

Consumer Buying Behaviour towards Online Shopping

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Abstract- The origination of the internet created an complete new experience for consumers regarding assembly information, comparing products or prices and the possibility of purchasing on the internet. Consequently consumer behavior on the internet is an significant factor for marketers. to predict consumer behavior on the internet dealers need to understand how, where and why consumers behave online. This paper tries to analyze studies done by various researchers in order to explore what online channels consumers use when they are in a particular stage of the buying decision process (BDP). The study will create more understanding about why and how on-line consumers go through their obtaining decision process (BDP). It will be helpful in drawing a changed and more active marketing policy.

Index Terms- Consumer Behaviour, Online Shopping, Buying Deduction Process (BPD), Stages of BPD.

INTRODUCTION

Consumer behavior is the study of how separate customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the original motives for those actions. Consumer behavior blends rudiments from thinking, sociology, social anthropology, marketing and economics, especially behavioral economics. It examines how emotions, attitudes and preferences affect buying behavior. Physiognomies of individual consumers such as demographics, personality lifestyles and behavioral variables such as usage rates, usage occasion, loyalty, brand advocacy, willingness to provide referrals, in an attempt to understand people's wants and ingesting are all examined in formal studies of consumer behaviour. It also tries to assess influences on the consumer from collections such as family, friends, sports, orientation groups, and society in wide-ranging. The study of

consumer behavior is concerned with all aspects of purchasing and consumption behavior as well as all persons involved in purchasing choices and consumption doings. Research has shown that consumer behavior is difficult to predict, even for experts in the field. Consumer behavior towards online shopping is a field of interest for both researchers and specialists since internet has greatly unfair the preferences and buying pattern of customers. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their product and service in order to stay ahead in highly competitive markets. Companies also use the Internet to transport, interconnect and publish info to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the internet not only to buy the produce online, but also to compare prices, product features and after sale service facilities. Researchers and doctors of microelectronic commerce constantly strive to gain an improved insight into consumer behavior in cyberspace. Along with the development of e-retailing, researchers continue to elucidate e-consumers behavior from different perspectives. Sundry of their studies have factors or assumptions which are based on the traditional models of consumer behavior, and then inspect their validity in the internet context. This daily will mainly discuss the work done by previous researchers in the area of online consumer behavior. This research paper attempts to have a comprehensive discussion on theoretical and practical views of preceding studies done on online shopping and consumer behavior.

REVIEW OF LITERATURE

Mr. Durra Mansour in his study “Customer behavior is the study of the procedures that individuals or groups go composed in making their purchase choices in order to satisfy their needs”. It is valuable to mention that the consumer behavior is a grouping of customer’s buying awareness combined with external stimuli to result in a change in the consumer’s behavior.

Nesbitt (1959) opinions out that “smart customers do not make their shopping list in loan for they will seek promotions and tend to earn more welfares from them to increase their buying power”. Mr.G.Shaniesh in his study “Buying behavior in a business market is characterized by long cycle times, group choice making, contributors from different practical areas and levels and sometimes divergent objectives, and changing roles of the contributors during the buying cycle”.

The cumulative use of synthetic chemical manures and pesticides in non-organic products lead to various health issues such as cancer, obesity, blood pressure and birth defects. So People started opting for quality lifestyle over chemically charged lifestyle. This feasting pattern occasioned in swelling organic diet sales, not just in the country but globally. Consumer behaviour is the key to the impact that society has on the atmosphere. Organic sustenance are the foods that are not administered by irradiation, industrial solvents or chemical nutriment stabilizers and exclude any additional ingredients (Allen & Ambala, 2007).

The increasing demand for organic nutrition products in various parts of the world from early-2000s is driven by the increasing consumers’ consciousness about quality and safety of nutrition (Vending et al., 2002). Consumer knowledge can influence the level of trust dullness of a product. So it can be considered as an important aspect in explaining the consumers’ decision making, searching for material and processing as it can(Carlson et al., 2009).Nowadays consumer behaviour is shifting towards purchase of many environmental welcoming and carbon-based products, due to awareness of environmental degradation and the related issues(Mohamed Bilal Bashar et al, 2015).

Health consciousness refers to the degree to which health concerns are integrated into a person’s daily activities. Study conducted by Mohamed et al. (2012), on the consumer boldness towards biological

Nutriment, in Bangalore and Chennai, revealed that Health conscious lifestyle is the leading inspiring factor for purchasing organic nutrition. Organic sustenance attitudes are mainly influenced by gender, age, income, level of education and the presence of children in the household (Magnusson et al., 2001; Weir et al., 2003).

It is noted that consumers are becoming more concerned about how their daily habits impact on the environment. Saluki and Seyedsaleki, (2012), in his study found that there is a positive relationship between consumers who are concerned about mother earth and the intention to purchase organic products. Williams & Hamite, (2001), opinions that organically produced foods are then regarded as less damaging to the environment than conventional foods. According to Locke et al. (2004), age and income are two prominent factors that motivate the purchasing willingness of organic nourishment.

According to Chen (2009), the government and related institutions should serve as a monitoring mechanism and to provide safety assurance for biological sustenance in order to alleviate consumer’s suspicions and help consumers to maintain positive attitudes to organic diets. MdTareq Bin Hossain (2016) realized from his study that most of the respondents will purchase and consume organic nutriments based on the support and policy by the government. Customer satisfaction has a high impact on the economic success of a shop (Parma Eswaran & Ramakrishna, 2013). Irregular availability of organic products and improper packaging system of product are usual complaints that the consumer have with Organic retailers (Sathyendra Kumar &Dr.Chandrashekar, 2015).

CONCLUSION

From the study it can be concluded that Consumers have a confident perception towards the usage of the Organic products. The main reasons for choosing the animate products are concern for health and environment. Price and quality are the two factors that are commonly evaluated while buying the products. Retailers expressed that once the consumers become loyal after releasing the importance of organic products there will very few challenges to face in the market, i.e., creating the brand image apart from providing value

for the money will majorly influence the consumer to make repeat purchases.

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