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# A Study on the Factors Influencing Online Shopping Behaviour of the E-Commerce

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**ABSTRACT:** Examining what influences people to buy things online is the main goal of this research. Website characteristics that are essential for online buyers are examined in terms of legitimacy, privacy and security concerns, website design, customer friendliness, social media integration, and payment methods. In addition to outlining what draws customers to online stores, the research paper delves into what keeps them from doing so. With the use of quantitative research analysis, we were able to determine which aspects influence online shopping behaviour based on survey data. A hundred Indian consumers who shopped online made up the sample body. This study's results show that customers avoid online purchasing due to two main concerns: the website's inadequate services and the inherent risk of online shopping. In addition, the study finds that there are three elements that impact consumers' decisions regarding internet shopping. As competition among business-to-consumer (B2C) e-commerce companies are in India's market heats up, it's more important than ever to provide a secure and pleasant space for customers to purchase online. Online vendors also place a premium on websites that visitors use to research potential online benefits that might influence their purchasing habits. Online stores seeking ways to comprehend customer behaviour and its effect on purchasing patterns may find the research article helpful.

**KEYWORDS:** B2C E-Commerce, Online Shopping Behaviour, Digital Marketing Impact, E-Commerce Trends

## I. INTRODUCTION

The emergence of e-commerce has opened up numerous opportunities for Indian businesses as a whole. The transformation of traditional business processes to enhance efficiency in supply chain management has led to cost savings and improved profitability, significantly altering the landscape of Indian businesses. In the realm of consumer markets, a significant transformation has taken place in the retail industry in India over the past few years, largely driven by the impact of digitalization on the shopping experience.

Nature of the Problem: Marketers now have the difficulty of reaching Omni-channel consumers, made possible by the rise of e-commerce. These customers choose to buy the things whenever and wherever they like. Marketers face a formidable task in trying to reach clients at every possible touch-point. The increasing number of Indian customers who are online all the time due to easy access to data services, smart-phones, and rapid improvements in digital technology makes the presence in business-to-consumer e-commerce platforms a crucial factor. Marketers have a hard time understanding consumer behaviour in regard to the e-commerce business while developing and executing new strategies to attract this new demographic. Keeping up with the ever-evolving digital landscape and the corresponding shifts in consumer behaviour is another major obstacle for marketers.

## II. REVIEW OF THE LITERATURE

An exhaustive literature search revealed that the majority of studies investigating the many elements that contribute to customers' choice for online shopping have been conducted outside of India. According to a review of the literature, there is a significant knowledge gap between industrialised and developing nations regarding what makes internet purchasing satisfying for customers.

Klaus used the growing consensus technique to build the conceptual framework of online customer service experience in his research on the Amazon.com example (in context of purchasing books online). Within the conceptual model of online customer service experience (OCSE), the study classified the 28 qualities into two primary and eight secondary dimensions. Trust, value for money, and context familiarity were classified as psychological factors, while usability,

communication, product presence, interactivity, and social presence were classified as factors related to functionality. These two main dimensions were used to divide the eight sub-dimensions. According to Raman, there are a number of variables that push people to buy online. These include the proliferation of smartphones, the simplicity and cheapness of internet access, the rising middle class in India, and the rise in the usage of plastic money among this demographic. Through a survey of Indian women shoppers, he looked at what factors were impacting their attitude towards online buying. He then used factor analysis to determine the pattern among the variables. In order to highlight the features of female consumer behaviour, AMOS was utilised to assess the elements that went into developing the model.

The author's conceptual framework delineates four aspects influencing women's attitudes towards online shopping: convenience, reliability, risk, and preference. The characteristics include convenience, the ability to shop at any time, cash on delivery, time efficiency, home delivery, and a diverse range of products. The reliability encompassed qualities such as inadequate product information, unsecured online transactions, doubts over product authenticity, erroneous product descriptions, and the inability to physically see the product prior to buy. The dimensions associated with risk include loss of privacy, identity theft, credit card transactions, receipt of incorrect products as per the purchase, and issues with returns. Ultimately, the factors influencing preference include challenges in online shopping, limited availability of low-priced items in online retailers, distrust towards online merchants, and a lack of computer proficiency. Khanna and Sampat did a research study to discover the positive and negative aspects impacting internet buying in India during the Diwali season in 2014. The beneficial influencers identified in the analysis include:

- The factors that Indian buyers find appealing regarding the 'Look and feel' of a website encompass an attractive design, comprehensive product information, a user-friendly interface, pertinent and trustworthy web content, and easily customisable features.
- Usefulness or convenience: In this context, usefulness refers to the ease of utilising the website for shopping, as elucidated in the Technology Acceptance Model.
- Convenience in shopping refers to the capability to purchase from any location at any time on a reliable website that is user-friendly and offers a diverse range of brands, enhancing the whole shopping experience.
- Online shopping platforms have modified their business models to accommodate the preferences of Indian consumers by offering various convenient payment methods, including debit cards, credit cards, internet bank transfers, and cash on delivery.
- Positive word of mouth exerted a significant influence. The simplicity of returning the given are product, if it does not meet expectations, within the designated timeframe.
- The ecommerce website is designed to enable effortless navigation for users of all age groups.
- The website must possess a high degree of mobility, ensuring adaptation for navigation on any device. The availability of appealing offers and discounts is enhancing the influx of online shoppers in India. The detrimental factors hindering clients from engaging in online shopping were classified into four primary categories:
- Expense: This encompasses the expenditure associated with acquiring the product online. This cost may encompass the product price along with additional concealed expenses, such as delivery charges or shipping fees.
- Technical concerns associated to websites, such as intricate navigation, website crashes owing to excessive traffic, and timeouts during shopping, result in diminished client interest in online buying.
- Unfavourable delivery schedule and extended processing duration resulting in discontent.
- Security concerns associated with the dissemination of card information during online transactions.

