



INFLUENCE OF CONSUMER BEHAVIOR ON MARKETERS AND RETAILERS TO ONLINE SHOPPING

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ABSTRACT

Shopping online today is one of the things of people. Consumers like this because it saves money and gives huge discounts. However, for customers, it is a mixed bag and they feel different. The level of consumer satisfaction generated greatly determines the success. Customer satisfaction is the certification that fulfills or fulfills customers' expectations of products and services. It is a primary measure of overall corporate performance. Customer pride is seen as a key differentiator in the area of aggressive marketplaces, in which companies compete for consumers on an unpreventable basis, and is increasingly becoming a key feature of the modern marketing techniques associated with commercial companies. The influence of the period on various elements of life has been extraordinary. This effect needs to be mirrored by our culture and included in our everyday lives. Likewise, technological progress has changed the way producers work within the company. The net is personally friendly and is even used effectively by a normal man. E-enterprise focuses extensively on the use of the Internet as an industrial transaction tool in drug carrier. Nowadays people are increasingly calling them a white collared worker, especially for office workers, who do not have the free time to go shopping because they drive, research or do various important things in their lives. Internet shopping therefore for the office worker is the most convenient and excellent route. Many people also choose to shop online because of the fact that their surroundings are not crowded and noisy. For online shopping, they just have to choose what they need and pay for it, according to the alternatives and the shopping is over. Shopping isn't a difficult and painful process for most people; they can just stay at their homes, search websites online, and spend few minutes to get everything they need without leaving the room or risking the credibility they need to test. The online purchase is one of the most convenient shopping types, with lower delivery costs, less traffic and lines than a traditional market consuming much less time and energy. Internet buying is common for every customer and for every business as a way of shopping rather than a physical store. However, the consumers are always a dynamic undertaking to convince them to shop online.

KEYWORDS: Consumer, Satisfaction, Online Product Shopping, online purchase, Internet shopping



INTRODUCTION

Shopping on the Internet is convenient because there is no time limit, it is convenient because it is in a user-friendly environment and the order, payment and delivery are met instantly. One-by-one communication is also possible via the Internet and the two-way contact with customers. It is more important to boost brand image, raise visibility and provide customer care than simply selling the goods or entertaining customers. Companies can build a stronger brand identity with improved products and thus improve sales. On the other hand, consumers earn some kind of appreciation more easily; they believe they have not wasted time. Citizens now lead a busy life, and online shopping takes time for them. The business often saves time, as a promotional and advertising tool is used if a customer uses his credit card to purchase a marketing product. This new age of trade is good for marketing logistics and its worldwide presence to create and sustain a competitive advantage, short supply chain parts, to save costs and to support research of India. The obstacle for retailers was to compete in a high-pressure market scenario. The internet provides sellers with direct access to their target customers as an important alternative source. On-line shopping (also called e-tail) is a web-enabled platform for a retailer to offer goods and services on the internet using an e-commerce facility and its target customers. Such types of distributors are sometimes called distributors. Nearly all large retailers now run on the World Wide Web electronically. The online shopping

world has undergone many changes and continues to evolve in a very diverse way today. In the areas of clothing, craftsmanship, books, rental cars, computers and electronics, cosmetics, financial services, gifts and news, etc. it has become very popular. Some of the key benefits of e-commerce which make it popular with retailers are the following: low investment costs, direct access to target customers, rapid return on investment. This kind of retail model allows retailers to provide their customers with a comprehensive portfolio of products and services quicker and efficiently. The availability of transaction data, on the other hand, helps retailers to assess and understand their target customers. This has become the most effective way for consumers, including discounts, deals, new and current items, to provide useful information according to consumer needs and past buying behaviour. The availability of a lot of product information has improved consumer interest. Indian consumers are expected to increase buying power to boom their online shopping in India. One of the most recent additions to online marketing is social media ads on platforms like Facebook, Twitter, Google+ etc. Including website technology, retail managers seek to incorporate strategies for video, mobile and social media in order to have a richer, more user friendly and more interactive experience. Online shopping should create trend even in the rural areas after a revolution has taken place in metro cities. Moreover it is a wake-up call for dealers who have not worked enough to build an online strategy, as the retailers, including



