

To Find Out Factors Affecting Adoption of Innovation in Online Shopping of Consumer Electronic Products – Literature Review

Manisha^{1*} Dr. Manisha Goel² Dr. Rakesh Kumar³

¹ Research Scholar, J.C. Bose University of Science & Technology, Faridabad

² Supervisor, Associate Professor, J. C. Bose University of Science & Technology, Faridabad

³ Co-Supervisor, Assistant Professor, Shaheed Bhagat Singh College, Delhi University

Abstract – Online shopping trend is extremely common now days. This process takes a medium for purchasing goods and services which is internet. You will find numerous elements which can affect consumer's online purchasing behavior. These elements could differ from individual to individual. Online users in Bangladesh have risen rapidly during the last few years. Marketers are using this pattern by opening up online outlets to entice buyers to shop online. Nevertheless, translating internet users to online buyers remains challenging for marketers. The goal of this analysis is analyzing things affecting on online shopping behavior of customers that could be just about the most crucial issues of e commerce and advertising field. The goal of this paper is reviewing the current literature to be able to determine the different major specific factors which effect customer's goal to shop online for electronics goods and suggest an integrated design which will describe the buyer's intention to follow internet shopping. This report examines the outcome of 7 factors on consumers' confidence in online buying electronic items and technology.

Keywords: Adoption, Diffusion, Internet, Online Shopping

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1. INTRODUCTION

Internet shopping is a kind of Electronics commerce allowing customers to straight buy products or maybe services from seller on the internet using internet browser. Internet shopping is a quickly growing phenomenon. Growing numbers of consumers store on the internet to purchase services & goods, gather product info or perhaps browse for enjoyment. Internet shopping locations are therefore participating in an increasing part in the general connection between marketers as well as the customers of theirs [1].

As a result of exponentially rising business opportunities, you will find a selection of services offered on the web. Online shopping has emerged as probably the most visible services offered via web. It's enormous advantages for the customers in addition to company houses. Via internet shopping, business homes have been equipped to meet a lot more consumers at a lesser amount of cost. They've been equipped to reach out to customers living in places that are remote. In-fact these're acting as stepping-stones to idea of worldwide village. More

with the inventory management overheads additionally decrease considerably through internet shopping [2].

Customers are able to shop from any location and needn't actually check the stores or shops for shopping purposes. Thus, even when customer is staying in area that is remote, he / she is able to quickly shop through internet. Nevertheless, right here consumers are able to go to any number of websites to reach at ultimate choice. Hence, online shopping offers unlimited options to the customers in nut shell. The buyer is able to shop some day of the entire year on any period of the morning. This additionally helps in consumers' energy and time saving. Even more over because of limitless option and less excessive time, customers can readily look for the preferred matters and can easily check the items / things. Thus, the existing analysis is created studying the factors affecting internet shopping behaviour of customers to electronics treatments by using existing literature.

2. ONLINE BUYING BEHAVIOR

Among the most exploration oriented region of marketing discipline is customer behavior. There's plethora of qualitative and quantitative studies resulting into a strong set of various theories situated on Buying Behavior [3]. The majority of the theories are used from various area of research e.g. psychology, economics, anthropology to name just a few. Engel, Blackwell and Kottat recognized as EKB type of customer decision making is well known as well as accepted by scholars. Online buying or maybe shopping refers to the procedure of researching and purchasing services or products on the internet [4]. No. of internet purchasing researchers used the 5 stages EKB model: Need/problem recognition, Information search, Evaluation of options, Purchase decision, along with Post purchase behavior [5]. Nevertheless, there's no consensus on the applicability of customer actions models to internet purchasing situation. An internet transaction is able to involve 3 steps: process info retrieval, info transfer, and item purchase [6]. Whereas, the whole online purchasing has actually been split into 2 stages: very first comprising of searching, selecting and evaluating, placing an order termed as buying next stage and stage is order tracking as well as returning or keeping termed as order fulfillment phase [7]. Internet customer behavior analysis articles appear in an assortment of journals as well as seminar proceedings in the fields of info systems, management, marketing, and psychology. Prior to moving to the main findings about relationship that is various reported, following part continues the talk on significant foundational theoretical models.

