AN EXPLANATORY STUDY OF BANDWAGON BUYING BEHAVIOUR IN ONLINE SHOPPING CONSUMPTION IN INDIA

Digantika Nandi*, Shreyantika Nandi**

*(Economics department, Symbiosis School of Economics, Pune, Maharashtra
Email: nandidigantika@gmail.com)
** (Department of social science, Banaras Hindu University, Varanasi, Uttar Pradesh
Email : shreyantika.n@gmail.com)

------------------------------------************************--------------------------------

Abstract:

The bandwagon consumption behaviour defines the extent to which individuals' demand can be augmented owing to the changing decision made by the crowds. The study attempts to find out the emerging factors that influence bandwagon consumption and how bandwagon behaviour determines consumers' overall shopping consumption. The total sample size of 115 people has responded to the questionnaires. These bandwagon proclivities have a huge impact on gaining self-confidence, self-esteem of consumers while making buying decisions online. Also, the study relevels that the bandwagon consumption behavior strongly determines the overall online shopping consumption of consumers. The bandwagon consumption has been tested in terms of socio-demographic variables- gender, age group, socio-economic variables- income group, subjective preferences- technological interest level and much biasedness was found among the consumers with respect to socio-demographic, economic and subjective preferences characteristics. However, this paper doesn't emphasize the fact and factors regarding online shopping for not reaching the grassroots level. Some recommendations incorporating a larger sample size from different geographical locations, more male participation in regards to bridge the gap of research has been pointed out. Major findings can attribute a bear fruit result for upcoming markets to obtain the maximum benefits in the field of online shopping.
.

Keywords — Consumer behaviour, bandwagon consumption, online shopping, psychological phenomenon.

------------------------------------************************--------------------------------

I.   INTRODUCTION

The veracious fact explains that consumers' buying behaviour relies on their personal budget, their satisfaction from goods and services, and the price fluctuations in the market but at the same time, the fact cannot be denied people are gigantically get affected by their surroundings, environment, what they see, what they read, what they follow and what 'others' follow. This determines consumer behaviour a lot to some extent. The remarkable article quarterly journal of Economics published regarding this theory where Harvey Liebenstien introduced the concept of the bandwagon effect. In

Economics, the term bandwagon effect, it's referred to which the demand for a product is augmented due to the fact that people tend to follow the trends since others are consuming the same products. The bandwagon buying behaviour defines the tenacity to follow the trends or else what others are doing in need of gaining self-esteem, confidence. Consumers enjoy the fact that they can relate with other people in terms of more or less issues. At this juncture, another ongoing industry to observe consumer behaviour is the online shopping market. There has been an extended history of innovation and developments of advancement of shopping from different sources- online along with the radical changes in emerging and ongoing technologies due to dynamic changes in consumers' needs and preferences. The trend of online shopping has come up with a new range of various brands products along with the provision of decent affordability. Moreover, the platform of online shopping renders easy accessibility, time-saving options likewise cash on delivery, online payment, availability through numerous apps so that it mitigates the consumers' lethargy to get ready for shopping since they don't have to go out anywhere. In a competitive market likewise online shopping business, consumers tastes and preferences change rapidly. The upcoming emerging market should be knowing the altering purchasing behaviour of consumers to earn a lucrative profit. Like in other markets, consumers tend to get influenced by other's people buying decisions in the online shopping industry and the bandwagon behaviour plays an effective role in the sale of various quality products as it encourages people to do something by either saying or implying that everybody or the crowd is doing it too. In short, the people's tendency to purchase a product depends on consumption behaviour likewise– tenacity to get influenced by other's decision-making choice(bandwagon), their own (personal) liking choices. These two behaviours affect their overall consumption online. Moreover, their income availability, likings of innovative goods, different age groups, and gender group also determines their

consumer behaviour in buying products. The study is an attempt to test the existence of bandwagon consumption behaviour among online shopping preferences of consumers.

- **RESEARCH QUESTION -**
  a. What kind of consumers/people are more attracted to bandwagon consumption?
  b. Why people are likely/not likely to be attracted by the crowds?

