ONLINE SHOPPING BEHAVIOUR AND HABITS – A CONCEPTUAL STUDY

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Abstract: The present conceptual study intends on the shopping behavior and habits. Online shopping is found flexible and also assist the consumer to indulge in online purchase. The study incorporates on consumer behavior and habits during online shopping. Personal factors, psychological factors and social factors influence the consumers during online shopping. Complex buying, dissonance –reducing buying, habitual buying and variety seeking are the various behavior of consumers during online shopping. Several studies and reports have also been reviewed to know the habits of consumers during online shopping.

Index Terms – **Online Shopping, Behavior, Consumer, Habits.**

I. INTRODUCTION

With the emergence of globalization and digitization, people have started coming close in their places, approachable as well as affordable to the products (Cetrez & Van Dam, 2018; Fouberg & Murphy, 2020). Online shopping allows the customers to directly purchase the goods and services from the producers or sellers by using internet. Online shopping is also referred as e. store web store, online shop, E-shop, internet shop. Online shopping deals with versatile type of product and services. Flipkart, Amazon, Snapdeal, Myntra and Shop clues are the famous online shopping stores. Due to the revolution in Information and Technology the usage of internet among people is wide and large number of people from then is digital friendly. This trend has attracted people to go for online shopping. Online shopping is an electronic store which displays the products or services that are available in the global markets and make easy access for those products to consumers at their doorstep.

Information can be received with the help of internet. Internet enables consumers toper form various stage of sale process in a quick and an efficient manner. Now a day, to satisfy the growing needs of the customer, several companies took effort to satisfy their customers through internet mode by offering products and services through online shopping websites. These websites provide various product types. In India, a great majority of e-commerce retailers draw consumers to shop online by offering various exciting schemes such as discounts, free delivery, buy-one-get-one-free and exchange offers (Srivastava & bagale, 2019; Joseph, 2019). Hence, online shopping is an effective method of sales promotion where it offers flexibility to the customers' and assists them to indulge their shopping activities with the means of online. In this regard, the present study has been undertaken to know about the behavior and habits of e-consumers.

II. REVIEW OF LITERATURE

Miyazaki and Finandez (2001) have made an attempt to explore the relationship among the internet experience levels, risk perception and online purchasing rates. They have analyzed that the higher level of internet experience could lead to lower risk perception regarding online shopping, fewer concern regarding system security or fraud and more concern regarding privacy, consumer participation on another remote purchase methods related to lower risk perception regarding online shopping. It was concluded that higher internet experience and the use of other remote purchasing methods were related to lower levels of perceived risk towards online shopping which could result in higher online purchase rates.

Smith and Alan (2005) in their paper have observed that over years, the internet has provided an inexpensive and efficient way for companies to create an additional electronic sales channel to market their products. Like

any marketing channels, the goal is to increase sales and one method that delivers content that is relevant to electronic commerce termed as e-personalization. The current E-commerce channels are enhanced through the use of personalization techniques where in which the companies have provided the details of products, contents and information. However, privacy and accuracy of personal information plays an important role in personalized contents which has raised the questions of government intervention in to the realm of e-personalization. Sita Mishra (2007) in his paper has empirically tested with a sample size of 200 Internet users in Delhi. The study has explained that customers have positive attitude towards online shopping. The analysis has revealed that in null hypothesis that the age and income do not have significant association with consumer purchasing attitude. Finally, the study has concluded that the consumers with higher income do online shopping more and also found that the respondents having different age groups demonstrate different attitudes towards online shopping. The study has also revealed that convenience and technological advancement plays a major role in online shopping. Amit Kumar Singh and Malsawmi Sailo (2013) have made a study on consumer behaviour in online shopping in Aizawl. They have analysed consumer perception towards online shopping. For the purpose of the study, they have taken a sample of 30 respondents and Questionnaire has been distributed to collect the primary data from the consumers in Aizawl. Percentage analysis has been applied to analyse the data. The finding of the study have stated that from the age of 18 to 33, online shopping is being more used as there is more influence of the internet generation. It has also found that most of the online shoppers are employed therefore they have the necessary independence to shop through online. The study has concluded that online shopping helps in comparison of products from different online shopping websites in terms of quality, price etc. Shanthi and Desti Kannaiah (2015) have discussed the consumers' perception on online shopping. They have analysed the factors influencing consumer to buy online. For the purpose of the study, they have taken a sample of 100 respondents and Questionnaire has been used to collect the primary data from the consumer. Descriptive statistics and Percentage analysis have been applied to analyze the data. The finding of the study that majority of students of University of Madras and Madras Christians College are well aware of the online shopping. It is also found that 90 percent of them have made online purchase which indicates the growing popularity of the online shopping within the youngsters. The study has concluded that the young online shoppers enable the e-retailers to develop suitable marketing strategy in order to attract and convert potential customer as an active customers. Pitney Bowes Global Ecommerce Study (2018) have stated that there is a frequent purchase made by the Indian consumers in online shopping websites and of which 39 per cent of the consumers shop weekly atleast. The shopping frequencies of these consumers have increased due to convenient shopping, variety of products and brands, best bargaining and availability of product information and reviews. In addition to the findings, the study has stated that even though the online shopping is in upward trend globally, 61 per cent of the consumers have pointed out that their post-purchase experiences, such as items arriving late, expensive shipping, tracking inaccuracies, confusing returns policies, lack of security and lost or incorrect items as reasons for their dissatisfaction. The following table shows the top companies and product categories of consumer interest in online shopping:

