

A Review on “Consumer Behaviour on Online Shopping”

¹ Tithi Thaker, ² Dr. Manish Thaker

¹ Research Scholar, Faculty of Management, RK University, Rajkot, India.

² Associate Professor, Department of Commerce & Management, SMT. Dhamsania Commerce College & B.B.A.,
Rajkot, India.

Email - tthaker734@rku.ac.in, manish.thaker2011@gmail.com

Abstract: *This study examines how shoppers assess channels for their buying. In particular, it fosters an applied model that tends to a buyer esteem view of utilizing the Internet versus the customary i.e. physical channel. View of value, item quality, administration quality and hazard unequivocally impact apparent worth and buy goals in the disconnected and online channel. Proposed study will be helpful to retailer for their channel migration and it will be beneficial to consumer for proper channel choice on the base of shopping value. Results might show the presentation of directs in conveying worth to buyers and how worth is built in the two channels. Perceptual contrasts among on the web and disconnected customers can disclose the inspirations to receive a specific channel. Researcher might think about rates as engaging measurable instruments while Chi-square will be an inferential factual apparatus.*

Key Words: *Online Shopping Value; Offline Shopping Value; Channel Choice Behaviour.*

INTRODUCTION: The advancement in technology offers great freedoms for the merchant to arrive at the client in a quicker, simpler and efficient way. Web based shopping has been arising quickly as of late. Today, the Internet is focusing on the retail market. Many individuals shop online. Then again, the item has been purchasing from the customary market for quite a long time. Numerous clients go to purchase disconnected so check the item and own ownership of the item solely after paying for the item. Client steadfastness in this cutting edge world relies upon the capacity to convey quality, worth and fulfilment. Some go out to shop disconnected, some on the web and many go for both kind of shopping. The investigation centres on the decision of the purchaser to shop on the web and in conventional stores in the time of obtaining of data. Being a wellspring of correspondence, data and amusement, the Internet is progressively seen as a vehicle for business exchanges subsequently buyers have progressively great mentalities toward web based shopping. With the advent of multiple channels and a corresponding increase in the competition between channels, the understanding of consumers to purchase from one channel rather than another becomes an increasingly input to channel design and management.

LITERATURE REVIEW:

Zeithaml (1988): Addressed that the effort and time invested are mediated through the perceptions of product price for money, different researchers advocate that those prices also can immediately impact keep buy intentions. Consumers who purchase particularly highpriced/low first-rate buns at fuel online stations improbably say they do get hold of true price for money. Additional effort and time expenses to visit a nearby keep appear to save you them from creating a detour.

Sweeney, Soutar and Johnson (1999): research showed that the consequences of service quality on behaviour are largely mediated by value perceptions it's also found an immediate link between service qualities and buy intentions .

Agarwal and Teas, (2001): address that worth encompasses a twin impact. Worth may be a money sacrifice; however it conjointly absolutely influences perceptions important through inflated product quality perceptions. However, cyber web impact of worth on perceptions important looks to be negative. This study doesn't expect to search out proof for this latter relationship.

Chen and Dubinsky (2003): Researchers imply that perceived price, being a richer assessment criterion, is a better predictor of purchase intentions than product satisfactory and shop loyalty intentions. Perceived value reflects consumers' internet advantage received from their intake conduct; therefore it is likely for use as an indicator of purchase goal inside the offline channels, as well as the net channel.

Forsythe and Shi, (2003): Studies confirmed that high perceptions of monetary and product performance hazard can also save you clients from on-line shopping. Risk or uncertainty regularly entails great psychological costs in truth, the various hazard dimensions like as economic, product overall performance, social, physical, time/convenience are mediated via mental danger to influence standard hazard. Customers' psyche generally translates any sort of chance into feelings of soreness. Consequently, perceived threat is probably to lessen entertainment. As chance perceptions are better, customers are willing to spend extra time and effort to on their decision; therefore better chance will mechanically cause more cognitive attempt.

