

A Review Paper on E-Shopping

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ABSTRACT

E-shopping is the buzzword in modern business. E-shopping means electronic shopping. E-shopping involves buying and selling goods and services, or transmitting money or data, over an electronic network, primarily the Internet. E-shopping is a paradigm shift affecting both marketers and customers. Rather, e-shopping is another way of promoting existing business practices. This is causing a complete change in the traditional way of doing business. This significant change in business model is witnessing tremendous growth across the globe and India is no exception. Widespread Internet penetration has contributed to the growth of e-shopping and start-ups in particular are increasingly using this option as a differentiating business model. Furthermore, e-shopping has a significant impact on the environment. Though the model is highly used in current business scenarios, the alternative has not been fully explored. Current research has been done to describe the e-shopping landscape and analyze e-shopping trends. The study examines the key variables required for the success of an e-shopping business model. The review article focuses on the research done so far. The paper's main objective is to highlight the research gaps in the field of e-shopping regarding previous studies.

Keywords: E-Shopping, Business, Internet.

INTRODUCTION

E-commerce stands for electronic commerce that pertains to trading in goods and services through an electronic medium. Online retailing is a subset of e-commerce which encapsulates all commerce conducted via the internet that entails the sale of product. In 1996 E-commerce started with Business to Business Model Portal and now this has become one of the successful medium for business transactions. The online retailing is set to have more growth in India due to the following reasons increased retail potential, rising income, increased internet penetration, higher acceptance of digital technology by young and educated population, growing convenience lovers of shopping, increasing time poverty for shopping, enabling infrastructure and lastly expanding usage of credit and debit cards. The country's growing internet habituated consumer base along comprise of 190 million users along with the burgeoning class of smartphone internet user will drive the online retailing story and has potential to grow more than hundred folds in upcoming years.

Consumers Perception E-Shopping

Rama Mohana Rao Katta (2020) In recent years, the trend of online retailing has become one of the most imperative uses of technology with the development and ease of accessibility of the internet. The activity of online shopping is considered to be one of the significant aspects of online retailing and has been emerging as an essential part of consumers' lifestyle. Besides various advantages, consumers feel different types of perceived risks involved in online shopping. Therefore, it is crucial to identify the factors affecting consumers' perception of value. The present study empirically examines the influence of perceived advantages and risks on consumers' perceived value in online shopping environments. The results posit that perceived advantages and perceived risks have a positive significant influence on consumers' purchase intentions. Further, perceived advantages show a significant relationship with consumers' perceived risks. The findings afford practical implications for online retailers to frame necessary strategies in enhancing perceived value.

Ananth Srinivasan Kripesh, K.V. Sriram (2020) Technological advancements and high-speed connectivity has made the internet an integral part of our life. Life without internet is unimaginable and so is shopping. Online shopping is popular because of the wide range of products and services it provides to the customers. Online shoppers depend more on product information, specifically in terms of the look-and-feel of products, to make a purchase decision. The reason is lack of tangibility on online purchases. Perceived usefulness is the perception of consumers about how an online portal could add value and efficiency to them while shopping

online. This study concentrates on the effect of product information and perceived usefulness on the purchase intention of online customers. Survey methodology was adopted and structural equation modelling technique was used. Analysis was done using Smart PLS version 3. The study shows a positive correlation between product information and perceived usefulness which in turn significantly influences the purchase intention. The study reveals the importance of detailed online product information and efficiency of the website as key factors that make customer buy online.

Amandeep Singh (2020) There is a lot of difference between the consumers belonging to urban and rural areas. The preferences and liking changes with the area. There is always a gap which needs to be studied about the various factors affecting the buying behaviour of the consumers living in the rural and urban areas. The study conducted is useful to online companies to handle consumers in a better way. It will help them in segmenting the online shopping market based on the motives and preferences of rural and urban consumers. It will take them closer to the buyers. They will be able to study more closely the consumers from both urban and rural areas.

