EFFECTS OF ONLINE SHOPPING ON CONSUMERS BEHAVIOR

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ABSTRACT

Internet has developed in new delivery channels electronic transactions are increasing rapidly. This need has arisen to understand how they perceive directly to buy consumers. Most of the people who use the internet to purchase goods online, but that there are still some reasons for which consumers are reluctant to buy online. The purpose of this study is to review the factors felt reservation of consumers in online shopping.

The main objective of this research is to study, especially what are factors affecting the consumers directly for online shopping. To this end, a survey was conducted and the 120 questionnaires were distributed among the students of different universities and the general public. The replies have been analyzed by means of frequency distribution, average and chart analysis. The results of the survey analysis has shown that most of the people already shopping online and prefer to make their purchases online, but there are some factors such as psychological factors, social factors emotional factors, and the privacy factors which affect the buyer attitudes of online purchases. The protection of privacy and security are major
Problems that affect the behavior of the population to buy online. Various attitudes of consumers toward online shopping are not in rest in the study which reveals that the purchase online is easy, comfortable and better that conventional shopping due to various factors.
Price, the trust, the convenience and the recommendations have been identified as important factors. Price was considered to be the most fascinating and affecting factor for the majority of students and the general public. Most of the consumers hesitate not to do shopping online, because of the insecure payment and transactions systems.
Key words*: Online Shopping, Consumer Buying Behavior, Virtual Shopping, Affecting Factors.*

INTRODUCTION

It has been more than a decade since the e-commerce first evolved. Researchers and practitioners in the electronic commerce constantly strive to obtain a better insight in consumer behavior in cyberspace. With the development of the retail E-commerce, researchers continue to explain E-attitude of consumers of different perspectives.

E-commerce is the buying and selling of the goods and services online internet is the best source to use this tool. Today the amount of trade that is conducted electronically using e-commerce has increased with a wide spread usage of internet and technology. E-commerce includes transferring of funds online, supply chain management, marketing over internet. The invention of the internet has created a new pattern of the traditional way people shop. Customers are no longer tied to the opening hours or specific locations it may become active virtually at any time and any place to purchase products and services. The Internet is

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relatively new medium for the communication and the exchange of information which has become present in our daily lives. The number of Internet users is constantly increasing, which is also significance that online purchasing is increasing rapidly. Today managers are tapping into the power of e-commerce. A large number of firms have acquired e-commerce for their business and have progressed through this tool. E business has emerged to be the one of the most important marketing and sales tool. With the help of e business you can purchase anything that is available on the internet. Critical understanding of consumer behavior in the electronic environment, as in this physical world, can be achieved if the factors that affect the purchase decision are ignored or unequivocal. For example, online consumer's fears about the lack opportunity to examine products before purchase specifically regarded as influential factors in direct purchase decision. Therefore, several researchers have proposed that the consumers' purchasing behavior in online shops can be fundamentally different from that in the traditional environment. More online buyers and frequent use of the Internet shopping expected more often will be marketed and enhances their confidence on web site for the less online prevalent and buyers. It is clear that some electronic markets unique characteristics. If the electronic means any ignored basic facts about consumer behavior, and because of this point more than promises and marketing electronic in this context business to consumers will not be achieved. Through e business different type businesses has gained an opportunity to increase their sale and can maintain a direct relationship with its customers without any other person between you and your customer. E-business has helped a lot in the globalization of businesses throughout the world. Companies can easily market their product in the whole world and can create great market of their product. Internet shopping refers to purchase of goods and services through the Internet. An internet negotiate incarnation applies to the psychological state of our customers, in terms of online shopping. Consumers are reluctant to buy products online and it has many reasons for this phenomenon because they consider that they do not believe in the process of online purchases for the insecurity of credit or debit cards, the passwords, the process of hacking information, less time to devote, unreliable, untrustworthy, a breach of privacy and social risks.

RESEARCH OBJECTIVES

1. What are the main factors, which concerns the on-line consumers to shop online on the Internet? & how these factors influence the consumers, when shopping online?
2. Why is it that consumers delay or hesitate to make decision for shopping online?

