CONSUMER BEHAVIOR TOWARDS ONLINE SHOPPING

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Abstract:

The 21st century has seen a significant increase in online shopping. Internet buying was for them the most practical and appropriate method of shopping in this situation. The retail system for consumers has changed thanks to the Internet, which has quickly expanded into a global market. An online store simulates the actual process of making a purchase. In this work, the assumption of classical model behaviour was made. Customers now purchase goods and services differently because to the internet. In order to reduce their marketing expenses and, consequently, cut the price of their goods and services in order to remain competitive, many businesses have started to use the Internet. In present study researcher focus on factors influences consumer behaviour and which problem faced during online shopping.

Introduction:

Since the last two decades, the internet has grown quickly, and a global digital economy powered by information technology is also emerging. After the internet's lengthy growth, which quickly. The benefits that the internet offers are just one of the numerous factors contributing to the rapid growth of online shopping. Internet users can first take use of a variety of conveniences. Consumers do not need to go out hunting for product information because the internet allows them to search from online sites and compare prices from other sites before making a purchase. Also, compared to traditional channels, the internet can improve consumer-use products more effectively and efficiently to meet their needs. Using the various search engines, users can access consumption-related information more quickly. This information includes a combination of graphics, sound, and extremely thorough written descriptions to aid users in learning about and selecting the best appropriate product.

Literature Review:

Madasu Bhaskar Rao and M Mallika Rao (2018) In their investigation, identify the factors that influence consumer purchase behaviour in online retail settings. The results of the exploratory factor analysis identified several characteristics, including ease of use and comfort, security, utility, and time sufficiency, as well as drawing coordinations and criticism, as the predictors of female customers' online purchase behaviour.

K. Balakrishna, S. Srinivas Rao and S. Manoj (2016) in their studyInternet purchasing will dominate the market in the years to come, according to their article. People prefer internet purchases, and there is favourable informal exchange about them. With internet purchases, there is a high degree of attention. Regarding purchases, the only thing that disappointed me was the quality and installment before shipping.

Dr .V. Ranganathan et.al.,(2015) In their article, they revealed that a customer's decision to buy an item online is influenced by a variety of factors. Effectiveness, greatest value, and comfort are the three most important recognised factors. Because online market expenses are typically lower than those in genuine business sectors, the finest value element is popular among Coimbatore residents.

Objectives Of The Study:

1. To know the factor influencing towards consumer's satisfaction towards online shopping.

2. To study problem faced in online shopping

Sources Of Data Collection:

Present study on secondary data. The secondary data is collected through published sources like Journals, Published reports, Books and E-sources etc.

Operational Definitions:

- **Online shopping** is the "process of purchasing goods and services from merchants who sell over the internet. Generally, it is also known as internet buying, electronic shopping, online purchasing or internet shopping."

- **Consumer Behaviour** is one of those "activities directly involved in obtaining, consuming and disposing of products and services including the decision processes that precede and follow these actions."

- **Risk** is a "combination of the probability of an event and its consequence when there is at least the

possibility of negative consequences".

Factor Affecting Consumer Behaviour In Online Shopping:

1.   Shipping Charges

It frequently happens that a buyer will opt not to purchase your product after seeing the total amount due. Keep in mind that the shipment you deal with has nothing to do with the buyer. It's therefore preferable if they notice the minimum shipping chargesor even free shipping return Policy Easy returns make the backbone of an online shopping business. In fact, a number of customers prefer buying stuff online considering the easy returns. Amazon, for instance, has managed to size up its salesby running a fantastic return policy. It asks the customers no questions, allows 30good days to decide about returns.

2.   Convenience in Product Search

The user interface of your app has a significant impact on how likely your users are to make a purchase. If a user cannot discover the desired item after two search tries, he or she is likely to leave your website or mobile application.

3.   Navigating Made Simple by Categories

Once more, a good user interface is at issue here. Customers are more likely to convert or purchase your product if they find your page or app to be convenient. A good navigation helps him know where he currently is and what is the direction to move. The well designed interface is a crucial part of web-development and you need thinks as your client with the purpose to create a convenient platform.

4.   Degrees of Difficulty in the Checkout Process

Your customer is likely to leave you if your checkout procedure is excessivelylaborious, requiring too much work, and requiring several page redirections. Consumers are used to receiving services more quickly.

5.   Product recommendations' relevance

A key eCommerce tactic, product recommendation can also encourage impulsive purchases. Yet, too many pointless recommendations may divert your clients' attention or even turn them off.

6.   Division into Groups for New Goods

Even if you routinely update the homepage's information, customers will still become tired of viewing it and end up ignoring the more recent stocks. But, consumers are considerably more likely to go directly to the page and make a purchase if they see a distinctive icon for new products.

7.   Division into Groups for New Goods

Despite the fact that you alter the information on the page, the Special ProductCategory is still included. You must always have a distinct product category where you may put your most in-demand items and immediately draw in customers.

