A Conceptual Study of Influence of various Factors on Online shopping Behavior

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Abstract

This study is an attempt to find various determinants which are influencing customers for shifting from brick and mortar retail to online shopping. Online Shopping has totally changed the people perception about shopping. Generally the objective of this research is to discover the influence of different variables on online shopping intention. Specifically the aim of this study is to find the impact of Prior Online Shopping Experience (POSE) on Perceived Ease Of Use (PEOU) , Perceived Usefulness (PU) and Perceived Risk (PR) then PEOU, PU and PR influence on Attitude Towards Online Shopping Intention (ATOSI) and farther the influence of ATOS on Online Shopping Intention (OSI) .

Keywords: Attitude towards online shopping, perceived ease of use, perceived enjoyment.

1. Introduction

The internet is one of numerous non-store measures commonly used by today's users for shopping. Retailing electronic (e-tailing) experienced impressive expansion in recent years because of clear advantages for customers and retailers, such as shopping at home all day, reducing dependence on store visits, saving travel costs, expanding market area, reducing overheads, support customer relationships and offers a wide range of products (services). Where customers visit various websites offering different products for sale, select the product, order the products make, makes payments credit cards and finally seller physically delivered the products. Adoption of e-commerce relies on the profile of latent consumers as not all consumers accept an modernism at a time (Rogers, 1962). In 1990, Tim Berner-Lee formed the first website. Also in 1994 the German corporation announced its first virtual store. Once a product is selected from the website, payments are made through the internet, sometimes by sign up for permanent online accounts. Payments are also made through mobile phones and landlines by electronic money that is of various types and through credit cards. After the payment process, the products are delivered through downloading and mailing. OS is becoming increasingly popular. The widespread use of research on OS aimed at to understand the reason which drives people from technology oriented

towards OS. The hour of the need is to understand the factors which influence OS. Technology Acceptance Model (TAM) model has been developed by Davis, (1989) to understand the popularity of OS. TAM is an evidence system concept that represents how the consumers start using new information technology (IT). TAM is broadly used to explain individual"s intention and real use of IT. The main edge for customers to buy products and services online is the network, a form of IT.Among all theories and models, TAM has been viewed the commonly used and the most prominent model for understanding the electronic commerce from a customer oriented view. Many researches in the field of OS use the TAM (Burner and Kumar, 2005 and McKechnie et al. 2006). The primary purchase of the revision is to lengthen TAM by including new variants as recommended by Davis, (1993) and further investigate the relationship of attitude and intention with the help of moderating variables as mentioned by (Chen, 2007; Cheema et al., 2013).

TAM posits that two of a person's views around the usefulness and usability of the computer system affects / attitude towards usage, which in turn lead to his / her intentions to use and create / authorization of, use (Davis et al., 1989).Some researchers have standard PU as utilitarian and hedonistic values, respectively, and their attitudes and behaviors related to customers intend OS (Ahnet al, 2007. Lee, 2005).Though, the effects of PU and satisfaction on intention to repurchase are not clear under OS.

2. Literature Review

2.1. Online shopping Intention

OS is a process where the customer purchases products and services directly from the seller using the internet as a medium. OS is a type of e-commerce where the customer buys goods without any intermediary services. OS is an innovative form of trade that takes place on the internet. Where customers visit various websites offering different products for sale, select the product, order the products make, makes payments via credit cards and finally seller physically delivered the products. People are mostly more intend to shop online as it saves their time and they can do the work of hours in minutes still confined to the office or home.

OSI is a dependent variable which is influenced by the other independent variables such as, attitude, PEOU, PU, PR and POSE. Attitude measures how people show their behavior towards online shopping. Factors affecting OS attitude of people have researched and documented within the traditional literature of consumers. An analysis of experimental researches in this field shows that the theories of logical action (Fishbein and Ajzen, 1975) and Acceptance Model (Davis, 1989) are some of most popular theories used to illuminate the behavior of the OS (Limayem et al., 2003; Ahmed et al., 2013). OS behavior is individual behavior to buy on-line. Folks who catch it easy to use, useful and pleasant can agree to take online shopping. Model of acceptance of the technology is used to understand the factors affecting online shopping. These variables perceived usefulness, perceived ease of use and some others. 2.2. Attitude towards Online Shopping Intention (ATOSI) ATOSI defined as positive or negative emotions of consumers in the hillside achievement or emotion that causes a predisposition to respond positively or negatively to a stimulus buying

behavior on the Internet (Chiu et al, 2005, Schlosser, 2003). The version given by Davis et al. (1989) includes the attitude, as an intermediary between perception and behavior explanatory. The word "attitude" symbolizes the overall level of favorability or un-favorability towards external stimulus. Attitude is an indicator that reflects the liking or disliking of a person regarding any object (Ajzen and Fishbein, 1980). The ATOSI has a substantial impact on the intent to web buying (Limayem et al. 2000). Different studies also confirm the similar results for the link between attitude and OSI. Attitude makes it more convenient to shop online; those people who have a complete trust on OS will show their positive ATOSI.

