



CHALLENGES AND ISSUES IN ONLINE CONSUMER BUYING BEHAVIOUR

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ABSTRACT

In this paper presents a dynamic model on the consumer buying behaviour on the real world marketing issue. It will further discuss the marketing and industrial experiences encountered daily in everyday business life, in addition is the challenges and issues in online consumer buying behaviour. Online shopping is the easy solution for busy life in today's world. In the past decade, there had been a massive change in the way of customer's shopping. Despite consumers' continuation to buy from a physical store, the users or buyers feel very convenient to online shopping. Online shopping saves crucial time for modern people because they get so busy that they cannot or unwilling to spend much time shopping. It has created a revolutionary impact in everyday communications and transactions. It is considered the fastest growing mode used to shop. Internet shopping is also referred to as online shopping. Online shopping is a fast and efficient way for consumers to purchase products and services. The purpose of this research is to provide insight into issues related to online shopping. The World Wide Web has propelled in no small extent of changes in the attitude and behavior of people all over the world. Due to this blessing, online shopping has emerged which influenced the lives of ordinary citizens. The most of the consumers are concern about the security of the payment system, and their overall online shopping satisfaction is mixed.

Keywords: Online Shopping, Consumer Buying Behaviour, Challenges and Issues.

Introduction

Online shopping is the easy solution for busy life in today's world. In the past decade, there had been a massive change in the way of customer's shopping. Despite consumers' continuation to buy from a physical store, the users or buyers feel very convenient to online shopping. Online shopping saves crucial time for modern people because they get so busy that they cannot or unwilling to spend much time shopping.

Research studies has argued that industries or companies experience lots of issues in awe to the logistics of their daily routine, giving them the knowledge that can be used to anticipate incoming situations with the way of tackling problems. However, with the familiarity and repeated external occurrences in the marketing scope of an industry there are many implementations carried out in solving such problems without complexity.

In any industry if the external occurrences are novel, the industrialist structural understanding will lack concrete account of the situation, thereby using old attitude in solving current occurrences. In so doing, there is the tendency of disaster or failure since the result does not get closer to the consumers expectation, hence they device new approach of solving recent occurrence by using the trial and error process in addition to experimentation. The process of surrogating will therefore be tested in the market for the consumer's appraisal, and once it works then it will be settled on. Although industries do not actively become accustomed to the consumer buying behaviour or external environment, but by the use of their imagination, they create an environment to which they will become accustomed by means of learning, experimentation and trial an error. Given that consumers have different tastes and expectation in the rapidly changing world, the industries visualization and protrusions are again subject to the consumer or market tests.

Review of Literature

Online shopping indicates electronic commerce to buy products or services directly from the seller through the Internet. Internet-based or Click and Order business model has replaced the traditional Brick and Mortar business model. More people than before are using the web to shop for a wide variety of items, from house to shoes to airplane tickets. Now

people have multiple options to choose their products and services while they are shopping through an online platform.

Online shopping has unique characteristics. Huseynov and Yıldırım (2014) emphasized that the lack of physical interaction tends to be the critical impediment in online retail sales followed by the privacy of individual information and security of financial transactions over the Internet. Demangeot and Broderick (2010) also revealed that perceived ease of use does not affect the behavioral pattern in this case rather influenced by security and privacy issues. No relationship is built between the customer and the online shop in the presence of perceived online risk even if a customer spent hours on the Internet (Zuroni and Goh, 2012).

Day-by-day taste, preference and choices are varying regarding different factors such as the Internet emergence. However, this development needs some more understanding related to the consumer's behavior. Consumer behavior research identifies a general model of buying behavior that depicts the processes used by consumers in making a purchase decision (Vrender, 2016). Those designs are paramount to the marketer as they can explain and predict consumer purchase behavior.

Chang, Cheung, and Lai (2005) studied categories of variables, which drive online shopping activity. In their study, they divided the features into three broad categories. Perceived characteristics of the web sale channel are the first one which includes risk, online shopping experiences, advantage, service quality, trust. The second category is a website and product features which are risk reduction measures, site features, and product characteristics; and the last group is consumer characteristics. Various types of features, demographic variables, consumer shopping orientations, consumer innovativeness and psychological variables, computer, Internet knowledge, and usages drives consumer characteristics.

Koufaris (2002) identified that both shopping enjoyment and perceived usefulness (website) strongly predict the intention to re-purchase over online. On the contrary, Lee and Lin (2005) found shopping enjoyment can increase the intent of new customers but does not influence customers to return. In fact, the web store which utilizes value-added mechanisms in the search engine and providing customers a challenging experience may increase customers' shopping enjoyment. Furthermore, if there are more often customers back to the web store, their shopping enjoyment then be determined by their involvement with the product.

Consumer attitudes toward online shopping usually been determined by two factors; one is trust, and another is perceived benefits (Haque, Ali, & Mahfuz, 2015). Therefore, trust and perceived benefits seem to be the critical conjectures of consumer behavior toward online shopping (Al-Debei, Akroush, & Ashouri, 2015; Hajli, 2014). Moreover, information quality, merchandise attribute, website design, transaction capability, payment, security/privacy, delivery, self-consciousness, state of mind, the consumer's time sense and customer service are strongly predictive of online shopping satisfaction (Katawetawaraks & Wang, 2011).

