



Virtual Buying Behaviour Pattern Of Customers During Online Purchase – A Review

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Abstract:

Online shopping is a type of e-commerce that allows the customer to buy goods or services from online retailers over the internet. The customers purchase products from their own place itself. This study helps to identify the customer satisfaction and perception about online shopping. Due to digitalized market, most customers prefer online to purchase product. Customers prefer online shopping for time saving, cost effectiveness, variety of brands and product availability and also easy to return or cancel order. During COVID – 19, the customer chooses virtual shopping to satisfy their needs. If the demands are satisfied in a positive way the customer will lead to purchase more products through online. The customers have both positive and negative opinion towards online shopping. This may create threats to the shop. This study aims to identify the attitudes of the customer while purchasing online.

Keywords: Online shopping, Buying behaviour, Influencer, Satisfaction, COVID - 19.

I. INTRODUCTION

Online shopping is an activity of buying goods or services over the internet. It has grown in significantly popular. When many consumers attempted to purchase through online for the first time, online retailers found themselves unprepared to process and ship their orders efficiently. Online shopping requires access to a computer, and some form of payment such as a bank account, debit card, credit card, UPI, etc. online stores are available 24 hours a day and 7days in a week, and many customers have internet facilities both at work and at home. Many shoppers respond to special offers in emails and advertising, or find a merchant through a price comparison website. Companies sell the product to the customers and collect feedback from the customer and also to conduct satisfaction surveys with customers through internet.

Customers use the internet not only to buy the product online but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many customers prefer online to purchase grocery for their weekly requirement. Customers browse the online sites products and services, by view photos or image of the product and also information about the product and its features. The order is distributed to the customer residential address.

II. OBJECTIVES

1. To study the influencers in buying behaviour of the customers while purchasing online.
2. To understand the perception of the customers during virtual shopping.
3. To identify the problems faced by the customers during online purchase.

III. METHODOLOGY

This study is based on Secondary data. The data was collected through various research articles from the year 2000 to 2022 relating to the keyword buying behaviour, influencers of buying behaviour, media, buying behaviour during covid-19 and the articles are carefully reviewed by the researcher.

IV. REVIEW OF LITERATURE

FACTORS INFLUENCING CUSTOMERS' BUYING BEHAVIOUR

Naseri (2021)¹ studied that online shopping is convenience for busy schedule consumers. They tend to purchase through online. Therefore many companies developing their online advertisement, creating brand awareness, influencing customers' attitude and create demand. Malaysian Government also promote e-commerce this will enhance more confidence among the customers. There are many products available in online, this will motive the customer to purchase product by online. This aims to define the population used in online shopping study. According to Etikan et al, purposive sampling method is the best technique to study online shopping and also to select respondents. On the basis of this article, 18 and above age can purchase because they have the steady income. The respondents must be the online customer for six months with any online website. If the population level is high in online purchasing will affect the marketing. Every online seller need to identify the characteristics and attitudes of the customers who purchasing online. Many customers cannot prefer online transaction due to their inexperience and lack of confidence. But experienced customers prefer online transaction. Due to double-digit worldwide growth in revenue and orders in all forms of online shopping platforms. E-commerce predicted to hit four trillion dollars by 2020.

Jaller and Pahwa (2020)² told that, in 1994, the first internet-based retail transaction took place. At this stage, e-commerce is an unknown term for all but after a couple of decades, it places a vital role in every part of life. Online shopping is substitute for physical shopping activity. Due to online purchasing, the shopping trips would decrease. Customer satisfies their needs on their place. Many literatures suggest that toxic gas would emit due to e-commerce. Increasing number of online customer leads to increasing the level of transportation. The study aims to estimate the factors affect the shopping decision whether online or in shop. Shopping behavior of customer also estimate the potential of vehicle while transporting the product. Online purchase can change the lifestyle of the customer, but understanding shopping behavior, better results can be developed.

Alam et al. (2020)³ states that the predictors of online shopping in India. On the basis of this study, the customers are satisfied when they prefer COD mode of payment. Most of the customers perceive that transacting money through online is heavy risk so they prefer COD mode for payment. Due to E-Commerce, logistics and supply chain management will increase. E-Commerce will greatly influence the transportation.

Erkan and Elwalda (2018)⁴ studied that to examine the influence of Online Customer Reviews (OCRs) on consumers' purchase intentions. Mostly customer can check the review of interesting product to purchase. Therefore customer's review can also impact online shopping. If there is a good review about product, then more customers select the product to purchase. If there is a bad review about product, then customer should neglect it. The information from review get by the customer can make purchase intention.

