

## Consumer Demeanor in Online Shopping

Kiruthiga V.

Assistant Professor, Faculty of Management, SRM IST, Vadapalani, Chennai

### Abstract

The emergence of internet ensured that consumers had a completely different experience when it came to acquiring information, evaluating options and making purchases online. As a result, online customer behavior is a crucial consideration for marketers. Marketers must comprehend how, where, and why consumers behave online in order to forecast their online behaviour. Modern technology has fundamentally altered the manner that internet retailers conduct business. Online retail shopping has emerged as a new category. By creating their own e-products and services to meet the evolving needs of the client, online retailers are expanding their customer base and financial resources. This study's primary goal is to explore the factors that have impact on internet shopping and to analyse consumer purchasing behaviour. In order to evaluate the factors influencing consumer's online shopping behavior, a descriptive study was undertaken. The sample chosen were people who purchase online and judgmental sampling was chosen. The findings of the study indicate that various factors like customer friendly, pocket friendly and attractiveness have influence on the consumer behavior online.

**Key words:** online, buying behavior, pocket friendly,

### Introduction

Consumer purchasing behaviour refers to the way that individuals or groups of consumers choose, acquire, and use things to meet their needs and desires. It looks at how preferences, attitudes, and emotions impact purchasing behaviour. The study of consumer behaviour looks at human traits like personality and lifestyle, as well as behavioural characteristics like usage rate, usage occasion, loyalty, brand, etc. in an effort to decipher what consumers desire and how they consume. Customer behaviour includes acts related to purchases, consumption or usage, and disposal. Purchase activities are concerned with the methods by which consumers obtain goods and services. The Internet is seen as a mass medium that offers consumers unique purchasing qualities. In comparison to the traditional method of shopping, there are some features that make it more convenient for the consumer, such as the opportunity to browse and buy things whenever they want, visualise their wants with products, and debate products with other customers (Joinetal. 2003). According to Oppenheim and Ward (2006), convenience is currently the main factor driving online shopping. They also understand that convenience has replaced price as the main driver of online purchase, which was previously

price. Consumers that choose to shop online go through the process of online purchasing. The emergence of this channel, e-commerce, has been cited by Smith and Rupp (2003) as the most important contribution of the information revolution. The Internet has grown into a "new" distribution channel (Hollensen, 2004). Along with looking up products and learning more about them, shopping online has grown to be one of the main reasons people use the Internet (Joines et al., 2003). Smith and Rupp (2003) add that there have never been as many vendors and product/service opinions available to consumers. As a result, the Internet has grown into a fiercely competitive industry where consumers are fiercely sought after. In order to influence and keep customers, in A sector which developed dynamically because of the advent of internet is e-commerce. Consumers are very eager in buying products through e-commerce sites as it helps them in purchasing products from a single click by providing them with wide variety/ choices. E-commerce is changing the lifestyle of the people. As the technology changes, it is not only the life style that changes but their purchasing choice, living standard, preference and their buying habits will see a drastic change. Consumers use the internet for a variety of activities in the business-to-consumer (B2C) e-

commerce cycle, including: looking up product specifications, costs, or reviews; choosing items and services online; placing orders; and making payments, among other things. Delivery of the required goods via the Internet or other means is next, followed by sales service via the Internet or other means, and finally, other means. Over the past ten years, one of the most significant study themes in ecommerce has been the examination of consumer online shopping behaviour (Chen, 2009). Information systems, marketing, management science, psychology, and social psychology are just a few of the fields where study on online consumer behaviour has been done. When referring to online shopping behaviour, also known as online buying behaviour and Internet shopping/buying behaviour, Analysing the behavior of the customers helps in finding out the thoughts and feelings of the customers regarding brands and products. It aids in identifying the factors that makes customers to choose among various options. The ways in which the customers shop and research about the products can be found through analyzing the behavior of the customers. It also helps in analyzing the ways in which external environment like media, friends and family impact the buying behavior. The internet emerged during the period 1995 and e-commerce became popular from the year 2000. Online market has different sectors from banking/finance, travel tourism, clothing, grocery, spa, daily essentials, accessories etc. For the country's development e-commerce plays a key role. Now-a-days everyone is busy and running in their lives and they are finding it very difficult to buy each and every product offline and e-commerce acts as a guardian for them. Mohammed (2014) sought to investigate the variables influencing young customers' inclination to shop online. The test results showed that perceived utility, perceived danger, and perceived trust all had an impact on an individual's propensity to shop online. Surprisingly, the results did not show any statistically significant relationship between perceived usability and the online buying experience, leading one to believe that those variables are not very significant. The internet has evolved into a brand-new method of product distribution. In addition to looking up products and

