

## Contemporary thought of researcher on online shopping – a literature review

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**Abstract:** Consumers are progressively adopting electronic channels for buying. Explaining on-line client behavior continues to be a significant issue as studies accessible target a multiple set of variables and relied on totally different approaches and theoretical foundations. Based on previous analysis 2 main drivers of on-line behavior are identified: perceived edges of on-line searching associated with utilitarian and hedonistic characteristics and perceived risk. In addition factors affecting choice of online shopping are given as alleviative variables of the connection between perceived blessings and downsides of web searching and on-line client behavior.

**Keywords:** E-commerce; online shopping behavior; perceived benefits; perceived risk; factors affecting choice.

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### I. Introduction

The increasing dependence of companies on e-commerce activities conjointly the recent failure of an outsized variety of dotcom corporations stress the challenges of in operation through virtual channels and also highlight the requirement to raised perceive shopper behavior in on-line market channels so as to draw in and retain shoppers. While acting all the functions of a standard shopper, in net looking the buyer is at the same time a pc use as he or she interacts with a system, i.e., a billboard site. On the opposite hand, the physical store has been remodeled into Web-based stores that use networks and net technology for communications and transactions.

“In this sense, there appears to be associate understanding that on-line looking behavior is basically completely different from that in typical retail setting, (Peterson et al., 1997) as e-commerce depends on machine-readable text pc mediate Environments (CMEs) and also the interaction customer-supplier is dominated by completely different principles.”

Understanding the factors that designate however the shoppers move with the technology, their purchase behavior in electronic channels associated their preferences to interact with an electronic vender on a repeat basis is crucial to spot the most drivers of shopper behavior in on-line market channels.

Online shopper behavior analysis could be a young and dynamic tutorial domain that's characterized by a various set of variables studied from multiple theoretical views.

“Researchers have relied on the Technology Acceptance Model (Davis, 1989; Davis et al., 1989), the idea of Reasoned Action (Fisbein and Ajzen, 1975), the idea of Planned Behavior (Ajzen, 1991), Innovation Diffusion Theory (Rogers, 1995), Flow Theory (Czikszentmihalyi, 1998), Marketing, info Systems and Human pc Interaction Literature in investigation consumer's adoption and use of electronic commerce.”

“While these studies singly give important insights on on-line shopper behavior, the enquiry during this space is thin and also the lack of a comprehensive understanding of on-line shopper behavior continues to be a serious issue (Saeed et al., 2003).”

“Previous analysis on shopper adoption of net looking (Childers et al., 2001; Dabholkar and Bagozzi, 2002; Doolin et al., 2005; Monsuwé et al.; 2004; O’Cass and Fenech, 2002) suggests that consumers' perspective toward net looking and intention to buy on-line depends totally on the perceived options of on-line looking and on the perceived risk related to on-line purchase. These relationships area unit qualified by exogenous factors like “consumer traits”, “situational factors”, “product characteristics” and “previous on-line looking experiences”.”

The define of this paper is as follow. Within the next section associate assessment of the essential determinants that completely have an effect on consumers' intention to shop for on the web is administered. Second, the most perceived risks of looking on-line area unit known as factors that have a negative impact on the intention to shop for from net vendors. Third, since it's been argued that the link between consumers' perspective and intentions to shop for on-line is moderate by freelance factors associate examination of the

influence of those factors is bestowed. Finally, the most findings, the importance to professionals and researchers and limitations area unit summarized.

### **Perceived Benefits in Online Shopping**

“According to many authors (Childers et al., 2001; Mathwick et al., 2001; Menon and Louis Isadore Kahn, 2002;) on-line looking options will be either consumers’ perceptions of purposeful or utilitarian dimensions, or their perceptions of emotional and indulgent dimensions.”

“Functional or utilitarian perceptions relates to however effective looking on the net is in serving to shoppers to accomplish their task, and the way simple the net as a looking medium is to use. Implicit to those perceptions is that the perceived convenience offered by net trafficker whereas convenience includes the time and energy saved by shoppers once partaking in on-line looking (Doolin, 2005; Monsuwé, 2004).”

“Emotional or indulgent dimensions reflects consumers’ perceptions concerning the potential enjoyment or recreation of net looking (Doolin, 2005; Monsuwé, 2004).”

