



## **Role on consumer buying behaviour towards online shopping**

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### **Abstract**

The origination of the internet created an entire new experience for consumers regarding gathering information, comparing products or prices and the possibility of purchasing on the internet. Therefore consumer behaviour on the internet is an important factor for marketers. To predict consumer behaviour on the internet marketers need to understand how, where and why consumers behave online. The world of online practically can be considered as an endless market, where a consumer living in any country of the world can get into a contractual relation with a trader operating in any other country of the world. From this aspect a cross-border purchase is when the consumer buys goods from any web trader settled anywhere in the world outside in the country of residence. Due to the differences in language and legislation environment, furthermore sometimes in commercial traditions it is particularly essential to consider whether to buy the selected product from a web store operated by a foreign trader. Consumers no longer have to go out to go shopping. It has brought the shopping experience to their fingertips via computers and mobile devices, completely changing the way consumers shop. The biggest impact of online purchase has had on consumers can shop from anywhere, anytime. They no longer have to wait until store hours to make a purchase. While the ability to research and shop online has been around for a while, mobile has taken e-commerce to the next level because shoppers can use the device at any point during the sales cycle.

**Keywords:** consumer, buying, behaviour, buying decision, value of the goods

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### **Introduction**

Consumer behaviour is the study of how individual 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 underlying motives for those actions. Consumer behaviour blends elements from psychology, sociology, social anthropology, marketing and economics, especially behavioral economics. It examines how emotions, attitudes and preferences affect buying behaviour. Consumer behavior towards online shopping is a field of interest for both scholars and professionals because internet has greatly influenced 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. This study focusing understands the preference of consumers in the perspective of value of goods. The customers are very rational in this global world. They are not ready to buy goods which having higher value, because some dilemma about quality of the product. The purpose of this research is primary to identify and get insight into the value of products plays a vital role on online consumer while booking and purchasing goods and services.

Digital marketing is the method of promoting a brand, a product, or a service through one or more forms of electronic media, such as the Internet, mobile instant messaging, wireless text messaging, podcasts, online radio channels, digital television, and mobile apps. It enables businesses to analyses their marketing campaigns in real time and figure out what works and what needs to be improved. Digital communication technologies have become part of billions of people's daily lives. In a world where over a 170 million people use social media on a regular basis, every working professional is expected to be familiar with at least the core tenets of Digital marketing.

The beginnings of digital marketing technology can be traced back to the 1980s, when computers became sophisticated enough to store huge volumes of customer information. This shift in technology corresponded with a shift in mindset from pushing product to "relationship marketing," which prioritized customer connections. Marketers abandoned their limited offline techniques like list broking in favor of database marketing.

### **Consumer Behaviour**

Marketers have noticed that there have been key changes occurring in consumer attitudes. There has been a shift in mind set of consumers towards rising aspiration and changing attitudes of lifestyle, recreation and entertainment expenditures. Market is flooded with an explosion of choices of products with seemingly very little difference between one another, which are often not even perceptible to consumers. This result in confusion to consumers so marketers have realized that success will be based on how effectively they have identified their customers' expectations from products and brand and satisfaction level. These marketers are engaged in gauging the consumer behaviour.

**Buying behaviour**

Buying behaviour is the decision processes and acts of people/prospective customers involved in buying and using products. Consumer Buying Behaviour refers to the actions taken (both on and offline) by consumers before buying a product or service. It is the study of how individual 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 underlying motives for those actions. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps businesses better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past.

**Brand loyalty**

Brand loyalty is another characteristic of consumer behaviour. Brand loyalty is the tendency of a consumer to buy product products or services from a certain company that one likes or equates with having high quality goods and services. For example, if Naina's first car was a Honda as a teenager and the car lasted 200,000 miles, she might have a tendency to buy Hondas again in the future due to her previous positive experience. This brand loyalty may be so strong that she forgoes the information search all together when considering for next vehicle.