Sinha, P., Kar, S. (2007): Studied an Insight into the Growth of New Retail Formats in India. Their observe investigates modern retail trends and boom of present day formats and demanding situations and possibilities to be had to the outlets to succeed in India. They finish that it is not all approximately determining the format however all about serving the patron higher, quicker and at less value. The most essential problem in e-tailing is credibility and trustworthiness of the dealer. They delivered that consumer is the focus of retail business and the retailers must serve the purchaser better, quicker and at less value.

Dash, M. (2011): Studied Next-Generation Retailing in India: an Empirical Study Using Factor Analysis with goal to discover the elements of subsequent-producing retailing. The questionnaire was designed to accumulate records. 200 samples had been selected with easy random sampling technique from Visakhapatnam. He has analyzed 14 variables for observe cause and with help of aspect evaluation method; he has advanced 3 businesses which include era, progressive layout selection and Customer Centricity. On the basis of analysis, he described 'Next-Generation Retailing' as "the more recent and younger technology of organized retail industry evolution which is multidimensional and some distance greater superior than its preceding generations.

Bansal and Choubey (2013): Was used as primary framework in identifying consumers' need. In their research work they identified that buying conduct of clients is stricken by their non-public, social and environmental aspects. These elements ended in six dimensions of buying conduct; Shopping Contentment, Reference Shopping, Store Image, Store Patronage, Enthusiastic Shopping and Shopper orientation. The preference of retail shops is inspired with the aid of above dimensions.

Xu, C., Park, J. and Lee, J.C. (2021): The look at supported the predictions that buying channels (on-line vs offline) have an effect on purchasers' psychological distance and, in flip, have an effect on their decision method. Specifically, effects monitor that the online (offline) channel increases (decreases) mental distance and leads clients to pay greater attention to a product's desirability (feasibility) components.

Ammar Hussain, Zaigham Ali, Mehfooz Ullah & Faiz Rasool (2021): as studied on a established literature overview on impulse buying: on-line jitters and offline jeepers and an exciting final results of this paper has been that digital impulse shopping for conduct is quite similar to that of the offline context. Their mood influences customers when a ability purchase, their traits, and the shopping area (internet site) in which the purchase is occurring. The actual difference among the digital and offline context appears to be related to spatial-temporal factors tormented by the constraints of the digital environment in which the e-retailers perform and impact patron mood Impulse Buying Tendency.

A Study on “The impact of online shopping upon retail trade business” **Amit Saha Royal School of Commerce Royal Group of Institutions (RGI) Guwahati, Assam:** In this paper an attempt has been made to highlight the impact of the increasing trend of online shopping over the various fixed shop retailers. Retailers comprise of a large section of the population and a larger population is dependent upon these retailers. But the advent of e-stores with their attractive incentives and wide varieties has slapped on their face the fear of uncertainty and helplessness. This study looks into the various aspects about how retail businesses are being affected and also the various recovery mechanisms they are coming up with to counter those e-stores in their race of survival. This paper also unravels the effect upon the profitability of the various concerns due to increasing trend for online shopping. Although the periodicity of the study is less yet an effective attempt has been made to enlighten the scenario along with concrete suggestions. Keywords: E-stores, fixed retailers, turnover, profitmargin, window-shopping.

An Insight into the Growth of New Retail Formats in India, **Piyush Kumar Sinha ,Chairperson,** Center for Retailing, Marketing Area ,Indian Institute of Management, Ahmedabad: The Indian retail sector is going through a transformation and this emerging market is witnessing a significant change in its growth and investment pattern. Both existing and new players are experimenting with new retail formats. Currently two popular formats -hypermarkets and supermarkets are growing very fast. Apart from the brick -mortar formats, brick -click and click-click formats are also increasingly visible on the Indian retail landscape. Consumer dynamics in India is changing and the retailers need to take note of this and formulate their strategies and tactics to deliver value to the consumer. This paper investigates modern retail developments and growth of modern formats in this country. We also discuss the challenges and opportunities available to the retailers to succeed in this country.

RURAL CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING: AN EMPIRICAL STUDY OF RURAL AREA, R.Sureshkumar: This paper discusses the rural people behavior towards online shopping, it also discusses why they prefer online shopping and why not. In recent years, rural markets have acquired significance, as the overall growth of the economy has resulted into substantial increase in the purchasing power of the rural communities. Rural Markets are defined as those segments of overall market of any economy, which are distinct from the other types of markets like stock market, commodity markets or Labor economics. Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, webstore, online store, online storefront and virtual store. The purpose of this study is to analyze the impact of consumer perceptions in regards to online shopping. A sample of 100 (63 males and 37 females) respondents were taken into consideration from rural areas. Keywords— Commodity Market, Consumer Behavior, Rural Communities, Online Shopping, Stock Market.

