

# CUSTOMER BEHAVIOR ASPECTS IN E-COMMERCE BUSINESS: A LITERATURE REVIEW

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**Abstract :** E-Commerce industry is finding huge potential to grow at the rate of double every year in present and in coming years in the market in India. The young group find their need on E-commerce and also motivates older people to search for the product through online platform. Customer's willingness to purchase on the online platform has lot of influence of Consumers' attitude. Therefore, the customer's attitude towards a particular product and services is the evaluation of a specified behaviour of the customer while involving in purchase behaviour.

**IndexTerms -** E-commerce, online market, customers' behavior, customers' attitude, purchase behavior.

## I. INTRODUCTION

E-Commerce has made it easier for the major foreign player to focus on Indian young customers. It is considered as the fastest and growing retail channels to offer their services in the form of goods and services. They have an opportunity to offer several categories of product and services that includes lifestyle products, electronic items, apparel categories, footwear, food facility, household items, art and collectibles, accessories, health and beauty, event tickets and even the online music facility on customer's demand. The E-commerce industry enabled different innovative technology for the customers such as digital payments option, logistics facility, analytics, customer engagement and digital advertisements. All these facility motivates organization to grow in a faster rate, where the other government facility and initiatives in the form of digital India, skill India, start-up India, makes the E-commerce industry to contribute in India's growth.

## II. LITERATURE REVIEW

Datta and Acharji (2018) suggest that an understanding of the overall condition of the attitudes of the consumers to internet shopping, it is very significant for Bangladesh. The research focused on the identification of the various factors that have an impact on the attitudes of young consumers' internet shopping in Dhaka. In this study, it gathered information from first to last a questionnaire by convenient sampling, in which the studios all students of University of Dhaka. The study found that six of the place of residence, and the daily use of the Internet to significantly correlate to or have an impact on the attitudes of young consumers. In addition, each of the different factors have the important association through consumer's attitudes in the direction of internet shopping.

According to Choudhary (2018) have suggested that the market has witnessed important changes in consumer behaviour over the past few years. Around the island is very unpredictable and insecure, and behaviour. You need to find the reason for this, and you have to make an effort to deliver to the customers. The article focuses on persuade of the suggestive group, the role and prominence of the consumers' buying behaviour. The grades demonstrate to the reference-group influence the behaviour of the consumer, the role and status, and this effect was greater in Ludhiana in Jalandhar. Each and every person plays a different role in the family and in society, as healthy as the position of a priest, a brother, to play the role that they engage in recreation in their procession of work.

Fernandes and Panda (2018) suggested that Women be prejudiced by the Informational orientation group; the practical situation group and the Value communicative group although their influence varies at different levels of women. Studies have shown that the influence of the Informational and Utilitarian group is the most prevalent among female traffickers. Females are the part was more influenced by the trust group than men at the time of the purchase of the product and service as they were then. Young women are more likely to make decisions in partnership with their partners compared to have become a decision-making leader. In addition, some studies have shown that women who work in all purchases of products will also make individual decisions as well as mothers. The results also showed that younger women were at greater risk of being influenced by groups (the opinion of their friends) compared to older women. Product prominence plays an important role in the group's influence on women's behavior.

According Dani (2017) identifies some of the advantages and disadvantages of online shopping from a consumer perspective and compared to traditional shopping. First, the internet shopping facilitate customers to buy merchandies and services anytime and anywhere. Another is the internet shopping consent to customers to keep currency, effort, and time when buying merchandise. Such as, comparisons between online merchant in conditions of price for a exacting manufactured goods can be with no trouble and effectively made online. Final the internet shopping gives a higher level of intelligibility for ease of use.

Rahman et al. (2018) pointed out that online shopping has already affected the lives of commonplace people. Online shopping has in addition begun in Bangladesh, but customers are less likely to shop from internet more often. The study was conducted to understand the performance of internet consumers by compiling a questionnaire for 160 customers of Dhaka capital. Research shows those consumers as well as the types of products and services available. Both man and woman both have similar behaviours in relation to the likes and dislikes; they love the home delivery environment and don't like the incapability to stroke and experience the manufactured goods so much. They find information on websites on the social network helps in buy clothes, accessories

especially in cash in the form of payment delivery. Most customers are concerned about the safety measures of the payment, and offers satisfaction with internet shopping is included.