“Venkatesh (2000) reported that perceived convenience offered by net Vendors features a positive impact on consumers’ perspective towards on-line looking, as they understand net as a medium that enhances the end result of their looking expertise in a simple means.”

“Childers et al. (2001) found “enjoyment” to be an identical and powerful predictor of perspective toward on-line looking. If shoppers relish their on-line looking expertise, they need a additional positive perspective toward on-line looking, and square measure additional seemingly to adopt the net as a looking medium.”

“Vijayarathy and Jones (2000) showed that net looking convenience, style compatibility and fun completely influence perspective towards net looking and intention to buy on-line.”

“Despite the perceived edges in on-line looking primarily related to convenience and delight, there variety of doable negative factors related to the net looking expertise. These embrace the loss of sensory looking or the loss of social edges related to looking (Vijayarathy and Jones, 2000).”

“In their analysis, Swaminathan et al. (1999) found that the shortage of social interaction in net looking deterred shoppers from purchase on-line UN agency most well-liked coping with individuals or UN agency treated looking as a social expertise.”

“Consumers build on-line purchases for each convenience and delight (Childers et al., 2001, pp. 421-422). Forsythe et al. (2006) developed a scale to live perceived edges and risks in on-line looking. Their study shows that convenience, easy looking, and merchandise choice (which square measure utilitarian edges) account for larger variance explained in total perceived benefits in on-line looking, compared to the perceived indulgent profit whereas looking on-line. Hence, it will be inferred that a private with higher utilitarian looking motive is probably going to understand larger edges in on-line looking compared to a different individual having lower utilitarian looking motives.”

### **Perceived Risk In Online Shopping**

“Although most of the acquisition selections are perceived with a point of risk, net searching is related to higher risk by customers attributable to its age and intrinsic characteristics associated to virtual stores wherever there's no human contact and customers cannot physically check the standard of a product or monitor the protection and security of causing sensitive personal and monetary data whereas searching on the web (Lee and Turban, 2001).”

“Several studies reported similar findings that perceived risk negatively influenced consumers’ angle or intention to get on-line (Doolin, 2005; Liu and Wei dynasty, 2003; Van der Heidjen et al., 2003).”

“Opposing results were reported in 2 studies (Corbitt et al., 2003; Jarvenpaa et al., 1999). The authors found that perceived risk of net searching didn't have an effect on temperament to shop for from a web store. One amongst the explanations for this contradictory conclusion may be attributable to the countries analyzed severally New Zealand and Australia wherever people can be a lot of risk-taken or a lot of net heavy-users.”

“In examining the influences on the perceived risk of buying on-line, Pires at al. (2004) expressed that no association was found between the frequency of on-line getting and perceived risk, though satisfaction with previous net purchases was negatively related to the perceived risk of meant purchases, however just for low-involvement product. Variations in perceived risk were related to whether or not the meant purchase was an honest or service and whether or not it absolutely was a high or low-involvement product. The perceived risk of buying product through the web is over for services. Perceived risk was found to be higher for high-involvement than for low-involvement-products, be they product or services.”

Various forms of risk are perceived in purchase selections, together with product risk, security risk and privacy risk.

“Product risk is that the risk of creating a poor or inappropriate purchase calls. Aspects involving product risk are often an inability to match costs, being unable to come back a product, not receiving a product

purchased and products not acting obviously (Bhatnagar et al., 2000; Jarvenpaa and Todd, 1997; Tan, 1999; Vijayasarathy and Jones, 2000)."

"Bhatnagar et al. (2000) recommend that the probability of buying on the web decreases with will increase in product risk."

"Other dimensions of perceived risk associated with consumers' perceptions on the web as a trustworthy searching medium. As an example, a standard perception among customers is that human action MasterCard data over the web is inherently risky, attributable to the likelihood of MasterCard fraud (Bhatnagar et al., 2000; Saint George, 2002; Hoffman et al., (1999); Jarvenpaa and Todd, 1997; Liebermann and Stashevsky, 2002)."

"Previous studies found that beliefs regarding trait of the web were related to positive attitudes toward net getting (George, 2002; Hoffman et al., (1999); Liebermann and Stashevsky, 2002)."