- **OBJECTIVES-**

At this juncture, this study is an attempt to test the presence of bandwagon consumption behaviour among shopping preferences of consumers.
  a. Firstly, to examine whether the bandwagon consumption is getting prioritised among the various consumers along with identifying the independent factors underlying bandwagon consumption behaviour for online shopping.
  b. Secondly, to determine the relationship between bandwagon consumption and the overall online shopping consumption of consumers.
  c. Thirdly, to check the bandwagon consumption behaviour with respect to the characteristics of socio-demographic- age, gender, socio-economic- income level, subjective preference-technological interest in online shopping.

- **STATEMENT OF PROBLEM-**

The hitherto studies have explained the bandwagon effect in luxury consumption and vindicated the bandwagon purchasing decision

to be a source of consumers' self-contentment. The online shopping platform is thriving with numerous new-fangled products day by day. People are consuming various things likewise- mobile phones, back covers, groceries, branded clothes- jeans, dungaree, trendy products- sunglasses, even medical herbs also in country like India. Sometimes the products become so in demand that demonstrates the "out of stock" to the consumers which in turn delivers the message about the modishness of the product to the consumers and thus generating bandwagon effect since consumers are likely to think that she/he should go for purchase that product now or later. The erstwhile studies explain the bandwagon behaviour in online shopping and established a significant relationship between them. However, apart from bandwagon consumption, this study delineates the personal consumption of people which incorporates- online shopping easy traits, just likings of online platform, premium pricing belief-high quality products have a high price tag and hence good payment makes sense since online platforms deliver worthy products. The addition of individuals' personal consumption and bandwagon consumption defines overall shopping consumption and then the effect of bandwagon behaviour on overall consumption is analysed. Moreover, the study adds the age group and technological interest to check the bandwagon tenacity in respect to teenagers, adults, and old age consumers and their more or less curiosity about growing technology.

II. LITERATURE REVIEW-

- Leibenstein (1950) firstly defined the bandwagon effect as when consumers demand depends on others behaviours, they want more (less) of a commodity at a given price because some or all other individuals in the market also demand more (less) of the commodity, and snob effect defines when consumers' demand changes reversely with the behaviour of some or all other individuals in the market. The bandwagon effect refers to the extent to which consumer enhances their demand for goods due to the fact that others are also purchasing the same good. The veracious fact exhibits that consumer have a desire to buy a commodity with the aim of getting into 'the swim of things'; in order to relate with the other people, they wish to be incorporated with; for the sake of staying fashionable or trendy or unique; or prone to be represented as "one of the crowds".

- Bearden et al (1989) have explored two kinds of susceptibility to interpersonal influences: normative interpersonal influence and informal interpersonal influence. The Consumers susceptibility to normative influence describes the "the need to be identified" or extend a person's picture meaningful to others through the achieved and use of goods and brands, the demands confirm the others' expectations regarding any online offline purchasing purchase decisions.

- The consumers' psychological decision making underlies the bandwagon luxurious consumption. Three major antecedents of bandwagon consumption determinations are- susceptibility to normative influence, status consumption and consumers' need for uniqueness of a product. The three major factors have a different determination on bandwagon consumption. The need for uniqueness has a negative effect on bandwagon luxury consumption because when most of the consumers or the 'mass' start buying that particular good then it losses its 'class'

(Harvey Liebenstien). The bandwagon luxury consumption and interdependent self-concept share a significant relationship. The overall study of bandwagon luxury behaviour in a growing market can be an asset for the management and upcoming industries. (Minas N. Kastanakis a, George Balabanis, 2012).

- Divyaa MV (2018) represented the bandwagon behaviour instigation on consumers to do what everyone else is doing. People have a tendency to purchase what most of their surroundings are purchasing in order to gain a self-pride and relevance with the crowd. She demonstrated the bandwagon behaviour in purchasing mobile phones in Kerala state. The bandwagon antecedents were susceptibility to normative influence, need for uniqueness and status consumption established. Consumers' buying preferences are highly affected by their peer influence. The social identification exhibits that they tend to be indifferent in buying mobile phones until others approve them. The social identification, social approval and peer influence acts as a really crucial role in defining bandwagon behavior since it provides a source of self-respect, pride to the consumers. The difference in the bandwagon consumption with respect to socio-economic features of consumers established no such significance among consumers in accordance with gender, affordability, social status etc.