Organized Retail in the Rural Markets in India ,**Surajit Dey, Dr. Sameena Rafat, Puja Agarwal:** Retail is a buzz word in today’s changing business environment. Different industrial sectors are in the phase of transition from conventional business models to innovative, market driven and consumer centric models. In India retail is not a new word, however the emerging formats of retailing are changing the entire scenario and posing tough challenges in front of Indian retailers. They are now designing customized retail products and services and targeting the untapped segment of the market. Presently, nearly 60% of the population resides in rural India and their retail requirements are partially met by the unorganized retail stores. This study is an attempt to explore the potential of rural retail market of India, accessing their needs for products and brands. The study also aims at developing a business model for the rural retail market in India.

“ANALYSIS OF CONSUMERS PERCEPTION TOWARDS E-RETAILING – A STUDY IN BELTHANGADI TALUKA”, **Mr. RAGHAPPANAVARA DHARMARAJ PRAKASHA Assistant Professor, S.D.M. College:** Term changed as Customers is a king from the Supplier is a ultimate, now a days every customers having his buying rights and negotiating rights, so the attraction of customers with the products and services makes huge completion over the suppliers and each and everyone follow the different delivery models for their products, the booming channel in this period is attracting the educators is E-Retailing which had its own impact over the consumers and created more and more customers. The study on the perception towards the E-retailing in belthangadi taluka given a positive opinion on this model, the users of internet and users of E-retailer’s services are satisfied with the services and ready to continue with the same. Finally conclude that the ERetailing reached the customers of everywhere in the world even it attracted positively towards the rural India, now the question for the future study is what will be the impact on retailers in rural India who is having the petty and small shops depending on few of the customers in their locality!

Factors influencing purchase of apparels from organized retail outlets, **Lahiri, Isita and Samanta, Pradeep Kumar (2010):** in their paper they mentioned that apparel takes a hefty share in organized retail because people are more quality conscious and comparatively less price sensitive. They also highlighted the distinct features of organized retail outlets like discount offers, pick and choice etc., which are considered to be more appealing by the buyers.

MATERIALS & METHODOLOGY

The proposed study will be founded on a mix of subjective and quantitative information. Proposed studies will elucidate research with straightforward irregular likelihood testing methods. Researcher might think about rates as engaging measurable instruments while Chi-square will be inferential factual apparatus.

METHOD:

A quantitative questionnaire for the analyses of primary data is used to examine the effect of online marketing on various creiteria. Main détails were collected from 500 respondents. Respondent are choosen from the Saurashtra region of gujarat state.

Primary data in a hierarchical format was obtained by direct questions of respondent, & achieved explicity by the survey process.

DISCUSSION & ANALYSIS:

After collecting the data from the respondent with support of a structured questionnaire. The findings are translated as follows.

FINDINGS & RESULT

The present study has brought some novel contributions towards the knowledge of online shopping and found the reasons for the shift in buying behavior from the traditional shopping to online shopping among Indian Consumers.

FINDINGS OF THE STUDY

1. The consumer behavior of Indian consumer is changing dramatically. Online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Anytime anywhere, 24x7 availability, variety, choice, availability, convenience, quick and better services, schemes, offers and discounts, value for money are some of the significant reasons in online shopping that influenced Indian consumers to prefer online shopping.

2. Online shopping is growing in Indian culture because of the shift in modern culture. Now in the Indian culture, no male dominating tendency is found in the present study. This is because of awareness, dual spousal income and increasing role of females in the society. In Indian culture, Youngers whether it is male or female

do prefer more online shopping than others. They do not hesitate in placing the order of products through online shopping.

3. Youngers do prefer more online shopping because they are risk takers and know the procedure of online shopping whereas the old age persons are risk averse and likes physical shopping.