Tesco, are already starting to act and implement strategy on the Indian retail market by opening up the Indian economy as regards changing FDI strategies. Digital consumer behavior has some noticeable variations, compared to offline consumer behaviour. Both online or offline, the phases of the customer decision-making cycles are basically the same. Nonetheless, new elements need to be considered in the general model of consumer behaviour. Within the online model, the design of the website along with user abilities, product characteristics, online buying behaviors and expectations of control of the Internet environment are of fundamental significance. Parallels exist in the analog world where it is widely known that the behavior of consumers can be affected by shop design, and that knowing the accuracy of consumer movements through a shop will improve sales if products and promotions are organized along the most likely lines of the consumer.

Consumer Behavior

Consumer behavior explores how consumers choose their goods, services or businesses for what they purchase, want, need or behave in a particular way. To recognize how ability customers will respond to a new product or service, it is necessary to understand consumer behavior. Consumer behavior is an attempt to recognize and predict human behaviors for the purpose of shopping. It relates back to the customer's conduct in terms of alternative buying and use of goods and services. This also helps businesses to identify potential and unnoticeable risks at the moment. Therefore,

the action of employers is a challenging but complex and multi-dimensional approach in which all the decisions take place depending on the consumer's demonstrated behaviors. Consumer behavior is defined as "any mental, social and physical behavior of consumers who are capable of being aware, measured, purchased, consumed, and informed about purchases of goods and services."

Consumer Satisfaction:

Customer satisfaction is an advertising concept that tests how a company's products and carriers fulfill the desires of consumers and satisfy their needs. Customer satisfaction is the central print of the commercial business organization manufacturing and selling products and deals to consumers. The overall sum of production technology to distribute goods and services is the impact with the help of the buyer in relation to the manufacturer and to the suppliers of products and offers. Customer enjoyment is essential as it gives entrepreneurs and business owners a metric to exploit and improve their agencies. A key indicator of the buyer's intentions and loyalty is consumer pleasure. Customer confidence is the most important facts for the notion of the market, which are frequently collected and tested. Commercial businesses use workers' satisfaction surveys routinely for measuring customer satisfaction. Such surveys are used to collect information on the satisfaction of employees and help with strategic plans. The happiness of the customer is important and is frequently used in marketing. This is the beginning, the process and the end of

publicity. Consumer satisfaction is experienced in a global competitive company as a significant differentiator and main insight on business processes. Customer satisfaction thus helps to assess the alignment between desires and reactions and how consumer preferences are met. Every business must look at user experience to satisfy its customers.

E-commerce Technology

Electronic trade is a way of current commercial enterprises practiced via large-scale enterprises, and can be characterized extensively as a means of purchasing, promoting products and offerings through electronic devices such as non-public computers, laptops, cell phones and many more. Electronic cellular trade, electronic supply chain management prices, Internet advertising, online transaction processing, digital statistics exchange, stock control machine as well as automated records gathering devices are also the main reasons for accessing e-trade network. Electronic commerce automates business conduct between governments, their clients, vendors, finance firms, shareholders, investors, public authorities and workers anywhere and anywhere. In the field of E-commerce, business data is shared and processed through the group and the laptop, as well as Zwass e-commerce software[12] describes Etrade as the 'sharing of business statistics, maintaining business relationships and conducting business transactions through telecommunication networks.' He stressed that electronic commerce no longer requires the most efficient purchasing and promotion of goods and products in the net,

but also specific company strategies within companies that support the aim. Electronic trading is a state-of-the-art market approach that industrial businesses, companies and consumers today want to reduce their costs while increasing the speed of travel, improving the outstanding quality of goods and services. E-exchange refers to paperless trade of big business Data through after ways:

Electronic Data Exchanged

- Electronic Mail
- Electronic Bulletin Boards
- Electronic Fund Transfer
- Other Network Based Technology