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2.3. Perceived usefulness (PU)

This was defined by Fred Davis as "the degree to which a person believes that using a specific system would improve his job performance (Davis 1989). Looking ahead to electronic purchases, PU is the customer perception that online shopping or performance will be enhanced. The application of the concepts of PU in the context of electronic commerce, the "utility" is the efficiency with which Internet shopping helps consumers to do their job. According to (Barkhi and Wallace 2007), in addition to low prices, extensive variety of merchandises and brands and minimal cost of finding facts that may contribute to the opinion of consumers about the value of buying clothing items an online store, compared to buying aold-fashionedstore. Davis et al. (1989) identified PU as key factors influencing the acceptance of the system information. As emphasized in numerous empirical studies, PU of a system is a dominant feature that significantly affects the voluntary or mandatory acceptance of a person (Gefen, 2003, Venkatesh, 2000).

2.4. Perceived ease of use (PEOU)
PEOU refers the degree to which the system require very less or minimal effort to use, the effort is meant to contains both intellectual and physical effort, and how simple it is. (Davis et al., 1989).PEOU is also described as outspread to which an individual discovers a work free of effort. Effort is a limited source that is to be paid to several actions by somebody answerable for the actions (Radner and Rothschild, 1975).Ease of use tells that how simple it is to use the Internet as a shopping channel (Monsuwe et al., 2004). PEOU discusses the customer‟s awareness that consuming this technology is unrestricted of efforts. As the PEOU of the original cooperative media, intensifications attitude towards media becomes additional

positive. PEOU positively affects attitude towards online shopping. Davis et al. (1989) argued that improvements in ease of use will also improve performance. To the extent that increases the ease of use leads to better performance ease of use, will have a direct effect on PU and behavioral intention (Venkatesh and Davis, 2000).

2.5. Perceived Risk (PR)

In 1994, (Dowling and Staelin) define PR as "PR is the buyer or we can say unpredictable box unchanged to adverse results of products and services. For OS different types of the risks that consumer perceive in his mind, like the wrong use of credit card data or personal information. Perceived risk refers whether the goods or service does not work as expected (Horton, 1976). According to (2003) the evolution of risk Forsythe and Shi product is the most important barrier to do so. The perceived risk of product performance will change with the objectives related to the purchase and use of products (Dowling and Staelin, 1994). A comparison of risk factors with OS preference concludes that PR will be higher OS compared with purchases. PR can be two dimensional, for example, perceived social risk or perceived risk devices (Geuens et al, 2003)., (Venkatesh and Davis, 2000), entrepreneur perceived risk (Cheung and Lee, 2000 Lim , 2003) and perceived technological risks (Lim, 2003). According to (Miyazaki and Fernandez, 2001) found that consumers PR studies is much higher in OS compared to online shopping or we can say that shopping and PR are obstacles to OS (Cho, 2004, Forsythe and Shi, 2003).

2.6. Prior online shopping experience (POSE)

Previous research shows that make directly affects the purchase intentions of consumers of Internet (Eastlick and Lotz, 1999, Weber and Roehl, 1999). More experienced customer with OS and more satisfied they are towards the latest online trading experiences, purchase larger volume and more likely to purchase again and again (Park and June 2003. Brown et al, 2003). Successful experiences also enhance the consumer perception on the usefulness, ease of use and minimize the PR related towards the OS. When consumers use Internet, it adjust their perception as a means of shopping in a positive direction (Monsuwe et al., 2004).Under OS, consumers evaluate the shopping experience of their perceptions of product related information, payment conditions, delivery terms, the service existing, risk, security / privacy, navigation, entertainment (Burke, 2002. Monsuwe et al, 2004). Past research shows that bring Internet directly affect purchase intentions of consumers (Eastlick and Lotz, 1999) they are satisfied with the latest online shopping experiences, purchase large volume and more likely to purchase again and again (Park and June 2003, Brown et al., 2003). Satisfactionalso enhances consumer perception towards the usefulness, ease of use and decrease the PR related to the OS. When a customer gets experienced by the internet it will adjust its perception to shop online.

3. Conclusion and Discussion

In general, these results emphasize the reasons following the success and failure of the OS. The online information helps their customers to making purchase decision and influences OSI that uses internet. The OS is truthful and frank and the information given for managing the deal is

honest for the online buyer which is expected when PU has positive effect. The customer trust about OS should be increased by PU of the website.

4. Limitations

This study also has some limitations the first one that it is based on review of literature so the perception of the people living in other cities can be different. Second it is generalized study and the results can vary location to location and in empirical research.

5. Future Recommendations

In future studies the researchers can further explain the differences on the basis of data collection and in product categories or can take single product like cloths, electronics for their studies. The future researchers can focus on the different types of risks that can occur during online shopping, e.g. financial risk, product specification risk (color, material, model etc.).Upcoming researchers can further explore the perceived usefulness and perceived ease of use that what the external factors are affecting them.

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