MEDIA AS AN INFLUENCER

Saravanan and Mathivanan(2021)⁵ The research takes place by analysing the effect of advertisement on consumer durable goods. The main objective of the study includes the impact of advertisements on buying behaviour of the customers and the response of consumers to advertisement in television. The study result shows that there exists a positive correlation between the factors of purchase decision and factors of advertising on buying decision of customers

Siddiqui et al. (2021)⁶ The study takes place in Uttar Pradesh, India. The study result shows that the advertisement is the most important influencer on the buying behaviour of customers. Among various types of advertisement, television advertisement is the most potential stimuli, which induce the rural customer's buying decision making process.

Yogesh and Yesha (2014)⁷ The study takes place in Mumbai, India, the main aim of the study is to assess the impact of social media on purchase decision and post purchase behaviour of social media users. The results reveals that the social media is used as the information source by its users for perceived convenience, effectiveness and credibility. However the post purchase experience of the buyers are not shared in the social media.

CUSTOMER PERCEPTION DURING VIRTUAL SHOPPING

Kent Baker et al. (2021)⁸ studied that both private and public organizations had declared that privacy and security to be major obstacles in the development of e-commerce. Risk related internet privacy and security are great issues for both new and experienced online users. Therefore, consumer may perceive that online shops are insecure. If the customers doesn't have well experienced in online they should feel worry and they are panic to make purchase through online. Varying level of internet experience of consumers can make perceptions relate to online shopping activity.

Guida Helal and Wilson Ozuem (2021)⁹ studied that to investigate the relationship between brand names and consumers' perceived risk. Product's brand name also influences the consumer's perception. Product's brand name affects consumers perception related to risk towards online shopping. Both online shoppers and non-online shoppers perceive risk towards online shopping is very differing from each other. More popular and fame brand name for products may attract and purchased by more consumer. Poor brand name cannot attract the customers if attract it cause panic about risk behind shopping.

Mosteller et al. (2014)¹⁰ reported that people gave more importance to shopping mainly to online shopping. Consumers use internet devices for online shopping and it gives better result from it. The research explains the difference between perceived cognitive effort and positive effect, in the view of verbal online information. First one is, during online shopping perceptual fluency must affect the cognitive effort and positive affect and the second one is cognitive effort and positive affect influence

judgments of perceived decision quality. This research helps to determine the processing fluency and choice satisfaction of consumers in an online shopping.

BUYING BEHAVIOR

Malik and Nandal (2021)¹¹ studied that most of the people are busy and loaded with heavy schedule. In this situation online shops become very useful and easy access of product. Through online, customers are satisfying their demand. Moreover, comparing with physical shop, online shop is suitable for busiest customer. In the busy schedule, customers cannot able to spend more time in purchase, so they prefer online shopping. There is a physical similarity of product as well as services from online shop.

Ali (2020)¹² told that online shopping is fashion now. But owing to COVID-19, online shopping has become even more attractive. This study implies the customers' adaptations for online shopping. Due to COVID-19, there was a change in customer behavior by restrictive lockdown rules and social distancing practices. E-payment, lack of trust, government regulations and unclear communication are the problems in e-commerce. Lack of credit-card facility is another obstacle. The purpose of this study is the impact of consumer purchasing behavior of goods like electronic durable items. Due to pandemic situation, more functions are shut down it causes the failure of business. But the track of online purchasing is increase. In the pandemic situation, the customers cannot go for shopping, to satisfy their demands the customer prefer online shopping. Virus is a personal problem it also affects the employees, this may influence the consumer behavior. Moreover the customer places the order it will affect the supply chain of business. This influence the customer behavior due to transportation and the preventive measures implemented by the government. Creating demand will enhance the customer to purchase the product. Day by day the level of demand increase and the online shopping in online will also increase. On the basis of this article, the consumer behavior would change that may influence due to pandemic.

Teo (2002)¹³ studied that in marketing area, web sites have primary importance. It is used as a business medium. The web marketing takes a major priority to the online shopping and success of enterprises. Now, the companies can easily identify what product might sell in future during through online marketing. It is because of the explosion of online shopping and the company can read the mind and behaviour of this customers. This study examines the mind towards online shopping and provides a better understanding of level of electronic commerce.

SATISFACTION LEVEL OF CUSTOMERS DURING ONLINE PURCHASE

Anita Ciunova-Shuleska et al. (2022)¹⁴ delivered that consumer involvement in online shopping can play a moderating role when explaining web site effect on satisfaction and trust. This study explains that the individual's attitudes are change when they get satisfaction while purchasing product through online. If the customers are highly satisfied, then their involvement in purchasing product through online will increase. On the other hand, if the customers are highly dissatisfied, then their involvement will decrease. When online shop provide good product to the customer, it leads to maintain a healthy relationship.