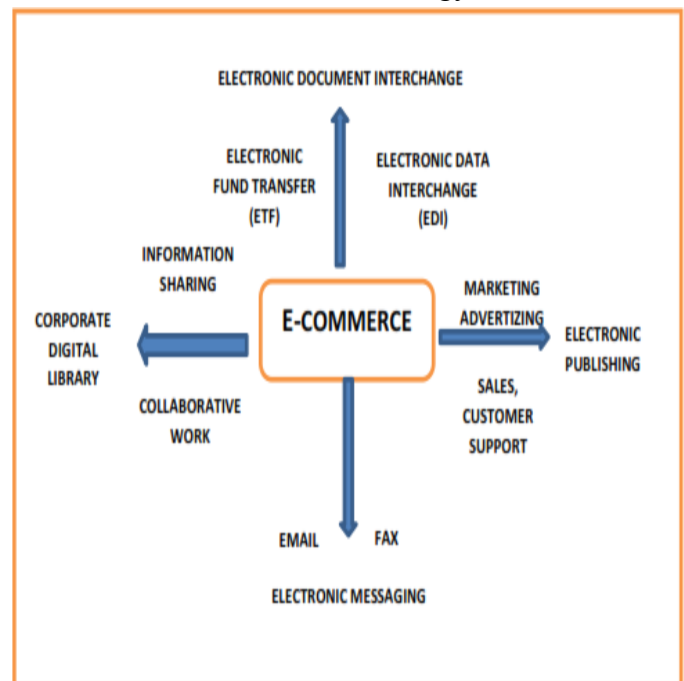


Figure-1 Methods of E commerce

Global trends in E Commerce

In 2010, the United Kingdom had the very nice thing in line with global e-commerce spending. In 2013, the Czech Republic moved towards Europe and America to make the largest contribution to large-scale companies. The web channel generates 24



percent of US turnover. China's e-commerce presence continues to strengthen every year, among the rising economies. China's online browsing gains with 668 million site clients amounted to \$253 billion in the simple half of 2015 and accounted for 10% of all Chinese buyers' dialect retail pickups in that word. Chinese retailers are trained to help consumers find their expertise in the network more conveniently. Electrical trade in China and other regions increased by 32% to 2.3 billion yuan (\$375.8 billion) in 2010 and accounted for 9.6% of the world's most popular alternative Chinese, Alibaba, having an e-alternate market share in China of 80%. In China (two times as many as in the USA) there were 600 million internet clients in 2014, making the internet sector the largest online market. With its numerous useful revenue engine, China can be the most important e-trade market in the world, with US\$ 899 billion anticipated in 2016.

The revenue of retail e-commerce, which is expected to grow at a double-digit rate by the year 2014, will be increasing rapidly in Brazil in 2013. By 2016, E Marketer forecasts Brazilian retail e-commerce sales at 17.3 billion dollars. India has a web man or a woman who as at December 2017 is focused on approximately 460 million. Although the Internet penetration is 1/3 highest in the international market, equivalent to the US, the UK and France markets, but at a faster rate, compared to 6 million new entrants a month, the internet penetration is small. In India, the highest preferred approach to distribution in cash amounts to 75% of the physical activities of e-retail. The Indian retail market is forecast

to increase from 2.5% in 2016 to 5% in 2020. The progress rate of internet customers from Arab countries was rapid—13.1% in 2015. A huge portion of the e-commerce sector in the center east is made up of people aged between 30-34 and 12 months. Egypt has Saudi Arabia and Morocco as the area's most diverse Internet shoppers; these represent 3/4th of the region's percentages. However, web penetration in Egypt is low: 35% and Saudi Arabia 60%. E-alternator has become an important tool for small and large companies worldwide, not enough to promote buyers, yet interact with buyers.

