



"The Study Of Consumer Buying Behaviour Of Online Purchasing: A Literature Review Approach"

Dr. Subhash, Ph.D.

Abstract

The advancement of digital technology and widespread internet usage have significantly transformed consumer purchasing patterns. Online purchasing has emerged as a dominant mode of shopping due to convenience, accessibility, and extensive product variety. Consumer buying behaviour in the online environment is influenced by several factors such as trust, perceived risk, price sensitivity, website quality, and technological acceptance. This study aims to examine consumer buying behaviour in online purchasing through a comprehensive literature review approach. By analyzing existing national and international research studies, the paper identifies the major factors influencing online buying decisions and highlights trends and challenges in e-commerce. The study provides valuable insights for marketers, researchers, and policymakers to understand evolving consumer behaviour in the digital marketplace.

Keywords: Consumer Buying Behaviour, Online Purchasing, E-commerce, Digital Consumers, Internet Shopping

Introduction

Consumer buying behaviour refers to the process by which individuals search for, select, purchase, use, and evaluate products and services to satisfy their needs and wants. The growth of the internet and digital platforms has brought a paradigm shift in traditional buying behaviour, leading to the rapid expansion of online purchasing. Online shopping enables consumers to shop anytime and anywhere, compare products easily, and access a wide range of options with minimal effort. Factors such as increased smartphone penetration, improved payment security, and aggressive digital marketing strategies have further accelerated the growth of e-commerce. However, online purchasing also presents challenges such as lack of physical inspection, security concerns, and trust issues. Understanding consumer buying behaviour in online purchasing is essential for businesses to design effective marketing strategies and enhance customer satisfaction.

Scope of the Study

The scope of the study is confined to examining consumer buying behaviour related to online purchasing based on secondary data. The study focuses on identifying key factors that influence consumers' online purchase decisions such as trust, convenience, perceived risk, price, and website quality. It includes a review of national and international research articles, journals, and books related to online consumer behaviour. The study does not involve primary data collection and is limited to a literature review approach.

Significance of the Study

This study is significant as it provides a comprehensive understanding of consumer buying behaviour in online purchasing. It helps e-commerce companies and marketers understand consumer expectations, preferences, and concerns in the digital marketplace. The study also contributes to academic research by summarizing existing literature and identifying research gaps for future studies. Additionally, it aids policymakers in understanding digital consumer trends and supports the development of effective consumer protection policies in online markets.

Literature Review

Kotler (2000) explained that consumer behaviour is influenced by cultural, social, personal, and psychological factors, which also apply to online purchasing decisions. Davis (1989) introduced the Technology Acceptance Model, emphasizing perceived usefulness and perceived ease of use as major determinants of technology adoption, including online shopping platforms. Hoffman and Novak (1996) examined consumer behaviour in computer-mediated environments and highlighted the importance of interactivity in online shopping experiences. Bellman et al. (1999) identified convenience and time-saving as major motivators for online purchasing.

Jarvenpaa et al. (2000) found that trust and perceived risk significantly affect consumers' willingness to shop online. Gefen (2000) emphasized that familiarity and trust are essential in reducing uncertainty in online transactions. Bhatnagar et al. (2000) studied perceived risk and convenience and concluded that high perceived risk discourages online purchasing. Swaminathan et al. (1999) analyzed price sensitivity and found that online consumers are more price-conscious due to easy comparison options.

Ranganathan and Ganapathy (2002) highlighted the role of website design and functionality in influencing online buying behaviour. Li and Zhang (2002) reviewed factors affecting online shopping and identified technological, consumer, and environmental factors. Chen and Dubinsky (2003) emphasized perceived value as a critical determinant of online purchase decisions. Pavlou (2003) examined consumer acceptance of electronic commerce and concluded that trust and perceived risk play a significant role in online transactions.

Vijayasarathy (2004) linked shopping orientation with online purchase intention and found that consumers with convenience-oriented attitudes prefer online shopping. Monsu   et al. (2004) concluded that attitude, trust, and perceived usefulness strongly influence online buying behaviour. Cheung et al. (2005) reviewed online consumer behaviour models and identified key influencing variables. Zhou et al. (2007) examined online consumer loyalty and emphasized service quality and trust.

Kim et al. (2008) studied security and privacy concerns and found them to be major barriers to online shopping. Darley et al. (2010) discussed gender differences in online buying behaviour. Suresh and Shashikala (2011) examined Indian consumers' online buying behaviour and identified convenience and price as key motivators. Katawetawarak and Wang (2011) studied online shopper behaviour in Asia and emphasized cultural influences.

Singh and Sailo (2013) analyzed online shopping behaviour in emerging markets and found trust to be a critical issue. Kumar and Dange (2014) examined consumer attitudes toward e-retailing and identified website usability as a key factor. Ariff et al. (2014) studied perceived risk dimensions and their impact on online purchase intention. Lian and Yen (2014) analyzed drivers and barriers to online shopping adoption.

Thakur and Srivastava (2015) focused on customer engagement in online retail. Huseynov and Yildirim (2016) emphasized trust-building mechanisms in e-commerce. Lim et al. (2016) examined the influence of social media on online buying behaviour. Pandey and Parmar (2019) studied factors affecting online purchase intention. Natarajan et al. (2020) analyzed changes in online shopping behaviour during the post-pandemic period.

Research Problem

Despite the rapid growth of online purchasing, many consumers continue to face issues related to trust, security, privacy, and product quality. These challenges create hesitation among consumers and affect their online purchase decisions. Therefore, there is a need to understand the factors influencing consumer buying behaviour in online purchasing through an in-depth review of existing literature.

Objective of the Study

The primary objective of the study is to analyze the factors influencing consumer buying behaviour in online purchasing through a literature review approach.

Research Methodology

The present study adopts a descriptive and analytical research design based on secondary data. The research is conducted using a literature review approach, where data has been collected from various secondary sources such as academic journals, books, conference proceedings, research articles, and online databases. Relevant studies related to consumer buying behaviour and online purchasing have been systematically reviewed and analyzed to identify key influencing factors, trends, and research gaps. Content analysis has been used as the primary method of analysis to synthesize findings from previous studies.

Findings, Suggestions, and Recommendations

The study reveals that convenience, time-saving, and price comparison are the major factors motivating consumers to shop online. Trust, security, and privacy concerns significantly influence online purchase decisions, while perceived risk remains a major barrier. Website quality, user-friendly design, and customer reviews play a crucial role in shaping consumer attitudes toward online purchasing.

E-commerce companies should strengthen security measures and build consumer trust by ensuring safe payment systems and transparent policies. Accurate product descriptions, easy return policies, and responsive customer service should be provided to enhance consumer confidence. Future research may include primary data collection, comparative studies between online and offline shopping behaviour, and focused studies on rural and semi-urban consumers.

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