Ali Mahfouz (2015) found that consumer attitudes towards online shopping, have a tendency to be too dependent on two factors: the first is faith, the second is clearly the benefits. Thus, confidence, and perceived benefits appear to be of critical assumptions about the behavior of consumers in online shopping. In addition, the quality of the information, feature, product, web, design, shopping, payment, and security/privacy, terms, self-awareness, a state of mind, the customer has the feel of a period of time, and the customer service is a strong predictor of online shopping satisfaction.

Bhatt (2014) is focused on the consumer, with regard to the online shopping experience, and in some regions by Instagram. The study focuses on the factors of online customers to take into consideration when shopping for online. This study showed that, the information, the perceived usefulness, awareness, joy, and security/privacy are the top five factors that have an impact on consumers' perception of online shopping. The study also showed that the majority of clients are probable to have the relevant acquaintance and skills in the use of a processor and the Internet, as well as sensible access to the Internet services will have an optimistic feeling of the current exhibition and endorsement.

Mutaz et al. (2014) study the attitude of consumers to shop online in the Jordan river. The article presents an integrated model, which has been provided in confidence, the benefits, and the evaluation of the quality of the Internet, word of mouth as well as their inter relationships, and to look at their belongings on consumers' attitudes to Internet shopping. Empirical research shows that consumers are influenced by the trust and supposed reimbursement. Trust is a product of the perceived quality of the network, and WOM and that the concluding is a purpose of the superficial excellence of the Network. Thus, confidence, and perceived benefits were the most important predictors of consumers' attitude in the direction of internet shopping, in accordance with the obtained results. In addition, the person behind also establish that a high level of apparent web site excellence leads to a higher level of belief in the internet shopping site. It was found that the perceived quality of the network, there is a straight analyst of confidence, and has a positive significant effect on the perceived benefits.

Hsu et al. (2014) focuses on the consumer behaviour towards online shopping in the context of the Jordan, with the help of the example of the development of the countries of the Arab world. The existing customers of the Jordan River may be seen as near the beginning adopters. We believe that the study of the relationship between the early adopters, it is very significant and the internet is, in this context, plays an important role in their purchase decisions, and also appear to have a significant effect on the intention to accept all customers, based on the information and feedback received from early on adopters. While the adoption of the innovations of the early adopters, are mostly driven by their inquisitiveness, and individual innovativeness, the decision of the customers about whether or not the acceptance of an innovation or not, and are strongly influenced by the significantly different.

Dai et al. (2014) the study also influenced current knowledge and practice by examining the conditions of online users by making online purchases. In fact, in the context of customer conclusion making, attitude beliefs are very important and vital. It was obvious as of our creative writing review that information about what affects consumer conditions in online commerce surroundings is incomplete. Most relevant literature focuses on purpose and purchasing and purchasing and small purchases and is not only available in research on attitudes such as endless flexibility despite its importance.

Wu et al. (2014) note that a person's attitude towards new things usually occurs before the decision of the acquisition / acquisition intent. In this study, within the process of adopting a new meadow of customer behaviour, customer could be classified as the first to shop online in Jordan. Near the beginning adopters often take pleasure in a elevated level of creativity and their initial goal of adoption is often motivated by curiosity and historical value. However, after the first acquisition, the first recipients often decide whether to carry on with the new adoption or not base primarily on their own ideas and direction from previous experience (e.g. initial knowledge) which the stage a major role in determining attitude.

Datta (2014) suggested that the increased use of the Internet in India, opening up new prospects for your online shopping. If your e-mail marketing professionals to understand the factors that have an impact on India's online behaviour, and the relationship among these issues and the kinds of online customers, they can still develop their own marketing strategies, to turn potential customers into active, with a retention rate of existing customers. The behaviour of the consumer, and is considered to be a functional regulation, it is because some of the decisions are heavily influenced by their behaviour or expected actions. A lot of companies have started to use the Internet in order to save money on marketing costs, and lower prices for their merchandise and services in command to continue in front in highly aggressive marketplace. Also, corporations can use the Internet to transmit data, transmit, and distribute in order, to put up for sale products, give feedback, and the behaviour of the customer satisfaction survey. Consumers make use of the Internet not only to buy goods online, other than also to evaluate prices, product and service features, and a full after sales service, they will take delivery of if they buy a property at a particular site.

