

# FACTORS AFFECTING CONSUMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING- A REVIEW

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## **Abstract:**

Consumers are immensely vigorous in behavior and choice, their proclivity keeps on changing from time to time. Online shopping is one of the consequences of changed consumer behavior. Technological advancement and chaotic schedule has made online shopping very convenient and a preferred option. It is acquiring abundant significance in today's world because of its comfort to purchase goods from the vicinity of the consumer's comfort area. The present communication summarizes various factors influencing the buying motive of consumers towards online shopping. It comprises of various available literatures and offers theoretical basis to the academicians, practitioners and web-marketers.

**Key words-** Factors, chaotic, convenient, online shopping

## **INTRODUCTION**

Consumer behavior has changed completely over the past few decades. Consumers are now aware of various modes of online shopping and are more inclined towards it than store shopping. "Consumer behavior refers to the attitude that consumer's exhibit in inquiring, acquiring, and deciding about products that they forecast will satisfy their needs." (*Schiffman & Kanuk*). Consumer behavior leads toward studying individual or group behavior and understanding how they make a decision and the factors persuading them to spend their resources on one product rather than its substitutes. It evaluates how emotions, attitude and predilection affect the consumer choices and thus his decision. Individual's demographic, behavioral, psychographic, psychological and socio- cultural characteristics are also surveyed to get appropriate outcome of factors affecting consumer requirement. Consumer behavior also delves into the influences on the consumer decision from their family, friends, reference group and society in general. Thus, the study of consumer behavior contemplates all the aspects (internal & external) which affect the purchasing and consumption behavior of individuals as well as groups. Consumer behavior is a very dynamic approach in itself and thus a very difficult task for the researchers to understand it.

In the recent years consumer behavior has changed drastically as in the present day modernization has not only brought tough competition in the market but has also changed the way the consumers prefer shopping. Consumer's proclivity towards online shopping is gaining momentum since the ease of availability of internet greatly influences the purchasing pattern of the consumers. Online shopping behavior is defined as the course of acquiring products and services with the use of internet (*Chaudhary & Dadhic, 2015*). Internet is developing the way consumers purchase goods and services and it has briskly emerged into a universal sensation (*Gopal & Jindoliya, 2016*). Many consumer product companies utilize internet to communicate about their new products to the consumers, to conduct survey and spot about their products acceptance level in the market. Moreover, in the present scenario companies are extensively using internet for marketing purpose with the aim of cutting cost. Customers are using internet not just to purchase goods but at the same time to compare the cost, features and feasibility of the good as well. Online shopping has gained prevalence throughout world because of the ease to shop various alluring discounts extended to the consumers.

With the development of e-commerce many scholars have made considerable attempt to understand the various perspectives of consumer which persuade them to choose online shopping. This review article endeavor to have a deliberation on the previous studies done by various researchers on online shopping and consumer buying behavior. The present communication interpret the factors affecting the consumers buying behavior towards online shopping which includes prices, time, discount offers, risk, level of interaction etc. All of these factors have led to the study of consumers buying intentions. It is worth noting that consumer buying behavior is studied as a part of the marketing and its main objective is to learn the way how the individuals, groups or organizations choose, buy, use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions (*Gopal & Jindoliya, 2016*). One of such study on consumer buying behavior is conducted by *Rahul(2016)*, the aim of the study was to find out the factors that influence the online purchase of products in Kolkata city. The researcher used an exploratory research approach. Their findings showed that factors affecting online purchase are specific and correlated. Cost is one of the major factor affecting the influencing the online buying in Kolkata. Another factor influencing online shopping is convenience as consumers find more convenient to shop from their home rather than store. Product factor and seller related factor are the last factors affecting consumer's decision.

Another study conducted by *Chaudhary & Dadhich (2015)* analyzed the factors affecting online shopping of consumers by examining the effect of perceived risk i.e.. financial risk, product risk, convenience risk & return policy. The study reveals that consumer's online buying decision is affected by all the perceived risk factors and online companies should take measures to eliminate the risk factors. *Nittala (2015)* examined the factors influencing consumer behavior towards online shopping in reference to Andhra Pradesh. The research revealed that perceived risk and price influence the consumer behavior in a positive way. The researcher applied Kolmogorov-Smirnov normality test for all variables. Consumers with positive attitude prefer online shopping as compared to others. The design and layout of the website entice consumers to shop online. But, financial risk and product risk affect the consumer behavior negatively. Prices and discounts are the factors that captivate the consumers to shop online. Many other researchers conducted several study on online consumer behavior. Some significant studies on this subject are:

- *Jukariya & Singhu(2018)*- The study is primarily based on the students of Udaipur. Transaction security, personal privacy and security, product price and quality, after sale service. All these factors affect majorly the online consumer's behavior.
- *Sinha & Kim(2018)*- studied the factors affecting male and female individually and found out that perceived risk factor is important for male but not for female, convenience risk and attitude has significant importance among females, whereas among males innovativeness. Maximum numbers of people who prefer buying online fall under the age group of 40-49 years, as compared to youngsters.
- *Dange & Kumar(2017)*- represented "A study of factors affecting online buying behavior: A conceptual model" designed FFF model on the basis of review of literature to examine the factors. The new model revealed both external and internal factors affect consumer behavior. FFF model talks about the three phases through which a consumer passes- factors, filtering elements & filtered buying behavior. Filtering elements include- security concern, privacy concern, trust & trustworthiness.