- The bandwagon behaviour plays a crucial role in the emerging competitive markets likewise the mobile phone industry. The various factors determine the consumer's purchasing decision, such factors are

'consumer's necessity for the uniqueness of products- the need of the individuals to opt for a unique product or brandy product in order to stay different from the usual norms of fashion', status consumption- the consumption of luxurious or high brandy or a particular product for the sake of gaining status, and susceptibility to normative influence- the buying behaviour of consumers which gets changed by other people's purchasing decision. These three factors have a large impact on bandwagon consumption in buying mobile phones. They share a negative, medium and positive relationship with consumer's bandwagon consumption respectively. Hence, consumer's preferences are proved to be easily altered when observing the crowd doing else, also they're less likely to be demanding a unique brand product since they want to follow what the crowd is doing, which eventually explains the consumer behaviour of bandwagon to be psychological (Saranya Alandur Srinivasan, 2020).

- Most teenage consumers prefer to be inclusive while making any branded products purchase. This introduces the behaviour of- psychological trait, the Fear of Missing out (FoMO) towards the bandwagon consumption. Individual consumers have different attitudes towards different products and Teenagers have more fear of missing a product with good brand value. Although the study demonstrated the mixed result on bandwagon consumption of varying degrees of FoMO and product characteristics. The consumer with high fear of missing luxury product tend to respond more on bandwagon consumption and the lower the fear of missing product,

the more the purchase of necessary goods. The essence of consumption trends had been demonstrated in the study wherein the international students in Korea prefer to assimilate culturally in groups and their recognized mainstream. Those students prefer others' behaviour, not least because they relate to Confucian culture and collectivism. (Inwon Kang and Ilhwan Ma,2020).

- Dr Irfan Sabir & Ashna Azam, Muhammad Bilal Majid, Dr Mohd Sadad bin Mahmud, Naila Sabir (2020) tested the consumer behaviour of young consumers in Sialkot, Pakistan by formulation relationship between bandwagon effect and fashionable goods consumption and found a significant positive relationship between bandwagon and consumption of fashion goods, they suggested that consumers get influenced by the perception of others and then change their consumption habits. The basis of the research was on the problem that youth is now unconsciously making decisions under the influence of their reference group. According to them, young people are more prone to purchase that product which everyone else around them is purchasing, they are reluctant to opt for a good if it's not bought by their reference groups. Their study extrapolated that youth of Pakistan purchase things by keeping others reviews of that product in their mind, besides that the less trendy products which failed to impress their reference group are avoided.

III. METHODOLOGY

The present study is based on primary data wherein the Primary data will be collected through

circulating questionnaires. The sample size of this study is 115. The formulated self-constructed questionnaires have been used to collect the relevant data among the consumers in various parts of India. The SPSS software tool has been used to analyse the data of the study.

- **Design-**

The primary responses collection is completely based on snowball sampling and based on the quantitative method the data has been analysed. The total value of each component of bandwagon consumption and personal liking consumption have been collected through coding of the responses. The factor analysis test has been used to showcase the bandwagon purchasing behaviour and the linear regression test has been utilized to test the determination of the bandwagon purchasing behaviour in overall online shopping consumption. The regression model and Dummy variable regression have been used to check the relationship between the bandwagon behaviour of an individual with respect to age group, gender, income level, technological interest by constructing the bandwagon consumption index. The overall online shopping consumption has been constructed by adding bandwagon consumption and personal liking online consumption values. The SPSS software has been used to analyse data of the study. There are approximately 115 consumers responded regarding their behaviour in online/offline shopping in the various part of India. There are 73 women and 42 men who have participated in the study. The participants in this study were recruited via google from circulation with an age variability between 14 to 65. All data were collected on September 20, 21 and 22, 2020 and May 5,6,7, 2021.

- **Hypothesis-**

H0- There is no significant relationship between the bandwagon consumption behaviour and overall online shopping consumption.

H1- There is a significant relationship between bandwagon consumption behaviour and overall online shopping consumption.

The regression analysis has been used to test the significance between the independent variable-bandwagon consumption and dependent variable-overall online shopping consumption of consumers.