4. Marital status play a significant role in buying behavior related to purchase of goods through online. The study found that young and single prefer more online shopping than married persons because they do online shopping for fun and enjoyment.

5. The demographic factors like age, income, occupation, education and ability to use the internet is having a significant association with online shopping. There is a positive relationship between occupation, education with online shopping.

RECOMMENDATIONS:

The proposed study deals with online and offline shopping value perception of customers from Saurashtra Region. The study can be replicated to other regions of the State or other state of the country. The Study can further be extended to study and measure the satisfaction level of customer with respect to online shopping mode and offline shopping mode. Future researchers may undertake a comparative study of products which can be bought through online mode or offline mode. Also, studies can be undertaken to study sellers or marketer's perspective of online and offline shopping modes with reference to specific region. A comparative study of rural and urban areas can be undertaken with reference to online and offline shopping behavior of customer. Similar study can also be conducted with reference to male and female customers to compare their perception of online and offline shopping modes.

CONCLUSION / SUMMARY:

Researcher will study the present title on the base of review of various literatures and fined the research gap for the present title. Researcher will be studying Present Study on the base of Primary Data source by generating Structured Questionnaires in proper segments including demographic information of the respondent under study. Appropriate number of respondents will be taken as samples based on demographic bifurcation from research area under study from Saurashtra Region of Gujarat State.

REFERENCES:

- 1) Chen, Z. and A.J. Dubinsky (2003) "A Conceptual Model of Perceived Customer Value in E-Commerce: A Preliminary Investigation". *Psychology & Marketing*. Vol. 20, No. 4, 323-347.
- 2) Sweeney, J.C., G.N. Soutar and L.W. Johnson (1999): "The Role of Perceived Risk in the Quality-Value Relationship: A Study in a Retail Environment". *Journal of Retailing*. Vol. 75, No. 1, 77-105.
- 3) Agarwal, S. and R.K. Teas (2001). "Perceived Value: Mediating Role of Perceived Risk". *Journal of Marketing Theory & Practice*. Vol. 9, No. 4, 1-14.
- 4) Zeithaml, V.A. (1988). "Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence". *Journal of Marketing*. Vol. 52, No. 3, 2-22.
- 5) Forsythe, S.M. and B. Shi (2003): "Consumer Patronage and Risk Perceptions in Internet Shopping" *Journal of Business Research*. Vol. 56, No. 11, 867-875.

- 6) Seda Yoldas (2012). A Research about buying behavior of online customers - Comparison of Turkey with UK. A Dissertation -69.
- 7) Bansal, A and Choubey, V(2013). Dimensions Affecting Shopping Behavior of Retail Consumers in Tier-two cities. Anvesha, Volume 6(2), April-May 2013.B
- 8) Sanjay Kumar (2015). “Online Shopping – A Literature Review”, Proceedings of National Conference on Innovative Trends in Computer Science Engineering, PP.129-131.
- 9) Shahzad Ahmad Khan, Yan Liang, Sumaira Shahzad (2015). An empirical study of perceived factors affecting customer satisfaction to repurchase intention in online stores in China. Journal of Service Science and Management, 8, 291 – 305.
- 10) Shamsher Singh,Ravish Rana (2018), “Effect of Demographic factors on Consumers’ Perception of Online shopping”, Global Journal of Management and Business Research : E Marketing, Volume 18, Issue 6.
- 11) Xu, C., Park, J. and Lee, J.C. (2021), "The effect of shopping channel (online vs offline) on consumer decision process and firm's marketing strategy", Internet Research, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/INTR-11-2020-0660>
- 12) Ammar Hussain, Zaigham Ali, Mehfooz Ullah & Faiz Rasool (2021): “A structured literature review on impulse buying: online jitters and offline jeppers” <https://giapjournals.com/hssr/article/view/5306/3446>
- 13) Saha Amit “The Impact Of Online Shopping Uopn Reatil Trade Business”, Royal School Of Commerce Royal Group Of Institutions (Rgi) Gawahati.
- 14) Piyush Kumar Sinha , Chairperson , Central For Retailing, Marketing Area , “ An Insight Into Growth Of New Reatil Formats In India” – Indian Institution Of Management , Ahemdabad.
- 15) Prof. Dr. A. Vinayagamoorthy Ph.D., D. Kamatchi, Research & Scholar, Problems And Prospectus Of Rural Retail Marketing In India.
- 16) R. Sureshkumar, An Empirical Study Of Rural Area, Rural Consumer Attitude Towards Online Shopping.
- 17) Puja Agrawal, Dr. Sameena Rafat, Oraganised Reatil In Rural Markets In India.
- 18) Annette, Barnhardt , Case study. March 1999. The future of low-wage jobs.
- 19) Bahu, Ramesh S. & Mahesh, G., Is India ready for FDI in retailing Business Analyst- Journal of Management Studies, Vol.1, 2007, pp. 40-46.
- 20) Bajaj , Chetan; Tuli, Rajnish & Srivastava, V. Nidhi, Retail Management, Oxford University Press, New Delhi, 2005.
- 21) Banerjee, Mohua and Dasgupta, Raji, ‘Changing pattern of Consumer behavior in Kolkata with advent of large format retail outlets’, The IUP Journal of Marketing Management, Vol IX, No. 4, Nov. 2010, Hyderabad, pp. 56-80
- 22) Daxini, Sushmita, ‘Retail Food Sector in India’, The Indian Journal of Commerce, Vol. 61, No. 4, Oct-Dec, 2008, p. 128
- 23) Gupta, S.L., Trends in retailing industry in India: 115 shopping malls-The Need of the Hour, The Indian Journal of Commerce, Vol.59, 2006,pp.115-123.
- 24) Hawkins, Del I; Best, Roger J. & Coney, Kenneth A., Consumer Behavior: Building Marketing Strategy, Tata McGraw Hill,2003.

