



**DYNAMIC MODEL ON CONSUMER BEHAVIOR TOWARDS ONLINE SHOPPING IN INDIA**

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**ABSTRACT**

Online shopping is a system of electronic market in which using the internet web browser, the consumer were directly purchase goods and services. The Internet business have created more competitive environment, understanding features of online shoppers' behaviors have been more important. Moreover, it should be analyzed by online sellers that 'why some still prefer not to buy online'. The loop is positive reinforcing loop which indicate that purchasing decision of consumer through online-shopping will satisfied their needs and requirements. In this, the psychological aspects, social and cultural values are the factors that affect the online shopping like inferior quality, unseen products, uses of products etc. while, the factors that influence the consumers are, security, availability, save travel time, quick search, new design, easy payments and refund, home delivery etc.

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**INTRODUCTION**

Online shopping is a system of electronicmarketin which using the internet web browser, the consumer were directly purchase goods and services. Online shopping is a rapidlyrising phenomenon. Increasing figures of shoppers, shop online to buyproduct and services gather related information or even browse for enjoyment. Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers (Koo *et al* 2008). Online shopping behavior (also called online buying behavior and Internet shopping/buying behavior) states to the process of purchasing goods or services through the Internet. The way includes five phases similar to those connected with customary shopping behavior (Liang and Lai, 2000). In the usual online shopping method, when imminent customers recognize a need for certain seller or service, they go to the Internet and search for need-related information. However, rather than probing dynamically, at times potential customers are involved by information about goods or services connected with the felt need. They then measure alternatives and chose the one that best fits their standards for meeting the felt need. Finally, a transaction is directed and post-sales services provided. Online shopping approach refers to consumer's psychological state in terms of making purchases on the Internet (Li and Zhang, 2002).

**Online Shopping and Consumer Behavior**

By the growth of the Internet, Internet-based electronic commercial developed and this situation provide customers to reach information about products and services simply. Besides, commercial industries have switch to incorporate the World Wide Web for their advertising movements, and by offering the facility of online purchasing and like many other innovations 'online shopping' has become a part of our lives. Furthermore, the Internet business have created more competitive environment, understanding features of online shoppers' behaviors have been more important. Moreover, it should be analyzed by online sellers that 'why some still prefer not to buy online'.

**Objectives of Study**

1. The key objective of this research is to observe behavior of Indian consumers intentions toward online shopping
2. To study the factors that affect consumer behavior towardsonline shopping.
3. To study the factor influencing consumer behavior towards online shopping.

**Review of Literature**

Dr.GagandeepNagra, Dr.RGopal (2013), conducted study entitled, "An study of Factors Affecting on Online Shopping Behavior of Consumers" they conclude that, on-line shopping is a recent phenomenon in the field of E-Business and is definitely going to be the future of shopping in the world. Most of the companies are running their on-line portals to sell their products/services on-line. Though online shopping is very

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common outside India, its growth in Indian Market, which is a large and strategic consumer market, is still not in line with the global market. The potential growth of online shopping has triggered the idea of conducting a study on online shopping in India. In this paper the researcher has used Qualitative and Quantitative research methods to study the impact of Demographic factors of consumers on on-line shopping parameters like satisfaction with on-line shopping, future purchase intention, frequency of on-line shopping, numbers of items purchased, and overall spend on on-line shopping. The data was collected through Questionnaires. The results of study reveal that on-line shopping in India is significantly affected by various Demographic factors like age, gender, marital status, family size and income. The results of the study could be further used by the researchers and practitioners for conducting future studies in the similar area.

