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To study the characteristics and aspects that influence customers' online shopping Behaviour

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Abstract

The way things are purchased and sold has changed due to India's fast rise in internet users, which has led to an exponential rise in online shoppers. Numerous studies focused on drawing in and keeping customers have been sparked by the growth of internet purchasing. Numerous studies have been conducted from the viewpoint of online shoppers due to the possible advantages and security concerns of online buying. Predicting and explaining why consumers would accept internet purchasing is equally crucial. Given the increased level of competition, it is critical for online retailers to comprehend why customers choose to shop online and investigate the issues they encounter when doing so. In light of this, the researcher was compelled to investigate the attitudes of consumers in the study area, Palghar District, about internet buying. By describing the consumer's intention to make an online purchase, his behavior before, during, and after the transaction, as well as how the advantages of online shopping affect his degree of pleasure, the researcher aims to forecast the consumer's attitude. Additionally, customers must be aware of the advantages of online buying as well as the providers of this service. Customers' needs, wants, dislikes, attitudes, behaviors, and lifestyles are all constantly changing in the technologically driven online retail sector.

Keywords: Internet users, consumers, online purchase, Customers' needs

Introduction

With 1.3 billion people living in India, internet commerce clearly has limitless potential. Online buying is a relatively new phenomenon in e-commerce, but it will undoubtedly be the way that people shop in India in the future. Indians, particularly the younger generation, who used to spend a lot of time shopping, can now browse through numerous websites, select the best offer, and place an order in a matter of minutes just by sitting at home. The increased acceptance of online payments as a result of the widespread use of smartphones and the internet has given businesses a special chance to engage with their clientele. The older and rural populations are increasingly being reached via online shopping in recent years.

One of the fastest-growing and most dynamic industries in India is retail. Approximately ten percent of the nation's GDP is derived from it. In the retail sector, e-commerce is most likely setting a new standard. The idea of internet shopping has been increasingly significant in retail marketing in recent years. When customers want to shop

online, they go through a procedure called online shopping. The most important contribution of the information revolution is e-retailing, a new distribution channel made possible by the expansion of the internet. Online retailing has grown in popularity and trust, and it contributes significantly to the nation's economic growth. India's e-commerce sales are expected to increase significantly, from approximately 38.5 billion US dollars in 2017 to over 200 billion US dollars in 2026. E-commerce is undoubtedly here to stay as more and more customers accept the virtual world as a secure and practical location to shop via computers or smartphones.

When discussing the future of e-commerce, some experts believe that it belongs to everyone and that unified commerce will become a new concept. It implies that an online versus offline experience does not exist. There will be just one point of contact, with an emphasis on the customer rather than merely brands. Hyperlocal delivery networks will also develop. Customers will have the option to place online orders and pick up their packages at an

offline location. In actuality, these physical storefronts will represent an expansion of the internet firm. Large e-merchants like Flipkart, Amazon, and Snapdeal will form partnerships with traditional retailers. The customers are cooperative rather than in competition with one another. Online cannot be viewed as a rival channel since, as everyone knows, it has a wider audience.

The amount of technology is growing daily. These days, sellers can contact customers more quickly and easily. These days, online purchasing is growing and popular. Additionally, it reduces delivery costs because orders may be placed online. Some customers choose to buy the product offline due to their pleasure with the brand, the cloth's quality, the pricing, etc. Although various consumers have diverse preferences when it comes to buying, the study's primary focus during the information-gathering phase is on how customers choose to shop online or offline. Nonetheless, people continue to favor internet purchasing due to its affordability, ease, and security. Additionally, customers may access quality, brand, technical characteristics, and other information with only one click in an online buying channel. Even so, customers choose their preferred purchasing channel based on their needs. Because they spend more time shopping with friends and family, some consumers still choose to purchase offline. Since the consumer is the market's monarch, they have the authority to choose between online and physical channels for purchases. After web browsing and instant messaging, online shopping ranks third in terms of activity.

"Consumer is the king of the market" is the primary methodology used to analyze consumer purchasing behavior. Every organization's primary goal is to comprehend the wants and contentment of its customers. Three basic factors primarily influence consumer purchasing behavior: first, product purchase; second, product use; and third, product disposal. Age, education, income, and occupation are some of the demographic factors that influence consumer purchasing behavior, but other factors, such as status, peer groups, and family, may sometimes have an impact. Personality traits might also play a role at times. Every consumer has distinct ideas and opinions about what they want to buy, and it also depends on their own personality. For instance, the shopping habits of the teacher and the engineer would differ. Customers with similar backgrounds, occupations, and income levels may exhibit distinct lifestyles. Buying a product can include both low and high levels of engagement. For example, if someone wants to buy a car, their involvement will be high, but if they want to buy everyday necessities like groceries or salt, their involvement will be low. Consumer expectations about the quality of products and marketing tactics are a major problem for organizations. The economic level and social standing of consumers in rural areas are driving growth in the market.