- **Analysis-**

Part-1

In Part 1, Part i and Part ii shows the principal factors determining bandwagon behaviour and personal online consumption respectively. Part iii analyses the relationship between bandwagon behaviour and overall online consumption.

The factor analysis test is the best way to reduce the dimension by transforming many variables into fewer variables. The study utilizes the technique to find out the principal variables determining bandwagon consumption behaviour.

The bandwagon consumption has the three antecedents- 'susceptibility to normative influence'- tenacity to alter consumers' demand by observing other's demand, status consumption- the consumption of particular unique product for the sake of gaining distinct or respect among the class, need for uniqueness of product- liking of the product uniqueness for the sake of looking 'classy'.

i. Significance and proper technique of factor analysis test – bandwagon consumption

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.527**
Bartlett's Test of Sphericity	Approx. Chi-Square	35.480
	df	10
	Sig.	**.000**

The KMO statistic value greater than 0.50(0.527> 0.500) indicates that the factor analysis is perfect for analysing data appropriately. Bartlett's Test of Sphericity is significant when the p-value (here 0.00) is less than the significance level (0.05) equivalent to the chi-square value. The above result shows the validity to use factor analysis.

Pattern Matrix

	Component	
	1	2
FRND.SUGG	.803	.131
SHWCS	.797	-.062
PNWNSS	.137	.617
TRNDFL	.392	-.551
EADV	-.002	-.756

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

.

The FRND.SUGG is the principal component of factor 1 that holds the highest value (0.803) - community impact, which is the tenacity to prioritize friends'/relative's opinions. The SHWCS also holds a very closer value (0.797) to FRND.SUGG(0.803), which states the likeliness of showcasing trendy/brandy online purchases in surroundings. The PNWNSS is the principal component of factor 2 that holds the highest value (0.617), which defines the tenacity to prioritize new/fresh/unique products online.

Table 1- Total Variance Explained

Component	Initial Eigenvalues	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings

	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	1.612	32.243	32.243	1.612	32.243	32.243	1.485
2	1.135	22.690	54.933	1.135	22.690	54.933	1.310
3	.963	19.267	74.200				
4	.735	14.691	88.891				
5	.555	11.109	100.000				

Extraction Method: Principal Component Analysis- bandwagon.

Two factors only be extracted from the principal component analysis since they hold an eigenvalue greater than 1. These two factors are- community impact, social recognition as 'trendy' and they totally show 54.9% variation in bandwagon consumption behaviour.

ii. Significance test of factor analysis- Personal liking online shopping consumption

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.500**
Bartlett's Test of Sphericity	Approx. Chi-Square	14.819
	df	3
	Sig.	**.002**

The KMO statistic value of 0.50 indicates that the factor analysis is perfect for analysing personal online consumption data appropriately. Bartlett's Test of Sphericity is significant since the p-value (here 0.00) is less than the significance level (0.05). The above result shows the validity to use factor analysis.

Table 2- Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.357	45.250	45.250	1.357	45.250	45.250
2	.994	33.124	78.374			
3	.649	21.626	100.000			

Extraction Method: Principal Component Analysis-personal liking.

One factor only is extracted from the principal component analysis of personal liking online consumption since they hold an eigenvalue greater than 1 that totally shows 45.25% variation in personal online consumption.

Component Matrix

	Component
	1
e-shopping traits	-.820
e-platform likings	.220
Premium pricing	.798

Extraction Method: Principal Component Analysis. a. 1 components extracted; thus, solutions cannot be rotated.

Personal liking online shopping consists of three components- online shopping traits, online shopping platforms likings and liking of premium pricing- the perception of believing high-quality products tend to have higher price tag and consumers believes that they pay for a worthy reason because the products provide standard quality The Premium pricing holds the highest value (0.798), is the principal component of one and only factor of personal online shopping. Hence, people's personal liking consumption relies on the fact that paying much for a product carries a "justified" reason in online shopping.

iii. Relationship between Bandwagon consumption behaviour & overall online shopping consumption-

Linear regression test-

The following equation says the relationship among dependent and independent variables-