### **III. PURPOSE OF THE RESEARCH**

Some of the objectives of this research are as follows:

- To identify and classify the product- and consumer-related aspects that influence online shoppers' decisions and actions.
- To learn what makes people reluctant to buy things online.

**IV. RESEARCH METHODOLOGY**

The research methodology consisted of the following:

- a) Research Design: A Descriptive Research Design is employed;
- b) Data requirements: Primary data is gathered;
- c) Sampling procedure: Simple Random Sampling is utilised;
- d) Sample size: 100 participants; and
- e) Instrument for data collection: Primary Data: Questionnaire; Secondary Data: Journals, Research Articles, Periodicals, Internet, etc.

**V. DATA ANALYSIS AND INTERPRETATION**

Challenges Encountered are during Online Shopping among the 100 respondents, the majority reported encountering issues while purchasing online (Table 1). When enquired about the nature of these problems, 30% identified delivery delays as the most significant issue (Table 2).

Duration of Internet Usage Thirty-seven percent of respondents indicated that they spent 1–2 hours and 3–4 hours daily on the internet, respectively, while 18% reported using the internet for over 4 hours per day, and just 8% acknowledged spending less than 1 hour per day online (Table 3). Annual Expenditure on Online Shopping 41% of respondents allocated between Rs. 1,000 and 5,000 for online purchasing, followed by 33% who spent between Rs. 5,000 and 10,000, 16% between Rs. 10,000 and 20,000, and merely 10% who expended less than Rs. 1,000 (Table 4). Essential Features for an E-commerce Website Privacy and secure checkout, at 24%, were deemed the most essential features for online shoppers, followed by credibility at 23%. The provision of multiple payment gateways and social networking integration each accounted for 16%, while website design represented 14%, and a customer-friendly approach constituted 7% of the necessary features (Table 5).

	Frequency		% Percent	Valid Percent	Cumulative Percent
Valid	Yes	79	79.0	79.0	79.0
	No	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

**Table 1: Displays the Challenges Encountered During Online Shopping**

	Frequency		% Percent	Valid Percent	Cumulative Percent
Valid	Delay in delivery	30	30.0	30.0	30.0
	Cheap quality Product	16	16.0	16.0	46.0
	Product Damage	15	15.0	15.0	61.0
	Non Delivery	10	10.0	10.0	71.0
	Others	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

**Table 2: Displays Type of Problem Faced**

	Frequency		% Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 hr.	8	8.0	8.0	8.0
	1-2 hr.	37	37.0	37.0	45.0
	3-4 hr.	37	37.0	37.0	82.0
	More than 4 hr.	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

**Table 3: Displays of the Usage of Internet Every Day**

	Frequency		% Percent	Valid Percent	Cumulative Percent
Valid	Less than 1000	10	10.0	10.0	10.0
	1000-5000	41	41.0	41.0	51.0
	5000-10000	33	33.0	33.0	84.0
	10000-20000	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Table 4: Displays of the Amount Spend per Year on Online Shopping

	Frequency		% Percent	Valid Percent	Cumulative Percent
Valid	Multiple payment gateways	16	16.0	16.0	16.0
	Social networking integration	16	16.0	16.0	32.0
	Credibility	23	23.0	23.0	55.0
	Privacy and secure	24	24.0	24.0	79.0
	Design	14	14.0	14.0	93.0
	Customer friendly	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Table 5: Displays of the Features Necessary for Online Shopping

Factor 1 (Insufficiency of Services Provided by E-Commerce Platforms)	Factor 2 (Risks Associated with Online Shopping)
<ol style="list-style-type: none"> <li>Awaiting order receipt.</li> <li>Risk associated with credit card transactions.</li> <li>Vendor's lack of reliability.</li> <li>More intricate than conventional buying.</li> <li>Inability to physically examine the product.</li> <li>Costlier than retail offerings.</li> </ol>	<ol style="list-style-type: none"> <li>Potential for identity theft.</li> <li>Challenges with product returns.</li> <li>Risk of receiving inadequate value for my payment.</li> <li>Potential loss of privacy.</li> <li>Lacks proficiency with the internet.</li> </ol>

Table 6: shows the Factors of Risks and Difficulties together with their Associated Items

As a result of the secondary study, it was determined that some of the elements that influenced online purchasing behaviour included the following: saving time, having a less expensive purchase procedure, having a convenient shopping experience, having a lengthy delivery time, and having simple access to information about the products.

