

Factors influencing consumers' Online Apparel and Electronic Gadgets shopping: A Review

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Abstract: Consumers throughout the world have shifting from brick and mortar crowded stores to upward trend one click online e-stores in purchasing products and services. The main aim of this study is to consolidate the factors influencing consumers to shop online and its relative outcomes. The current study focus mainly on the factors that previous studies have stressed and that leads to e-commerce purchases, especially the female and male's decision making styles towards apparels and electronic gadgets in which the studies in these context is sparse.

Keywords: E-commerce, online purchasing, Factors influencing, Consumer decision making.

Introduction

Online shopping opens a new opportunities and experiences for consumers. The wide range of products and services that e-commerce offers at various price range makes it a challenging task for both the marketers to compete with and the consumers to make decisions in the market place. Many consumers have adapted to online shopping while others perceive various risks in buying goods and services in commerce websites. Therefore the current study explains the determinants and consequences of online shopping of apparels and electronic gadgets. India is a second biggest online market followed china, with over 460 million internet users. It is forecasted that by 2021, there will be 635.8 million internet users in India (Statista, 2017). The Indian E-commerce industry has gained the attention and projected that it will increase its market size to reach a size of \$80 billion by 2020 according a study by RedSeer Consulting. Some of the established players in Indian online e commerce giant are Flipkart, Amazon and Snapdeal. Whereas, Amazon seem to be successful altering the market share game and also captured big portion of the industry. The report stated that Indian Internet world consists of male internet users by 71 percent whereas females are around 29 percent of the internet usages. Therefore it is a challenging task for the marketer to attract both the male and female consumers. Liang and Lai (2000) describe consumer behaviour towards online shopping is a process of purchasing goods and services through e-commerce websites via internet. Further he classified online shopping as both online and traditional forms. This statistics shows that retail e-commerce global retail sales has increased from 8.7 percent 2015 to 15.5 percent in 2021.

Literature Review

Consumers preference for both online and offline services varies according to the products, involvement towards products and shopping experience. The e-commerce websites provide consumers to compare the products by prices. Some of the important factors that various studies have predicted as the triggers for online shopping (Satyabhusan Dash & Saji, 2007). All business, consumer and government agencies are engaged in E-commerce because of the advantages of geographical reach through high speed online networks, which leads to “ low cost of business transactions, increase productivity, ease of information sharing and transfer, gaining competitive advantage by implement E-commerce strategy” (Senn, 2004). The advancement of E-commerce has been extended as social commerce through social media. Social

media is an internet-based applications which allows user to “create, generate, and exchange content” and which allows users to share their interests with family and friends via Facebook, Twitter, LinkedIn, Google+ (Kaplan & Haenlein, 2010; Mayfield, 2008). Social commerce is evolved from these of social media through shopping activities (Cohen, 2011).

Trust has been empirically tested and proved as the key attributes in business to customer (B2C) e-commerce. Trust is divided into two aspects based on previous research, there are benevolence and credibility (Ba & Pavlou, 2002). Benevolence defined as the confidence on other party because repeat transaction and the relationship between party (Ba & Pavlou, 2002). Credibility means a trust on other party is dependable based on reputation. Therefore, trust on consumer form in their relationship in several transactions with an online retailer, consumer familiar with that online retailers believe that online retailer will not cheating. As a result, consumer tends to purchase with familiar sellers based on their confident on them. The measures to maintain trust and build in Online Shopping is customer-centric behaviour factors, which is not in control of the firm. Though the internet is penetrated in every field of study but the fear of fraud in online payments too has increased significantly in India. A number of studies have tried evaluating the online shopping tendencies based on gender (Donthu, and Garcia , 1999). A study has stated that Men’s perceptions towards online shopping were approximately the same as or even more favourable than (Slyke, Comunale and Belanger, 2002) those of female consumers. Men were found to make more purchases and spend more money online than women. Shopping orientations of men and women differ. It has been found that women being more sceptical, absence of touch and feel element and emotional about e-business than men especially in apparel and electronic gadgets. Therefore further research on gender differences and gender related characterises influence consumer behaviour which provides more insights to marketers (Zhou, Dai, & Zhang, 2007).

Social influence or subjective norms represent the effect of social pressure to a person to behave (Ajzen, 1991). According to Aaronson (2004), social influence is the effect on an individual based on behaviours of others. Friends, family, peers, co-workers and individuals or group of individuals who are related to a person behavioural intention can alter a person’s thought, thinking and action (Ajzen, 1991). When social influences apply into social media shopping, it refers to a person can be influenced by other social media user on whether he or she should purchases something or not. Social influence in the adoption of a new product can be divided into two forms. Normative social influence creates social pressure for people to use a product or a service to avoid people being outdated or left behind by other people in the communities regardless whether people has interest on that product or service or not (Bearden & Micheal, 1982). Informational social influence is defined as the process of social media users purchasing decision making by learning and observing the experience of other users who had adopted the products in social media websites (Bearden & Micheal, 1982). In social media websites, opinions, experience and other information shared among users influence their purchasing intention.