With fantastic growth prospects for e-commerce, the internet, social media, search, online advertising, etc., India is experiencing the internet industry's golden age from 2013 to 2020. Additionally, as more Indians spend more time online, the country is becoming more digitally advanced. Therefore, now is a good time to compare how consumers behave when making purchases online and offline. Though little studies have been conducted on consumer durables to

yet, numerous researchers have created hypotheses and models to explain the differences in customer purchasing behavior between in-store and online purchases. Both online and physical retailers will benefit from this study's understanding of the elements influencing customers' decisions to buy. They will also be better able to understand why customers move from offline to online and vice versa. This study will assist offline and online merchants in developing customer retention strategies.

Purpose of the study

Because of the rapid growth of Internet technologies, businesses who want to sell their items through their website can do so even if buyers and sellers are thousands of miles distant, from different areas of the world, and speak different languages. Because the Internet is a relatively new virtual medium with a large number of prospective customers, it is critical for online retailers to understand their customers' wants and needs.

Because the new virtual market will bring substantial differences to customers, it is critical to analyse and identify the elements influencing the consumer when he or she decides to purchase on the Internet. Consumer behaviour analysis is not a new concept. Many theories have been employed for many years to not only understand the attitudes of consumers, but also to develop a marketing strategy that would effectively attract them. When it comes to traditional consumer behaviour and online consumer behaviour, however, some distinctions must be acknowledged. Despite the fact that there are numerous research topics in the field of business to consumer in the context of the Internet, online retailing is a new retailing medium, and online consumer behaviour differs from traditional consumer behaviour, it is necessary to determine what influences the online consumer. As a result, if consumers enjoy shopping, it's important to understand what aspects influence their decision to buy things over the Internet. In order to satisfy consumer wants and compete in the online market, online retailers must identify and take into account certain aspects. As a result of this background, the researcher's primary goal is to identify and gain insight into the fundamental elements that influence online consumers while acquiring items and services.

Review of Literature

Anjana (2018) ^[1] asserts that any business must analyze the purchasing habits of its customers. The king of the market is the consumer. No company organization can function without customers. Customer satisfaction is the starting point and the final goal of all corporate operations. Numerous studies demonstrate that demographic traits like age, education, income, and occupation have an impact on consumer purchasing behavior; however, these factors do not serve as the main determinants of purchase decisions; rather, status, peer groups, and family may also influence decisions to buy consumer goods. Personality qualities can influence purchasing behavior. Every consumer has a particular set of ideas and considerations while making purchases. The purchasing habits of consumers are now a crucial component of strategic market strategy. Studying the elements that influence consumer purchasing behavior is crucial to comprehending consumer purchasing behavior.

(Ali, 2018) [2] focused on the key elements influencing the purchasing decisions of consumers. Secondary data from a variety of sources, including books, journals, periodicals, and so on, was used in the inquiry. The analysis provides a thorough understanding of how social, individual, psychological, and other aspects influence consumer behavior.

(Mittal & Bali, 2018) [3] looked into what influences consumers' decisions to purchase mobile phones. 638 phone users in the Indian state of Haryana completed the assessment. Multiple regression and component analysis were used to examine the data. Ten choice factors influencing consumer purchasing behavior were investigated with the aid of factor analysis. A multiple regression analysis was conducted on these ten criteria, with the dependent variable being consumer satisfaction as it relates to purchasing decisions. The findings indicated that "Speed & Performance" influences satisfaction the most, followed by "brand & advertising" and "Recommendations & Reviews."

Research Objectives

1. To identify the characteristics and aspects that influence customers' online shopping behaviour.
2. Determine the internet consumer's demographic, social, economic, and psychographic profile.

Research Methodology

The study made use of both secondary data and primary data.

Primary Data

The goal of the study was to identify the characteristics and elements that influence customers' online shopping behaviour. It was a micro-study, with primary data obtained from a sample of 800 purchasers and decision makers. They were polled using a scheduled interview schedule and a personal interview technique.

Secondary Data

Secondary data was gathered from the Palghar district government's website, websites with online shopping databases, and websites with articles and research studies about online shopping. The sampling unit in this study is the Decision Maker/Buyer.

Tool For Data Collection

The interview schedule, which includes closed-ended questions, a rating technique, and a five-point scale, is the major tool for data gathering. From highly agree to strongly disagree on a likert scale.

The interview schedule has been divided into four aspects, the first of which is demographic factors, which look at the respondent's demographics such as gender, age group, education, income, occupation, marital status, and the number of family members. The next three categories seek to identify the characteristics and elements that influence consumers' online purchasing behaviour.