Penz, and Hogg (2015) note that gender is a key aspect of the behavior of the customer. The same effect is also different for different types of products. It was also found that the influence of the reference group, which the stage and significant position in the understanding of the functioning of the product. Studies have shown that the public services have been more easily influenced by the reference group, relative to their own needs. Studies have also shown that the influence of the reference group may be different in different cultures, including Singapore, India, Taiwan, Mexico, Pakistan, Spain, Finland, and Russia. However, in the study of the characteristics of the women and a study of the literature shows that the impact of the reference group will vary, depending on the age and condition of the mother. For women, it is not to be considered as a separate segment, when it comes to the influence of the peer group on their buying behavior.

Kothari and Maindargi (2016), in their study, showing the impact of attitude on online shopping experience to customers in India, in the city of Sholapur. The study examines the factors that motivate and influence the attitudes of the buyers, online shopping in India. In the study, the data used and the size of the content to which you have downloaded the 100-to-consumer. Research has shown that the online shop offers customers with the best solution to save money and time. The companies provide detailed product information, which provides a convenient method of payment; the ability to compare prices and, more importantly, to make purchases without any problems. The success of a website depends on how popular is the image of the brand, and unique advertising policies.

Researcher Vegiayan et al. (2013) note that contentment height the stage a major role in internet shopping from E-commerce. Research has shown that satisfied consumers tend to buy more often from an online platform. After analyzing the data, the researcher finds that customers are happy through their internet purchase experiences on the E-commerce platform. The researcher shows that online consumers are more satisfied with the services provided to online players, indicating that there are apprehensions, which prevent the customer from with internet shopping regularly. Therefore, online retailers should take steps so that the dissatisfied and neutral category of online retailers can move to a more or less pleased group. Therefore, they buy more online and it should be done here and there to get better quality information on post-purchase behaviours.

Liu et al. (2012) point out that internet shopping has its drawbacks and its advantages. For example, in order for customers to buy goods and facilities at any time, from anywhere. E-commerce provides customers with the ability to save you money, time and effort in the purchase of the goods. For example, a comparison of the online seller in conditions of charges, convenient and efficient online shopping. Also, online shops offer their customers the aptitude to investigate for and gather the in order, and with a elevated height of clearness and ease of use. It is, therefore, a momentous and optimistic impact on the attitudes of consumers to shop online. But, the internet stores also have their drawbacks, such as, a consumer may not touch it, or smell of the product.

Foxall et al. (2011) point out that the behaviour of the consumer's analysis can be considered as an alternative theoretical approach, by drawing attention to the situational variables, and behavioural measures. As a part of the behaviour of the consumer's analysis to interpret the behaviour of the consumer as well as something that occurs at the intersection of the individual's knowledge times past and the attitudes of the consumers, in which the signals of the commercial and information effects associated with the consumption-related reactions. The commercial consequences resulting of any manufactured merchandise or service as well as its functional benefits. The informational consequences of the social, mediated by other people, and it will be associated with your feedback on the behaviour of consumers, such as social status and prestige.

### III. CONCLUSIONS

E-Commerce has made it easier for the major foreign player to focus on Indian young customers considered as the fastest and growing retail channels to offers their services in the form of goods and services. They have the opportunity to offer several categories of product and services includes lifestyle products, electronic items, apparel categories, footwear, food facility, household items, art and collectibles, accessories, health and beauty, event tickets and even the online music facility on customer's demand. The E-commerce industry enabled different innovative technology for the customers such as digital payments option, logistics facility, analytics, customer engagement and digital advertisements. All these facilities motivate organization to grow in a faster rate, where the other government facility and initiatives in the form of digital India, skill India, start-up India, makes the E-commerce industry to contribute in India's growth.

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