3. ADOPTION OF ONLINE SHOPPING IN INDIA

Last 3 years have seen a phenomenal development of around the world Web. A broad acceptance of web technology in the area of business has transformed the standard list format on the new form popularly recognized as web shopping or maybe online shopping [8]. The web is a platform that offers the buyer with purchase characteristics as not one other medium. There are particular qualities that make internet an attractive and convenient more area to shop for people as opposed to the conventional method of shopping, like the center to open and buy items any time, imagine the requirements of theirs with items, compare between various models of products, talk about items along with other customers, choice paying on shipping etc. Online-shopping is the process customers go through if they choose to shop on the web [9]. The web has created into a brand new distribution channel as well as the evolution of the channel, e commerce to be the best substantial contribution of the info revolution. Nowadays, internet has created into a very competitive industry and in order in order to have an effect on customers and also to remember them, it's

the initial step to identify specific influencing aspects when buying online, these may be regarded as factors. The proposed research is going to be centered on determining & analyzing these elements [10].

4. ATTITUDE TOWARDS ONLINE BUYING AND INTENTION TO BUY ONLINE

A simple construct of nearly all of mental theorist is the likely hood of a specific behavior, "buying intention" is long been used as solid predictor of "buying behavior". As stated already, TRA as well as its family models (most cited one TAM) were thoroughly used to anticipate internet purchasing as well as upcoming purchasing intentions [11]. Customer intentions to purchase online were discussed by attitude uniformly in the prior reports [twelve], but most constructs haven't discovered universally relevant throughout most locations. In a Chinese study PEU "Perceived ease of use" hasn't been discovered influencing, while PU "Perceived usefulness" impact online purchasing intentions. Very subjective norms happen to be statistically significant and also have reported to have good impact [12].

5. FACTORS INFLUENCING CONSUMER BEHAVIOR TOWARDS ONLINE SHOPPING

The convenience as well as ease provided by the internet stores for 24x7 makes shopping simple for the consumers. Customers get impacted by numerous things like with online shopping customer is able to shop anywhere, nearly anything and whenever with safe and easy payment choice. Customers are able to do comparison shopping between items in addition to internet shops by saving cash as well as time. Accessibility of info that is online regarding merchandise expertise, center of creating comparison along with other goods while shopping online, delivery time used by the company, quality and content material of internet shopping site along with other security measures taken by company making clients identity secure and also make sure a smooth transaction are also different key elements having effect on customer approach towards internet shopping [13].

Customer behavior is a decision making process in addition to physical and mental exercise where a private pursues analyzing, obtaining, disposing or utilizing of services and products. Consumer behavior works with the study of behavior that will customers display in looking for purchasing, using, disposing and evaluating of services and products they plan will satisfy the needs of theirs [14]. Consumer plays a really essential role as they're the people who eventually purchase services and goods of the firm as well as the firm usually make influential initiatives to entice them towards the

goods of its and services to generate revenue and improve profitability. Customer behavior is interdisciplinary strategy based on theories and ideas about individuals which have been created by behavioral scientists, researchers and philosophers in several disciplines of psychology, social psychology, sociology, cultural anthropology and economics. The study of customer behavior likewise helps control in order to know customer needs to understand the possibility of consumer in lieu of technologies that is new and also to articulate things that are new in term of the customers' demands therefore solutions will likely be universally recognized on the market effectively. Consumer buying behavior is affected by 2 major factors, environmental and individual. The main categories of specific variables impacting customer behavior are demographics, attitudes, beliefs, personality, motivation, learning, perception, consumer knowledge, and life styles. The next category of variables is environmental factors. Ecological variables stand for those things outside the person affecting personal consumer's decision making process. These elements include culture, family, reference group, social class, and home. The above mentioned things have become the main determinants behind the decision of customers to select a certain very well or maybe service [15]. Customers of items that are different coming from various age groups, various social cultural backgrounds and from various geographical locations behave differently while earning selection. Anytime a customer purchases something out of the industry, choice that is ultimate is impacted by cultural, social, psychological and personal factors.

5.1 Cultural Factors

Consumer behavior is deeply affected by cultural factors such as for instance Social class as well as regional culture. Tradition will be the component of every culture as well as effect of society on purchasing behavior of buyer differs from region to region. Each culture includes various areas like religions, geographic regions, nationalities, racial groups etc. Marketers are able to utilize these groups by segmenting the industry into different modest portions [16]. Culture is usually viewed as lifestyle that is subsequently taught from one generation to various other developments. Culture isn't fixed. It's constantly changing, synthesizing, old ideas with brand-new shoes. Individuals coming from various social classes generally have various wants as well as usage patterns. Disparities originate from the differences in their buying power. As outlined by several scientists conduct & purchasing behavior would additionally be a means of identification and belonging to the personal class of its. In this way advertising activities might be tailored based on various social classes [17].