INFLUENCE OF E COMMERCE ON MARKETERS AND RETAILERS

There are obvious prices for the e-commerce industry. In 2015–2020, the online market is projected to grow by 56%. The best predicted 2% boom is mainstream markets sooner or later. The ability to offer lower prices and higher overall performance are causing Brick and Mortar Stores to suffer. Many major retailers are designed for the use of physical and online links to sustain an offline and online presence. E-trade enables customers to triumph over geographical borders and to buy goods from all places and places. There is a common strategy for operating companies online and traditional markets. Traditional shops sell less hodgepodes of goods because of their shelf position in which online shops frequently do not keep any stocks but give purchasers orders to the manufacturer at once. The best pricing techniques for traditional and online shops are also available. Standard retail stores pay for filling savings and stock price. Retailers online base transport pace prices.



There are two simple strategies for employers via e-commerce: one is digitally online or online on the side of a brick and a mortar. Online business people are able to deliver lower costs, greater desire for products and excessive fees for competence. Most consumers prefer online markets if their goods are added easily at a much lower cost. But the physical contact that consumers enjoy in conventional businesses can not be offered by online shops. The exceptional product without physical disclosure can be hard to determine, which may also lead to uncertainty for customers or dealers. The protection of online transactions is also disturbing in connection with the web market. Because of this issue, many customers remain confident to renowned retailers. In advanced and rising nations, security is a concern for e-commerce. The protection of e-commerce prevents websites of the businesses and consumers from being authorized, used, updated or damaged by professionals. Threats include malicious, unwelcome passwords, phishing, hacking and cyber-vandalism. In order to prevent risks to defense, e-trade websites use first-rate equipment. This system contains firewalls, virtual certificates and passwords for encryption applications.

CHALLENGES FACED BY MODERN E COMMERCE

E-commerce spending has increased to 2,1 trillion dollars a couple of years previously and is now able to reach 5 trillion dollars by 2020, according to latest information. For the Indian e-commerce industry, such fast growth promises a first class future that tells

of a competitive market and increased customer demand. Despite these developments, many E-commerce companies do not take off in the first 12 months. The many problems facing the ecommerce industry today needs to be discussed.

Border less economies

In various forms, cellular technology sanction buyers. This has brought a brand new level of globalisation, opening the doors for a digital economic structure. Standard boundaries definitely distort with new geographies through in online shops. This helps businesses to handle management laws, a global image, "stateless profits," and large competition both in close proximity and abroad. Trendy e-commerce firms are struggling to offer the big prizes.

Building trust and brand as the key differentiator

The creation of customer confidence and brand loyalty is essential to any trade. In the current e-commerce sector, traditional brand construction exercises are most likely of no relevance. To the "next huge thing" it is easy to lose an online customer. Failure to supply any portion of the demands of shoppers would result in a failure to maintain them.

Disparate systems lead to poor experience

More than a few knowledge management programs reminiscent of the sales factor (POS), the planning of corporate resource (ERP) and the technological CRM. These programmes, which are built almost always on dated science and likely to remain stagnant, varied significantly in structure, deployment and use. For firms, what does this mean? -- Many of your resources (cost,



time, work) are wasted on individual systems and interferes with internal business requirements.

Lack of cross-departmental collaboration

Recent companies are faced with the challenge of operating in one-of-a-kind periods among different geographically remote departments. Enterprises, merchants and e-commerce managers must know how to function strategically using.

Ease of use and technology

Facility of use and technical advancement have provided additional leverage for customers and increased global e-commerce rivalry. The way forward for e-commerce is Omni channel retailing. This stresses the organizations' need to resolve technical problems such as: server issues, bandwidth queries, complex IP addresses, confidentiality of information and security issues. The changeover to an Omni channel from a multi-channel market is another one.

INTERNET MARKETING/ DIGITAL MARKETING

Internet marketing (IM) is likewise called digital marketing, web advertising, on-line marketing, or e-marketing. It is publicity and marketing by wireless media and email. The internet marketing is commonly used in combination with traditional advertising and marketing by radio, TV, newspaper and magic. Internet advertising and marketing are a platform for selling products that use virtual technologies via internet, and include also mobile phones, display marketing and all other digital media marketing, as well as e-mail ads, electronic consumer court control and all promotional sports that are completed via wireless media. It also

incorporates technological and creative elements, including marketing, architecture, development and sales, of the World Wide Web. Additionally, internet advertising and marketing offers various levels of customer engagement with innovative and classified ads. Internationally, Internet or digital advertising is still growing in line with the Global Marketing Index headline. Digital is through rapidly and helps company homes to individually achieve their logo and product for customers.