Privacy risk includes the unauthorized acquisition of non-public data throughout net use or the availability of non-public data collected by firms to 3rd parties.

"Perceived privacy risk causes customers to be reluctant in exchanging personal data with net suppliers (Hoffman et al., 1999). Identical authors recommend that with increasing privacy issues, the probability of buying on-line decreases. Similarly, Saint George (2002) found that a belief within the privacy of non-public data was related to negative attitudes toward net getting."

"There are broadly speaking 3 forms of perceived risks in on-line shopping: monetary risk, product risk and convenience risk (Forsythe et al., 2006). Monetary risk is that the perceived web loss of cash and consumers' perceived insecurity (like, the sensation of insecurity relating to on-line MasterCard usage)."

Product risk is related to the expected future non- performance of the merchandise (as just in case of on-line shopping for, the customer's are unable to directly examine the merchandise whereas creating choices) or perceived delay in actual delivery.

"Convenience risk includes buyers' perceived inconvenience whereas inserting order on-line, like, technological complications Janus-faced. Bhatnagar and Ghosh (2004) have expressed that the merchandise performance risks and monetary risks are considerably related to any on-line searching. A possible monetary risk related to on-line shopping for is that the consumer's sense of insecurity relating to on-line MasterCard usage, that has been found to be a possible obstacle to on-line searching (Maignan & Lukas, 1997). Therefore, the previous literature shows that everyone these major forms of perceived risks in on-line searching (financial risk, product risk, convenience risk) are primarily utilitarian in nature or associated with time and price. So, it's seemingly that a private with higher utilitarian searching motive is probably going to understand larger risk in on-line searching compared to a different individual with lower utilitarian searching motive."

### **Factors Affecting Choice of Online Shopping**

Based on previous literature review factors affecting choice of online shopping were reportable to be key drivers in moving shoppers to ultimately adopt the web as a searching medium.

### **Consumer Traits**

Studies on on-line searching behavior have focus principally on demographic, psychographics and temperament characteristics.

"Bellman et al. (1999) cautioned that demographic variables alone justify a really low proportion of variance within the purchase call."

"According to Burke (2002) four relevant demographic factors – age, gender, education, and financial gain have a big mitigatory impact on consumers' perspective toward on-line searching."

In finding out these variables many studies arrived to some contradictory results.

"Concerning age, it absolutely was found that younger are a lot of fascinated by exploitation new technologies, like web, to look for comparative data on merchandise (Wood, 2002). Older shoppers avoid searching on-line because the potential edges from searching on-line are offset by the perceived value in talent required to try and do it (Ratchford et al., 2001)."

"On the opposite hand as younger are related to less financial gain it absolutely was found that the upper a person's financial gain and age, the upper the propensity to shop for on-line (Bellman et al., 1999; Liao and Cheung, 2001)."

"Gender variations additionally associated with totally different attitudes towards on-line searching. Though men are a lot of positive concerning exploitation web as a searching medium, feminine searchers that choose to shop on-line, bang a lot of than male (Burke, 2002; Li et al., 1999)."

"Furthermore Slyke et al. (2002) reportable that as girls read searching as a group action they were found to be less familiarized to buy on-line than men."

“Regarding education, higher educated shoppers have the next propensity to use no-store channels, just like the web to buy (Burke, 2002). This truth is even as education has been completely related to individual’s level of web acquisition (Li et al., 1999).”

“Higher house financial gain are usually completely related with possession of computers, web access and better education levels of shoppers and consequently with the next intention to buy on-line (Lohse et al., 2000).”

“In terms of psychographics characteristics, tender et al. (1999) expressed that buyers a lot of probably to shop for on the web have a “wired life” and are “starving of time”. Such shoppers use the web for a protracted time for a multiple of functions like human action through e-mail, reading news and seek for data.”

“A temperament characteristic closely related to web adoption for searching is originality outlined because the relative disposition of an individual to undertake a brand new product or service (Goldsmith and Hokafer, 1991).”

“Innovativeness looks to influence quite frequency of on-line buying. It relates to the range of product categories bought on-line, each in relation to buying and to visiting websites seeking data(Blake et al., 2003). During this sense originality may be a basic issue determinative the amount and quality of on-line searching.”

