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**To study the Factors influencing Customer Buying Decisions on ecommerce websites**

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**Abstract**

**The study focuses on the analysis of Factors influencing Customer Buying Decisions on ecommerce websites. The study includes analyzing the responses of customers and their views on the factors influencing buying decision**

**Keywords- Consumer, Website, consumer behavior.**

**1. INTRODUCTION**

The impacts on sourcing, purchasing, corporate collaboration and consumer care in online commerce are so severe that nearly every organization is impacted. Internet shopping affects all market sectors and big activities, from ads to payments. The essence of competition is also evolving considerably because of emerging retail businesses, modern market structures and the variety of goods and services relevant to e-commerce. E-commerce gives businesses incomparable incentives to expand globally at low prices, increasing their market share and rising costs. The primary emphasis of this paper is on the critical developments of online commerce, the challenges involved with their effective deployment and shortcomings and the infrastructure required to help them. The paper would also illustrate the effect on specific operating areas and organizations and online shopping. Online shopping is the purchasing and distribution of products and services, or the exchange of funds or records, mostly electronically, through an electronic network. Such transfers exist from one enterprise to another, from one company to another, whether from one customer to another or from one user to another. The benefits of online shopping include availability 24 hours a day, access speed, a broader range of products and services, convenience and foreign scope. The alleged downsides include often poor customer support, unable to see or sample a commodity before ordering, and Necessary time to wait for drug delivery.

According to a survey, accelerated urbanization and behavioral shifts have dramatically increased the consumer's decline in time and expanded the value market. Consumers who have an average household income below Rs 1.00,000 a year have modified BoP's buy-up conduct owing to the influence of public schemes. Nevertheless, the market remains mostly untapped and local influencers continue to determine purchasing patterns for the BoP category in smaller towns. Young people are a substantial proportion of internet consumers. Increasing on-line shopping recognition, smaller city expectations and rising value of convenience have guided the development. Retailers rely on quality and commitment to main customer metrics that can be powered by enhanced front end activities. Although high-end segments like clothes and consumer electronics dominate the online retail market, new segments are growing more and more prominent. Rising sectors like food retail may be due to a mixture of rising convenience and exploring different 'non-traditional' concepts paired with enhanced demand. Urban areas, which are rather unexploited, provide the bulk of the Indian industry and include a significant number of heterogenous sub companies, which tend to be predominantly under-served and defined by enhanced brand recognition. The urban market gives customers alternative shopping platforms to address existing purchasing obstacles.

Customer behavior analysis indicates that the conventional purchasing cycle is split into five processes, which include the identification of requirements, knowledge quest, alternative evaluation, transaction and post-compliance (Kotler and Armstrong, 2011). As a consequence, a multitude of commodity or promotional knowledge needed mainly by digital ads, or communicated by family and friends by mouth, spent lots of time and resources on information research; in comparison, even clients themselves appreciate purchasing experience and had less impacts on others (Kotler et al, 2011). The post sales appraisal by other consumers is, for example, barely reported to many buyers as this detail is intended to improve the standard of shop operation, rather than sharing it with the media. Compared with conventional customer decision-making, the distribution mechanism for goods and services centered on the internet platform is the online purchasing method (Liu, 2008). There is no significant distinction between the traditional purchasing method and the online shopping phase other than the intermediary disparity.

The buying incentive online shopping cycle starts, created by the influence of internal and external stimulation (Fagerstrøm et al, 2011). At the one

side, consumer desire for a kind of good or service is a requirement for verifying the consumption; at the other hand, secondary engines are web design and friends' reviews (Rohm et al, 2004). When sales incentive is written, sensible consumers extract the useful knowledge out of communications from sufficiently product lists to complete the purchase. Through this method, as consumers are shopping digitally, they are viewed as more cautious than historically absorbed by unregulated place and time (Gilly, 2001).

While evaluating and picking, consumers are more vigilant while crediting internet retailers, the quality of goods and reviews by others on the grounds that they are not likely to provide a clear relation to real items (Teo, 2002). (Teo, 2002) In this method, an online trading portal such as Taobao, relying on the credit rating and post-purchase appraisal by third-party sources of knowledge, would eliminate the asymmetry in information between the two sides, thus creating an analogical comparison (Zhang, 2013). Subsequently buying decisions may be made by contrasting and evaluating goods, giving careful consideration to the sense of trust and protection of payment for the virtual shop owners.

During the after-sales evaluations period, as the name suggests, the procedure is used by online shoppers to equate the purchased product with the summary of the items that the online shop sells and to provide the shop with the "Nice, Poor, Bad" appraisal in order to affect the credibility of the online shop and to allow comparison to certain prospective buyers. (Van et al., 2nd May 2003).