- 25) Kalhan, Anuradha, Impact of malls on small shops and hawkers, Economic and Political Weekly, Vol. XLII, 2007, pp.2063-2066.
- 26) Kamath, Vinay, Retail Catalyst , Business line, July 12, 2001.
- 27) Kotler, Philip, Marketing Management, Prentice Hall of India (Pvt.) Ltd. ,New Delhi, 2004.
- 28) Lahiri ,Isita and Samant, Pradeep Kumar, ‘Factors influencing purchase of apparels from organized retail outlets’, The IUP Journal of Marketing Management, Vol. IX, No. 1&2, Feb & May, 2010, Hyderabad, pp. 73-87.
- 29) Levy, Michael ; Weitz , Barton A. & Pandit, Ajay, Retailing management, Tata McGraw hill Pvt. Ltd., New Delhi,2008.
- 30) Malhotra, N.K. Marketing research: an applied orientation, Pearson Education, New Delhi, 2005.
- 31) Pradhan, Swapna, Retailing Management- Text & Cases, Tata McGraw Hill Pvt. Ltd., New Delhi, 2008.
- 32) Prasad, Durga Vijay V., The spread of organized retailing in India with special reference to Vijayawada City , Indian Journal of Marketing, Vol. XXXVII, 2007, pp. 3-5.
- 33) Ramlal, P. & Barbhuiya , Ahmed Shamim, Consumerism and Retailing in India, Business Analyst-Journal of Management Studies, Vol. 1,2007,pp. 105-116.
- 34) Shamsher Singh,Ravish Rana (2018), “Effect of Demographic factors on Consumers’ Perception of Online shopping”, Global Journal of Management and Business Research : E Marketing, Volume 18, Issue 6.
- 35) Xu, C., Park, J. and Lee, J.C. (2021), "The effect of shopping channel (online vs offline) on consumer decision process and firm's marketing strategy", Internet Research, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/INTR-11-2020-0660>
- 36) Ammar Hussain, Zaigham Ali, Mehfooz Ullah & Faiz Rasool (2021): “A structured literature review on impulse buying: online jitters and offline jeppers”
<https://giapjournals.com/hssr/article/view/5306/3446>

Books:

- 37) “Statistics for Decision Making” by R. C. Gulerian, W.B.Saunders Company, Philadelphia, 1977.
- 38) “Business Statistics”, W.J.Stevenson, Harper and Row, New York, 1978.
- 39) “Research Methodology”, C.R.Kothari, New Age International Limited., second edition, 2004.