

A COMPREHENSIVE REVIEW ON EXAMINATION OF CONSUMER'S BUYING BEHAVIOUR REGARDING ONLINE SHOPPING

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ABSTRACT: Consumer buying behaviour regarding online shopping is a multifaceted phenomenon influenced by various factors such as demographics, psychographics and situational variables. Understanding these buying behaviours is crucial for both retailers and marketers in devising effective strategies to attract and retain customers. This study delves into the consumer buying behaviour regarding online shopping in Haryana, India, aiming to review on examination of consumer's purchasing pattern and their overall behaviour. There are various studies that describe various factors that affect consumers decision regarding online shopping. This study also concluded that in today's era consumers prefer online shopping over outlets shopping due to one stop centre. After re-examining of 11 papers on consumer behaviour regarding online shopping, researcher, has recognized that Desirability Factor, Place and Time, Information Transparency, Customer experience, Purchase encouragement, Network connectivity, Cost factor, Delivery Policies, Gadget supportive, App quality, Convenience, Risk factor, Refund Policies, Desirability Factor are the factors that convince the customers to visit online shopping for shopping. Consumer buying behaviour towards online shopping has been showing positive attitude in the previous study.

KEYWORDS: Online shopping, customer behaviour, impacting factors.

INTRODUCTION: Consumer behaviour is the study of consumers and the channel they adapt to react on the product's consumption, on their servicing, on after sale services, on their disposal. It includes the mental and emotional attachment of customers regarding the products and services. Basically the term consumer behaviour includes ideas from various sciences including management, psychology, biology, chemistry, economics etc.

The current study primarily focuses on the different aspects affecting online shopping, such as desirability Factor, Place and Time, Information Transparency, Customer experience, Purchase encouragement, Network connectivity, Cost factor, Delivery Policies, Gadget supportive, App quality, Convenience, Risk factor, Refund Policies etc. in consumer behaviour, and how these aspects can impact on consumer buying behaviour while they make online purchases.

IMPORTANCE OF CONSUMER BEHAVIOUR:

Studying consumer behaviour is important because it helps marketers to understand the factors that affect consumers' buying behaviour. By learning how consumers make choices when selecting a product, marketers can identify gaps into the marketplace and determine which products are required and which are no longer relevant. Understanding consumer behaviour also allows marketers to represent their product and services in a type that maximizes their impact on consumers. If it is taken into consideration that how consumers make purchasing decisions is essential for effectively approaching and involving customers, and successfully transforming them into buyers. A thorough consumer behaviour analysis will uncover:

- About the consumers thinking and their feeling about different options, such as brands and products;
- About the factors that affect consumers while choosing among different alternatives;
- How consumers behave during the research and shopping process;
- How their surrounding environment, including friends, family, media, and other factors, affects their decisions.

Consumer behaviour is shaped by a variety of components. Management should examine consumer's buying habits to identify emerging trends. Often, brands can only influence consumer behaviour through elements they have control over. Therefore, it's crucial to understand what factors lead consumers to accept a particular brand. In three categories the factors are divided that affects consumer's buying behaviour:

1. Personal factors: An individual's interest and opinion can be shaped by demographic characteristics such as age,

gender, and cultural background.

2. Psychological factors: Customer's perception and attitude is affected by customer's response to marketing plans.

3. Social factors: Elements such as friends, family circle, education level, social environment, and income all play a role in shaping consumer behaviour.

