

RATIONAL AND IRRATIONAL FACTORS AFFECTING ONLINE CONSUMER BEHAVIOUR

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ABSTRACT

Online shopping is a type of electronic trade which permits consumers to straightforwardly purchase labor and products from a vender over the Internet utilizing an internet browser. Online shopping gives a genuine illustration of business insurgency. Web based business has simplified life and imaginative of individual and gatherings. Consumer behavior on online shopping is not the same as physical market where he/she approaches see the items online shopping destinations are quick supplanting customary or physical shops. Over, the years the trust of the clients for online shopping destinations has expanded significantly. The increment in the quantity of these locales on one hand has prompted a wild contest which means better and less expensive items for clients. Nonetheless, simultaneously clients have their protection concerns with regards to shopping online. Internet is changing the manner in which consumers shop and purchase labor and products and has quickly developed into a worldwide peculiarity. Technological factors like ensured quality, COD and offers are the significant explicit variables impacting client's mentalities toward online shopping. This paper endeavors to investigate the consumer behavior towards online shopping and the different variables impacting pattern of online shopping.

Keywords: Online shopping, Consumer behavior, Physical market, Internet

I. INTRODUCTION

Online shopping has been arisen with new thought and has set out unending open doors for all. India has positioned in online shopping after Japan and America. Internet is the quick developing media during the previous decade and online shopping is the quickest developing web based business region. Online stores are generally accessible 24 hours per day and numerous consumers have internet access both at work and at home. Internet is changing the manner in which consumers shop and purchase labor and products and has quickly developed into a worldwide peculiarity. Many organizations have begun utilizing internet fully intent on reducing marketing expenses along these lines lessening the cost of their items and administrations to remain ahead in profoundly cutthroat markets. Organizations likewise use internet to pass on, impart and spread data to sell the item, to take input and to lead studies with clients. Clients utilize the internet not exclusively to purchase the item online yet additionally to think about costs, item includes and after deal administration offices they will get assuming that they buy the item from a specific store. Notwithstanding

the huge capability of the web based business market the internet gives remarkable chance to organizations to all the more productively arrive at existing and possible clients.

II. ONLINE SHOPPING AND ECOMMERCE IN INDIA

E-Commerce is relatively a novel concept. It is at present heavily leaning on an internet and mobile phone revolution to fundamentally alter the manner in which businesses reach their customers. The development is expected to be led by increased consumer-led purchase in durables and electronics, apparels and accessories, besides, customary items like books and sound visuals. The birth and development of internet has been the biggest event of the century. E-Commerce in India has come quite far from a weak beginning in 1999-2000 to a period where one can sell and find a wide range of stuff online. Most organizations are utilizing internet to represent their item range and services with the goal that it is accessible to the worldwide market and to reach out to a larger range of customers. Computers and internet have completely changed the way one handles day-to-day exchanges through online shopping. The internet has achieved sweeping changes in the buying propensities for the people. In the solace of one's home, office or cyber cafe or anywhere across the globe one can sign on and purchase pretty much anything from apparel, books, music and precious stone jewelry to advanced cameras, mobile phones, video games, movie tickets, rail and air tickets. Ease, effortlessness, convenience and security are the key factors turning the users to purchase online. An increasing internet and mobile penetration, developing acceptability of online payments and favorable demographics has provided the ecommerce sector unique chance to connect with customers. There would be over five to seven overlay increase in revenue generated through e-commerce as compared to previous years with all branded items available at a cheaper rate and delivered at the doorstep.

In India the online retail industry has shown a steady and quick development over the years. The Indian online retail market is predicted to develop over 4 overlay to contact 14.5 billion out of 2018 because of the quick expansion of ecommerce in the country. Concurring, to statista.com the complete number of online buyers universally in 2014 was 1.12 billion while the number has increased to 1.32 billion people in 2016. In 2015, India had 408.4 million internet users. This number is projected to develop to 635.8 million of every 2021. Despite, untapped potential India is already the second largest online market worldwide. India is one of the fastest developing e-commerce markets worldwide with a great many new internet users exploiting cheap mobile connections to send mobile messages, watch online videos, use mobile services and of course to shop. Starting at 2016, 26 per cent of nearby populace was utilizing internet, right around ten times the audience size from a decade earlier. Agreeing, to recent market research mobile phone internet user penetration in India is projected to reach 37.36 per cent of the populace in 2021 representing a huge potential in computerized and mobile buyer audience. Absolute internet audiences in India are estimated to outperform 635 million of every 2021. In, India men accounted for close to 66% of online shopping

customers. Despite, the gender imbalance in online presence and advanced spending female online shoppers are estimated to represent 42 per cent of all Indian e-retail spending in 2020 as compared to just 20 percent of all out retail e-commerce expenditure in 2015 [1].

III. CONSUMER BEHAVIOR TOWARDS ONLINE SHOPPING

India is the second largest consumer market on the planet. The Indian consumer profile has been changed in education, income, age, gender, occupation, and reference gatherings. There is a change in consumer brand preferences for every day need items to very good quality technologies with the explosion of technology. Consumer's willingness and preferences for embracing internet as their shopping medium is positively related to income, household size and innovativeness. Consumers all around the world are increasing moving from crowded stores to the one tick online shopping design. However, in spite of the convenience offered online shopping is a long way from being the most preferred type of shopping in India. A survey among 150 internet users including the two users and non-users of online shopping revealed that convenience and saving of time drive Indian consumers to shop online while security and protection concerns dissuade them from doing as such. Consumer's positive attitude and willingness to search for pre-purchase data lead to a solid likelihood that they will purchase online. Online shoppers are required to have computer abilities to use internet for shopping. Those who are not comfortable utilizing computer will likely do their shopping at the physical market as it will be faster shopping there than at the internet store. Home inventory is another conventional selling channel where people can shop at home because of the varieties of the items offered in the list. They can order through phone or by e-mail. It is convenient except that they can't contact and feel items before buying [2].