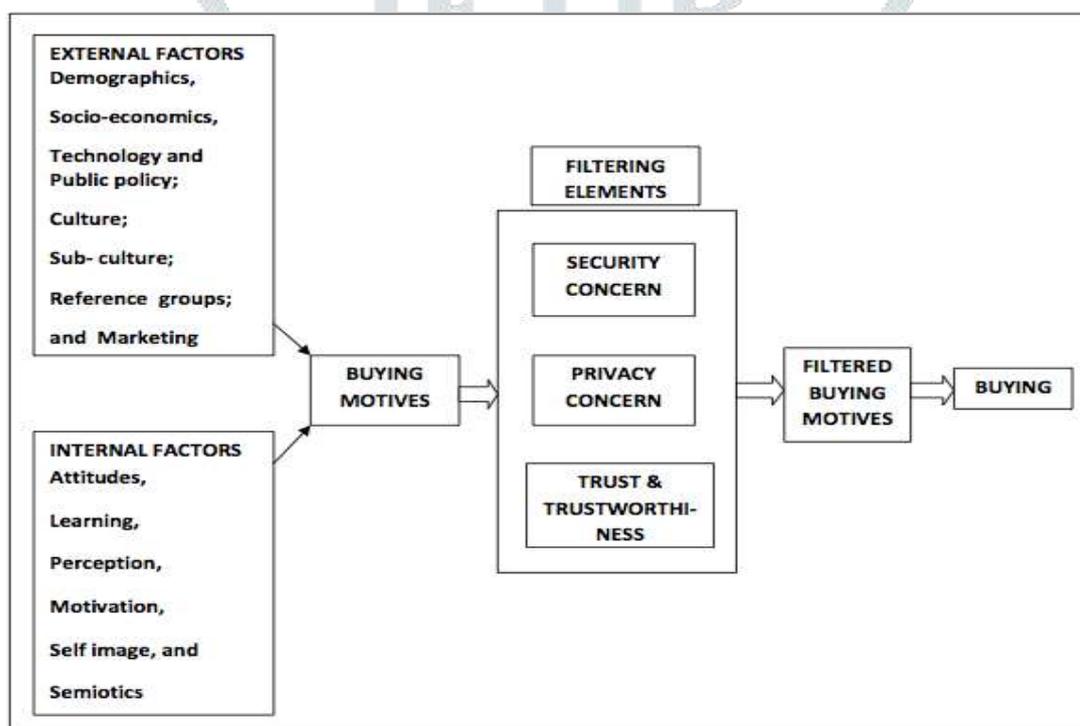


Fig: online consumer buying behavior motive model, Factors(F), Filtering elements(F), and Filtered buying motive(F); (FFF model).

- *Laksmi. S (2016)*- studied consumer buying behavior from four dimensions personal characteristics, psychological characteristics, social and cultural characteristics. For consumers trust and convenience are a priority which influences their online buying behavior. Price, quality of product and past experience of the consumer are some other factors affecting the buying behavior.
- *Lalwani (2016)* - Young consumers online and offline channel purchase behavior.
- *Balamurugan, Jublee & Satish (2017)*- Impact of individual factors through customer choices on online consumer buying behavior.
- *Dhevika, Latasri & Karmugli(2014)*- concluded that online consumers behavior is affected primarily by security factors which is further followed by trustworthiness and attractiveness and features of the web page. Consumer's decision is hardly affected by bargaining shopping. The researchers suggested using a familiar website to shop from and to use gift cards to shop rather than debit or credit cards.
- *Rose, Hair & Clark (2011)* - Online consumer experience: A review of the business-to-consumer online purchase context.

- *Gupta et.al (2004)* - An empirical study of consumers switching from traditional to electronics channel; a purchase decision process.
- *Bhatnagar, Misra & Rao (2000)* – On risk, convenience & internet shopping behavior.

## CONCLUSION

Consumer behavior towards online shopping showed remarkable augmentation in recent years. The burgeoning competition has increased the need for new marketing strategies and intellectual thinking with a view to impact the site which consumer's visit and purchase from. India has a strong base of online consumers and is the second largest online market after China (www.statista.com). This article directs factor influencing consumer's decision. Since the market for online consumers is emerging at an alarming rate therefore interpretation of the factors influencing them can help companies in making advisable plan of action. They can project their money and efforts in the right direction influencing the consumer's psychology.

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