In addition, these aspects were incorporated into the questionnaire in order to gain an understanding of the ways in which they influenced the customers' conduct while they shopped online. When questioned about the primary qualities that customers anticipate from an online shopping website, the majority of respondents ranked the credibility of the website, as well as the customer's ability to maintain their privacy and security while buying, as the most crucial features. A collection of risks and obstacles were included in the questionnaire, and they were rated on a Likert scale with five points, ranging from extremely significant to very unimportant. This was done in order to gain an understanding of the reasons that are preventing customers from purchasing online.

A reliability test was performed on the data in order to determine the degree of internal consistency contained within the collection of items as a whole. The results of the reliability test revealed that the coefficient of reliability was greater than 0.7, which is 0.909 (Cronbach's Alpha Coefficient). As a result, it was discovered that the objects had a pretty high level of internal consistency. The eigenvalues of two factors are higher than one respectively. The value of the Kaiser-Meyer-Olkin (KMO) is statistic, which is used to determine the appropriateness of the sampling, is.857, with 55 degrees of freedom and a significance value of 0.00. Through the utilisation of the Rotated Component Matrix

Varimax, identification of the grouping of various variables under the two components that are indicated by the analysis was accomplished. The elements that have been found are as follows:

Factor 1 is “Inadequacy of services offered by e-commerce site”; and Factor 2 is “Risk involved while shopping online.” Listed in Table 6 are the factors along with the items that are associated with them. The respondents were presented with a list of fourteen distinct qualities that should be considered as reasons to purchase online or to shop in traditional stores. They were then asked to express their degree of agreement on a Likert scale that ranged from highly agreeing to strongly disagreeing with each of the characteristics.

An analysis of reliability was carried out on the data that was gathered in order to ascertain the degree to which the set of items as a whole exhibited internal consistency. Considering that the Cronbach's alpha coefficient was 0.92, it can be concluded that the items have a relatively high level of internal consistency. Each of the three elements has Eigen values that are greater than 1. The value of the Kaiser-Meyor-Olkin (KMO) is statistic, which is used to determine the appropriateness of the sampling, is.857, with 91 degrees of freedom and a significance value of 0.00. In order to determine the grouping of various variables under the three factors that are reflected by the analysis, the Rotated Component Matrix Varimax is utilised. There are three factors that have been identified: the first factor is “Ease of online shopping,” the second factor is “Payment Method,” and the third factor is “Traditional Shopping.” The factors with their relevant variables are shown in Table 7.

## VI. CONCLUSION

The study has indicated some very interesting facts vis-a-vis the reasons consumers are looking for the shopping online, the challenges e-commerce players face and the positive attitude towards traditional shopping method. The research indicated the findings as follows:

- Delay in the delivery of the product was the major problem faced by majority of respondents.
- Majority of respondents spent between 1 and 4 h on the internet.
- The yearly spends of the majority of customers in online shopping varied between Rs. 1000 and 5000.

<b>Factor: 1 (Ease of Online Shopping)</b>	<b>Factor 2 (Payment Method)</b>	<b>Factor:3 (Traditional Shopping)</b>
<ol style="list-style-type: none"> <li>1. Buying things online is a time saver.</li> <li>2. The benefit of shopping at any time.</li> <li>3. Details on the things that can be bought online.</li> <li>4. Buying things online is just as safe as buying them in a physical store.</li> <li>5. The provided information is adequate.</li> </ol>	<ol style="list-style-type: none"> <li>1. Pick up the phone if you must.</li> <li>2. The hassle is caused by the necessity of having a bank account and a card.</li> <li>3. Compared to conventional purchasing, online shopping is less expensive.</li> <li>4. Be wary of providing your credit card information.</li> </ol>	<ol style="list-style-type: none"> <li>1. I prefer conventional shopping.</li> <li>2. Online buying is dangerous.</li> <li>3. Long delivery time.</li> </ol>

**Table 7 shows of the Factors of Reasons to Shop Online or Do Traditional Shopping, together with their related variables.**

- The majority of respondents ranked concerns about privacy and security on online shopping sites as the most essential feature.
- Two factors were revealed after factor analysis was applied to a set of eleven items pertaining to risks and problems that caused respondents to avoid online buying: the inadequate services provided by the shopping site and the risk involved in online purchasing.
- Three distinct criteria were identified by the respondents as the reasons for their choice for traditional or online shopping in the second factor analysis of the research.

### VII. LIMITATIONS

By doing this research, it is possible to investigate the various characteristics that contribute to the psychological aspects that influence the shopping behaviour of Indian customers who do their shopping online. In addition, in order to comprehend the connection that exists between the components that were discovered in the research study, it is possible to build a conceptual framework representing those factors.

### VIII. FUTURE SCOPE

With regard to the psychological consumer-related elements that have an effect on the activity of online buying, the research article discusses a few of the characteristics that comprise these factors. It is possible to undertake more research in order to have a better understanding of the impact that the functioning elements have on the shopping behaviour of customers who do their shopping online. There is also the possibility of conducting research in order to gain an understanding of the elements that contribute to the user-friendliness of online buying.

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