TABLE1: LEADING ONLINE STORES IN INDIA

Companies	Annual web sales (in Million US dollars
Amazon.in	$437.7
Flipkart.com	$398.9
Snapdeal.com	$258.7
Myntra.com	$198.3
Jabong.com	$175.7
Bigbasket.com	$98.3
Ebay.in	$69.6
Shopclues.com	$37.1
Infibeam.com	$36.6
Firstcry.com	$34.8

Source: Abhishek Chilka (2018)

PRODUCT CATEGORIES

TABLE 2: MOST DEMANDED PRODUCTS IN INDIA

Category	Interest (in%)
Apparel	85%
Mobile Phones	68%
Cosmetics	25%
Watches	75%
Artificial Jewelery	65%

Source: Abhishek Chilka (2018)

E-Consumer Behaviour is the study of consumers and the processes they use to select, consume, and dispose of products and services, including consumers' emotional, mental, and behavioral responses, electronically. Online Shopping behavior is about individual's overall perception and evaluation of Product or service during online shopping which can result in positive or negative way. Previous studies have defined that behavior is a multi-dimensional construct and has been conceptualized indifferent ways (Li & Zhang, 2002).

111. E- CONSUMER BEHAVIOUR

A consumer behaviour analysis should reveal on:

1. **Personal factors**: This factor is about an individual's interests and opinions that can be influenced by demographic factors namely, age, gender, culture, etc.,
2. **Psychological factors**: This factor depends upon an individual's response to a marketing message will depend on their perceptions and attitudes.
3. **Social factors**: It includes family, friends, education level; social media, will influence the consumers' buying behaviour.

TYPES OF CONSUMER BEHAVIOR

There are four main types of consumer behaviour:
1.   **Complex Buying Behaviour**
This type of consumer buying behavior is encountered when consumers buy an expensive, infrequently purchasing the product. They are highly involved in the purchase process and shown interest in research before committing to invest.
2.   **Dissonance-reducing buying behavior**
This type of consumer is highly involved in the purchase process but has difficulties in determining the differences between brands. 'Dissonance' can occur when the consumer worries that they will regret their choice.
3.   **Habitual buying behavior**
Habitual purchases are characterized by the fact that the consumer has little involvement in the product or brand category. Example, in grocery shopping, people go to the store and buy their preferred type of bread. This shows their habitual pattern, not strong brand loyalty.
4.   **Variety seeking behavior**
In this situation, a consumer purchases a different product not because they are not satisfied with the previous one, but because they seek variety.

1V. CUSTOMER BEHAVIOUR PATTERNS

Buying behavior patterns are not synonymous with buying habits. Habits are developed as tendencies towards an action and they become spontaneous over time, while patterns show a predictable mental design. Each customer has his unique buying habits, while buying behavior patterns are collective and offer market era unique characterization. Customer behavior patterns can be grouped into:
1.   **Place/Site of purchase**
Most of the time customers divide their purchases in several stores even if all items are available in the same store. Even though, if the customers prefer to go for their favorite hypermarket where all types of goods or products found, these customers will only buy the selected products and for clothing they only prefer the textile showroom.

When a customer has the capability and the access to purchase the same products in different stores, they are not permanently loyal to any store; unless that is the only store they have access to. Hence, studying the customer behavior in terms of choice of place will help marketers to identify the key store locations.

2.   Items purchased

Analyzing a shopping cart can give marketers lots of consumer insights. The cart provides about the things to consider and the items that are purchased and also how much of each item has purchased by the customers. Necessity items are bought in bulk while luxury items are more likely to be purchased less frequently and in small quantities. The purchasing power is influenced by the perishability of the item, the purchasing power of the buyer, unit of sale, price, number of consumers for whom the item is intended, etc.

3.   Time and frequency of purchase

Customers prefer shopping according to their feasibility and expect service even during the oddest hours especially, now in the era of e-commerce where everything is only a few clicks away. Identifying a purchase pattern and match its service according to the time and frequency of purchases is the shop's responsibility to meet these demands, seasonal variations and regional differences.

4.   Method of purchase

A customer can either walk into a store and buy an item impulsively, or order online and pay online via credit card or cash on delivery. The method of purchase can also induce the customer to spend more on online shopping. The customers might also be charged a shipping fee. Hence, the way a customer prefers to purchase an item also infers a lot about the type of customer.

V. DIGITAL SHOPPING HABITS:

Following are the novel habits of online consumers towards online shopping.

