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Buying behaviour of customers towards online shopping: A paradigm shift

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Abstract

Online shopping is the straightforward process of buying goods and services while connected to the internet via a computer or other electronic device. The best places to buy goods and services in the past were physical storefronts and offline shopping, but now everyone prefers online shopping because of its benefits. Online shopping is expanding quickly since it offers time savings, 24 hour assistance, speedy delivery, replacement possibilities, and many other advantages. In order to better understand consumer online shopping behaviour, many factors are looked at. To identify the important components, various research papers 2012 to 2022 were examined. Using the variables from the prior year, a conceptual framework of key factors is developed.

The paper has attempted to examine the key factors driving the customers towards on line shopping, preferred goods or services, the medium of sale, and the environment that is to be blamed for these changes utilizing the literature that is currently available on this topic and has been published in different Journals.

Keywords: Online shopping, consumer buying behaviour physical store, security, convenience, purchase decision, website

Introduction

Michael Aldrich coined the phrase "online shopping" way back in 1979. He revolutionized the world of shopping by inventing online shopping using videotext, a two-way messaging service. This is now referred to as e-commerce. In 1999, K. Vaitheeswarn launched Fabmat.com, which was India's first e-commerce site. Following that, more online retailers like Flipkart and Amazon were established. As a result, Boston Computer Exchange, which debuted in 1982, was the first e-commerce business. It was the first marketplace that allowed users to sell their secondhand computers online. According to Statista.com research, the global e-commerce business will surpass the two trillion US dollar mark in 2020 with revenues of US\$ 1,343.5 billion in 2020. China now leads the world in e-commerce and will continue to do so until 2025.

In a survey on challenges faced when buying online in India performed in June 2022 by the "Statista Research Department," 51% of respondents reported having issues with the rising cost of goods. In the meanwhile, 44% of customers were unable to buy items because they were unavailable. According to "Rakuten Insight's" analysis of Indian customers' online buying habits from June 2022, 63% of men and 65% of women favored paying via cash on delivery. Contrarily, 17% of female respondents and 16% of male respondents utilized mobile payment applications for online shopping, and the data unmistakably demonstrates that 26% of female respondents like to purchase online frequently and vice versa. Online shopping was done by 22% of the men surveyed.

According to a Rakuten insights, 63% of consumers who responded indicated that they will keep using online shopping platforms and had overall favorable experiences doing so in June 2022. In contrast, 42% of customers said internet purchasing was more practical. Rakuten Insight performed a further study on Indian consumers' motivations for giving up online buying. In comparison to internet shopping, 52% of customers preferred to shop at physical stores in 2022 because they could see the items before purchasing them. Indians spent more than 41 billion dollars on online retail in 2021. By the financial year 2026, a growth of over 129 billion dollars was anticipated. In the fiscal year 2021, it was anticipated that there will be a 72 billion dollar increase in the overall internet consumption. From the fiscal year 2021 to the fiscal year 2026, an increase of 72 billion dollars in total online consumption was anticipated. 59% of shoppers will purchase clothes, apparel, and fashion accessories online in 2022.

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This table summarizes various studies from 2012 to 2022 that analyze the factors influencing consumer online shopping behavior, highlighting objectives, analytical tools, influencing factors, and key findings.