### **Situational Factor**

“Situational factors are found to be factors that have an effect on considerably the selection between totally different place of business formats once shoppers are featured with a searching call (Gehrt and Yan, 2004). consistent with this study, the time pressure and purpose of the searching (for a present or for themselves) will modification the consumers’ searching habits Results showed that ancient stores were most well-liked for self-purchase things instead of for gift occasions as during this case alternative store formats (catalog and Internet) performed higher in terms of expedition. As for time pressure it absolutely was found that it absolutely was not a considerably predictor of on-line searching as shoppers once featured with insufficiency of your time gone through temporal problems associated with whether or not there’s a lag of your time between the acquisition dealing and receipt of products instead of whether or not searching will happen anytime.”

“Contradictory results were reportable by Wolfinbarger and Gilly (2001). Consistent with this study necessary attributes of on-line searching are convenience and accessibility. Once featured with time pressure things, shoppers engaged in on-line searching however no conclusions ought to be taken on the impact of this issue on the perspective toward web searching.”

“Lack of quality and geographical distance has additionally been addressed has drivers of on-line searching as web medium offers a viable resolution to beat these barriers (Monswé et al., 2004). consistent with a similar authors the physical proximity of a conventional store that sells a similar merchandise out there on-line, will lead shoppers to buy within the “brick and mortar” different as a result of its perceived attractiveness despite consumers’ positive perspective toward searching on the web.”

“The need for special things troublesome to seek out in ancient retail stores has been reportable a situational issue that attenuates the link between perspective and consumers’ intention to buy on-line (Wolfinbarger and Gilly, 2001).”

### **Product Characteristics**

Consumers' choices whether or not or to not search on-line are influenced by the sort of product or service into consideration. The lack of physical contact and help in addition because they got to “feel” somehow the merchandise influences the quality differentiates merchandise consistent with their quality for on-line searching.

“Relying on product classes conceptualized by data economists, Gehrt and Yan (2004), reportable that it’s a lot of probably that search merchandise (i.e. books) is adequately assessed at intervals an internet than expertise merchandise (i.e. clothing), that typically need nearer scrutiny.”

“Grewal et al. (2002) and Reibstein (1999) noted standardized and acquainted merchandise as those within which quality uncertainty is nearly absent and don’t want physical help or pre-trial. This merchandise like groceries, books, CDs, videotapes have a high potential to be thought of once searching on-line.”

“Furthermore just in case of bound sensitive merchandise there’s high potential to buy on-line to confirm adequate levels of privacy and namelessness (Grewal et al., 2002). A number of this merchandise like medication and sexy movies are raising legal and moral problems among international community.”

“On the opposite hand, personal-care merchandise like fragrance or merchandise that needed personal data and knowledge like cars or computers, are less probably to be thought of once searching on-line (Elliot and Fowell, 2000).”

### **Firm Size**

“Studies have found a positive relationship between the size of a firm and its online sales rates, i.e. consumers are more likely to access the websites of larger firms as compared to smaller ones (Steinfeld et al., 2005). However, as per ECT, consumers also expect large retailers to have more elaborate, well-developed, informative, and reliable websites. Not meeting this expectation may influence consumer perceptions of the services offered.”

### **Brand**

“Similar to consumer behavior in traditional markets, the brand reputation and image play a significant role in e-consumer behavior.”

“A identifying image, mark, logo, name, word, sentence or a mix of those things that meant to spot the products and services of 1 vender or a bunch of sellers and to differentiate them from those of competitor (Kotler 1997, p. 443). One in all the foremost necessary roles contend by completes is their impact on shopper brand selection and thought.”

“Consumer and firms each want brands, for customers complete will serve variety of functions like indicator of quality and legitimacy (Aaker 1994), give price through type and performance (Keller 1993) and lots of alternative functions.”

### **Utility**

“Utilitarian consumers display shopping behaviors that are distinctly goal-oriented. These individuals concentrate on online shopping that is rational, task-oriented, efficient, and deliberate. The target of a utilitarian shopper could be any well-planned purchase: books, computers, furniture, housewares, and so forth. Such consumers, mostly comprised of men, will not be swayed by websites that cater to leisure or entertainment (Burke, 1997). These utilitarian consumers desire to make their purchases with the least amount of hassle and they are more likely to use the Internet as a source of information (Kim & Kim, 2004). Therefore, vendors and marketers should pay attention to the design and content of the website that presents their products so as to make the experience informative, convenient, and enjoyable.”