REVIEW OF LITERATURE

1. **Mishra et. al. (2024)** examined a study on consumer behavior towards online shopping in Bhopal city. India's online business is now on a steady upward development path. In Bhopal online shopping is rapidly increasing. Online shopping and its applications must be able to attract a greater number of consumers to share growth plans. The primary goal of this study was to identify the characteristics that could assist online shopping establishments in developing a better shopping mix strategy for attracting more consumers and guaranteeing long-term survival. According to a study performed in Bhopal, discount & offers and time are the most crucial characteristics used by consumers to select an outlet. To achieve the aims of this study, the researcher had collected the secondary data and examined the relevant literature.
2. **Biswas and Ghosh (2023)** completed a study on the trend of mall culture in India and shopping behavior of the youth. Malls are no longer just for shopping. Weekend trips have become popular among the younger generation, serving as a gathering spot for family and friends. Malls are essential for urban culture. Indians' shopping habits are evolving due to improved affordability and higher living standards among the younger population. The trend-conscious younger generation prioritizes appearance and satisfaction, leading to increased spending on shopping. Online shopping with modern amenities are becoming increasingly popular in India to meet consumer demands. This paper examines mall ambience and its impact on customer behavior, particularly among the younger generation, in India's growing mall culture.
3. **Begum and Wahab (2022)** immersed a study on customer satisfaction towards online shopping. The customer satisfaction process is a complex phenomenon. Several factors can influence purchasing decisions for goods or services. The objectives of the study were to understand the demographics and purchasing habits of mall shoppers in Hyderabad. This study included both primary and secondary data. In addition to the structure equation model, statistical tools such as ANOVA, t-test, measures of central tendency, measures of dispersion, correlation and regression analysis, chi square test, and Z test can be used.
4. **Garai (2022)** engrossed a study on customers' preferences in malls - A Bardhaman District Study (Purba and Paschim). The purpose of this study was to evaluate overall customer satisfaction, consumer perceptions of the quality and accessibility of the goods and services provided in shopping centers, and respondents' degree of comfort when shopping there. This study's main goal was to investigate how mall culture affects customer behaviour and purchasing choices. The present study was Exploratory in nature. The survey method seems to be used in the research investigation. This study investigates customer perceptions of retail centers in the cities of Bardhaman, Durgapur, and Asansol. 200 randomly picked buyers were however chosen for the study's objective. The sample was selected by using convenience sampling approach. Based on a study of customers in the cities of Burdwan, Durgapur, and Asansol, this research examines the draw factors of online shopping from the perspective of consumers. To understand consumer behaviour and attitudes about malls, this research offers to investigate the attractiveness of shopping centers.
5. **Praveenraj and Subramani (2022)** performed a study on how consumers perceive and experience towards shopping at malls. Based on a study of urban consumers, this study considers the online shopping' attractiveness elements from the view point of consumers. Shopping centers that represent various Tamilnadu cities were considered for this study. The study was carried out through questionnaires everywhere in Tamilnadu's districts. 120 respondents were thus chosen as a sample for the study. To better understand how consumers view malls, this finding suggests to look at the attractiveness of shopping centers.

6. **Rathod and Gokhru (2022)** completed a study on Ahmedabad's retail mall customers' happiness. The main goal of this study was to determine the effects of deals, promotion, quality, and other factors on customers' happiness with a shopping center in Ahmedabad, India. Determine the elements that affect customers' decision to purchase at a mall and investigate the causes of their preference for structured shopping centers. 100 buyers were selected as a sample size. In terms of the article's result, most of the customers were happy with the services offered by malls, and there were several retail shops brands that uses fresh approaches to attract more customers. We conducted a study on customer satisfaction for a variety of services that could use some filling up. Some conclusions include the following: the number of students who visited was very large; most of them visit for amusement; and they do not visit on any particular day. Additionally, a survey reveals that shoppers were far more attracted towards promotions and discounts. People usually purchase their clothing and food from shopping malls because they feel much safer and more comfortable therein, include a wider selection of brands to choose from, and could decide for themselves which items to acquire. conclusively proved that there was a relationship between age and level of satisfaction; based on hypothesis testing, it was determined that there was also a relationship between gender and level of satisfaction; ascertained that there was a relationship between marital status and level of satisfaction; observed that there was a relationship between education and level of satisfaction; and ascertained that there was a relationship between price and level of satisfaction.
7. **Saini and Sharma (2022)** founded a study on sociological analysis of Changing Consumer Behavior towards Emerging online shopping. This study provides a comprehensive overview of shifting consumer behavior towards online shopping. This study examines the factors that impact consumer behavior when visiting new shopping sites. According to this literature analysis, shoppers visit online shopping sites not just to shop, but also to entertain themselves. Research suggests that shoppers prefer to shop through websites for a variety of reasons. This paper's study will assist shops and shopkeepers in making modifications to online shopping site to attract more customers and meet their needs, ultimately leading to overall development.
8. **Sheeba (2022)** conducted a study on the factors influencing customers' decisions while choosing malls in Chennai. This study seeks to examine the driving forces behind why people were buying. In this study, chi-square, correlation, ANOVA, and regression analytic methods were applied. Practical sampling procedures were used to choose the samples in the absence of probability. There were 125 samples collected. Management of human resources has always been a discipline. According to factor analysis, there were nine elements that affect shopping motivation. Shopping motivations which were utilitarian and hedonic usually measured through confirmatory factor analysis. Utilitarian shopping pleasure, gratification shopping, idea shopping, and sociable buying were also utilitarian shopping motives. The study helps mall management in enhancing their marketing strategies and better recognizing the reasons that consumers purchase there.
9. **Ying and Alias (2022)** examined a study on critical success factors of online shopping development in Klang valley, Malaysia. Shopping through websites in Malaysia have made significant contributions to the business and industry's rapid growth. This study explores crucial aspects for online shopping. The purpose of this paper is to investigate the Critical Success Factors for online shopping developments in Malaysia. The content analysis of a Literature Review was used as the methodology to discover Critical Success Factors. This report provides a foundation for future research on Critical Success Factors for Online Shopping Development. To improve the performance of online shopping developments, it would be beneficial to do a detailed study on the perceptions of retail professionals. This document proposes research methodology and data analysis approaches for future studies.
10. **Bh (2021)** Performed an empirical study on consumer happiness in retail stores. The survey was conducted at some of Bangalore's main retail centers. The participants for this study were the consumers of the chosen retail centers. Three malls were chosen for this research based on their floor area in storage space and the number of retail establishments that hold. Both primary and secondary data were used in the current study.