learning more about them, shopping online has emerged as one of the main reasons people use the internet. Because of this, the internet has created a fiercely competitive market where customers compete for business. The two factors which affect the behavior of customers towards purchasing are internal and external. The factors arising through environmental conditions will come external factor and factors arising out of consumers mind will come under internal factors. A proper and distinct image regarding products and services should be created among the customers for successful retailing. Consumer behaviour analysis is not a recent development. The well-known marketing guru Philip Kotler has written extensively on the subject of theories of customer behaviour. These theories have been employed for many years to develop marketing strategies that effectively attract consumers while also helping to understand the consumer. As a result, a company's marketing strategy is intimately tied to its understanding and identification of the consumer. The online consumer can be identified and specific consumer segments can be formed using these notions. When comparing traditional consumer behaviour and online consumer behaviour, important distinctions must still be acknowledged. Online retailing is a relatively new kind of retailing, and as online customer behaviour differs from traditional consumer behaviour, it is important to understand what motivates online shoppers. When making a decision and a purchase online, the online consumer goes through a process that can be examined to reveal some of the elements they take into consideration. In order to meet customer wants and compete in the online market, online retailers must recognise and take into account these elements. Segments must be chosen in such a way that allow for comparisons in order to better understand how these aspects affect various consumer types.. Marketers must be aware of consumer behaviour in the area of online shopping in order to obtain a competitive edge in the industry. In order to meet customer needs, the current study seeks to analyse and pinpoint the factors that motivate people to shop online.

### Literature Review

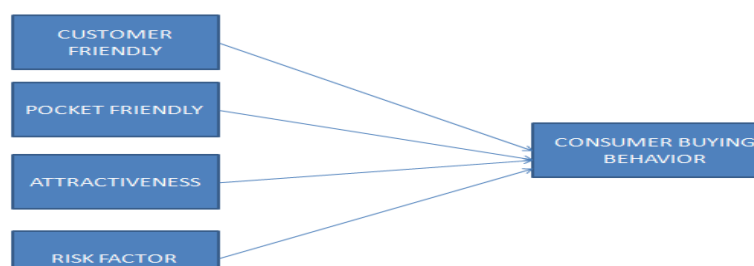
In his study, Kuester, Sabine (2012) defined consumer behaviour as the study of how people acquire, choose, and arrange experiences, products, services, events, or ideas to meet their needs and those of society. It strikes a balance between elements from management, sociology, psychology, and economics. It makes an effort to understand how customers make decisions, both individually and collectively. It makes emphasis on individual consumers and their characteristics such as demographics and behavioral variables to understand customers' want. It also tries to assess the effects on the consumer from family, friends, groups, and also society in general. The psychology of personalization and the pursuit of cultural taste in consumption make up the first psychological trait. Consumption motivation is influenced by certain cultural and social traditions, and individuals from various cultural origins favour various lifestyles and goods (Sharon Shavitt, 2016). Gwangy Ong Gim and Nago Tan Vukhanh (2014). The goal of promoting online shopping in Vietnam is to improve consumer awareness of the advantages of online product trading in addition to the value of online payment. Note: Reduce hazards. The development of e-camera in Vietnam is particularly tough due to the fear of incurring risks when transacting on the internet for buying and selling. Lakshmanan (2016) discusses consumer product preferences, issues with the Customers, more discounted products, risk perception, and after-sales services are the elements that influence how satisfied customers are with online buying. Marketing professionals need to understand customer behaviour in the area of online shopping in order to acquire a competitive edge in the market. The goal of the current study is to analyse and pinpoint the elements that motivate people to shop online in

order to fully understand what consumers want. They examined the adoption and intention of online shopping while continuance behaviour is gravely under-researched. They then used a framework for filleted buying behaviour as a base to empirically explore the factors attracting the online consumer purchasing process. To get a competitive edge in the market, marketing professionals need to comprehend client behaviour in the context of online buying. In order to properly comprehend what consumers desire, the current study aims to evaluate and identify the factors that spur people to shop online (Kim and Park (2005)). The primary goal of the study by Kibet (2016) was to evaluate customer attitudes towards internet purchasing in Nairobi County, Kenya. The precise goals were choosing a suitable framework from earlier research projects, gathering data, and using it to evaluate the adopted framework. Making required recommendations to the framework based on the study's findings was the final particular goal. This study's research technique uses an explanatory research design and a deductive approach. Data were gathered using an electronic and paper-based structured questionnaire. Purposive random sampling was used to obtain the responders from the 384-person sample group (Kilbert 2016).

