

Trends in Online Shopping and their Impact on Consumer Buying Behavior**V.R.Karthikeyarayan¹; Dr. V. Sitharathasankar²**

¹ Doctoral Research Scholars, Department of Business Administration,
Annamalai University, Chidambaram, Tamilnadu

² Assistant Professor, Department of Business Administration, Annamalai University,
Chidambaram, Tamilnadu

Abstract

The birth of the internet provided customers with a whole new experience in terms of acquiring information, comparing items or pricing, and the ability to make purchases via the internet. As a result, online consumer behaviour is a crucial element for marketers to consider. Marketers must understand how, where, and why consumers behave online in order to forecast their online behaviour. This research will look at a variety of studies to see what online channels customers utilise at different stages of the buying decision process (BDP). The decision will then provide a better understanding of why and how online shoppers make buying decisions (BDP). It will aid in the development of a revised and more successful marketing strategy. Customers' perceptions of online shopping in terms of the value of the items to be purchased were explored in this study work.

Key words- Buying Decision, Value of the Goods

1.Introduction

The study of how individual consumers, groups, or organisations pick, acquire, use, and dispose of ideas, commodities, and services to meet their requirements and wants is known as consumer behaviour. It refers to the consumer's activities in the marketplace and the motivations behind those actions. Psychology, sociology, social anthropology, marketing, and economics, particularly behavioural economics, are all used to study consumer behaviour. It investigates how buying behaviour is influenced by emotions, attitudes, and preferences. Because the internet has substantially changed customer preferences and buying patterns, consumer behaviour toward online shopping is an area of interest for both researchers and professionals. The internet is altering the way people shop for and purchase products and services, and it has quickly become a

worldwide phenomenon. This research aims to better understand consumer preferences in terms of product value. In today's global environment, buyers are quite reasonable.

The practise of advertising a brand, a product, or a service using one or more kinds of electronic media, such as the Internet, mobile instant messaging, wireless text messaging, podcasts, online radio channels, digital television, and mobile applications, is known as digital marketing. It helps organisations to do real-time analysis of their marketing initiatives to determine what works and what needs to be improved. Digital communication technology have become ingrained in the daily lives of billions of people. Every working professional should be aware with at least the essential ideas of digital marketing in a world where over 170 million individuals use social media on a regular basis.

Types of Digital Marketing Strategies

SEM (Search Engine Marketing) It is a strategy for promoting a brand and its products/services using a high search engine ranking. It is critical to comprehend this notion in order to carry out an effective Digital Marketing strategy. To boost the pay-per-click listings, it is required to raise visibility in the Search Engine Results Pages (SERPs).

SEO (Search Engine Optimization) The practise of optimising content or websites so that they appear in search engine results such as Google is known as SEO. Search engines choose which sites to display for a given search query based on keywords found in the site and links pointing to it. As a result, SEO has a lot to do with employing the proper keywords or key phrases in the copy of a website or within the material you want to appear in search results, as well as obtaining connections to that webpage or content.

Content Marketing It's crucial to follow the newest SEO guidelines, but the main goal is to attract potential customers, therefore content writers must remember that their words must be compelling enough to entice readers to learn more about your company. The majority of professional content writers develop stories in order to connect emotionally and intellectually with their audience.

Pay-per-click Advertising The promotional advertisements that we encounter on the internet every now and then are waiting for us to click on them. These Ads belong to a certain brand, and when someone clicks on them, the brand owner pays a predetermined fee to the third-party sites and/or blogs that permitted them to do so in that restricted area. Google Adsense is in charge of everything.

SMM (Social Media Marketing) Social media platforms are one of the most successful digital marketing methods and a great way to get the attention of the general public quickly. This is due to the fact that sites such as Facebook, Twitter, Instagram, and others have a large number of registered users, many of whom use these sites at least once a day. This is the primary reason why news organisations and major corporations have created their own Facebook pages. If a company has strong content and effective techniques for reaching its target audience, it will undoubtedly prosper.