5.2 Social Factors

Social variables affect the purchasing behavior of consumers. The key community variables are: Reference groups, status, Role as well as home life. Reference organizations have ability in developing someone attitude or behavior. The effect of reference groups differs across brands as well as items. A reference group is an imaginary or actual group or individual conceived of getting considerable relevance upon specific evaluation, behavior or aspiration. Reference group influences customers in 2 ways: informational benefit as well as utility expression [18]. Customer action is clearly affected by the members of a household. Thus marketers are looking for the roles as well as impact of the husband, kids and wife. In case the purchasing decision of a specific item is affected by wife subsequently the marketers will attempt to focus on the females in the ad of theirs. Each individual offers various functions as well as condition in the culture based on the groups, clubs, group or loved ones to which he should be. For instance a female is working in a company as being a finance manager. At exactly the same time, she's playing 2 roles simultaneously: job of a finance supervisor in addition to role of a mom.

5.3 Personal Factors

Private factors may additionally impact the consumer behavior. Several of the key private factors which influence the purchasing conduct are: lifestyle, self-concept, personality, family life cycle as well as age, occupation as well as economic situation. Age and life cycle have possible effect on the consumer purchasing behavior. It's apparent the consumer's personal preferences and flavor concerning products & services switches with the passage of time. Family life cycle consists of different stages like young singles, couples that are married, and unmarried couples that really help marketers to develop products that are proper for every stage. The occupation of an individual also offers a huge effect on the purchasing behavior of consumer. For instance a marketing manager of a company is going to try to buy company suits whereas a reduced level worker in similar business will buy inexpensive clothing just. Consumer's financial situation has great impact on his purchasing conduct [19]. In case the income of a person is rather high next option of costlier products will be there along with a person with income that is low will purchase affordable products. Lifestyle of customers is yet another important factor affecting the customer purchasing behavior. Lifestyle refers to how an individual lives in a culture and purchases the points based on the surroundings of his. Style switches for every person, time to place as well as time to place. It's a wonderful impact on the purchasing behavior of

customers. Personality will be the totality of attributes of a male.

5.4 Psychological Factors

You will find 4 essential psychological factors impacting the consumer purchasing behavior. These're motivation, attitudes, beliefs and perception. The degree of motivation affects the purchasing behavior of customers. Every person has various needs like physiological needs, social needs, and biological needs. Selecting, interpreting and organizing information in a means to produce significant experience of the world is known as perception. You will find 3 different perceptual processes that are selective attention, selective retention and selective distortion. Customer possesses specific attitudes and beliefs toward different products. Because these kinds of perceptions and opinions make up brand image and also impact customer purchasing behavior thus marketers are attracted to them. These factors combine to perform an extensive type of customer behavior which reflects customer decision making process. The main factors and also the procedure of decision making shape the behavior as well as preferences of customer behavior [20].

5.5 Perceived Risk

The perceived benefit from online shopping (economic orientation) as well as convenience is fairly offset by the possible risk that web shopping entails. Perceived risk thus can serve as a possible barrier to online purchasing intention [21]. Perceived danger is the uncertain implications of customer purchasing behavior. Risks can be connected with charge card misuse, fraudulent websites, loss of security when sharing delicate charge card info with the net. The prospective pitfall of losing cash over charge card fraud is much more critical compared to the monetary value of certain transactions.

Vendor reliability is of utmost importance on the customer. The risk connected to the vendor to not provide service as well as products on the expected quality is able to prevent customers' goal to adopt internet searching because the buyer can't examine the caliber of the item prior to purchasing. Seller reliability increases in terminology of the capability to get refund and go back in case the item fails to meet up with the quality as promised, supplying the item promptly and also as per specified quality [22]. The relationship between perceived danger as well as online shopping goal is simple in previous empirical investigation. Generally, perceived danger is adversely related to online shopping objective [23].

5.6 Trust

Perceived danger can be neutralized from the improvement of trust. The result of trust on total payment protection and vendor is a crucial element

in determining consumer intent to purchase online [24]. Trust problem continues to be very investigated and also regarded as a crucial element for customer's readiness to take risks & positively impact online shopping intent. While customers' inspiration to shop online is varied as discussed previously, trust plays a vital part in turning that inspiration into action. The inclination to believe in the seller while purchasing online is recommended as buyers doesn't have access to physically analyze the item prior to purchase. The sellers' goal to supply the goods as promised as well as the general security measures for internet transaction is a crucial determinant element for customers' intention to shop online.

5.7 Attitude

Scientists have focused on inspiration through perceived usefulness plus perceived simplicity of use as an antecedent in shaping approach towards internet purchasing [25] as well as the consumer is going to be much more likely to shop on the internet in case buyer finds it confident utilizing the net for internet purchases [26]. Trust in store as well as vendor creates an optimistic attitude towards internet shopping as it decreases perceive danger and also promotes internet you're shopping goal. Although risk persists in internet shopping, nonetheless, the good function of internet shopping related to convenience as well as efficiency is much more substantial compared to any bad association with internet shopping. Additionally, total satisfaction with previous buy is negatively associated with seen danger with internet purchasing [27].