## **2. LITERATURE REVIEW**

During an age where buyers can purchase anything digitally, the perception of customers inside the four walls is becoming far more relevant for increasing traffic and eventually purchases. Of starters, product appearance may often trigger buying behavior a long way away. E-commerce platforms will take a move forward to track the behavior of the client. That will contribute to greater engagement with consumers, because they can only be told what they want. As a part of an empirical literature analysis, Li and Zhang (2002) reviewed current descriptive research on market preferences and behavior. This review seeks to offer a detailed summary of the state of this subfield and to define limitations and areas for potential studies. They agreed, from January 1998 to February 2002, to limit their scope of study papers. The remaining two

classification parameters are methodological, and the papers test at least one of the established variables in our taxonomy by checking the topics for three key IS conference procedures: the International Information Systems Conference (ICIS), the Americas Information Systems Conference (AMCIS), and the Hawaiian International Systems Science Conference (HICSS). They also reviewed the reference parts of the papers selected to recognize and provide more influential papers in this area. Three out of the five factors (personal characteristics, vendor / service / product characteristics, website quality) and three of the five independent variable(s), attract the most focus. This seems to be the key research source in this field. This has been noticed that online shopping behavior, purpose and behavior, are greatly influenced by personal characteristics, retailer, company and goods and website functionality. The general effect of these results is to enhance market attention, boost product and/or website efficiency and improve consumer perceptions and behavior, which could contribute to increased early purchasing frequency and customer repetition. This analytical problem will be dealt with in the next work to establish a reliable framework for measuring customer online shopping strategies and behavior.

Iyer and Eastmen (2014) noticed that seniors who are more competent, more professional and more technically advanced and who have a good attitude towards online shopping and the internet are more involved in online shopping. Nonetheless, the elderly who are not conscious of the internet or the retail pages are less engaged in retail as their outlook towards online shopping isn't constructive because they are far more active in offline shopping, while the elderly who are more engaged on the internet are utilizing more electronic portals to purchase the products over the internet. The older people who have more knowledge of the internet and the web platforms equate the online and offline browsing for products. However, their awareness and internet use is not linked to their age and happiness rates when online shopping.

Danaher et.al (2003) based on the commitment of the 100 labels to 19 supermarket items for online shopping and offline shopping. We contrasted the supermarket products for both shopping with the starting model that is a modern segmented Dirichlet model, this model has very dominant features that provide the exact groups of the option of brand and also the fourteen actual models for the buying process. The findings of the study showed that on-line purchasing was far higher than predicted by the strong market share of the top brands. But it's only reversed in case of the

limited share name. Nevertheless, perceptions and findings are not at least related to the market share of conventional shopping.

Tabatabaei (2009) examined the opinions between customers who shop digitally and the user who purchase off-line. The goal is to figure out whether the conventional consumers buy digitally and what factors impact online shopping and what factors keep them from using the platforms for shopping. He conducted a survey of 264 respondents in a small mall and then analyzed those results. All consumers in this sample are literate and have machine and Web skills. The study contains some of the concerns such as demographic profile, machine skills and Internet access. The findings of the analysis showed that the users of online shopping use shopping online for more than once in a month and the user the of offline shopping from web platforms about one to five days a year.

Triandis (1995) points out that individualism is an intentional social system, whereas collectivism is a similar social framework. There is a remarkable gap between European and American cultural individualism and the collectivism which promotes Chinese culture and this gap would influence the ambition and the action of online shopping.

The effect of credibility in the online store deeply affects Chinese online shoppers and is more than Americans' role in the online shopping social network for sharing commodity details with others (Fong et al, 2006). In the Chinese e-commerce industry, there is a curious circumstance that the rate of volume in the online shopping region of the brands listed by online shoppers is equivalent to the rate of brand market share, which is also the case in the United States (Fong et al, 2006).

The philosophy of social influence assumes social classes are constrained by government laws (Aronson et al, 3, 1997). When individuals in the community with some expectations would conform under certain criteria and choose to perform such acts that certain group leaders will understand (Eds. et al., 1997). The principle of moral action implies that subjective norms are a central consideration for determining actions and that the presence of subjective expectations consist of specific normative values arising from culture and incentive for complying with these criteria (Ajzen et al., 1980). Social philosophy suggests that individuals can influence their own actions to fulfill society's standards through studying and watching from the outside (Baran et al, 1995).

## **RESEARCH METHODOLOGY**

To study the impact of factors that influence customer buying behavior we used a questionnaire that was distributed amongst 100 respondents and their responses were recorded and the analysis was done based on those responses. The method of research was disruptive.