> **OVSHP = α+ β. BNDWGN + ui,**
> **α** = Intercept
> **OVSHPC=** Overall online shopping consumption,
>   **BNDWGN**= Bandwagon consumption behaviour,
>   **β** = Coefficient of bandwagon consumption behaviour
>   ui= Error term

Table 3- bandwagon and overall shopping consumption

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
					Change Statistics				
1	.901	.811	.810	1.32282	.811	486.332	1	113	.000

a. Predictors: (Constant), BNDWGN

Table 4- Coefficients of bandwagon and significance

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.628	1.315		7.321	.000
BNDWGN	1.093	.050	.901	22.053	.000

a. Dependent Variable: OVSHPC

The overall significance level is 0.000 means the model is highly significant, the p-value of 0.00 demonstrates a rejection of the null hypothesis that is bandwagon consumption behaviour and overall online shopping consumption have a significant relationship with each other. The model has a respective t value of 22.05 greater than 2 shows a positive relationship between the bandwagon behaviour and overall shopping consumption. The Beta (B) value of 0.90 implies that bandwagon behaviour has a robust influence on the overall online shopping consumption (up to 90%). R square (coefficient of determination) value is 0.81 which is pretty strong, thus 81% variation independent variable bandwagon consumption behaviour can be explained by variation in independent variable- overall online shopping consumption. The bandwagon behavior (BNDWGN) strongly determines consumers' overall online shopping (OVSHPC).

Part-2

Now the second part of the analysis will be demonstrating the relation of bandwagon consumption with respect to socio-demographic variables- gender, age group, socio-economic variable- income group, subjective preference variable- interest level in technology etc.

• Socio-demographic variable-

i. Gender

The table has been created by gathering the numeric data from the pivot table and the bandwagon consumption index is the dependent variable gender is the independent variable. The dummy is created for gender which is an independent categorical variable and the bandwagon is a continuous dependent variable. Linear regression used the equation,

Yi= α+€Di+ęi

Di is the dummy variable which is 1 for male and 0 otherwise(female), Yi is the bandwagon consumption index, ęi is the error term.

Table 5- gender and bandwagon

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	51.571	14.265		3.615	.004
Gender	-21.714	20.173	-.297	-1.076	.303

a. Dependent Variable: Bandwagon

The result showed that the gender coefficient is -21.71 and the Yi value is 51.57+(-21.71) =29.86 for males and Yi value is the intercept value that is 51.57 for females Hence "females" are tended to be the bandwagoner than males. The gap between the bandwagon consumption index values for males and females exhibit the huge discrepancies in bandwagon consumption behaviour in gender.

ii.   Age group

The table has been created by gathering the numeric data from the pivot table and the bandwagon consumption index is the dependent variable gender is the independent ordinal variable. The dummy is created for age group which is an independent variable and the bandwagon is a continuous dependent variable. The linear regression used the equation,

$Yi= α+€1D1i+€2D2i+ęi$

D1i is the dummy variable which is 1 for below 18 and 0 otherwise.

D2i is a dummy variable which is 1 for the age group 18-40 and 0 otherwise.

Table 6-age group & bandwagon

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	29.000	9.956		2.913	.009
Below18	-19.000	14.080	-.322	-1.349	.194
18- 40	13.429	14.080	.228	.954	.353

a. Dependent Variable: Bandwagon

The coefficient for the age group below 18 is -19.00 and hence the Yi= 29.00+(-19.00) = 10.00 and coefficient value for age group 18-40 is 13.43, the Yi =29.00+ 13.43= 42.43 and the intercept coefficient value is the value of age group above 40 that is 29.00 and hence the respondents with "age group 18-40" are prone to be bandwagoners. The age group above 40 reveals the medium bandwagon consumption and teenagers or consumers below 18 tend to be least influenced by bandwagon. The higher difference among the coefficient values implies biasedness among consumers with respect to age groups.

• Socio-economic variable-income group

The table has been created by gathering the numeric data from the pivot table and the bandwagon consumption index is the dependent variable income is the independent ordinal variable. The dummy is created for income group which is an independent variable and the bandwagon is a continuous dependent variable. The linear regression used the equation,

$Yi= α+€1D1i+€2D2i+ęi$

D1i is the dummy variable that is 1 for below ₹200000 and 0 otherwise.

