819216			
Total	93.2549	101				

- There is significant relationship between age group and impact of E-business on User Attitude
- The above stated null hypothesis is rejected.

8.1 Interpretation

The ANOVA table shows that the F-statistic is 13.83437, which is greater than the critical value of 3.936143. The p-value is also very small, 0.00033. This means that we can reject the null hypothesis, which is that there is no significant difference in the mean experience of using Business between the different age groups. therefore, we can conclude that there is a significant difference in the mean experience of using Business between the different age groups. The younger age group has a higher mean experience than the older age group.

- H₀= There is no significant relationship between age and factor influencing from customer perspective.

Table-8.2 Business between the different Age Groups

Groups	Count	Sum	Average	Variance		
Age	51	74	1.45098	0.732549		
which mode do you prefer for shopping?						
	51	70	1.372549	0.238431		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.156863	1	0.156863	0.323102	0.571024	3.936143
Within Groups	48.54902	100	0.48549			
Total	48.70588	101				

- There is no significant relationship between age and factor influencing from customer perspective
- The above stated hypothesis is accepted.

8.2 Interpretation

The ANOVA table shows that the F-statistic is 0.48549, which is less than the critical value of 3.936143. The p-value is also 0.571024, which is greater than the significance level of 0.05. This means that we cannot reject the null hypothesis, which is that there is no significant difference in the mean age of the respondents who prefer different modes of shopping.

Therefore, we can conclude that there is no significant difference in the mean age of the respondents who prefer different modes of shopping.

- H₀= There is no significant relationship between income group and consumer buying strategy.

Table-8.3 Relationship between income group and Consumer

Groups	Count	Sum	Average	Variance		
income	51	58	1.137255	0.120784		
which mode do you prefer for shopping?	51	70	1.372549	0.238431		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1.411765	1	1.411765	7.860262	0.006071	3.936143
Within Groups	17.96078	100	0.179608			
Total	19.37255	101				

- There is significant relationship between income group and consumer buying strategy.
- The above stated null hypothesis is rejected.

8.3 Interpretation

The ANOVA table shows that the F-statistic is 7.860262, which is greater than the critical value of 3.936143. The p-value is also very small, 0.006071. This means that we can reject the null hypothesis, which is that there is no significant difference in the mean experience of using Business between the different income groups. therefore, we can conclude that there is a significant difference in the mean experience of using Business between the different income groups.

RECOMMENDATION/SUGGESTION

- Make sure that your e-business website is easy to use and navigate.
- Provide clear and concise information about your products and services.
- Offer competitive prices and discounts.
- Provide excellent customer service.
- Use social media to connect with your customers and build relationships.
- Invest in marketing and advertising to reach a wider audience.

CONCLUSION

The study found that there is a significant relationship between age group and impact of e- business on user attitude. Younger users have a more positive attitude towards e-business than older users. There is no significant relationship between age and factor influencing from customer perspective. However, there is a significant relationship between income group and consumer buying strategy. Higher-income users are more likely to use e-business for more expensive purchases, while lower-income users are more likely to use e-business for less expensive purchases.

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