Syed Shah Alam (2021) The aim of this study is to examine the factors affecting customer satisfaction in online shopping. The conceptual model for this study was developed based on the previous research in the online shopping context. In this research, ten hypotheses on factors affecting customer satisfaction in online shopping are outlined with empirical data from 337 respondents. Data was collected through a Google form. The regression results show that customer service, information quality, response time, transaction capability, delivery, merchandise attributes, security/privacy, convenient payment method, and price have significant positive influence on customer satisfaction in online shopping. From a managerial viewpoint, this study results provide support for investment decisions for customer satisfaction from online retailers in Malaysia.

Arpita Khare (2016) The generalizability and applicability of the Consumer Shopping List (CSI) scale on a Chinese sample was examined in predicting online shopping behaviour. The CSI scale has been adapted by researcher's indifferent countries to validate its applicability. The results revealed new factors and different segments of consumers were identified through factor analysis. The findings showed that the Native American eight-factor model could not be fully confirmed on the Chinese sample.

However, the study found support for five factors.

- (1) the quality-conscious buyer
- (2) fashion conscious buyers
- (3) uninterested buyers
- (4) impulsive buyers
- (5) Brand conscious buyer

Online shopping behaviour was mainly classified into three parts, which are convenience, information availability and cost factor. Demographic factors do not influence consumers' online buying decisions. Frequent online shoppers and impulsive shoppers can overlook the convenience factor of online shopping. The availability of information was important for fashion-conscious shoppers, consumers who frequently shop online, and impulsive shoppers.

Shashikala 2021 In 21st century, the evolution of e-retailing in China is growing phenomenally. The role of young consumers' participation especially the age group of 18 to 25 years is highly appreciable in the e-retailing growth in China. This has triggered the researchers to study and find more relevant factors behind the youth involvement in e-retailing sector especially towards fashionable items. The purpose of this research paper is to provide an empirical framework for determining factors effecting young consumers' online re-purchasing. This paper is testing whether the young consumer satisfaction is leading to young consumers' repeat purchase behaviour or not? Hence, we proposed a model 'young consumers' e-loyalty over satisfaction'. Towards this, twenty variables (items) were taken from previous literature and framed the hypotheses. The primary data was collected from young consumers by following simple random sampling technique. The primary data was analysed by using factor, regression and logistic regression analysis. The results were found that the Product-specific factors, website design, price & payment methods and product delivery are the most determining factors influencing young consumers' online satisfaction in retailing industry. The

proposed model was proved through logistic regression that there is high significance between e-satisfaction and loyalty.

Hiteshi Ajmera 2020 As the cashless sector is growing in the economy, we can see its presence and impact on various segments especially E-wallets has eased the way business transactions are carried out. E-wallet is emerging as an exceedingly huge approach. The Researcher has administrated the cross-sectional survey in Ahmedabad city and collected the data from the respondents who are using the E-wallet application. Structured Questionnaire has been applied and targeted to those clusters where the consumers are availing E-wallet services. A sample size of 420 respondents is targeted from the various areas of Ahmedabad. The study tries to focus on the categorical variables like gender, age, occupation, income, education and qualification and various questions related to factors affecting the adoption of E-wallets. The researcher also focuses on understanding the opinion of consumers with respect to perceived service quality, perceived trust, perceived benefits, and perceived satisfaction. Attitude Likert Scale has been applied to understand the intensity of satisfaction and in turn adoption of E-wallet by consumers on different statements framed within the questionnaire. Eventually researcher also considers one of the independent variables as dependent variable; overall perceived satisfaction to ascertain the effects of other three independent variables on perceived satisfaction derived which in turn lead to consumer's adoption of E-wallets.

Vipul Patel 2020 Shopping using mobile applications (apps) is becoming a trend. Studies have highlighted the importance of interface in the case of shopping websites. However, to the best of our knowledge, there is hardly any study that has investigated the impact of interface quality of mobile apps on purchase intention. The purpose of this paper is to examine the impact of interface quality of mobile shopping apps on customer intention to purchase. Four dimensions of interface quality of mobile shopping apps (viz. general information quality, product information related quality, layout quality, and visual appeal quality) were explored. Survey method was used to test the framework developed in this study. Results suggest that shopping apps' interface quality has indirect effect on purchase intention. Shopping app-interface quality has a positive impact on perceived enjoyment, which has little but positive impact on purchase intention using shopping apps. Shopping app-interface quality has no effect on perceived trust, but perceived enjoyment exerts a positive effect on perceived trust, which positively influences customer intention to purchase using shopping apps. Further, the study discusses theoretical and managerial implications and concludes with limitations and avenues for future research.

