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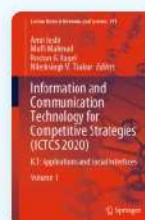
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Effectiveness of Online Shopping Advantages of Healthy Food Products on Consumer Buying Behaviour

Conference paper | First Online: 27 July 2021
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Information and Communication Technology for Competitive Strategies (ICTCS 2020)

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 Part of the book series: [Lecture Notes in Networks and Systems](#) ((LNNS, volume 191))

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Abstract

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Abstract

Purpose The reason for this exploration is to examine the connection between consumer buying behaviour and online shopping advantages for packaged healthy food products. The research aims to provide knowledge and insights on effective online marketing strategies for marketers engaged with the online creation and appropriation of healthy food products. *Design/methodology/approach* The Cronbach's Alpha Test was applied to test the unwavering quality of the scale, and the outcomes demonstrated that the Likert scale of the survey is dependable. The standard deviation was calculated to know the variation in the opinions of the respondents. The researchers have considered only packaged healthy food products under the study. The SPSS-22 version was utilized for statistical analysis of the data. Primary data was collected through randomly distributing the questionnaire among 392 consumers particularly those who buy healthy food products online from August 2019 to March 2020. The answers of the respondents were estimated on a five-point Likert scale. ANOVA and F-tests were applied to test the null hypothesis. The correlations test was applied to analyse the connection between the factors under investigation. The regression model was created dependent on the examination of information. *Findings* The discoveries of the exploration uncovered that online shopping advantage has a critical relationship on consumers buying behaviour. The study further revealed that the consumer would buy more healthy food products online if the marketers provide online shopping advantages like convenience, reward point system, cashback offers and comparison to purchasing healthy food products. *Research Implications and Limitations* Practical implications—The results of the study highlight the significance of online marketing strategies in influencing consumer buying behaviour. The investigation recommends that marketers must connect with buyers utilizing the manner in which they wish to be locked in by structuring more fitting promotional techniques. The restriction of the study is that it has been led on healthy food products. Future examinations could be stretched out to different classes of fast moving consumer goods to sum up the discoveries of the investigation.

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