1.   More and more consumers prefer to buy products in online using their smart phones and tablets. An article in Wired predicts that in a few years the Smartphone is all consumers will need as "increased processing power, better battery life, vastly improved networking speeds, and larger screen sizes on mobile devices" all accelerating the shift away from the desktop or   laptop.

2.   Consumers prefer to shop online via mobile because they can compare prices and they enjoy an easy check-out process. Also, among millennials who purchase online, mobile is the most used, which is why online business owners should seriously consider optimizing their websites for mobile to take advantage of this rapidly growing target market.

3.   About one-third of consumers in North America are open to transitioning from using a physical wallet to a virtual one. Thirty-four percent of consumers ages twenty-five to thirty-four are willing to switch from a physical to a virtual/mobile wallet.(Pinnaclecart,2016)

4.   Online reviews are influencing people to buy products in online stores. For instance, 91percent of consumers believe that online reviews are essential to them when thinking of buying in such categories such as electronics, appliances, home décor, and more. And in the case of women buyers, 85 percent believe that e-commerce product reviews are extremely important when buying products in online. In fact, only 1 percent of consumers do not believe that online reviews are important. Online reviews drive to increase in sale, trust, aids in customer trust and enable problem solving.(Bigcommerce.com)

5.   On a worldwide scale, the top products that consumers purchase frequently through online are books, movies, music, and video games. About 60 percent of consumers buy online atleast once a month and 24 percent shop online at least weekly. Of those who buy online once a week, 30percent are men, while 18percent are women. (Statista,2020)

6.   About 39 percent of online buyers who use a Smartphone prefer using an app versus 61percent who choose a mobile web browser, while 31 percent of those using a tablet prefer shopping on an app versus 69 percent who prefer a mobile browser. In 2015, Smart phone drove 33.7 percent of all online traffic compared to 12.4 percent for tablets. However, tablets led to 12.4 percent of all online sales while Smart phone accounted for 10.7 percent. (Pinnaclecart, 2016)

7.   Consumers are sensitive to price when buying online. Infact, price is the greatest determiner for purchasing decisions and trumps all other factors including quality, brand store, and ability. Consumers put their trust in gift cards, as 64 per cent of them think that they are safer to use for purchasing products online. In fact, Consumers believe that gift cards are the safest option to use online compared to any digital payment method. Also, Consumers tend to embrace loyalty programs, as 69percent of them currently belong to a loyalty program, and 70 per cent of those say that they are happy with the program. (Pinnaclecart, 2016)

8.   In 2015, the shopping phenomenon that is known as Black Friday moved online, with the chaos and long queues expected in brick-and-mortar stores giving way to furious clicking and checking out items

through virtual shopping carts. This is expected to be an ongoing trend moving forward, so online business owners should plan on giving out their biggest discounts and promos during Black Friday (and even Cyber Monday), to take advantage of the huge influx of online shoppers looking for great deals.

9.   Consumers are now very comfortable buying online that they see no problem in completing all the steps of the online-shopping process without even seeing the product they purchased until it is delivered to their doorstep. There are even consumers who practice "show rooming," wherein a customer checks out a brick-and-mortar store to view and even test a product that they will, in the end, purchase online. These consumers who switch from number of different channels and devices to purchase products practice what is called "Omni channel shopping." Omni channel shopping is projected to impact how people shop in the future. In other words, Omni channel shopping is the idea that every channel (both online and brick and mortar) must work together to deliver a unified and consistent customer experience. And that is what it seems to be achieving as it is seen as bridging the gap between the online-and physical-shopping experiences.

10.   A shopper's experience of an online store's website, and this comes as no surprise, is key to an e-commerce site's success. That's why all online business owners should understand online shopping habits and the way consumers think. Around 59 per cent of shoppers have said that they would purchase more often if the website of a particular store loaded faster, and 43 percent of consumers have said they would buy often if the site is secure. (Pinnaclecart, 2016)

VI. CONCLUSION

Increased Internet penetration, annoy free shopping environment and very high levels of Net savings to see Indians online shopping. But at the same time the companies want to decrease the risks associated to customer. The objective is not to convert all shoppers to online procuring, but to display them it's a choice. With reference to above, efforts want to be taken to teach the online consumers on the stages that need to be started while creating an online buying. Furthermore, the response of an online customer should be taken to classify defects in service transfer. This can be done over online people and blogs that assist as marketing and advertising apparatuses and a basis of response for enterprises. Thus, the online selling increases more subjects than the benefits it presently proposes. The quality of products obtainable in online and dealings for service delivery are yet to be uniform. Hence the Behaviour of the online consumers depends on the demographic factors, social factor and the security factor. The online consumers are very much keen in trendy and product variety, user friendly, reading of reviews, displaying of combos and security with privacy. The Post Covid will also have a great impact on these consumers while online shopping, as this digital shopping would endeavor the online consumers to be more secured as they may not be closed to the society.

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