Eneizan et al. (2020)¹⁵ studied that the experience of online shopping and the relationship between trust and attitude towards online shopping. Online shopping is a convenient way to purchase product by sitting in their own place. Purchasing product through online is cost effective so that customers to purchase through online mode. Customers always access trusted website. Trust can make the confident towards the customer to purchase more products. Perception, attitude and trust can influence the behavior of online shopping. On the basis of article, the data was collected from more respondents and make hypothesis. The customer purchase through online only by trust, confidence and also experience. Online shopping experience can change the consumer behavior. By analyzing the data, the main aim is to study the trust, usefulness; trust of the customer behavior would influence the online shopping.

Zhou and Wang (2014)¹⁶ told that door to door deliveries reduces the need of shopping trips and goods are available in online markets. E-commerce brings changes to the transportation system. Online shopping encourages shopping trips while shopping trips suppress the online shopping facility is the result studies. The transportation planners are in critical stage because they have no idea about how to prepare for transportation then shopping trips must continue the way of information through online marketing in the future.

Zhang et al. (2007)¹⁷ studied that the customers who have online experience can make a positive relationship with online retailer. All customers have inner motive to purchase more products. The inner motive may create based on their demand customers like the products based on their personal traits. Based on gender pattern, each and every product is differing. This may create a wide demand towards the customers who purchase online.

PROBLEMS IN ONLINE SHOPPING

Le et al. (2021)¹⁸ studied that the relationship between online shopping and personal travel behaviour, and also states the impacts of online shopping. Many customers are convenience in physical shopping to purchase rather than online shopping. This may create an impact towards online shopping. Online shopping brings more changes in the transportation system. Based on this study, customers prefer to meet retailer directly for purchasing goods. This greatly affects online shopping. But online shop reduced the requirement of shopping trips and by their necessary goods in the own place. The goods are accessible through door-to-door deliveries. Based on experience or compare or attraction, customers pick up the goods in both online shop and retail shop. Due to the increasing level of online shopping and customers can get the product when they need it.

Tran (2020)¹⁹ states that this study aims to identify the risk in online shopping. The holds to decrease the risk and increase the online shopping. In recent years, internet plays an important role; internet helps to increase the online shopping. The organization tends to decrease the risk while money transaction, quality and quantity of product, lack of employee while transporting etc. Through online, the organization convinces the customer and create motive to purchase the product and create demand towards the product. Customers will always ensure about their privacy. The organizations provide confident to the customers by their good behaviour. Customers purchase the product through online when the risk is low and the satisfaction is high. These tend to buy the product through online. While purchasing online, the product must be cheap, financially stable customers can purchase more product, but also the business organization satisfy the demand of all customers. Therefore, the organization must provide assurance about low risk.

Wang et al. (2008)²⁰ states that the number of internet users was increasing day by day. The world’s second largest national internet user is United States. The growth of internet, e-commerce and e-marketing, influencing the society in very large scale. The result of research explains that the influencing factors of consumer behavior made by domestic and foreign scholars, and comprised consumer behavior under the condition of tradition and internet.

Forsythe et al. (2006)²¹ studied that to understand which factors influence consumer hesitation or delay in online product purchases. Since the late 1990, online shopping has taken off as an increasing number of consumers purchase increasingly diversified products on the internet. Basing on the large scale annual social surveys in Isreal, the current study uses Generational Cohort Theory as a framework to examine the trends of internet adoption and online purchasing behaviour among generation.

Naiyi (2004)²² studied that Perceived risk is an important concept in consumer behavior in online shopping. Nowadays, online shopping is highly growing. In online shop, there is more risk like payment and transaction risk, product risk, privacy risk etc. All customers have different perception about risk. This perception creates an impact on online shopping. Self motive, encouragement from social networks may motive customers to purchase the product. Based on their own perception consumers behavior may change, still consumers perceive that online shopping is highly risk.

Limayem et al. (2000)²³ studied to investigate the factors affecting online shopping. Specifically, we argue and empirically distinct, online shopping habit and online shopping experience have similar effects on repurchase intention. They both have positive mediated effects through satisfaction and online repurchase intention. Results from two national samples support the proposed measures of perceived benefits and risks associated with online shopping in terms of construct, convergent, discriminate and predictive validity.