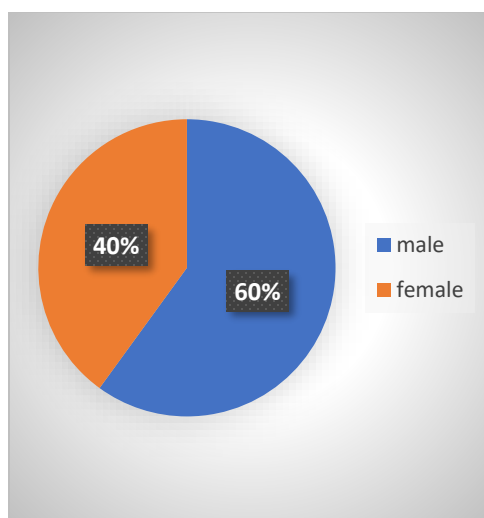
### OBJECTIVES

- To understand the online buying behavior of consumers.
- To study the Factors influencing Customer Buying Decisions on ecommerce websites.

### DATA ANALYSIS.

Q What is your gender?

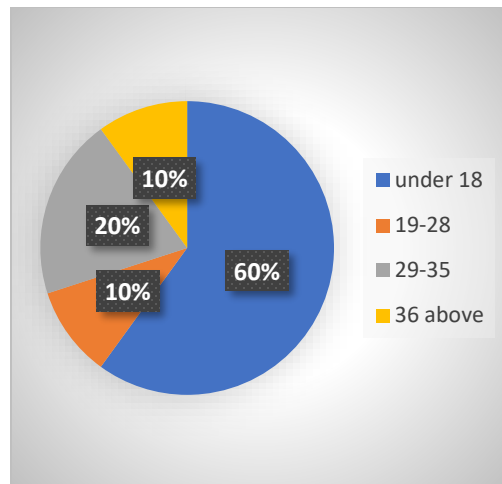
- Male
- Female



**INTRPRETATION:** During the survey we found that among 100 respondents ,60% were male.

Q What is your age?

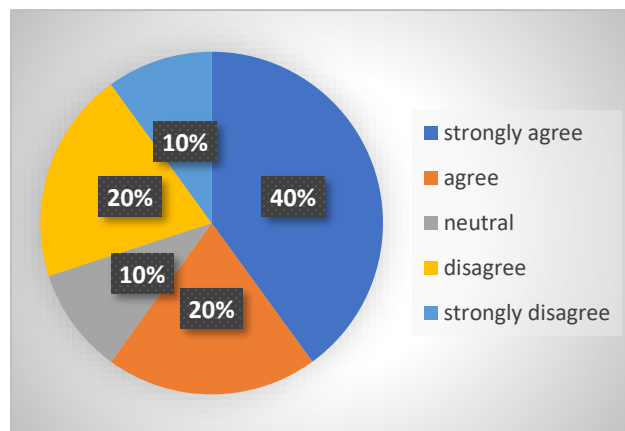
- Under 18
- 19-28
- 29-35
- 36 Above



**INTERPRETATION:** During the survey we found that amongst 100 respondents, 60 % were under 18.

**Q- Do you think that product Information influence their buying decision?**

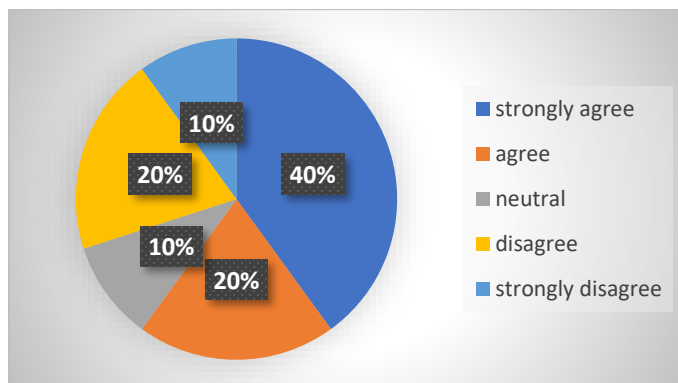
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree



**INTERPRETATION:** During the survey we found that among 100 respondents, 40% think that product information heavily impacts the buying behavior.

**Q Do you think that Average amount spent on online product purchase influence their buying decision?**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

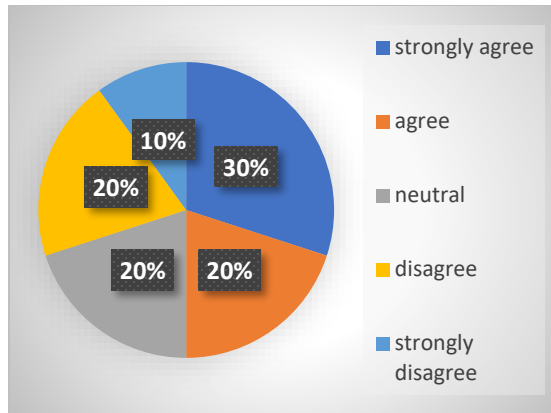


**INTERPRETATION:** During the survey we found that due to lot of time spent on websites it impacts their buying behavior.

