A Study on Factors Affecting Consumers Behavior towards Online Shopping

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Abstract

The trend of online shopping is gaining momentum among the consumers. The main purpose of the study is to identify the factors affecting consumer's behavior towards Online Shopping. The factors are identified from 21 research paper which highlights the way consumers are expecting from the online retailer and markers.

INTRODUCTION

E-commerce is the buying and selling of the goods and services online; internet is the best source to use this tool. Today the amount of trade that is conducted electronically using e-commerce has increased with a wide spread usage of internet and technology. Online shopping, we can say "e-commerce" is the area in which almost every enterprise will enter and make the best use of it in the future, many products have started to be put up for online sale. The internet is being developed rapidly since last two decades, and with relevant digital economy that is driven by information technology also being developed worldwide (Chandra and Sinha, 2013).

Nowadays, the concept "DIC" i.e. double income couples are becoming all the more prominent in India. With the long working hours and increased distances to travel, they are not having enough time to devote it to shopping as people don't feel like going out for buying day to day things after a very hectic day at office. They want to reserve it for other works like socializing, entertainment etc. Now the companies are coming up with the ways so that this section of society can be tapped to the maximum and only way to attract them is just a click away and that too at any time 24X7. Moreover, this is located in the virtual world and can be accessed any time when you are watching your favorite TV show or having a coffee break at office. This is the online shopping concept (Agarwal, 2013).

Online Shopping or e-shopping is a part of e-commerce where the customers or consumers buy goods / products / and other services directly from the merchants over the internet. Today E-commerce is a byword in Indian society and it has become an integral part of our daily life. There are websites providing any number of goods and services. Theoretically it is more convenient to buy products online due to its flexible nature, but in India the adoption rate of the technology is significantly different from other nations because of the country's unique social and economical characteristics. India has diverse culture and extreme disparities of income (Chatterjee and Ghosal, 2014). Consumers enjoy free time, get to know new places and leisure options, all at big discounts. Users can find offers that range from beauty and health treatments to restaurants, travel, entertainment, sport, etc. Also, as occurs, the limited nature of the offers makes the purchase attractive because, if the purchase is not made in time, the chance to get the discount disappears (Sharma and Khattri, 2013.

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International Research Journal of Commerce and Law

http://www.ijmr.net.in email id- irjmss@gmail.com   Page 44

LITERATURE REVIEW

In a research by Haq Ul Zia, 2008, "Perception towards online shopping: An
Empirical study of Indian Consumers" suggested that overall website quality, commitment factor, customer service and security are the four key factors which influence consumers' perceptions of online shopping. The study revealed that the perception of online shoppers is independent of their age and gender but not independent of their education & gender and income & gender. Convenience is the most influencing factor. Time saving and security is also important, particularly the security concerns are very important while shopping online. Most of the respondents are fulfilling that there has no risk in online shopping. It can be concluded that there is a opportunity for the near future. The online shopping among consumers of business development and we can suggest that there has a need to provide online shopping services (Chandra and sinha, 2013).

According to Agarwal, 2013, "A study of factors affecting online shopping behavior of consumers in Mumbai region", factors that affect online shopping are time saving, money saving, no risk in transaction, easy to choose and compare with other products and delivery of product on time. With advancements in Online shopping, there have been changes in the methodology for business transactions. India, being a rapid adaptor of technology is apace with the current scenario of electronic data exchanges and has taken to e-commerce. Though Online Shopping provides many advantages, there are still a significant number of customers who refuse or reluctant to adopt the facilities of online services. In India the adoption rate of the technology is significantly different from other nations because of the country's unique social and economical characteristics. The aim of this research study is to investigate the factors influencing the adoption of Online Shopping in West Bengal, India (Chatterjee and Ghosal, 2014).

In a study by Raval Tulsi,2014,"Study of effectiveness of online shopping", explained that privacy of personal information is a significant issue for some consumers. Many consumers wish to avoid spam and telemarketing which could result from supplying contact information to an online merchant. In response, many merchants promise to not use consumer information for these purposes. To increase online purchases, businesses must use significant time and money to define, design, develop, test, implement, and maintain the web store as it is truly said that it is easier to lose a customer than to gain one. In a findings by Sen Rahul, 2014, showed that the cost factor, convenience factor, product factor and seller related factor are the four important factors influencing the online purchase of products in Kolkata**.**

The heavy discounts offered by e-tailors are giving tough competition to malls and brick and mortar stores. With increasing number of people making online purchases, retailers feel they might not be able to survive as they are not able to give the discounts e-tailers are offering. 53% of respondents are of the opinion that online shopping can replace small mom-and-pop stores while 40% believe that it can replace malls (Goyal, 2014). Customers needs and the expectations are the not the same age, gender, experience, culture are all the important factors. Users with more online influence focus on the variables that directly influence the task .To increase the online purchases business must use the significant time and money, define, design, development, test, implement and maintain the webstore. It is very easy to lose the customer but very difficult to gain the customer. To remain in the online business a webstore

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International Research Journal of Commerce and Law

http://www.ijmr.net.in email id- irjmss@gmail.com　　　　Page 45

should responding the customers' emails, notifying the customers' problems and always being honest towards the customer (Pant, 2014).