8.   Customer feedback

This is a crucial element influencing your clients' purchasing choices. Your new customers are far more inclined to consider this peer-to-peer feedback given that customer reviews are authentic. Make sure you get the majority of positive evaluations despite a few negative ones. It's time to review your procedures and user interface in order to increase sales now that you have a better understanding of what factors buyers consider when making purchases.

Problems Faced By The Customers During Online Purchase:

1.   Shocks and surprises:

Despite the many advantages of online purchasing, there are some drawbacks as well, with the surprise element being one of them. While purchasing online, customers frequently make purchases based on descriptions and photographs found on the e- website. retailer's However, when the item is actually delivered, it frequently differs from what the client had previously seen online. Customers ordering from generally less well-known online retailers whose legitimacy is in doubt may experience greater shocks and surprises.

2.   Delivery delay:

Although it happens very infrequently, there is still a potential that the item may not arrive on time and in accordance with their communication. Although it's not always the case, most online retailers let customers track their orders. The merchandise may be delivered by the delivery person even if the customers are not home. In this case, product delivery will be rescheduled. If this occurs more than

three times, the seller will receive the customers' orders back. On rare occasions, a shipment will go lost in transit.

3. **Logistical issue.**

   The majority of online retailers do not offer delivery to India's rural areas or tier III cities, where a sizable chunk of the country's population lives.

4. **Visibility Issue:**

   Due to screen size or resolution limitations, consumers can only view one site at atime; however, if they visit a nearby shop, they will be able to view many more itemsat once.

5. **Quality Concern:**

   One of the most frequent grievances from online shoppers is that the product is of low quality. There is no assurance that online purchases will result in high-quality goods. Due to the unreliability of product reviews, customers shouldn't rely completely on them. Several websites on the internet merely serve as a seller's agent. As a result, there is a significant chance that dishonest sellers may register on websites and offer to sell their fake goods therein. Due to the enormous volume of goods sold each day, it is impossible for online shopping organisations to inspect every item presented. In some circumstances, sellers may decide to provide a refund instead of replacing a damaged item.

6. **Poor internet connectivity:**

   Poor internet connectivity may cause customers to spend more time exploring and choosing products to buy, and when they do decide to make a purchase, the pace is sobad that the payment gateways fail, making the entire experience unpleasant.

7. **Lack of physical touch**:

   In online shopping mode customers can't have that real shopping involvement of touch and feel of items. They have to trust only on the images provided by the venderon the website.

8. **Absence of physical contact:**

   When purchasing online, consumers are unable to physically touch and feel thegoods. They are only allowed to rely on the vendor's website's images.

9. **Fittings might be strange:**

   Online shoppers will have access to all sizes, but the dress's fittings occasionally might be strange and different from what they had imagined. From one brand to the next, the garment sizes vary. Although customers are always allowed to return items in accordance with the seller's terms and conditions, this will be stressful. Also, the time saved when trying to return the item and shop again for something else mayhave a disquieting effect.

10. **Returns Issues:**

    Even if the majority of retailers give exchanges and return guarantees, they might not pay for shipping the item back. So, if a buyer returns goods to the seller, they will be responsible for paying the shipping fee. Customers must understand the terms and conditions of online purchase as a result.

11. **Payment frauds:**

    If you don't exercise caution when making online purchases, your bank accounts,debit card, and credit card information could all be compromised. Keep a few things in mind when purchasing online, such as regularly looking for the words "https:" in the site's website while making payments. Use simulated consoles found online to enter passwords. OTP, or One Time Password, is another security measure that has been added to prevent fraudulent activities. Finally, avoid using public computers for online purchasing such as those found in cyber cafes by making sure the computer you're using has an updated antivirus programme that provides you with real-timeweb assurance.

Conclusion:-

The most important details are that shipping charges, convenience in product search,navigation made simple by categories, and easy returns are important for online shopping businesses. Customers are more likely to convert or purchase your productif they find your page or app to be convenient. A well designed interface is essential for creating a convenient platform. The most important details in this text are the degrees of difficulty in the checkout process, product recommendations' relevance, division into groups for new goods, customer feedback, and reviewing procedures and user interface to increase sales. Checkout procedures should be laborious, requiring too much work, and requiring page redirections, while product recommendations should be relevant and have a distinct product category. Customerfeedback should be authentic, and reviews should be positive.

Online purchasing has many advantages, but there are also drawbacks. These include shocks and surprises, delivery delays, logistics issues, visibility issues, quality concerns, and unreliable product reviews. Additionally, dishonest sellers may register on websites and offer to sell their fake goods. In some cases, sellers may provide a refund instead of replacing a damaged item. Online shopping can be a stressful experience due to poor internet connectivity, lack of physical touch, absence of physical contact, fittings that vary, payment frauds, and returns issues. Customers must exercise caution when making online purchases, such as looking for the words "https:" in the site's website while making payments, using simulated consoles found online to enter passwords, and avoiding public computers.

Reference:-

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