Email Marketing It is not ordinary for most marketers to send promotional emails to their subscribers in order to inform them of forthcoming products, initiatives, and deals. Although a small fraction of the population may not utilise social networking sites, those who do use the internet are likely to have at least one email account. Because marketers are aware of this, they are likely to provide relevant material to their target demographic via email.

Viral Marketing The phrases "viral," "trending," and so on are all well-known. Viral Marketing is defined as video material that surpasses a particular threshold within a short period of time, generally overnight or during the first few days. This type of advertising is designed to reach the most number of individuals over the internet, whether through websites, messengers, or apps.

Mobile Phone Advertising Your mobile phone may be used for digital marketing. After all, you're undoubtedly using Facebook, Instagram, and Google on your phone. However, there are other sorts of mobile marketing that do not fall into any of the above mentioned categories.

TV Advertisement Many marketing professionals regard television to be the perfect platform for targeted advertising because it reaches billions of trustworthy audiences in every location. A single 30- or 60-second TV commercial broadcast during a major sporting event such as the Super Bowl or the Olympic Games may potentially reach billions of prospective customers. Television advertising is more expensive to produce and transmit than other forms of marketing, but it has the ability to reach the biggest number of people at once.

The 5Ds of digital marketing

Today's digital marketing covers far more than client interactions via websites and emails... Consumer acceptability of the 5Ds must be measured in order to determine when and how our company should prioritise their use:

1. Digital devices – Smartphones, tablets, desktop computers, televisions, and gaming devices are all used by our customers to interact with businesses.

2. Digital platforms – On these devices, the majority of interactions are done through a browser or apps from the major platforms or services, such as Facebook (and Instagram), Google (and YouTube), Twitter, and LinkedIn. •

3. Digital media – Advertising, email and message, search engines, and social networks are all examples of paid, owned, and earned communication channels for reaching and engaging audiences.

4. Digital data – Most governments now require corporations to preserve the information they acquire about their audience profiles and interactions with them.

5. Digital technology – From websites and mobile applications to in-store kiosks and email campaigns, firms utilise marketing technology, or martech, to create interactive experiences.

2. Literature review

Adnan (2014) discovered that perceived benefits and psychological factors had a favourable impact on consumer attitudes and buying behaviour. Time savings, quick comparison of different products, fairer prices of online goods, expert/user assessment of products, and access to a market without boundaries are some of the reasons for online shopping adoption in Kenya, according to a prior survey performed in Nairobi County (Ngugi, 2014).

Bashir, (2013). Consumers on the internet are constantly looking for new products, fresh appeal, and, most importantly, price compatibility with their budget. The internet is the finest way to save time and money by shopping online at home or anyplace within their budget. Online shoppers have no restrictions when it comes to online shopping.

Broekhuizen&Huizingh, (2009)A key to attracting visitors is to make web designs and portals original and sophisticated, as well as web atmospherics welcoming. Furthermore, if online retailers want to convert visitors into buyers, they should improve their website by providing customers with a comfortable, logical, fascinating, and hassle-free approach, as well as a simple language, by establishing a fast website with as smooth a functional design as feasible.

AdritaGoswami et.al (2013). According to the study "Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Jorhat Town," online customers are satisfied. This study clearly shows that online marketers should place a greater emphasis on There are two factors to consider: the price factor and the after-sale factor. In this day of competitiveness, all online marketers should be able to keep existing clients and to attract new ones, focus on customer satisfaction. Day by day, devise a strategy to entice new customers.