**Types of Digital Marketing Strategies****SEM (Search Engine Marketing)**

It is the method of promoting the brand and its items/services based on the high search engine ranking. It is extensively crucial to understand this concept in order to successfully carry the Digital Marketing campaign. It is necessary to increase the visibility in the Search Engine Results Pages (SERPs) so as to improve the pay-per-click listings.

**SEO (Search Engine Optimization)**

SEO is the process of optimizing content or websites so that they display in search results in search engines like Google. Search engines decide which sites to show for a search term based on keywords mentioned on the website and links that refer to this site. Which indicates SEO has a lot to do with using the right chosen keywords or keyphrases in the copy of a website or within the content you want to show in search and getting links to this webpage or content.

**Content Marketing**

It is important to follow the latest SEO rules but the main target is the potential consumers, and hence the writers who develop the contents must not forget the fact that their words must be impressive enough to attract the readers to find out more about your firm. Most professional content writers write the story in order to emotionally as well as intellectually connect with their readers.

**Pay-per-click Advertising**

The promotional Ads that we see every now and then while surfing the internet wait for the moment when we actually click on them. These Ads belong to a particular brand and so the moment someone clicks on them there is a fixed payment that the brand owner pays to those third party sites and/or blogs which allowed them doing this in that limited space. Everything is managed by the Google AdSense.

**SMM (Social Media Marketing)**

the social media platforms are one of the most effective digital marketing strategies and an excellent method to bring the mainstream public's instant attention. This is because of the sites like Facebook, Twitter, Instagram, etc. have a huge number of registered users and many of them most often use these sites at least once in a day. This is the key reason behind why the news channels and big brands have come forward to creating their own FB Page. If a business has a powerful content and the best strategies that could reach the target audience then it is definitely going to succeed.

**Email Marketing**

This is not uncommon that most advertisers send promotional emails to their subscribers in order to make everyone aware of the upcoming products, projects, offers, that are yet to come. It is possible that a few percentage of the population does not use the social networking sites, but those who use the internet most probably have at least one email account. The marketers know this and so they likely transmit the relevant contents to their target audience via the electronic mail.

**Viral Marketing**

Everyone is familiar with the terms "viral", "trending", etc. The video content that suddenly reaches a threshold beyond a certain limit which is usually overnight or within the first few days, is an example of Viral Marketing. This kind of promotion is intended to reach most people through the internet, whether it is through websites, messengers, or Apps.

### **Mobile Phone Advertising**

Digital Marketing can take position on your mobile phone. You are probably using Facebook, Instagram, and Google on your mobile phone after all. But there are some other types of marketing on your mobile phone that so far would not fit into any of the described categories.

### **TV Advertisement**

With billions of trustworthy audiences spread across every region, the medium of TV is considered by many marketing professionals to be the ultimate platform for focused advertising. A single 30 or 60 second TV commercial transmitted during an event such as the Super Bowl or the Olympic games can easily reach the eyes and hearing of billions of potential clients. Television Advertising may be more expensive to generate and broadcast than other types of marketing, but it also has the power to connect with the largest viewers at the same time.

### **The 5Ds of digital marketing**

Digital marketing today is about many more types of audience interaction than website or email... The 5Ds for which we need to assess consumer adoption of when and how our business can prioritize their use are:

#### **1. Digital devices**

Our audiences interact with businesses using smartphones, tablets, desktop computers, TVs and gaming devices

#### **2. Digital platforms**

Most interactions on these devices are through a browser or apps from the major platforms or services, that's Facebook (and Instagram), Google (and YouTube), Twitter and LinkedIn.

#### **3. Digital media**

Different paid, owned and earned communications channels for reaching and engaging audiences including advertising, email and messaging, search engines and social networks

#### **4. Digital data**

The insight businesses collect about their audience profiles and their interactions with businesses, which now needs to be protected by law in most countries

#### **5. Digital technology**

The marketing technology or martech stack that businesses use to create interactive experiences from websites and mobile apps to in-store kiosks and email campaigns.