### **Convenience**

“Convenience refers to the ability of a customer to shop at any time or place. As mentioned, websites that are easy to use, save customers time, and provide customers greater control result in enhanced shopping experience and greater customer enjoyment (Kaufman & Lindquist, 2002). Indeed, an access to reliable and fast Internet service is a pre-requisite to this convenience. Intuitively, the greater the ability to swiftly and easily go online the higher would be the number of online purchases. Factually, the recent introduction and popularity of high-speed Internet has lead to a rise in online transactions.”

### **Reduce Search Time / Costs**

“B2C portals enable people visit a large number of stores and indulge in comparative shopping within a short time period (Bellman et al., 1999). Ultimately, an e-consumer will be more likely to purchase a product or service online when the process of making this purchase is greatly facilitated and the absence of usual time barriers in shopping is emphasized. Indeed, online users want to capitalize on the ability to do their shopping without the hassle of long lines and time spent commuting (Brynjolfsson et al., 2008). Therefore, positive perceptions of retail websites are dependent on how easily and quickly consumers are able to make their purchases.”

“Offline stores require the physical travel by the customer, resulting in added costs for fuel and lost time etc. Furthermore, customers have to work on a costly trial and error basis to get the desired product/service. Often, consumers may not be able to travel to distant locations. As such, they may end up overpaying for their purchases from local stores. The Web offers a rich source of information for price comparisons to customers on their desks, making consumers prefer B2C. This rich information repository is available at almost no cost (Brynjolfsson and Saunders, 2009). However, if the postal/delivery system is not adequate then delivery aspect could add more costs and undesirably longer wait times.”

### **Price/Attribute Comparison**

“Offline shopping provides the opportunity to see not only the actual product but also face-to-face interactions with the merchant or the salesperson. Although online shopping does not offer these benefits, it can significantly reduce the expenditures in terms of effort, time, and money to e-consumers. Often, there are more options and opportunities online such as convenient ways of comparing of products, services, and prices (Sulaiman et al., 2005). Furthermore, many buyers value price above most other factors while shopping online making better online deals an important motivator for online shopping (Haque et al., 2006). Consequently, an increasingly intense competition among online stores should continue to positively support B2C.”

### **Broader Market Access**

“The sheer number of retail websites means that consumers have a much wider range of products and services to choose from than what would have otherwise been possible (Brynjolfsson et al., 2008). This wider selection is an important determinant of online purchasing behavior (Kaufman & Lindquist, 2002).”

### **Technology Factor**

“Technology connected factors mentioned extensively in TAM framework of Davis et al. (1989) i.e. ‘usefulness’ the extent to that technology enhance dealing performance of purchaser and ‘enjoyment’ of exploitation technology for creating on-line looking.”

“TAM is the dominant model, other studies in this vein have extended TAM with constructs such as computer playfulness (e.g., Moon and Kim 2001), cognitive absorption (e.g., Agarwal and Karahanna 2000), and product involvement and perceived enjoyment (Koufaris 2002). Still other research has focused on Web design and has developed models and measures of perceived Web quality and usability (e.g., Agarwal and Venkatesh 2002; Aladwani and Palvia 2002; Loiacono 2000; Palmer 2002; Ranganathan and Ganapathy 2002; Torzkadeha and Dhillon 2002) as predictors of consumer acceptance.”

“More-over, trust is also an issue because vendors can easily take advantage of online consumers (Jarvenpaa and Todd 1997; Jarvenpaa and Tra-ctinsky 1999). The recent case of Amazon.com sharing its database of customer activity (Rosen-crance 2000a, 2000b) is a good demonstration of the kind of undesirable, yet legal, opportunistic behavior to which online customers are exposed, and hence the need for maintaining and constantly rebuilding their trust.”