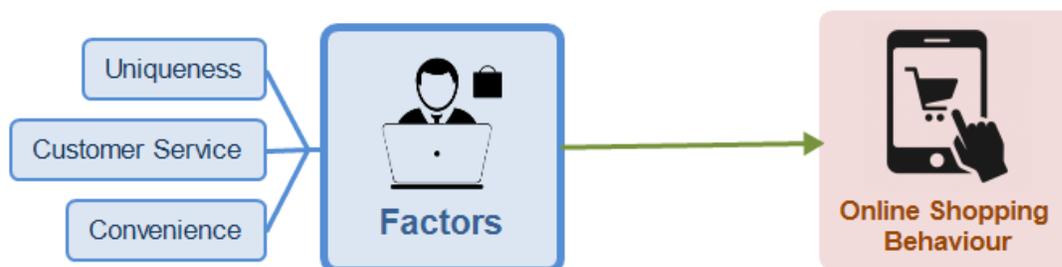
Dubrovski, (2001) Customers throughout the world now have a plethora of options because of new electronic communication marketing elements. Many traditional notions of marketing, trade, and power have been redefined as a result of these shifts. Furthermore, many experts acknowledge and admit that consumer pleasure is a rational indicator of market success.

Every year, online shopping platforms see a phenomenal 200 percent increase in the selling of technological devices. This is fueled by consumer demand for mobile phones, iPods, and MP3 players in both metros and small towns. Apparels and accessories (30%) overtook consumer electronics (34%) as the second most popular product category, and is likely to overtake consumer electronics this year. Books (15%), beauty & personal care (10%), home & furnishings (6%), baby items (2%) and healthcare (2%) are among the most common search categories (3 percent). Treadmills and other fitness equipment, as well as fashion products such as sunglasses, are popular among Punjabis. www.Homeshop18.com, www.flipkart.com, www.yebhi.com, and www.mynta.com are some of India's online shopping platforms. Amazon.com, the \$ 48 billion online retail behemoth, entered the Indian market in 2012 with Junglee.com, an online shopping site powered by Amazon.com.

3. Objectives of the study

- To study the perception of customers about online shopping.
- To investigate the purchase decision of customer in the perspective of value of goods.

4. Conceptual Framework



5. Research Methodology

The research is descriptive in nature. The study's major goal was to figure out what factors influenced students. The questionnaire method was used to conduct the study. The total number of responders was 100.

Source of Data:

Primary Data: Primary data are data that are being collected for the first time by the researcher. They are data collected directly from the general public, who were the subjects of the study. Primary data was acquired in this study via a questionnaire presented to students. **Secondary Data:** Secondary data is gathered from published sources such as periodicals, journals, and articles, among others.

Sampling Procedure

The study's sample method was simple random sampling. A type of probability sampling is simple random sampling. There are no groups divided as such among the no of population. The size of the same is 100.

6. Findings & Recommendation

1. Flipkart, an Indian e-tailer, has been a hit since its launch. It's even reflected in the survey. However, Amazon, a global competitor, is not far behind.
2. The majority of students spend 500-1000 rupees in a single shopping spree. There is a high demand for products in this category that are both affordable and of high quality.
3. At least once every 15 days, 55% of respondents shop. This provides e-tailers with a large base of customers both now and in the future.
4. Cost is a significant factor. Offers, promotions, and festive seasons are all huge draws that attract a lot of people.
5. Clothing and apparel are the most popular online purchases.
6. Theft of credit card information and a lack of security when making online payments are key issues for the respondents. Consumer confidence in online shopping will increase if preventative measures are taken to address these issues.
7. By providing offers, discounts, and other incentives, a unique shopping experience for students can be established.

7. Conclusion

Finally, having access to online shopping has had a significant impact on our society as a whole. The results of the factor analysis show that Experimental Uniqueness, Customer Service, and Convenience are three important factors in why customers favour online shopping. Today, the entire scenario has changed dramatically. Electronic Data Interchange, E-Mail, Business, and E-Commerce are all E prefixes in today's society. Connectivity has fueled unprecedented access to knowledge in India as a result of the country's technological transformation. This application of technology has opened up new avenues and possibilities, allowing for a more convenient existence today. Online shopping is a rapidly expanding industry. It will thrive in a highly competitive and dynamic market if it is correctly employed with ensured safety and security for transactions. As a result, because the consumer is the king of the market, he or she deserves to be treated as such. Despite the fact that the internet is typically described as a borderless market, there are still some obstacles to overcome.

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