### **Literature review**

Adnan (2014) <sup>[1]</sup> established that perceived advantages and psychological factors had a positive impact on consumer attitudes and buying behaviour in Pakistan. In Kenya, a previous study conducted in Nairobi County revealed that some of the reasons for adoption of online shopping include time saving, easy comparison of alternative products, fairer prices of online goods, expert/user review of products and access to a market without borders (Ngugi, 2014).

Bashir, (2013) <sup>[3]</sup> Online consumers are always seeking new products, new attractiveness and the most important thing being price compatibility with their budget. The internet is the best way to save time and money through purchasing online within their range of budget at home or in anywhere. Online consumers don't have limits to online shopping

Broekhuizen & Huizingh, (2009) Making web designs and portals novel and sophisticated and web atmospherics friendly is a key to attract visitors. Moreover, if online stores want to convert visitor into buyer, they should improve their website by offering customer a comfortable, logical, interesting and hassle-free process and easy language by creating fast website with functional design as smooth as possible.

Adrita Goswami *et al* (2013) <sup>[5]</sup> Studied "Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Jorhat Town" study concludes that online customers are satisfied. This research explicitly indicates that online marketer should give more importance on price factor and after sale factor. In this competition era all the online marketers should have to concentrate on the customer's satisfaction to retain the existing customers and have to offer new scheme day by day to attract the new customers.

Dubrovski, (2001) <sup>[7]</sup> new electronic communication marketing variables have exploded the alternatives available to customers globally. These changes have redefined many of the old views of marketing, trade and power. Furthermore, many researchers recognize and accept that customer satisfaction is a logical measurement of success in market exchanges.

### **Research Methodology**

Secondary data is collected from books journals periodical and websites related to the areas of the study.

### **Online Shopping Behaviour**

Online shopping portals are witnessing a whopping 200% growth in the sale of electronic items every year. This is driven by the demands like mobile phones, iPods and MP3 players not only from metros but also from small cities. Apparels and accessories (30%) emerged as the second biggest product category after consumer electronics (34%) and is expected to become bigger than consumer electronics this year. Other popular searched categories include books (15%), beauty & personal care (10%), home & furnishings (6%), baby products (2%) and healthcare (3%). Fitness equipment like treadmills and lifestyle items like sunglasses are a big hit among Punjabis. Some Online Shopping portals in India are www. Homeshop18.com, www.flipkart.com, www.yebhi.com, www.myntra.com. American online retail giant Amazon.com has also made an entry into the Indian market in 2012 with Junglee.com, an online shopping site powered by the \$ 48 billion company.

### **Major factors that influence consumer buyer behaviour**

A variety of factors go into the consumer buyer behaviour process, but here we offer just a few. Taken separately, they may not result in a purchase. When put together in any number of combinations, the likelihood increases that someone will connect with a brand and make a purchase. Four factors influencing consumer buying behaviour are:

#### **Cultural Factors**

Culture is not always defined by a person's nationality. It can also be defined by their associations, their religious beliefs or even their location.

#### **Social Factors**

Elements in a person's environment that impact the way they see products.

#### **Personal Factors**

These may include someone's age, marital status, budget, personal beliefs, values, and morals.

#### **Psychological Factors**

A person's state of mind when they are approached with a product will often determine how they feel not only about the item itself but the brand as a whole.

### **Conclusion**

The consumer, in case of online purchase can buy the selected product rapidly by doing some clicks from home or work saving time and energy in spite of the larger distance arising from the endless and unlimited market offered by the online. In addition, the online can also facilitate the purchase of consumers with reduced mobility. Since the consumer does not have to go to the premises of the trader, and is not limited by the opening hours, it can place an order at all times. Such items can also be purchased that are not available in the surroundings of the consumer, thus the choice of goods is significantly broader, and further more the delivery can be requested not only to the place of residence but to the workplace, as well. The offers on the online can be easily compared, therefore the consumer can buy the product with the most favorable conditions (price, quality, other discounts) tailored to the individual's needs.

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