Through doing as well as learning, individuals acquire attitudes and beliefs. These, in turn, impact the purchasing behavior of theirs. Attitude towards internet shopping is an immediate consequence of customers' feelings and evaluation from previous online purchasing experience. A good past buy pleasure when purchasing online will favorably impact customers' attitude towards internet shopping as well as enhance potential goal to utilize web for shopping purposes [28].

6. PROPOSED MODEL

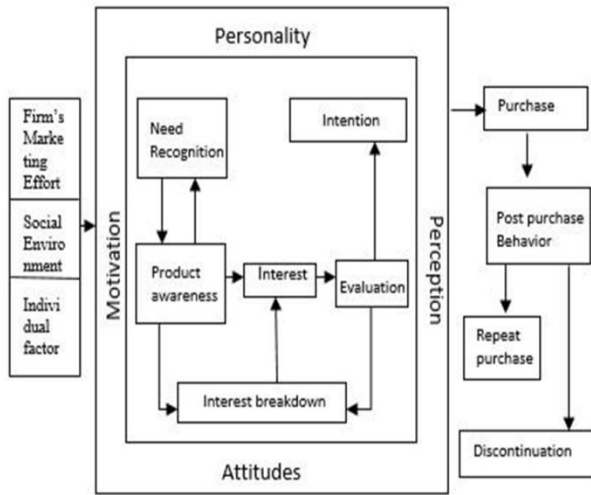


Figure 1: Modified Input – process – output model

Here we are using input – process – output model. This is one among various other consumer behavior models. We have modified this model by adding an individual factor.

6.1 Inputs:

In this particular product the inputs are firm's advertising effort, unique component and cultural environment. The firm's advertising effort includes the item, promotion, place and price. By the assessment of literature, the elements influencing internet customer behavior are the promotions as well as pricing and offers of the service. People buy online since most of the merchandise available on the web is cheaper than conventional stores. The social environment includes loved ones, culture, reference groups. The unique element contains the notion of consumer like perceived simplicity of use perceived danger, perceived assurance, perceived enjoyment, perceived usefulness, perceived info.

6.2 Process:

Need recognition will be the point in which, when someone knows in regards to a need, pressure is created and one picks an investment to satisfy the requirements of his. There's likewise a probability that an individual may understand about the commodity before the need of its is perceived. This's displayed by the pointer pointing each way from the want to the product as well as the other way around. By the literature we found out the understanding about the item is a crucial element that influence internet customer behavior. Internet promotions about the item have a significant impact in purchasing behavior of consumers. Evaluation of merchandise by customer is as they require even more details about the item. The info about the item features a significant effect on the online purchasing

decision. From the info and details about the product online, customers are able to compare them with products that are different and create a purchase decision. The moment there's aim to purchase an investment, the customer feels free to acts or even buys the product. After the product is purchased, it's used to fulfill the necessity along with, the greater the product is used, the more the purchaser winds up aware of the negative and positive suggestions of the product.

6.3 Output:

The output of the unit consists of the post buy behavior. By the assessment of literature one of several elements influencing the purchasing action would be the after sales service. If after the investment and usage of the item the buyer is completely satisfied, then the buyer will once again intend to buy the item more and can refer the item to other people in the group of theirs. In case the buyer is unsatisfied with the item, then there's a possibility for poor word of mouth and this also will in turn build a terrible track record of the firm. The other things in post buy actions would be the feedback from the buyers. This particular feedback could be utilized to enhance the caliber of the product as well as service. This feedback is going to help in enhancing the standing of the firm.

7. CONCLUSION

Consumer behavior is mysterious and complex and will seldom be clarified with one or 2 dominant factors. Internet purchasing conduct researchers, majorly explores demographics impact on the purchasing motives as well as adoption stages. Nevertheless, there's no systematic interpretation about precisely how the very first time buyer is apt to continue with purchasing online or would love to intensify or pull much more of existent available products offline.

While separately looking into each aspect offer major insight regarding the significance serotonin in deciding customer's goal to purchase online, the breadth as well as level of the interlink in between the various elements will supply a holistic view of customer behavior. This's crucial since people as a person while choosing to buy online don't just depend on one element but only how various variables come together to develop an attitude prior to the buyer chooses to buy online. The proposed conceptual framework intends to mix all of the elements and future investigations are gained to follow an all-inclusive type of customer behavior in the analysis of theirs to foresee customer's goal to purchase online.

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Corresponding Author

Manisha*

Research Scholar, J.C. Bose University of Science & Technology, Faridabad