LITERATURE REVIEW

According to (Vesterby & Chabert, 2001) the internet can make it easier for businesses to have information on their products and services available to their potential customers. A company can meet the individual needs of the customer information to a lower cost per report to the dispatch of product catalog. He asserts that the businesses without physical presence must market themselves considerably both online and off line for that the consumers to remember their name. Changchit, Douthit, and Hoffmeyer (2005) Conducted a study on

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online shopping was related to online some interesting factors which is about to effect of online shoppers when they purchase from a website more or less feedback to buy or to the website. They have been discussed the success of the business online burden on their ability to attract and retain for customers to their customers are able to better use of their time than the prices and to get any type of product information through internet. With the number of hosts on the Internet having full-fledged from 1.7 million in 1993 to 110.0 million in 2001 (Ruthkowski, 2000). The online business plays a major role in the global economy and should continue in the future. The interesting aspect is that the image of the product has the highest mark for this which is to attract the customer to visit the web site. In Fact the need to see the photo of the product is not important that to save money. The consumer of response more is too free delivery, tax saving. Information technology provides online consumers with tremendous access to information products and services from anywhere in the world and from different sources other than solely from the product seller. The combination of less time available for shopping, limited information-processing capability and the explosive amount of information on the web has, however, led customers to demand more control, less effort and greater efficiency during shopping [Jarvenpaa and Todd, 1997]. In order to respond to the customers' desire for control and convenience, web stores have to design an efficient system to enable consumers to easily find what they need, learn more about it and quickly make a purchase decision [Baty and Lee, 1995].

Regarding prior studies in the domain of marketing management (Taylor, 1974; Spence et al., 1970; Woodside, 1974), the perception of risk has been examined to gain an understanding of consumer purchasing behavior. Especially in the domain of Internet shopping, Bhatnagar et al. (2000) identified two predominant types of risk product category risk and financial risk. Product category risk focuses on the product itself and is allied with the customers' belief as to whether the product functions according to their expectations. Financial risk corresponds to the Internet as a safe purchasing medium for customers. It is involved in the transaction whether there might be a risk of losing money via credit card fraud. Donal Rogan (2007) explains the relationship between consumer behavior and marketing strategy. He states that strategy is about increasing the probability and frequency of buyer behavior. Requirements for succeeding in doing this are to know the customer and understand the consumer's needs and wants. Chisnall (1995) points out that human needs and motives are inextricably linked and that the relationship between them is so very close that it becomes difficult to identify the precise difference which may characterize them. People may buy new coats because it protects them against the weather, but their real underlying dominant need may be to follow the latest fashion trend.

RESEARCH METHODOLOGY

According to Trochim (2002), bedded random samples can be used where the entire population can be divided into sub-units, and then randomly selected from these entire groups. Various methods like questionnaires and observations have been used by investigation for study in the come up to online shopping between different gender, different

demographic areas, in different types of age group interests of expectance, interest, based on the study, the design of a questionnaire survey which is chosen as the only enormous public and professionally. The study was to examine the attitude of the 120 of the people to fill questionnaire on online shopping based on closed ended questions. Data was gathered through different population of Teachers & students from different institutions and from the general public with different professions. They have been asked to give the answer Yes, No and Don't Know. It has been found that different types of obstacles are related with the reasons of the various stages, of online shopping uncertainty. Various suggestions for the study of the conclusion of reduction in delay strategy and consumers online decision to support the hesitation near them. It should be ensured that responses are the validity of the research.

CONCLUSION

The study was accomplished to discover the affects of online shopping towards the attitude of consumer buying behavior. According to our survey, online shopping is getting popularity in the young generation such as students and professionals. Students usually prefer to buy goods from its original source and they mostly prefer online shopping When a consumers to make purchases online to buy something, he or she is affected by assorted factors. The main influencing factors have been identified as, price, confidence, security, convenience, time, after sale service and discounted deals. The price factor exists because the prices are often lower through online shopping as compared with physical purchases in the market. Buy online can be of great benefit to the consumer in terms of convenience, saving time and money. One of the prime obstacles in the way back-up of online shopping is that people usually get petrified when the other computer demands the complete details of the customers. Due to which a customer gets anxious that his or her personal details may get disclosed and their precious money and account details get damaged. Tranquility is obviously necessary given that the consumer must share personal information (full name, delivery address and date of birth) and financial information (credit card detail) when shopping online. That makes trust and confidence an important factor.

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