Perceived usefulness is the degree to which a person believes that using a particular system would enhance his or her job performance (Davis, 1989). Perceived usefulness reflect in the outcome or results of a person use a particular system. When a consumer perceive a product or service is useful when they achieve their purpose effectively after using it. Perceived usefulness is the extent to which an innovation is perceived as providing advantage to users. The advantage may in the form of economic profit or social prestige (Rogers, 1995). Customer more tends to online shopping if it will increase his or her efficiency and enhance the process of purchase a product (Zhou et al., 2007). In other words, consumers show his or her willingness to use the same retail websites that they believe that retail website is capable to help them find out the products or services they want (Chui et al., 2005). Shopping has been long regarded as an entertainment that brings people fun and joy (Jin & Sternquist, 2004). In online

environment, perceived enjoyment come from an experience in website or online shop (Ingham et al., 2015). Perceived enjoyment refer to the extent to which consumers feel pleasure when they purchase product or services on internet. The possibility of consumers to make transactions is higher when they feel pleasure on an online shop (Carr et al., 2001; Dellaert et al., 2004). They feel fun and enjoy when searching the desired item on website (Seock & Bailey, 2008). Logically, when consumer receives enjoyment, they also satisfy on online shopping and more willing to purchase product and services on internet (Ramayah & Ignatius, 2003).

Perceived Ease of Use (PEOU) Perceived ease of use (PEOU) is defined as “the degree to which a person perceive a particular technology is easy to use” (Davis, 1989; Pavlou, 2003; Jambulingan et al, 2016). PEOU in online shopping context can also be further defined as the “degree to which consumers believe that online shopping would be easy to use”. According to Houda & Mohsen (2012), PEOU has significant influence consumers ‘attitudes towards Internet usage. Childers, Carr, Peck, & Carson (2001) empirically tested and proved that attitude toward online shopping can be determined by PEOU. The dimension of PEOU has been a significant factor included in various studies, among others, studies that examine accessibility of information, navigation of website, functionality and process of ordering (Reibstein, 2002). If consumer perceived the website is difficult to use, complicated and ambiguous, they will have a lower intention toward online shopping.

Perceived risk (PR) is explained as consumer perceptions towards uncertainty and potential undesirable outcomes of buying a product or service (Littler & Melanthiou, 2006). PR also defined as subjective belief of experiencing a loss in obtained a desired outcome (Pavlou, 2003). The trend of online shopping , it is normal to sense consumers ‘fear of the possible risks involved, hence leading to unfavourable attitudes toward online transaction (Pavlou, 2003). Akhlaq and Ahmed (2011) proved that PR has significantly negatively affected consumers ‘intentions toward online purchase, for both products and service. In addition, the greater the perceived risk less likely consumer to shop through Internet (Mwencha & Muathe, 2014).

Perceived enjoyment (PE) is an essential factors that influence the consumer acceptance in online shopping (Mandilas, Karasavoglou, Nikolaidis, & Tsourgiannis, 2013). Perceived enjoyment can be defined as the “degree of enjoyment, pleasure and happiness consumers perceive during online shopping via website” (Cheng & Yee, 2014). PE plays an important role in inducing consumer interest toward using information system. Bruner II & Kumar (2005) examined and stated that PE is a strong predictor to predict the consumer acceptance of new technology and the intention of online shopping. In other words, consumers will have more pleasure to purchase online and feel online shopping experience is amusing and enjoyable. Akhlaq and Ahmed (2011), online businesses should pay attention on PE, to increase their customer base and in turn increased revenue. In the South Asia, the previous research have found that the perceived enjoyment have a significant positive relationship with consumer attitude toward online shopping (Teo, Lim, & Lai, 1999). Many research studies have stated that the relative outcomes as attitude toward online shopping. Attitude is defined as a favourable or unfavourable, negative or positive evaluative reaction toward something or someone. (Davis, 1989). Attitudes also refer to happiness, dislike, feelings of joy, disgust, pleasure, or hatred towards a given behaviour (Triandis, 1979). Purchase intention is evolves from the term intention. Intention comes from behavioural science. Purchase intention is also regarded as an element of a consumer’s cognitive behaviour revealing the way an individual intends to purchase a specific brand (Huang & Su, 2011). Purchase intention can be used to predict what products or brands consumers will buy next time when they do shopping (Fandos & Flavian, 2006). According to Moorman et al. (1993), consumer loyal

towards a particular products and brands is shown in a positive purchase intention and indicates the probability of actual purchase.

5. CONCLUSION

In conclusion, this study provides valuable insight for E-trailers and social media websites sellers, international business and future researchers. Major findings and many studies have found that trust, social influence, perceived ease of use, perceived usefulness and perceived enjoyment and relative outcomes such as attitude and consumer purchase intention through E-commerce websites and social media websites to improve their function and advantage in order to be user friendly and provide them a joyful purchase experience. This study also recommends the further researchers to examine the other factors such as. Attachment to the Brand (Passion, Prominence), cognitive and affective stimulus factors, Internet Shopping Motivation (Convenience, Early Adoption, Personalized Notification, Price Negotiation, Stimulation Seeking), Attitude Toward Shopping Websites (Aesthetics, Community, Customization, Information Benefits). The marketers have to examine the controllability of shopping websites. Further post purchasing factors such as repurchase intention (Shopping Websites), Satisfaction with Shopping Websites.

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