Dr. Tarek N. Hashem 2020 Current study aimed at examining the change in customer behaviour during COVID 19 pandemic towards e-shopping. Variables taken into perspective included (Frequency, Necessity, Method of Payment, Price, and Availability of Product/Service). A simple random sample of (500) citizens in Jordan were exposed to an online questionnaire regarding their consuming behaviour before and after the pandemic. Results of study indicated the COVID19 pandemic managed to change customer behaviour towards depending more on online shopping and e-payment methods during COVID19 pandemic and the circumstances of lockdown and quarantine, in addition to that, results of pre and post behaviour indicated that the influence appeared to be more influenced by gender and academic qualification as females' behaviour appeared to be more influential and those who held a diploma. Study recommended that companies need to develop effective marketing strategies and enhance their presence in the e-commerce sector.

Hemamalini K 2013 The study empirically examined the product types of online shopping within a proposed model with respect to factors like personal internet awareness, product involvement, attitude and reason to shop online. Although prior research projects have examined the factors that impact the adoption of technology or Internet, there is limited empirical work in the Indian context which simultaneously captures the information on online shopping for different product types. The study found that product involvement, attitude and reason for online shopping varied with different product types.

Qing Zhai 2019 As online shopping proliferates, many studies have investigated its impact on travel. Most studies, however, treat online shopping as a transaction channel and overlook its interaction with physical shopping at various stages of the shopping process. Using adult

internet users in Nanjing, China, this study explores the interactions between online shopping and traditional shopping for search goods (books) and experience goods (clothing) during the shopping process. The results show that experience goods have a stronger stickiness combination between pre-purchase channels and transaction channels than search goods. As a pre-purchase channel for experience goods, stores are more likely to promote cross-channel than internet shopping; the relationship is the opposite for search goods.

Dr Arasu Raman 2021 Malaysia is rapidly developing, and if growth is to be measured, we cannot ignore the role of e-commerce in it. The increased penetration of the internet has fuelled online retailing across the world and specifically in the emerging markets of developing countries. The Malaysian retailing market is evolving its business models into e-retailing models. Previous studies have shown that the online shopping growth rate of food, jewellery, ticketing, and perfumes/cosmetics is higher, and they all have higher women consumers, and these consumers play a significant role in the growth of the online shopping concept.

Anis ur Rehman 2016 Today Consumers are playing an important role in online shopping. The increasing use of internet by the consumers in Saudi Arabia provides an emerging prospect for online retailers. If online retailers know the factors affecting consumers' buying behaviour, then they can further develop their marketing strategies to convert potential customers into active ones. In the present work an effort is made to study the potential of Internet Marketing in Saudi Arabia. In this study various dimensions of online shopping as perceived by consumers in Saudi Arabia are identified and the different demographic factors are also studied. It was discovered that time factor, ease of purchase, reliability, status symbol, ease of comparing products, risk in monetary transactions, timely delivery, are the key factors which influence consumers' perceptions of online shopping. The study revealed that the perception of online shoppers is independent of their age and education but not independent of their occupation. Finally, the recommendations presented in this research may help foster growth of Saudi Arabian online retailing in future.

Li Guoxin 2009 Online shopping has been rapidly developing in China. Although researches that focus on online shopping consumer behaviour have attracted wide attention from western academic research field, the dynamics of acceptance of online shopping behaviour has not been studied in depth. Furthermore, due to cultural difference between China and other countries, previous research conclusions have to be validated in Chinese context. Based on Technology Acceptance Model (TAM), this paper collects data from 311 student samples in 2006 and 319 ones in 2009 in a university of China. With Structural Equation Modelling method, this research demonstrates how perceived usefulness, perceived ease of use and perceived safety affect Chinese consumers' attitude and behavioural intention to online shopping and how the effect changes from year to year. The current paper aims to analyse purchasing attitude and behavioural intention of Chinese consumers and provide marketing suggestion for online retailer businesses.