Several business models contribute to internet marketing. The main models include business to business (B2B), which includes business enterprises and business relations between companies, the business to the consumer (B2C) which involves selling the product directly to the end consumer, and consumer to the consumers (C2C), where the web is a powerful marketing device which is exclusive to another consumer when dealing with goods via the internet. Therefore, there are growing forms of internet marketing strategies, which are easy and efficient.

Social Media Marketing

Social media itself is a concept for platforms that have made social movements substantially special. Twitter is for instance a networking network that allows people to exchange quick messages or "updates" with others. The social media website, in comparison to FaceBook, is a comprehensive social media network website which enables the sharing of updates, photos, join activities and a variety of other events. While e-advertising and digital advertisement are still prevalent in



academia, publicity and marketing in the social media is better suited to practitioners and scientists alike. Most of the systems of social media have incorporated IT equipment that enable companies to change growth, effectiveness, and engagement of advertisement campaigns. Organizations manage a variety of stakeholders through ads in social media, including state-of-the-art, professional, contemporary and qualified workers, writers, authors, and most people. Social media advertising and advertisement are strategically concerned with controlling a marketing campaign, governance, hanging the reach and order of the favored social media company's "lifestyle" and "language." Companies have to find ways of allowing customers and Internet users to publish content that is also known as the "won" platform rather than use it effectively. A number of non-company and government entities have been active in social-media marketing since 2016. Land is the sister site of Search Engine Land, which covers different facets of internet marketing, including certain common subjects of social-media marketing:

- Twitter
- Pinterest
- LinkedIn
- YouTube
- Face book
- Instagram
- Social Media Marketing How To Guides & more

ON-LINE SHOPPING

The "Online buying" period is the device where customers buy gadgets and offers from a service provider on the Internet in

real time. It is a brand new phenomenon within the e-business neighborhood and will be the future of the world's purchasing. Online shopping is now the most convenient for consumers because of the high stages of convenience that it offers, but also because of its wider selection and competitive pricing. Business is seeking to offer not high quality online shopping because the valuation is effective in assessing shoppings in stores, but also because it offers access to a global marketplace, increases employer costs and builds sustainable skills. Online shopping draws people because it provides many advantages. Nowadays, more and more people, mainly the office employee, typically known as the white collared employee, have little time to shop as they work, study or do other critical things. Therefore, online shopping is also the most convenient and great way for the office employee to buy stuff, because many people don't have the crowded and rustic environment to stand. For online shopping, you only have to pick up the product you want to buy and pay for, and shopping is complete. Most are no longer tough and distressed shopping, just live at home, click on the mouse, spend several minutes to get what they want without getting out of the room or checking the status.

INTERNET MARKETING AND ONLINE SHOPPING

Internet and online shopping are connected to each other without delay. We are interdependent on internet marketing and online shopping. Online shopping makes Internet marketing possible. In order to attract consumers, online shopping has



emerging companies through internet marketing. Internet marketing assistance to put the products and services in the minds of consumers who can purchase them online. Internet marketing and online shopping are the perfect way to improve web exposure and brand items. Internet marketing and online shopping are considered to be cohesive because it allows a website owner to be competitive on their platform. For a average person to start a small business and succeed, the Internet has made things much simpler. It has also encouraged the discovery of all kinds of goods and knowledge for any customer. Internet has linked the buyer and the seller without going to any location. Therefore, those who want a effective online campaign must intend to track their picture carefully.