Prof. Ashish Bhatt (2014) conducted study entitled, **“Consumer Attitude towards Online Shopping in Selected Regions of Gujarat”** the author conclude that, the growing use of Internet in India provides a developing prospect for online shopping. If E-marketers know the factors affecting online Indian behavior, and the relationships between these factors and the type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existing online customers. Consumer behavior is said to be an applied discipline as some decisions are significantly affected by their behavior or expected actions. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchased the product from particular website. This paper focuses on factors which online Indian buyers keep in mind while shopping online. This research found that information; perceived usefulness, perceived enjoyment and security/privacy are the five dominant factors which influence consumer perceptions on Online purchasing

R. Ganapathi, (2015) conducted a study entitled, **“A study on factors affecting online shopping behavior of consumers in Chennai”** the author conclude that, Online shopping is a form of electronic commerce which allows consumers to directly purchase products or services from seller over the internet using web browser. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers. The exploratory factor analysis shows that convenience, website features, security and time saving are the factors affecting online shopping behavior of consumers. The regression analysis indicates that convenience, security, website features and time saving are positively and significantly influencing the purchasing decision of consumers at one per cent level. Online retailers need to ensure that the online shopping process in their websites is designed to be as easy, simple and convenient as possible for online consumers

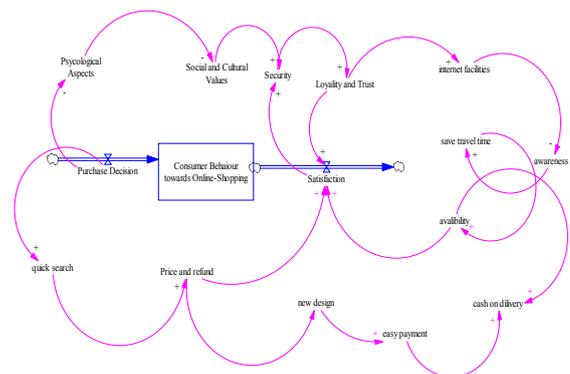
to shop online. In addition, online retailers also need to ensure that they provide an efficient delivery service to their consumers.

C. Raghunath, MridulaSahay (2015), conducted study entitled, **“Consumer Behaviour in Online Retail in India”** they conclude that, the main objective of the paper is to find out the immediate driving factors in decision making process of online customers/customers. The paper also emphasize on the consumer behaviour in online shopping of electronic goods especially in India. E-commerce has made life simple and innovative of individuals and groups. Today the online shopping trend is gaining much popularity across the world especially in India. There is a drastic shift of customers from brick and mortar stores to online purchases. With the advent of technology and internet, the shopping is becoming more convenient through online. Online websites like flipkart, snapdeal, Amazon etc. have made the customers to move to online purchases. The Internet has firmly established itself as a sales channel and has changed the commercial landscape dramatically. The gap has been finding out the difference in buying behaviour of online and offline customers.

Lakshmi. S (2016), conducted study entitled, **“Consumer Buying Behavior towards Online Shopping”** the author conclude that, with the increasing internet literacy, the prospect of online marketing is increasing. There are millions of people online any time and they all are a potential consumer in the online market. Since there are so many providers, the most important thing for organizations is to understand what are consumer wants and needs in this competitive business environment. Customer buying behaviors are influenced by different factors such as culture, social class, references group relation, family, salary level and salary independency, age, gender etc. and so they show different customer behaviors. These studies explain online shopping important and consumer buying behavior in online shopping.

**Model on consumer behavior towards online shopping**

Consumer behavior is the study of how individual customers, groups or organizations select, buy, use, and place 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. Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine which products are needed in the marketplace, which are outdated, and how best to present the goods to the consumers.



**Model 01** Consumer behavior towards online shopping

## RESULT AND ANALYSIS

In this causal loop diagram Mode: 01, showing the attitude of consumer towards the online shopping. The loop is positive reinforcing loop which indicate that purchasing decision of consumer through online-shopping will satisfied their needs and requirements. In this, the psychological aspects, social and cultural values are the factors that affect the online shopping like inferior quality, unseen products, uses of products etc. while, the factors that influence the consumers are, security, availability, save travel time, quick search, new design, easy payments and refund, home delivery etc. Thus, the above model shows the positive behavior of consumer towards online-shopping.

## CONCLUSION

The behavior of consumer in depend upon their needs and wants, such as product like diamond and gold they were prefer shopping directly from shop. While in other case there were cope up hand with the technology like online shopping. This study shows that, some are the factors like psychology, social and cultural etc. were affect the online shopping. Factor such as, availability, easy payments and return, home delivery, new designs are the factors that influence the consumer towards online shopping.

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