### Methodology

The samples were chosen from Chennai and it was ensured that they had at least one experience with online buying. 155 people made up the sample that was chosen, combining snowball and judgmental. The first group of respondents were chosen based on judgmental. On the basis of the data provided by the original sample units, additional units were subsequently acquired, and further referrals were then collected from those chosen in the sample.

### Conceptual Framework



### Data Analysis

The data was collected on various attributes of online shopping from respondents and were analyzed using factor analysis. In this study four factors impacting the consumer's online shopping buying behavior were identified. These factors are customer friendly, pocket friendly, attractiveness and risk factor.

### Demographic Data

S.No	Demographic Profile	Category	Percentage
1	Age	18-25	36%
		26-35	38%
		36-45	17%
		46-55	9%
2	Gender	Male	31%
		Female	69%
3	Educational qualification	Schooling	24%
		UG/ Diploma	39%
		PG and Higher degree	37%
4	Occupation	Government employee	21%
		Private employee	43%
		Business	14%
		Not employed	22%
5	Family Income	<Rs.20,000	8%
		Rs.20,000-Rs.30,000	25%
		Rs.30,000-Rs.40,000	25%
		>Rs.40,000	42%

### Factor Analysis

Factor	Eigen Value	% Variance	Element converged	Factor Load
Customer Friendly	3.95	18.326	Online shopping provides detailed information about products	0.834
			Price comparison of similar products is available	0.753
			Time and cost with respect to travelling is reduced as we can purchase at our convenience through single click	0.732
Pocket Friendly	1.856	7.364	Purchase process is easy and simple with EMI option	0.835
			Return and refund policy is good	0.721
			Prices of products in online is lower than retail outlets	0.683
Attractiveness	1,462	6.451	Variety of products with price comparison	0.845
			Product tracking and same day delivery option makes shopping simple	0.748

			Offers and discounts during festival season is attractive	0.712
Risk Factor	1.036	5.745	Online shopping has risk when buying costly products	0.634
			Giving credit/ debit card number is not safe	0.858

**Conclusion**

Indians are increasingly shopping online, thanks to increased Internet usage, a hassle-free shopping environment, and extremely large net savings. Companies aim to lessen customer-related risks, though, at the same time. The psychology of personalization and the pursuit of cultural taste in consumption make up the first psychological trait. Consumption motivation is influenced by certain cultural and social traditions, and individuals from various cultural origins favour various lifestyles and goods. Online purchasing is primarily driven by business-to-business, business-to-consumer, and consumer-to-consumer transactions. The benefits of shopping online include discounts, convenience, brand, quantity, quality, and pricing. The current research identified factors affecting consumer behavior regarding online shopping and concludes that customer behaviour differs when it comes to internet shopping. Different consumers behave differently in their attitudes and purchases. convenience, risk factor, economic, individual aspects all have an impact on how consumers behave while making purchases.

**Reference**

[1] Kuester, Sabine (2012): MKT 301: Strategic Marketing & Marketing in Specific Industry Contexts, University of Mannheim, p. 110

[2] Lakshmanan, A. (2016). Customers Satisfaction towards Online Shopping in Amazon.Com–A Study with Reference to Udumalpet Taluk. *International Journal of Recent Research and Applied Studies*, Vol. 3, 12(16), pp. 68-74.

[3] Ngo Tan Vu Khanh, Gwangyong Gim (2014), Factors Affecting the online shopping behavior: An Empirical Investigation in Vietnam, *Journal of Engineering Research and Application*, Vol. 4(2).

[4] Oppenheim, C. and Ward, L. (2006), "Evaluation of web sites for B2C e-commerce", *Aslib Proceedings*, Vol. 58 No. 3, pp. 237-260. <https://doi.org/10.1108/00012530610701022>

[5] Sharon Shavitt, Hyewon Cho. (2016). Culture and Consumer Behavior: The Role of Horizontal and Vertical Culture Factors. *Curr Opin Psychol*, 149- 154.