Author	Year	Title	Objectives	Tools & techniques used for data analysis	Influencing Factors	Findings
(Moshrefjavadi <i>et al.</i>) ^[3]	2012	An analysis of factors affecting on Online Shopping Behavior of Consumers	The objective of this study is to understand the factors that affect customers' online purchasing decisions	Regression analysis Durbin-Watson test	"Financial risks" "Product risks" "Convenience risk" "Non-delivery risk" "Infrastructural variables" "Return policy" "Attitude" "Subjective norms" "Perceived behavioral control" "Domain-specific innovativeness"	The study reveals that attitudes of the customers regarding the online purchase were negatively impacted by financial concerns and non-delivery risk. Also, the findings show that subjective norms and domain-specific innovation significantly influence online buying behavior.
(Bagga & Bhatt) ^[4]	2013	A Study of Intrinsic and Extrinsic Factors Influencing Consumer Buying Behaviour Online	This article aims to identify the many extrinsic elements, such as customer inner motives or drives, and the numerous internal factors, such as marketer-created Internet marketing activities, which influence the consumer's online purchasing behavior.	Cronbach's Alpha Reliability Test KMO and Bartlett's Test T Test	"Need for Recreation" "Security concern" "Information search" "Advertising & Promotions" "Convenience" "Website attributes" "Social networking"	The findings of this study emphasize on seven criteria as the main determinants of consumers' online purchasing decisions, albeit the effects of each one are different from one another and are also felt differently by persons with diverse demographic profiles. In contrast to online banner advertising and pop-ups, which draw attention from customers but have a significant impact on their purchasing behavior, businesses should place more emphasis on social network marketing and increasing the features of their websites.
Sharma <i>et al.</i> ^[6]	2014	Understanding Online Shopping Behaviour of Indian Shoppers	The aim of the study is to comprehend Indian customers' internet purchasing habits. Also, it attempts to find out how much the website for online shopping is improving.	Charting and tabulation	"Ease and convenience" "Experience of using the internet" "Search product information" "Time Saver" "Money Saver" "Relaxing shopping experience" "Mode of payment" "Company name and branding" "Security" "Certification of safety". "customer service" "Product information" "More options" "Cost of delivery" "Speed of delivery" "Privacy of information" "Website response speed"	The findings of this study are that the young market in e-commerce has a lot of promise. In addition, Marketers need to focus on e-tail penetration to target market categories including toys, flowers, and house wares. Also, the market must be enlarged for additional goods and services with increased consumer awareness.
Islam ^[17]	2015	An Analysis of Factors Affecting on Online Shopping Behavior of Consumers	The goal of this study is to analyze the factors influencing customer online buying behaviour, which may address	Regression Analysis Correlation Analysis	"Financial Risk" "Product Risk" "Convenience Risk" "Non-delivery risk"	The study found that attitudes regarding online purchase were negatively impacted by financial concerns and non-delivery risk. Also, the findings show that subjective norms and domain-specific innovation