Consumer behavior comprises of all human behavior that goes in deciding. An understanding of the consumer behavior enables a marketer to take marketing decisions which are compatible with its consumer needs. There are four significant classes of consumer behavior determinants and expectations namely social, socioeconomic, personal and mental. The socioeconomic determinants of consumer behavior comprise of age, conjugal status, occupation, education, income, and family size. Realizing the importance of passenger, vehicle industry in the present economic circumstance research has analyzed the perceptions and behaviors of consumers related to the item. It is said that yesterday's luxuries are the present necessities. Hence, in the computerized world vehicle is presently not an extravagance. There are certain attributes of the item which are identified to influence the purchase decision of consumers and their fulfillment [3]. The effect of brand on consumer behavior is more huge among the female gathering than that of the male gathering. Brand name, brand devotion and representative meaning are the reasons behind the difference as opined by the consumer's selection of items and shopping experience is more predominant among the female gathering than that of the male gathering. It has additionally been found that lesser the month to month income of the

family the greater the effect of brand on consumer behavior [4]. There is critical relationship between a gender and insistence on a specific brand by consumers for consumer durables at every purchase while there is no huge relationship between a gender and place of buying the item [5]

Online shopping is acquiring notoriety among people specially the younger generation ,however in the present scenario to become equally famous among all age bunches e-marketing should cover a longer distance. Mode of payment is endless supply of the consumers. People from different age bunches are doing online shopping regularly. The attitude of consumers is changing with the time. In a nation like India, consumers are finding online shopping comfortable because of numerous variables like money down, customization, or personalization of the websites, and home delivery [6].

A case investigation of Flipkart.com user's in Luck now city stated that future of e-retailers in India looking brilliant. E-retailers give consumers the best cash saving tip and time through buying online inside the range of budget. Flipkart.com is offering some of the best prices and completely hassle free shopping experience. The whole concept of online shopping has altered in consumer's buying or purchasing behavior and the success of etailers in India depends upon its prevalence, its marking image and its unique policies [7]. Higher income gatherings and educated people are buying more by means of e-retailing websites; people have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchase. Companies involved in online retailing should zero in on building reliable relationship between producers and customers [8].

IV. FACTORS INFLUENCING CONSUMER BEHAVIOR TOWARDS ONLINE SHOPPING

The ease and convenience provided by the online stores for 24x7 has made shopping easy for the consumers. Consumers get affected by different factors, for example, with online shopping consumer can shop anywhere, anything and anytime with easy and safe payment choice. Consumers can do correlation shopping between items just as online stores by setting aside time and cash. Accessibility of online data about item services, office of making correlation with other items while shopping online, delivery time taken by the agency, content and nature of online shopping website and other security measures taken by agency to make customers identity safe and ensure a smooth exchange are other different significant factors affecting consumer attitude towards online shopping [11].

Cultural Factors: Consumer behavior is deeply influenced by cultural factors, for example, regional culture and Social class. Culture is the piece of every society and influence of culture on purchasing behavior of customer varies from one region to another. Each culture contains different aspects, for example, religions, nationalities, geographic regions, racial gatherings etc. Marketers can use these gatherings by segmenting the market into different little partitions. Culture can be considered as lifestyle which is then passed on from

one generation to other generation. Culture isn't static. It is ceaselessly evolving, synthesizing, old ideas with new ones. People from different social classes tend to have different desires and utilization patterns. Disparities result from the differences in their buying power. As indicated by some researchers behavior and purchasing propensities would likewise be a method of identification and belonging to its social class. In this manner marketing activities could be tailored by different social classes.

Social Factors: Social factors sway the purchasing behavior of consumers. The significant social factors are: Reference gatherings, family, Role and status. Reference bunches have potential in shaping a person attitude or behavior. The effect of reference bunches varies across items and brands. A reference bunch is a real or fanciful individual or gathering conceived of having huge relevance upon individual evaluation, yearning or behavior.

Personal Factors: Personal factors can likewise affect the consumer behavior. Some of the significant personal factors that influence the purchasing behavior are: lifestyle, economic circumstance, occupation, age and day to day life cycle, personality and self concept. Age and life-cycle have potential effect on the consumer purchasing behavior. Clearly the consumer's taste and preferences about labor and products changes with the passage of time. Day to day life-cycle comprises of different stages like youthful singles, married couples, and unmarried couples which help marketers to develop appropriate items for each stage.

Psychological Factors: There are four significant psychological factors affecting the consumer purchasing behavior. These are inspiration, perception, beliefs and attitudes. The level of inspiration affects the purchasing behavior of customers. Every person has different needs like physiological needs, natural needs, and social needs.

V. CONCLUSION

The previous few years have seen an unprecedented development in the number of online business players. This ever increasing competition has called for reception of new marketing strategies, new media and out of box thinking to influence the customer to visit the site and make purchases. The nation's developing Internet-habituated consumer base, which will comprise around 180 million broadband users by 2020 alongside a burgeoning class of mobile Internet users, will drive the online shopping story.

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