D2i is a dummy variable which is 1 for ₹200000-₹500000 and 0 otherwise.

Table7 -income group & bandwagon

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	5.429	10.622		.511	.616
Below ₹200000	45.000	15.021	.662	2.996	.008
₹200000-₹500000	15.143	15.021	.223	1.008	.327

a. Dependent Variable: Bandwagon

The coefficient for the age group below ₹200000 is 45.00 and the Yi = 5.43 +45.00 = 50.43, coefficient value for ₹200000-₹500000 is 15.14 and Yi = 5.43 +15.14= 20.57 and the coefficient of intercept is the coefficient value of category having income above ₹500000 is 5.43 and hence people with income level "below ₹200000" are prone to be bandwagoners. The consumers belong to the income category of ₹200000-₹500000 represents

moderate bandwagon consumption index and consumers having income group above ₹500000 tend to be the least bandwagoners. The wider gap among the bandwagon consumption index values shows many discrepancies in bandwagon consumption behaviour among income category groups of consumers.

• **Subjective preference – Interest level in technology-**

The table has been created by gathering the numeric data from the pivot table and the bandwagon consumption index is the dependent variable interest in technology is the independent ordinal variable. The dummy is created for interest in technology which is an independent variable and the bandwagon is a continuous dependent variable. The linear regression used the equation,

$$Y_i = \alpha + €1D1_i + €2D2_i + \varrho_i$$

D1i is the dummy variable which is 1 for higher interest in technology and 0 otherwise.

D2i is a dummy variable which is 1 for medium interest in technology and 0 otherwise.

Table 8-interest level in technology & bandwagon

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	33.571	10.719		3.132	.006
Not interested	-29.286	15.158	-.447	-1.932	.069
Medium	8.571	15.158	.131	.565	.579

a. Dependent Variable: Bandwagon

The coefficient value for consumers having 'medium' interest level in technology is 8.57, hence bandwagon consumption index =Yi= 33.57+8.57= 42.14, coefficient value for the people with 'no interest' level in technology is -29.27 and hence bandwagon consumption index= Yi= 33.37- 29.27= 4.30. The Yi value for higher interest level in technology is the intercept value 33.57. Explicitly, consumers/respondents with "medium" interest level in technology are prone to be bandwagoners

than others. The bandwagon consumption is least likely to be influenced by consumers with "no interest" (or not interested) in technology. The coefficient values exhibit major variation in bandwagon behaviour among the consumers in terms of interest level in technology.

IV.   RESULT & DISCUSSIONS -

The above objectives were successfully achieved and based on the analysis the following interpretation has been pointed; the two factors extracted from the factor analysis are community influence, social recognition as 'trendy' and these two factors grossly demonstrated 54.9% variation in the consumption of bandwagon. The principal component of community impact is the tenacity to listen to friends'/colleagues/relative's suggestions for purchasing products online which describes the 32.2% of the variation in bandwagon consumption behaviour- consumers are prone to prioritize their friends or peer opinions in purchasing decisions for the sake of getting themselves inclusive in their social circle. The other component of the same factor is the likeliness to showcase these online/trendy products in surroundings- individuals feel jovial to earn a social identity by showing off their online purchase since it's trendy. The principal component of social recognition as trendy is the tendency to like the newness or uniqueness of a product which defines 22.7% variation in bandwagon consumption- consumers are highly attached to opt for a fresh product arriving online. The inclination of product newness matters a lot in bandwagon consumption. They believe that all these three proclivities promote their self-esteem and self-confidence. For personal liking online consumption, consumers believe that most of the goods associated with higher prices are of standard quality goods, hence they're paying for a "notable" reason in online shopping. In the linear regression test, the t, significant p (0.00) value shows there is a positive relationship between bandwagon and overall shopping consumption. R square value is 0.81 which shows 81% of the variation in the

outcome variable- overall online shopping consumption is explained due to the variation in predictor variable-bandwagon consumption behaviour. The bandwagon consumption behaviour strongly determines people's overall online shopping consumption. The bandwagon consumption behaviour is likely to be influenced by "female", age group around "18-40", income group "below Rs. 200000", people with "medium" interest in technology. The bandwagon consumption index value differs a bit wider in gender groups, income groups, age groups and subjective preference groups. Henceforth, there is much "biasedness" prevailing among these various types of consumers in terms of age, gender, income, interest in technology. The overall agenda consequently vindicates the fact that individuals' bandwagon consumption varies from person to person and so their decision-making steps for shopping. This explains the overall phenomenon to be psychological-social-personal.