			one of the most crucial problems in the e-commerce and marketing fields.		“Return Policy” “Service” “Infrastructure variable”	significantly influence online buying behaviour. Moreover, attitudes regarding online buying have a beneficial impact on customers' online purchasing activity.
Panda and Swar ^[18]	2016	Electronic Retailing: A Review of Determinants of 'Online Shopping Intentions' in India	This study aims to recognize the factors that influence consumers' online purchasing behaviour and purchase intentions.	Existing Literature review	“Shopping orientation” “Trust” “Prior online purchase experience” “Ease of use” “price” “Convenient effortless shopping” “Perceived risk” “Privacy” “Security features” “Product design”	The findings show that the electronic retailer must take into account a number of factors when considering online purchases, including shopping preferences, trust, prior online purchasing experience, usability, price, convenience, effortless shopping, and perceived risk, privacy, and security features. Put into practice different ways to grow their customer base and average order size.
Deshmukh & Joseph ^[19]	2016	Online Shopping In India: An Enquiry of Consumers World	The aim of this study is to analyse the variables that affect buyers' intent and online buying behaviour in India	Structural equation modeling	“Return of goods” “Online promotions” “Finding suppliers” “delivery” “website” “Search engine optimization” “Search engine submission” “Reciprocal linking”	The study's main conclusion suggests that factors such as customer demographics, the types of items to be purchased, online sellers of those products, and the characteristics of online shopping websites all had a favorable influence on Indian consumers' intentions and online shopping behaviour and Help consumers comprehend the benefits and drawbacks of online purchasing and assist marketers in developing strategies to attract online customers.
Swapa N & Padmavathy ^[20]	2017	Factors influencing online shopping experience-A conceptual model and implications	The aim of study to Examines the conceptual model that fully explains the fundamental components of the online purchasing experience.	Integrative conceptual model extensive review of literature	“Motivation” “Website” “Service quality” “Accessibility” “Convenience”	According to the presented model in this study, convenience is the primary factor that affects the Consumer experience through internet buying. But, there is a chance that other elements, like engagement and confidence, might be relevant in this situation. Moreover, factors derived from online research are more appropriate to the experience of online purchasing that the technology provides by the marketers.
Singhal & Patra ^[21]	2018	A Study on Consumer Behaviour towards Online Shopping in Kolkata	The study's primary goals are to comprehend customer knowledge of and preferences for the numerous items that are offered online. Secondary to comprehend the variables influencing online shopping and payment gateway selection.	Pie chart Tabular and diagrammatic	“Price” “Convenience” “brands availability” “Friends referrals” “various discounts” “mode of payment” “cash on delivery”	Contradicting this study's findings that convenience was not a major motivator for local Internet purchases. This is probably caused by how near together the transactions were made. In addition, While ordering online, people typically search for ease and quick delivery. Before making a final purchase, most individuals consult many retail outlets.
Pathan ^[22]	2019	Rural consumer behavior towards online Shopping in Vadodara district	To study the encouraging and discouraging influencing factors of rural consumers towards online shopping	Factor analysis Interview method	“Low price” “Greater selection of products” “Time Saver” “Wider Availability” “Discount/Offers/Deals” “Convenient payment options”	This study reveals that a wider range of items is the aspect that has the biggest favorable impact. The low prices that internet retailers give encourage rural clients to make purchases. Also, they are content with the deals and discounts they receive from several online retailers including Both Paytm and Flipkart.
Daroch, <i>et al.</i> ^[23]	2020	A study on factors limiting	The objectives of this present	Survey method	“Security”	The study's findings indicate that there are a total of six

		online shopping behaviour of consumers	study to Investigate the problems of consumers during online shopping and examine the factors affecting online behaviour of consumers.	Factor analysis	“Privacy policy” “Lack of Trust” “Experience” “Retailer brand” “Financial risk” “Product information” “Merchandise”	reasons why people decide against shopping online: mistrust of banks and financial institutions, the ease of traditional stores compared to online ones, the quality of the goods and services provided, individual experiences, feelings of insecurity about the goods, and a lack of trust in product information.
Tandon ^[11]	2020	Predictors of online shopping in India: an empirical investigation	This study attempts to comprehend the factors that influence Indian internet buying.	Confirmatory factor analysis Structure equation modeling	“Performance expectancy” “Effort expectancy” “Social influence” “Price value” “Habit” “Social media” “Reverse logistics” “POD mode of payment”	The study's conclusions show that all three novel concepts—social media, reverse logistics, and POD way of payment—has a substantial beneficial influence on customer satisfaction, whereas enabling circumstances, hedonic incentive, and habit were shown to be unimportant factors. This study was one of the first to empirically validate POD, Social Media, and Reverse Logistics in an online purchasing environment. Online retailers that want to expand their business in India must have a critical understanding of the elements that affect online purchasing and enhance customer satisfaction.
J Da & J Sb ^[24]	2021	A Study on the Impact of Online Shopping on Consumer's Buying Behavior	The aim of this study is to explore and factors affecting online purchase decision and its perception.	“semi structured questionnaire” “Percentage method “	“shopping site” “security” “mobile apps” “cash on delivery” “time saving” “convenience” “product delivery” “effectual system” “24* hour shopping”	This study finds that the majority of consumers purchase online because of its many benefits, which include time savings, convenience, the ability to compare prices, reduced pricing, a wide selection of items, etc and The majority of respondents concurred that they were conducting more online shopping and that the website's layout made it simple for them to browse for items and compare the many options.
Gao1 & Leong Yee ^[25]	2022	Factors Affecting Consumers' Impulse Buying Behaviour In Online Shopping: A Systematic Literature Review	The aim of this study to determine how a person's personality features (such as hedonic and utilitarian web surfing) affect their motivation to make a purchase after engaging in online shopping.	“Stimulus-organism-response model”	“Web skills” “Website design” “trust” “perceived usefulness” “perceived enjoyment” “subjective norms” “technology use”	The findings of this paper shows that when customers visit a traditional brick-and-mortar business, they contend with a number of inconvenient variables including long lineups, limited store hours, and peer pressure and the possibility that a user will make a purchase from a website is significantly influenced by Internet user behaviour patterns, the timeliness, readability, and quality of the content on the website.