Consumer Buying Behaviour

Consumer buying behaviour is the procedure or practice whereby a group of people or an individual make a selection of good or product, or the procurement and the utilization or disposition of goods or products, services, opinion or belief and experiences for the satisfaction of one's wants and cravings (Sandhusen, 2000).

Consumer buying behaviour can also be said to be the study of when an individual or group of people buy a product , their reasons or enthusiasm toward buying of the products, the manner or the way or the extent at which they bought the product , and the location or place where they buy or do not buy their products. In other words there is variety of influence that affects an individual or people in decision or choice making; hence this policy making can be either internal or external.

There is variation in policy making for consumers in that they may buy a product, either use it or dispose it on the long run, because of this they may be thought of as major dramatis personae who require different products aid in their basic needs.

Challenges and Issues

The key aspect of consumer buying behaviour is the marketing segmentation. Consumers can be grouped into different sections or part, including product usage, demographics and psychological and lifestyle segments. In any industry the market research is vital because it ensures that the manufacturer produces the customer's actual want or demand and not their imagination or conjecture on the consumers want or need. Whenever, an industry understands the customer's needs, it helps in improving their marketing strategies. Some of the issues of the consumer are:

- The industry or company must understand the reaction (thinking, feeling, reasons of any action) of the consumer and the selection of diverse options like brand or products.
- The consumers influence in relation to environment.
- Consumer's behaviour while making decision or shopping for a product.
- Inadequate knowledge or information of a product control decision-making and marketing result "**The Psychology of Marketing**" (Perners, 2008).

Consumer buying behaviour is vital if studied from different perspective and the problem of marketing is the basic point of discussion. The marketing problem is important because it help the company in the understanding and prediction of the consumers need or demand for certain products in addition to the familiarity and preference in the selection of brands. It is also important to give adequate and genuine information to the consumers to avoid the issue of deception and lastly the consumer must expand in their buying behaviour in making decision when shopping for products (Chien and Moutinho, 2007).

Promising developmental change of any company or industry for instance the modern emphasis on the relationship of marketing and the practice of database marketing helps the Marketers with the familiarization of the wants and needs of different consumers. The importance of this is that people are authorized in building their consumer space by assessment of different information about a product before buying. The consumer will also be able to contact companies with the help of database through the internet instead of inactive marketing communications. With the introduction of modern communication technology like the web there has been transformation in the way consumers interact with companies. The recent technology like the E-commerce allows the consumer in the location of products that are not seen distinctly from different part of the world, thereby helping consumers to share about a product and the recommendation of such products. Although, there is the possibility of problems which accompanies such benefits like: there is little or no privacy in such interactions and the deterioration of customary communal interaction. Marketing has impacted the consumers massively in that the consumer buying behaviour is relevant to the perceptive of the public policy issues and the dynamics of popular culture.

In addition to this there's a saying in public relations that "any publicity is good publicity. If we are to view this critically from the business or marketing perspective one will admit that it is better than something that receives bad publicity than no publicity at all because when the value of manufactured goods is known before consumption or distribution there is a high tendency in the shaping of the demand and the prevalence of the publicized product may be taken as presumptive proof that they affect consumers demand, but the fundamental inquiry about the nature of information being transmitted remains.

In line with this once a product is well publicized and the consumers have good and adequate information on such product there is the tendency of market growth or development of the product, the consumers or people will have adequate information of such product irrespective of how, where, when the product is publicized. A good example of a company that benefited from not just good publicity but also genuine and reliable information to customers is the Toyota motors Plc, which made an extra 100 million dollars from stalling, but with the aid of good publicity they achieved a massive profit from the novel market.

The marketing performance put forth a colossal impact on group people or an individual in that consumer buying behaviour is relevant to our mutual understanding of public policy issues and the dynamics of well-liked culture. However, the broadened area of consumer buying behaviour is interdisciplinary; it is made up of an organised study from many broads, sharing an interest on how people work together with the open market. These disciplines can be classified by the level to which their centre of attention is the individual consumer (micro consumer) and the group of people or generously proportioned society (macro consumers).

There are many points of view on the consumer behaviour, but researchers approximately divided it into two approaches that are the positivist and interpretive approach. The positivist point of view, which at present dominates the field of consumer buying behaviour, lays emphasis on the objectivity of science and the consumer as a reasonable and sensible decision maker. While, the interpretive point of view is in contrast to that of the positivist, in that it emphasises on the importance of the subjective meaning of the consumers individual experience, hence, it suggest that whichever buying behaviour a

consumer performs is subject to diverse interpretations to a certain extent than just a single explanation to it.

Conclusion

In conclusion, to this I think that marketers do not have the ability of controlling the consumers need through the process of efficient marketing methods. However, the marketers can successfully market products by taking the process of demographics and psychographics into consideration, while this will profitably market their products to the intended consumers hence increase in the demand or need.

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