V. LIMITATIONS-

The overall dynamic of research has limited research of many factors and variables since there are other factors available as well which determines bandwagon consumption in the online shopping field likewise - an arise of a new situation like a worldwide pandemic, perception due to the implementation of lockdown, but such factors are not included in our study area. The study only focuses on the factors affecting bandwagon but didn't make a comparison of this change in consumer behaviour due to pandemics. The fact that the platform of online hopping is still developing, henceforth research topic has not gone many relevant works of literature on it, the process consumed a large amount of time in order to find the data relevancy. The paper only gathered the behaviour of people having more or less income efficiency and having enough gadgets to afford online shopping. Moreover, research has been conducted only in one country-India, the other country's consumers might have a different

perspective on online shopping preference such as gender, spending range, interest in technology, age group, and income level etc.

VI. RECOMMENDATIONS-

The following are the recommendations- based on the hindrances of the study, the geographical location could be extended to include more culture, traditions ethical considerations in e-shopping. Most of the questionnaires have been filled up by the adult students and workers having age group between 18-40 and very a smaller number of teenage students, the incorporation of young children and students are highly recommended. Large sample size and a large number of destinations are highly required for further research to have a wider interpretation of our research. In comparison with the female, male participants were really lower, hence it's highly recommended to extend the number of male consumers to analyse a different interpretation of study in future.

VII. CONCLUSION-

Bandwagon consumption is a psychological phenomenon and can be considered as totally subjective consumer behaviour, the study conducted in one country might be varying the behaviour from another country. The individual consumers' different preferences/moves for online shopping plays a significant role in determining the bandwagon consumption behaviour and based on the analysis, we can conclude that friend's suggestion and relative or office colleagues or better say people's surroundings are playing a major role in deciding the bandwagon purchase of consumers, followed by that tendency of showcasing online products in a social circle implies that people are more attracted to earn a social value in their circle by showing off trendy/luxurious product. The tendency to be liking the freshness or newness of a product indicates the behaviour that they prioritize to be trendy or they prefer to choose something unique from the conventional. The bandwagon buying behaviour strongly determines the overall online shopping

consumption of consumers. The study demonstrated that "females", people with age group "18-40", with income level 'below Rs.200000", people with "medium" interest level in technology are prone to bandwagoners than others and eventually found much biasedness among the consumers. All in all, the study consequently attributes the fact that markets of online shopping can enjoy a lucrative outcome in the near future more if they fit the criteria and renders new products according to the consumers' preferences in India.

REFERENCES

[1] Adrian Lehr · Marion Büttgen. *Don't jump to the Bandwagon: Negative effect of Sharewashing. schmalenbach journal of business research. (2021).* https://doi.org/10.1007/s41471-021-00109-5

[2] Ulun Akturan; Bozbay, Zehra. *Bandwagon consumption and Value Perceptions of Global Brands in an Emerging Market. 8th Annual Conference of the Euromed Academy of Business Conference (September, 2015).* https://www.researchgate.net/publication/314239848_Bandwagon_Consumption_and_Social_Value_Perceptions_of_Global_Brands_in_an_Emerging_Market

[3] Amita Maxwell. *Bandwagon effect and network externalities in market demand. Asian Journal of Management Research. (March 2014).* https://www.researchgate.net/publication/325539365_Bandwagon_Effect_and_Network_Externalities_in_market_Demand

[4] Antónia Correia1, Metin Kozak, and Helena Reis. *Conspicuous Consumption of the Elite: Social and Self-Congruity in Tourism Choices. Journal of travel research. (December 18, 2014).* https://doi.org/10.1177%2F0047287514563337

[5] Bearden WO, Netemeyer RG, Teel JE. *Measurement of Consumer Susceptibility to Interpersonal Influence. Journal of Consumer Research. 1989; 15(4):473* https://doi.org/10.1086/209186