**Q Do you think that Variety of products offered influence their buying decision?**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

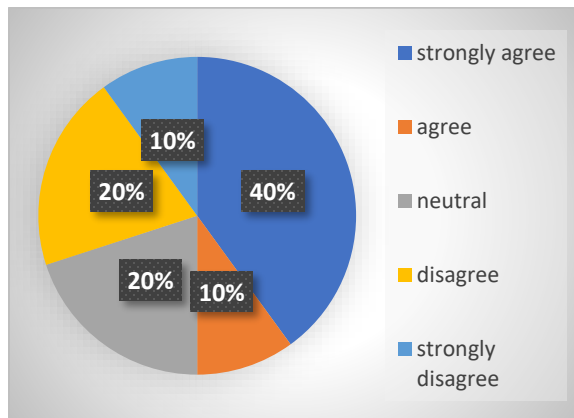




**INTERPRETATION:** During the survey we found that among 100 respondents, 30% think that Variety of products has huge impact when they make a decision to buy the product.

**Q Do you think that Advertising influences their buying decision?**

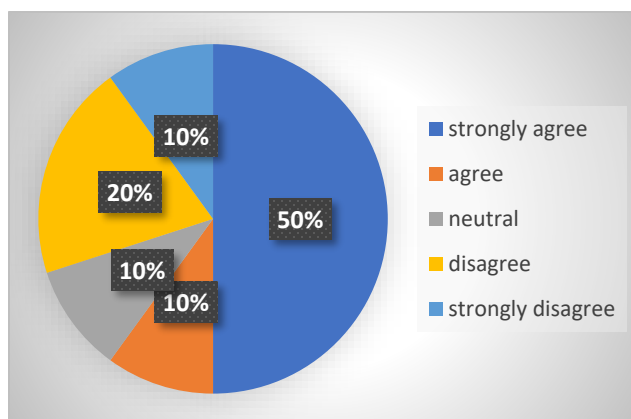
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree



**INTERPRETATION:** During the survey we found that among 100 respondents, Majority of people believe that their buying decision is impacted by advertising

**5. Do you think that Quality of products offered influence their buying decision?**

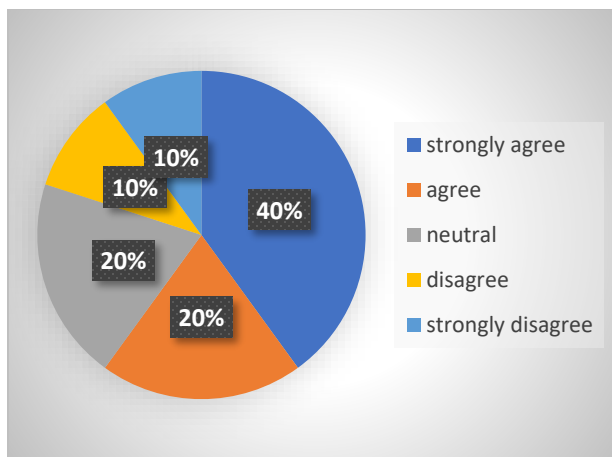
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree



**INTERPRETATION:** During the survey we found that among 100 respondents, 50% think that that Quality of the product is very important since it encourages the customers to buy new products.

**6. Do you think that after sales service & feedback offered influences their buying decision?**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree



**INTERPRETATION:** During the survey we found that among 100 respondents, 40% think that after sales and service of companies makes them change their buying behavior.

### CONCLUSION

The e-commerce industry has a massive youth opportunity. If populations are closely regarded, it is straightforward to determine that the largest amount of respondents to internet shopping is 15-25 years old. E-Commerce businesses in line with suppliers and service providers will also prioritize this market for accelerated potential business development. The purchasing behavior of young people may be built by survey results. Through concentrating on various variables listed in this report, the organization will strengthen its marketing strategy. It helps to turn the future customers into successful customers. Through enhancing post-sales infrastructure, offering more convenient payment possibilities, the timely distribution of merchandise will further fuel demand for specific products and services across online stores. This research focuses primarily on the factors influencing the e-commerce actions of customers. The youngest generation buys web platforms more frequently owing to the technical transition in the younger population and will use this platform more for its well-being than certain groups of age group. Flipkart and Amazon are the two famous shopping hubs for young people. The market for online shopping is growing, as the customer wants a range of choices at a fair price. The customer uses e-commerce more for clothes & other fashion items than for other stuff like cars, weddings and banking. There were several considerations that centered on the analysis, such as the website, trust and safety. Such influences were analyzed and explored to illustrate the effect on customer online behavior. Many old work relevant to the topic has often been used to explain and describe the issue.

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