The purpose of this study is to evaluate how well online shopping has performed recently. The articles that include the most significant elements influencing online buying have received the greatest attention. For this, a variety of papers from various years have been used (2012-2022) the elements influencing online Shopping. Based on the variables and related factors from earlier investigations, a conceptual framework has also been created.

Literature Review

The table below displays several publications from various years after analysis:

The key factors of the framework mentioned above are:

1. Security/Privacy
2. Convenience
3. Replacement possibilities
4. Mode of payment
5. Language
6. Friends referrals
7. Cash on delivery/Non-delivery risk
8. 24* hours shopping
9. Delivery tracking facility

Security/privacy are the first factor to influence the behaviour of online shopping. The term "privacy" describes how secure a website is and how well it guards users' personal data. Security in the context of online retailing relates to how customers perceive the security of online transactions as well as the safeguarding of financial information from unwanted access. Both of these are crucial since they have an impact on online shopping behaviour. Convenience is the second factor. Convenience allows for time savings and minimal effort. Hence, websites must be created such that they are simple to use and require little work. Also, it eases the stress of making store visits to acquire goods.

The replacement possibility is the third factor. A replacement possibility allows to consumers to replace the product if they did not receive exact product whether they ordered.

Mode of payment is the fourth factor. MOD facility allows the online customers to pay either through debit card/credit card or e-wallets for their convenience.

Language is the fifth important factor because language is crucial and if someone doesn't know it, they wouldn't buy online and would instead choose to go shopping in person. Everyone loves to buy from websites that they are comfortable with in terms of language.

Friend referrals is the sixth most impacting factor for customers' online shopping behaviour. Friend referrals encourage the online shoppers to gain some extra rewards if they refer the product to their friends and family.

Cash on delivery/delivery risk is the seventh factor to influence the online buying behaviour of customers. Customers prefer to buy from those shopping websites which provide cash on delivery to fear the risk of delivery.

24* hours shopping is the eighth factor that allows the customers to buy anytime due to the lack of time in busy schedule. This factor plays very crucial role play in online shopping.

Delivery tracking facility is the last factor to influence the online buying behaviour of customers. This facility allows the customers to online track their product from destination

to delivery point.

Conclusion

The purpose of this study was to identify the critical variables influencing internet buying. Security/Privacy, Convenience, Replacement Possibilities, Method of Payment, Language, Friends' Referrals, Cash on Delivery/Non-Delivery Risk, 24* Hour Shopping, and Delivery Tracking Facility were the driving factors identified from this study. There may be other factors like quick inquiry processing etc which were not observed in this study but are important factors influencing online shopping behaviour of customers.

Many publications from various years (2012-2022) have been taken into consideration for this analysis. The outcome demonstrates that internet purchasing is now growing quickly since it is simple, practical, and time-saving. It is advantageous to both buyers as well as sellers.

Future Scope

There are certain aspects that are not taken into account, thus more studies may be under taken with those factors. Many researchers have explored the key factors impacting online learning with the use of various approaches. Instant query processing and the inability to distinguish between original and duplicate products are among the issues that are not taken into account. The survey may also be used to better illustrate the conceptual framework.

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