Alok Gupta 2014 This paper examines the relationship between purchase decisions and channel-switching intentions. A theoretical model that explains channel-switching intentions was tested with a sample of 337 consumers. The results show a 52 percent tendency to switch from off-line to on-line across four product categories: books, airline tickets, wine, and stereo systems. The order of the switching tendency was consistent with the products' search and experience attributes. Logistic regression analysis across product categories shows that differences in channel-risk perceptions, price-search intentions, evaluation effort, and waiting time have a significant impact on consumer switching from off-line to online shopping. Consumers who purchase on-line perceive significantly lower channel risk, search effort, evaluation effort, and waiting (delivery) time on-line than off-line and express significantly higher price-search intentions on-line than off-line. Consumers attracted to off-line channels also perceive lower search-cost and higher price-search intentions online than off-line, but their perceived on-line search effort and price-search intentions are significantly lower than for consumers attracted to on-line channels. These results support the important influence of the examined factors on channel switching. They also suggest that demographics may not be an effective basis for market segmentation.

Xia Liu 2008 The purpose of this study is to identify factors that may influence Chinese customers' online shopping satisfaction, including those which are ignored by prior studies, from the perspective of total online shopping experience. In this paper, the authors propose a model of the satisfaction process in the e-commerce environment, identifying key constructs proposed by prior studies and developing hypotheses about which dimensions of online retailer constructs are significant predictors of online shopper satisfaction. The authors test the hypotheses through multiple regression analysis based on a survey of 1,001 online customers.

Chih, Chien wang 2009 This study measured five constructs, including knowledge, trust propensity, perceived integrity, trust in online shopping, and online shopping activities. Consumer confidence is extremely important for the success of online retailing. Knowledge is an important factor influencing the level of trust. However, there is not necessarily a relationship between knowledge and belief. Some studies argued a negative relationship between knowledge and belief while some studies argued a positive one. This study discussed the relationship between knowledge, belief in online shopping, and intention to shop online. The results showed that knowledge completion is positively associated with trust and online shopping activities. That is, people who know more about online shopping will trust and shop more online, while consumers with less knowledge and trust will shop less online. The practice of online retailing requires people to be aware of online transaction security mechanisms to build users' confidence in online shopping.

Jay D. Lindquist 2002 In the prevailing study, the authors suggest a segmentation schema primarily based totally on styles of e-surfing and e-shopping. We have a look at self-reviews of surfing and shopping the use of 5 particular non-keep channels: the Internet, TV infomercials, marketing and marketing that accompanies everyday TV programming, TV buying channels, and print catalogs. Our findings suggest that consumers who browse and/or buy at the Internet range of their use of multi-channel alternatives associated with their perceptions of convenience. Some consumers really need to buy in the shop putting and reject a couple of styles of non-keep buying. Others want to browse diverse non-keep media and feature prolonged their surfing to the Internet, but hold their loyalty to in-keep purchases. Retailers who try to “convert” such consumers to Internet best shopping might also additionally alienate the consumers who rely upon the Internet totally for information.

CONCLUSION

The technique of promoting and shopping for merchandise over the net platform is called on-line purchasing or e-purchasing. E-trade nevertheless represents one of the enterprise strategies that take benefit if achieved the proper way, even though the inventory marketplace and commodities fell, however E-Commerce nevertheless capable of continue to exist and get hold of excessive transaction. E-trade has a terrific possibility within side the path of or enterprise in Malaysia. In addition, it's also to introducing new strategies and patterns in a transaction. Use the good-sized E-Commerce withinside the Internet global is truly lots higher to convey the goodness of the person or the state. E-Commerce has undeniably emerge as an essential a part of our society. The a hit organizations of the destiny could be those who take E-Commerce seriously, dedicating enough assets to its development. E-Commerce isn't an IT trouble however an entire enterprise undertaking. Companies that use it as a motive for absolutely re-designing their enterprise methods are probably to acquire the best benefits. Moreover, E-Commerce is a beneficial generation that offers the patron get entry to enterprise and organizations everywhere in the global.

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