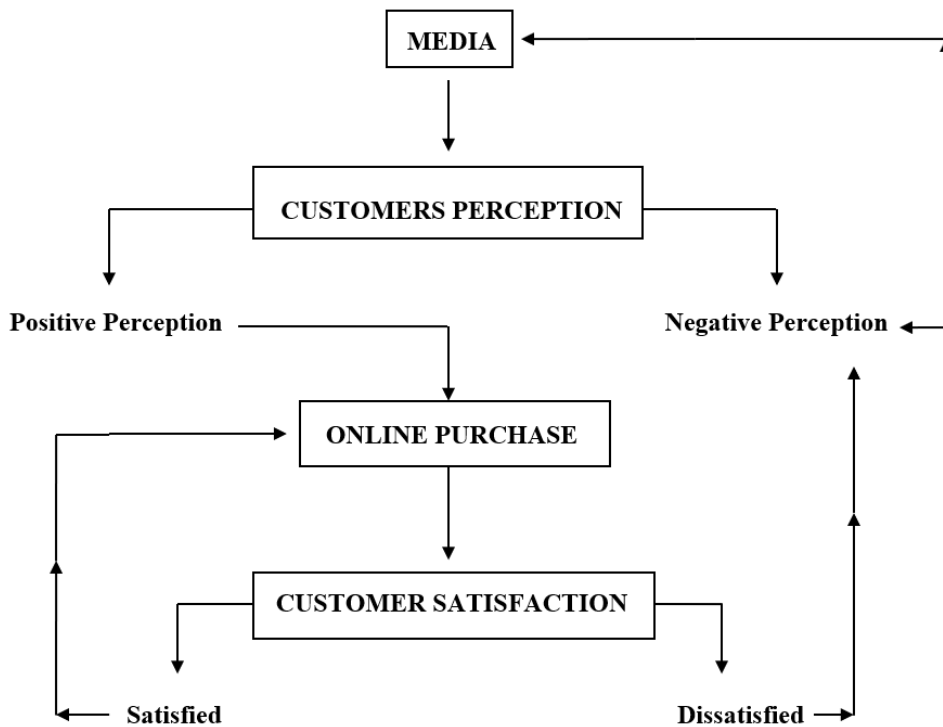


Figure 1 – Buying Behaviour of Customers while online shopping

BUYING BEHAVIOUR OF CUSTOMERS WHILE ONLINE SHOPPING

Media is the most important influencer in purchase decision making, especially television and social media are stimulating the buying behaviour of customer. Rating and reviews in application software are also plays an important role in purchase decision making.

Media creates positive or negative perception in the mind of the customers. Positive perception stimulates purchase and negative perception leads to search of more information in media. Purchase in virtual shops leads to the customer - satisfaction or dissatisfaction. Satisfied customer purchase again using low influence on media and dissatisfied customers have negative perception about the virtual shops and again they are in need of more clarification, they can get it from media.

V. FINDINGS

When customers are highly satisfied, they are motive to purchase more products through online. It helps to maintain a good image and good relationship. Based on this study, consumers perceive that online shop is highly risk because of online inexperience. Pandemic is the main reason that customers prefer online shop to satisfy their demand. Due to the demand, the transportation and supply chain business are influence. While preferring online shop, the customer's behaviour is change. Consumers are always ensuring about their privacy. While sharing their profile and amount transaction, they always fight against risk. Therefore, the customers are facing problem behind this. In consumers' busy schedule they cannot spend so much of their time in physical shop, so they prefer online shop. By seeing the good review of the product the customer wish to select the same product which they require.

VI. SUGGESTIONS

Customers prefer the reputed online shop. So the online shop should maintain a good reputation by providing good products and services. The online shop can highlight their partner companies on their homepage. This will enhance the reputation to customers. Providing offers can encourage the new customers to buy the goods. Most of the customer prefer COD mode for payment. But many online shops cannot offer COD facility. So providing COD facility can attract all the customers. And also availability of popular payment options can motivate the customers who have online experience. Online shopping can offer free shipping; it will attract more customers to purchase goods. Advertising through television and social media will attract the customer to buy online.

VII. CONCLUSION

Online shopping is very popular among the young people because of fulfilling their demand. Nowadays, technologies are well developing. The rapid growth of products and brands, customers prefer online shop better than physical shop. But there is still having a demand for physical retail shop. From that, the customer can buy the goods while seeing and touching. However, the busy schedule customer cannot spend their time to go to purchase goods from physical retail shop. They choose online shop because of their door-to-door delivery services. Due to customer's online experience, they maintain a healthy relationship with online shop.

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