Through the administration of a standardized questionnaire to consumers of Bangalore retail malls, the participants answered the study's core data. A survey was created with a combination of open-ended and closed-ended questions. The technique adopted for the research was stratified sampling. In the research, different customers' age groups were recognized. Excel and SPSS were used for data analysis. We must conclude that this was in accordance with what previous investigations showed. Based on the researches, the multiple sources that encourage a consumer to purchase at a mall and would contribute to satisfaction were discovered in this paper. The results of the study demonstrated that malls would build a strong relationship with the customers by offering high-quality goods, first-rate amenities, and fair prices.

11. **Kaur and Sukhija (2021)** conducted a study on the influence of quality on buyers' purchasing decisions regarding point-of-purchase displays. The exploratory research design was considered in this research. The Statistical Package for the Social Sciences (SPSS) was used to analyse the data from 100 respondents in this study by using t-tests and ANOVA in conjunction with demographic characteristics such as age, gender, occupation, and income. The results of the data analysis showed that the lack of correlation between the opinions of various age groups and genders about the quality of the point-of-purchase display. On the other side, the consumers' perception of "quality" was unaffected by money or occupation. As a conclusion, researchers may observe that the quality was never directly correlated with the point-of-purchase display.

RESEARCH METHODOLOGY

A systematic and descriptive literature review of (11) research articles has been conducted on the title as mentioned above. It is just a practice to review the work which is already done on consumer behaviour towards online shopping.

CONCLUSION

This study collects and examines important facts and information from earlier research on how people behave when shop online. The study finds that the ease of socializing, the quality of food, and the availability of entertainment all influence people's attitudes towards online shopping. The design of website and the overall appearance have a big effect on the shopping experience. Features such as how products are displayed, the type of appearance of home page, the layout of the products offered and running offers all affect how people behave when shopping and can lead to increased sales. Other elements such as the redesign of web stores and how products are presented in displays also play a role in how customers make purchases. Both the outside and inside design of the application is important in attracting surfers and is closely linked to their feelings and emotions. Other factors like return availability, exchange offers, and the cost of delivery also have a major impact on customers' shopping habits. The study concludes that people are influenced by things like Place and Time of shopping, Information Transparency, Customer experience, Purchase encouragement, Network connectivity, Cost factor, Delivery Policies, Gadget supportive, App quality, Convenience, Risk factor, Refund Policies, the quality of products, and the presence of different brand options when they visit applications. Their shopping behavior is greatly influenced by the design of the web stores and the overall appearance. In addition, factors like accessibility and the convenience to the shopping are important in shaping customers' shopping behavior. Finally, the study concludes that features such as special offers, product availability, or variety, application design, product quality, exchange facilities, window displays, delivery costs, and seasons offer are the main factors that influence customers to choose online shopping for their shopping and entertainment needs. These elements save time and money, which is why most consumers prefer organized shopping application today. It has been noted that most consumers are well-educated, have a good income, and want to live a stylish lifestyle.

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