CONSUMER BEHAVIOR IN RESPECT TO ONLINE SHOPPING

In phrases making an online purchase, the customer's mental attitude represents their psychological environment. The online search process refers to the product purchased online. The online behavior system comprises five simple steps and is similar to conventional shopping. Consumers acknowledge their purchase requirement, talk to the internet to purchase online and then begin to search for all options and finally make a purchase that meets their needs and price range. Before making the latest purchases, however, consumers are bombarded with various factors that could also restrict, or influence, the final decision. Both business groups are therefore participating in surveys of workplace conduct with regard to online

transactions. Each business company shall examine the factors that influence purchasing behaviour, purchasers and online purchasing. Simple, time-efficient, kinds, website design, usability and safety are key factors on which the examination is undertaken. Online customers are always looking for new and better products with appealing offers and discounts and the wide range of their budgets is the most crucial. The Internet is the best way to buy online because it saves time, power and money. There are no limits online purchases for customers. You can search, compare and receive data on goods and services and related offers on various Internet websites without problems. It is therefore very important for each company residence to look at the behavior of customers in respect of online purchases.

Online shopping behavior basically depends upon four factors such as;

Shopping motives

Personal factors

Internet knowledge & experience

Shopping Incentives

These are essential factors for the recognition of online shopping by customers. The main sources for online purchases are online seekers. Online buyers are also searching for information that suits their needs, including goods, prices, logo, donations, product features and the word of mouth of the customer.

In addition, demographic factors play an important role in customer behavior in online purchases. Age, class, urban, rural, income and schooling considerations are demographic, as there are discrepancies in

consumer shops, age distinctions, online customers are typically higher experienced and won, with intermediary, senior and skilled managers operating.

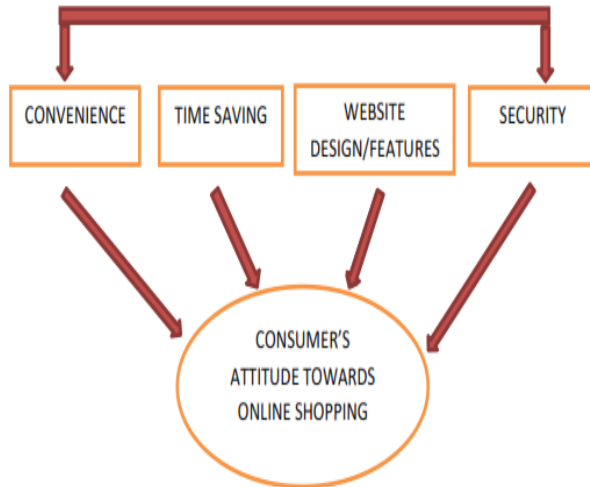


Figure-2 Consumer Attitudes towards Online Shopping

CONCLUSION

Today our world is full of a "E" letter where we can share our post, meet on video, buy goods, send e-mails, and do banking and take home all the information. Today, realms like email, E-business and online shopping are Internet-oriented. The entire buying and shopping situation for goods and services is now dramatically shifting. Online shopping is growing very fast and will thrive in an extremely competitive and dynamic environment if properly used and implemented. The more time and vigorous shopping you use, the less transport cost, fewer crowds and tails than real markets, online purchasing is one of the handiest ways of shopping's. Internet shopping is accepted for both consumers and businesses as an alternative way of shopping rather than as a real shopping. The way people of all cities, lands, rural, educated, wealthy people,

males, females, young or old have changed phenomenally in their lives has been ecommerce. For all exchanges carried out through wireless communication, e-commerce is applied. Electrical trading shares knowledge and transactions take place using network-based technology. transactions. The instruments are electronic in e-commerce, but trade is the use. E-commerce exchanges and processes business information through a communication network and computer, as well as the e-commerce software. It includes all the online process for consumer satisfaction from development, production , marketing, publicity, sales and after sales service. But to keep it attractive, studying and investigating consumer perception, experience and satisfaction must continue to be performed constantly, which forces them not to go for traditional shopping online. Therefore, online customer behaviour, with more and more papers a year, has become a popular area for science. The research study is published in several journals and lectures in the areas of IT, Marketing , Management and Psychology. Since many people now shop online, research to find out the experience and satisfaction of the consumers in online shopping was very important.

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