## **II. Website Usability**

“Studies indicate that certain website design factors profoundly affect intentions of the users to revisit an online retailer and, in all probability, repurchase products or services. Indeed, consumers are more likely to be attracted to websites that are striking in design, user friendly, interactive, and informative (Ahmad et al. 2004). As such, the quality of information, design, interaction, and speed are major factors affecting the buying behavior of e-consumers (Udo, 2001).” We discuss some of these factors in the following.

### **a. Information**

“The Web has become an extensive global source of information for potential buyers of a product or service. Traditionally, shoppers had to visit an actual outlet to acquire any relevant information regarding goods or services. The Internet has largely removed the need for visiting physical outlets to gather information by providing a virtual display and information platform for all kinds of goods and services. However, this also raises such critical issues as the quality and the quantity of product and service information available (Ahmad, 2002; Kim & Kim, 2004). Product information could include descriptions, recommendations, feedbacks, etc; whereas, service information could include FAQs, promotions, memberships, ordering, and delivery. Information should be both sufficient and up-to-date to help users make the right decisions. As per ECT, if the quality and the quantity of the information do not meet user expectations then it will dissuade them from using the website.”

### **b. Design**

“In EC, the medium of communication is the website which businesses use to advertise, promote, market, and sell their goods and services. Consumer perceptions of a business are strongly affected by the quality and interactivity of the interface and the presentation of the products/services. These often affect frequency of visits and purchases from a website (Udo, 2001). Website design should be user friendly and easily guide the user throughout the website, reducing the time and effort expended on the process of acquiring information (Jenamani *et al.*, 2006). While distinguished web design attracts users to the website, personalization retains current and potential consumers for longer period of time by enhancing the user experience (Ahmad et al., 2004; Jenamani *et al.*, 2006).”

### **c. Interactivity**

“Online interactivity is the real-time communication involving simultaneous and continuous exchange of information. Online shopping interactivity, akin to customer service aides in physical stores, needs to be similar to interactivity at traditional stores (Chen & Chang, 2003). Many websites use e-mails, links, discussion forums, offline/online chats, etc. to present more convenient and expedient interactivity. Similarly, navigation, or the movement from one webpage to another, is a common factor affecting consumer decision-making.

Smooth and advanced navigation tools could also influence consumer attitudes by providing a sense of control, reliability, and trust, leading to more purchases. In contrast, inadequate interactivity can disrupt the navigation flow, resulting in loss of sales (Ahmad, 2002; Udo, 2001).”

#### d. Speed

“Slow website response could be a fatal factor in purchasing decisions of e-consumers, as it negatively affects the usability and consumer attitudes. Slow downloads, which are often encountered, will make consumers hesitant to navigate to another webpage (Konradt *et al.*, 2003). Regardless of technical reasons, users often associate slow response to low quality of service and may terminate the process.”

#### Previous Online Searching Experience

Past analysis suggests that previous on-line searching experiences have an instantaneous impact on web searching intentions.

“Satisfactory previous experiences decrease consumers’ perceived risk levels related to on-line searching however solely across low-involvement merchandise and services (Monsuwé *et al.*, 2004).”

“Consumers that measure completely the previous on-line expertise are actuated to continue searching on the web (Eastlick and Lotz, 1999; wedge *et al.*, 2001; Weber and Roehl, 1999).”

### III. Conclusion

This paper aims to spot the most drivers of on-line searching and therefore to present additional insights in explaining shopper behavior once adopting the net for purchasing. This literature review shows that angle toward on-line searching and intention to buy on-line don't seem to be solely full of perceived edges and perceived risks, however conjointly by factors. Understanding consumers’ motivations and limitations to buy on-line is of major importance in ebusiness for creating adequate strategic choices and guiding technological and selling choices so as to extend client satisfaction. As rumored before consumers’ angle toward on-line searching is influenced by each utilitarian and epicurean factor. Therefore, e-marketers ought to emphasize the gratifying feature of their sites as they promote the convenience of searching on-line. As personal characteristics conjointly have an effect on buyers’ attitudes and intentions to have interaction in net searching e-tailers ought to customize customers’ treatment. What is more, e-vendor ought to assure a trust-building relationship with its customers to reduce perceived risk associated to on-line searching. Adopting and human activity a transparent privacy policy, employing a third party seal and giving guarantees area unit mechanisms which will facilitate in making a reliable setting.

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