Statistical tools for analysis

Following the completion of data collection using the

questionnaire approach, a thorough verification has been done in order to proceed with data processing. The SPSS software is then used to code each question and input it into the computer for additional analysis. The data gathered for the study has been analyzed using a variety of statistical and mathematical techniques.

Results and Data Analysis

Gender

Gender is one important and widely recognized determinant for demographic profile. The difference between gender and sex is obvious. Gender refers to the roles that men and women are given in society, whereas sex refers to the biological distinctions between males and females. As a result, gender is a socioeconomic variable that encompasses the requirements, opportunities, limitations, and roles that men and women play in an economy.

Table 1: No. Of respondents on the basis of gender

Sl. No.	Gender	No. of respondents	Percentage
1	Male	384	48
2	Female	416	52
	Total	800	100

Source: Primary Data

According to the table, 384 (48 percent) of the 800 sample respondents that were chosen for the study region are men, and 416 (52 percent) are women. It is known that the distribution of male and female respondents in Palghar District is correlated with the number of female respondents.

Key factors influencing the intention to make online Purchase

With the aid of factor analysis, more research is conducted to determine the main factors influencing the choice for online shopping. With the aid of factor analysis, the seventeen elements are reduced to a more manageable number by merging similar factors to create key factors. Kaiser Meyer Olkin (KMO) and Bartlett's Test of Sphericity are used to estimate the appropriateness of this analysis, and the findings are displayed below.

Table 2: KMO and bartlett's test

KMO Measure of sampling adequacy Bartlett's Test of sphericity	0.600
Application of Chi-Square value	3348.706
Degrees of freedom (df)	136
Significance	0.000

The KMO rating of 0.600 is really high. Similarly, the estimated chi-square value of 3348.706 at 136 degrees of freedom, which is significant at the five percent level, indicates that the Bartlett's test rejects the null hypothesis that the traits are unrelated. Factor analysis could therefore be regarded as a suitable method. The Rotated Component Matrix Table, which was discovered by applying the varimax approach to extract the components impacting online shopping, is shown in the table below. The rotated factor loading for the seventeen variables used for the analysis is shown in table. These seventeen variables are then further broken down into five important factors.

Table 3: Rotated component matrix for factors influencing the purchase intention

Sl. No.	Key Factors	Components				
		Consumer Safety	Consumer convenience	Consumer Usage	Consumer service	Consumer Review
1.	Safety and personal information	.726				
2.	Secured payment	.695				
3.	Not available in local stores	.582				
4.	No duplicate	.546				
5.	Reasonable Price	.538				
6.	Convenience and Timesaving		.807			
7.	Accessibility to various brands		.694			
8.	Discounts and offers		.644			
9.	Web Knowledge			.704		
10.	Availability of Internet facility			.687		
11.	Easy navigation			.603		
12.	Ease of payment options				.724	
13.	Fast shipping				.634	
14.	Option to return defective products				.614	
15.	24-Hoursaccess				.578	
16.	Product reviews available					.732
17.	Product and Price Comparison					.588

Extraction method: Principal Component Analysis Rotation method: Varimax with Kaiser Normalization

The table's rotated component matrix showed that, depending on loading, the seventeen variables are divided into five important elements. "Consumer safety," "consumer convenience," "consumer usage," "consumer service," and "consumer review" are the shorter versions of the five factors.

Conclusion

The demographic and online buying characteristics of the respondents in the study area are highlighted in this chapter. It also examines the variables affecting the respondents' propensity to purchase products and services online. It isolates five important elements that affect the respondent's intention to shop online: "consumer safety," "consumer convenience," "consumer usage," "consumer service," and "consumer review." According to their demographic profile, it also gauges how differently the respondents see the elements that influence online shopping. As a result, this chapter provides insight into the factors influencing respondents' online shopping behaviours.

Online shopping has a bright future in India due to the country's increasing internet usage. The examination of customer attitudes on internet buying becomes pertinent in this setting. This chapter focuses on Palghar District consumers' attitudes and behaviors about online buying. It clarifies how demographic characteristics affect consumer sentiment. It also focuses on how customers behave before, during, and after making an online transaction.

In essence, customer satisfaction during the purchasing process determines how well online buying works. The important characteristics that influence consumer happiness with online purchasing have been predicted by this chapter's analysis of consumer satisfaction indicators. Additionally, it has addressed the issues that arise when people shop online and has pinpointed the main issues that arise when they make purchases online. Additionally, this chapter has attempted to explain the differences in the expectations and experiences of consumers when they make online purchases, which allows one to assess the perceived quality of the product.

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