[6] Dr. B. V. Jayanthi Assistant Professor. *Factors Influencing Bandwagon Effect in Hyderabad. An Empirical Study. The International Journal of Business Management. (September 2015).* http://www.internationaljournalcorner.com/index.php/theijbm/issue/view/7911

[7] Divya MV. *A study on bandwagon consumption behaviour among mobile phone consumers in rural Kerala. International Journal of Academic Research and Development. (2018).* http://www.academicjournal.in/archives/2018/vol3/issue2/3-2-295

[8] H. Leibenstein. *Bandwagon, Snob, and Veblen Effects in the Theory of Consumers' Demand. Quarterly Journal of Economics, Volume 64, Issue 2, (May 2, 1950),183207* http://www.jstor.org/stable/1882692

[9] Dr Irfan Sabir, et. all. *The Bandwagon Effect and Consumption of Fashion Goods: A Case of Young Consumers of Pakistan. SCHOLEDGE International Journal of Management & Development.*

(August, 2020). Vol.07, Issue 05 (2020), Pg. 88-98. https://www.researchgate.net/publication/343732411_The_Bandwago_Effect_and_Consumption_of_Fashion_Goods_A_Case_of_Young_Consumers_of_Pakistan

[10] Jiyong Lee and Jinsook Hwang Professor. *Factors affecting the fashion purchase decision-making of single Koreans. International Journal of Interdisciplinary Research. (2019).* https://doi.org/10.1186/s40691-019-0189-x.

[11] Kelty Logan. *Why Isn't Everyone Doing It? A comparison of antecedents to following brands on twitter and facebook, Journal of Interactive Advertising. (2014).* https://doi.org/10.1080/15252019.2014.935536

[12] Minas N. Kastanakis a, George Balabanis. *Between the mass and the class: Antecedents of the "bandwagon" luxury consumption behaviour. Journal of Business Research. (October 10, 2012).* https://www.sciencedirect.com/science/article/pii/S0148296311003493

[13] Rahman, Mohammad Anisur; Islam, Md. Aminul; Esha, Bushra Humyra; Sultana, Nahida; Chakravorty, Sujan. *Consumer Buying Behaviour Towards Online Shopping- An Empirical Study on Dhaka City, Bangladesh." Cogent Business & Management. (2018)* https://doi.org/10.1080/23311975.2018.151494 https://www.researchgate.net/publication/327349424_Consumer_buying_behavior_towards_online_shopping_An_empirical_study_on_Dhaka_City_Bangladesh

[14] Robert M. Entman. *How the Media Affect What People Think: An Information Processing Approach. The Journal of Politics. Volume 51, Issue 2, (May 2, 1989), 347-370.* https://www.jstor.org/stable/2131346

[15] ROBERT NAVAZIO. *An Experimental Approach to Bandwagon Research. Public Opinion Quarterly (Jan 1, 1977).* https://www.jstor.org/stable/2748338

[16] Steven Callander. *Bandwagons and Momentum in Sequential Voting. The Review of Economic Studies. (2002).* https://www.jstor.org/stable/4626156 https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.637.1176&rep=rep1&type=pdf

[17] Saranya Alandur Srinivasan. *Impact of Bandwagon Effect in Consumption of Mobile Phones. The Innovative Metamorphis- An Elixir for Organisational Excellence. (June 2020).* https://www.researchgate.net/publication/342475717_IMPACT_OF_BANDWAGON_EFFECT_IN_CONSUMPTION_OF_MOBILE_PHONES

[18] Shekhar Singh & Sandeep Srivastava. *Moderating effect of product type on online shopping behaviour and purchase intention-an Indian perspective. Taylor & Francis Group. Cogent arts & humanities, 5:1, 1495043. (2018).* http://dpi-proceedings.com/index.php/dtssehs/article/view/19574

[19] Thomas Gilovich *, Amit Kumar, Lily Jampol. *A wonderful Life-experimental consumption and the pursuit of happiness. Journal of Consumer Psychology. (August 25, 2014).* https://www.sciencedirect.com/science/article/pii/S105774081400093X