In a study by Rastogi, 2010, "A study of Indian onlineconsumers'and their buying behavior" suggested that the employees of various companies are purchasing more than others through online shopping (51%) , maximum numbers of respondents (38%) feel that online shopping is having easy buying procedures; others think that they can have wide variety of products, Lower price of the products, various modes of payments etc. Most of the respondents think that Availability of online information about Product & Services is excellent (54%), most of the respondents purchase the products 2 to 5 times annually (46%). As a result of this research, it was found that the prominent factors affecting this buying decision are impulse, information of availability and option to provide a review. This brings us to the conclusion that since most of the e-shopping of the deals is taking place on impulse, marketers should put their focus on increasing awareness about the availability of goods and services and building a feedback mechanism. There should also be some technique by which consumers can be comforted of security concerns. Trust on this tight security mechanism leads to repeat purchase, as is established here. Higher the level of trust on the website more the number of times coupons have been bought by consumers. To understand this trust factor, the researchers further studied the modes of payment which consumers preferred (Sharma and Khattri, 2013).

RESEARCH METHODOLOGY

Objective of the study
The objective of the study is to analyze the factors affecting online shopping behavior of customers and to provide information to marketing professionals so that they can develop a better marketing strategy to attract their customers.

Research Design
The researcher focused Descriptive Research Design. The research is based upon secondary data and data is collection in from online journals, Internet and other sources. The factors are collected from various research papers which are shown in Table 1:-

Table.1. Factors affecting online shopping

S.No	Journal	Identified Factors
1.	Chandra and Sinha, 2013, "Factors affecting the online shopping behavior: A study with reference to Bhilai Durg"	Website Design, Convenience, Time and Security.
2.	Zia Ul Haq, 2008, "Perception towards Online Shopping: An Empirical study on Indian consumers"	Website quality, Commitment factor, Customer service and Security
3.	Dr.Seema Agarwal, 2013, "A study of factors affecting Online shopping behavior of consumers in Mumbai region"	Save time, Save money, Easy to choose and compare and delivery on time.

4.	Chatterjee and Ghosal, 2014, "Online shopping: An Empirical study in West Bengal from the customer point of view"	E-business, Convenience, Security and Risk
5.	Tulsi Raval, 2005, "Study of effectiveness of Online Shopping"	Time saving, Convenience, Description of Product, Broad selection of goods and Low cost.
6.	Rahul Argha Sen, 2014, "Online shopping: A study of the factors influencing online purchase of products in Kolkata".	Cost factor, Convenience factor, Product factor and Seller related factor
7	Dr.M.M.Goyal, 2014, "Online shopping: A survey of consumer perception"	Convenience, Discounts and deals and Variety
8	Ashish Pant, 2014, "An Online shopping change the traditional path of consumer purchasing".	Save time and money, website design and availability of products.
9.	Ankur kumar Rastogi, 2010, "A study of Indian online consumers and their buying behavior".	Convenience, wide variety of products, Low prices and Various modes of payments.
10.	Sharma and Khattri, 2013, "Study of online shopping behavior and' its impact on online deal websites"	Deals and discount coupons, availability of information, review option and trust.
11.	Md.Mahbubur Rahaman, 2014, "Online shopping trends, patterns and preferences of university undergraduate students".	Time saving, Security, convenience and easiness of system.
12.	Hardia and Sharma, 2013, "Empirical study of factors affecting online shopping amongst youth".	Ease of process, Security of website and timely delivery
13.	Goswami, Baruah, 2013, "Customers satisfaction towards online shopping with special reference to teenage group".	Wide variety of products, Packaging of products, secure payment procedure, save time and money and good quality of product.
14.	Sharma and Mehta, 2014, "Understanding Online Shopping Behavior of Indian shopper".	Save time and money, Secure transaction, wide mode of payment, Detailed product information, Website design and Wide variety of products
15.	Upadhyay and Kaur, 2002"Analysis of Online Shopping Behavior of Customer in Kota City"	Secure transaction, Delivery on time, Convenience, Information about product and Time saving.

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International Research Journal of Commerce and Law

http://www.ijmr.net.in email id- irjmss@gmail.com   Page 47

16.	Aggarwal, 2014, "A study on growth of Online Shopping in India".	Convenience, Cyber Café facility and easy availability of Internet.
17.	D.K.Gangeshwar, 2013, "E-commerce or Internet marketing: A Business review from Indian Context".	Wide variety of choice, Save Money and Convenience.
18.	Anusha Balasubramanian, 2012, "Growth spurt in the online retail sector"	Convenience, Wide variety of product, Detailed product information and Offer and Discounts.
19.	Marketing and strategy, 2013, "Is Online shopping booming in India- An Empirical study".	Availability of wide range of products, Low prices, Discounts and coupons.
20.	Editorial staff in Commerce, 2014, "Online Shopping Trends In Indian Apparel Market"	Convenience, Wide Variety of products, Low Prices and Discounts.
21.	Shweta Tanwar, 2009, " Online Shopping: A new Generation of shopping".	Convenience, Save time and Save money.

CONCLUSION

Online shopping is booming in India and people are attracted towards the new way of shopping.

After analyzing 21 research papers, it is concluded that there are number of factors which affect the consumer behavior towards online shopping. The most significant factors which affect online shopping are Convenience, Save money or low cost of product, availability of wide variety of product, save time and secure transaction. These are those factors which consumers are attracted for online shopping.

The online retailers and marketers need to focus on these factors, so that they can retain their existing online customers and attract new customers.

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International Research Journal of Commerce and Law

http://www.ijmr.net.in email id- irjmss@gmail.com   Page 48

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International Research Journal of Commerce and Law

http://www.ijmr.net.in email id- irjmss@gmail.com   Page 50