SYSTEMATIC LITERATURE REVIEW OF ONLINE CONSUMER BUYING BEHAVIOR

Abstract:
In this study we conducted a systematic literature review of articles related to online shopping behavior and proposed a modified Input process output model. We had gone through 50 available literatures with in a time period of 2010 to 2017 and classified the variables into four different factors. As part of the analysis, we have identified theories that were used in literatures based on Website Brand Contribution model, Consumer Pre Purchase Process model. Online Group Buying (OGB) behaviors were also studied by a group of papers showing the importance of group buying in online shopping.

I. Introduction
In this era of technology, internet has a major role in our life in which people can communicate sitting at two corners of the world, can send email and can find information. It has also developed into a different level where you can shop online and play games with other people. Online shopping is at most important in current scenario having a major share of product purchases is currently happening in online platform. Then again, a few purchasers still feel awkward to purchase on the web. Absence of trust, for example, is by all accounts the real reason that push back buyers to purchase on the web. Additionally, purchasers may have a need to exam and feel the items and to meet companions and get some more remarks about the items before obtaining. Such factors may have negative effect on purchaser choice to shop on the web. Online platforms provide sufficient information to the customers for comparing their choices of products and services. There are different factors which motivates the buying behavior of customers in the online platform. These factors can be external and internal. External factors include demography, culture, sub-culture, socio-economic, technology etc. and internal factors includes the traits or behavior like attitude, learning, perception. Customers use this factors to decide on the final selection of different choices that they are offered. Convenience and time saving are major two important reasons why people prefer online shopping rather than brick and motor store.

An unfiltered exploration of the research publications on online buying...
behavior in the Science direct database from 2015 to 2018 shows that 84% of the articles were published in the 2015-2016 time period, and 53% in the 2016-2018 time period. The current trend in online shopping is not a new thing. Nowadays people do everything online due to time constrain. Even now some people are in midst of confusion while to shop online or not.

The depth of information available on the online platforms meets the need of information for customers to make buying decision. Another advantage of choosing online platform is that more alternatives can be considered because of lower search cost and greater availability of information. The traditional stores capability to customize products and services as that of the online platform is very low. In traditional stores products are tangible while on online platform both products and services are intangible.

II. A Collection of Prior Literature

The paper reviews previous literatures related to online buying behavior of consumers around the world and analyses them to find out similar characteristics among the selected papers. We have gone through major international journals like European Journal of Marketing, Information System Review, International Journal of Electronic Commerce, International Journal of Retail Distribution Management, Internet Research, Journal of Business Research, Journal of Computer-mediated Communication, Journal of Electronic Commerce Research, Journal of Interactive Marketing, Journal of International Marketing, Journal of Service Marketing, Psychology Marketing, etc.) and found out similar articles which are related to online consumer behavior within a time period of 2002 – 2018. First of all, we have to identify the keyword related to the study. Keywords for searching the articles includes online consumer behavior, online buying behavior. Specifically, we choose articles which are related to online consumer decision making factors, frequency of purchasing, type of products purchased, purchase intention. There were defined inclusion and exclusion criteria for selecting the most apt articles for the study.

III. Literature Analysis Results

Research papers were taken from a timeline of 2010 to 2017 and analyzed the key similarities and factors in these papers. All the papers were taken based on the consumer behavior attitudes in online shopping. Different researchers examined different attributes like quality of online shopping, web site attributes and demographical factors where all these can be grouped together under factors that influence the adoption of online buying. Another group of factors that identifies the attitude while shopping online or the motives of shopping online where identified which includes value, perception, perceived usefulness, perceived risks etc. These factors are studied by different researchers using different theories and frameworks. One of the major factors that were found in almost all the papers is the process of value creation in e commerce platforms. Trust and security is identified as another factor that was studied across different literature across the period. As availability of information was another telling factor that most of the researchers found out to be creating variations in the buyer decisions.

From the analysis of previous research paper, we found various factors that influence online consumer behavior. Three
major factor groups where identified from the available literatures.

As part of the analysis, we have identified theories that were used in literatures based on Website Brand Contribution model, Consumer Pre Purchase Process model. Online Group Buying (OGB) behaviors were also studied by a group of papers showing the importance of group buying in online shopping.

Total number of paper studied = 50

Number of countries from which the paper studied = 16

Out of which,
Number of developed countries = 7
Number of developing countries = 9
Number of papers from developed countries = 14
Number of papers from developing countries = 36

Fig no. 1.0: Country wise paper analysis

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a) Factor classification

The individual variables where grouped into four factors according to similarities among variables from the 50 literatures that were studied. Those factors include consumer factors, perception, behavior and website attribute.

Papers were analyzed based on the four factors with the type of country to which they belong.

Fig no. 2.0: Consumer Factor analysis

Out of 50 papers consumer factors were discussed in 22 papers which includes 12 from developing countries and 10 from developed countries. Self-Actualization is not discussed in any of the developing countries while the same was discussed in developed countries. While factors like online experience, information, demographics are much more discussed in developing countries than the developed countries.
Out of 50 papers 30 papers discussed about perception/attitude factors, where 24 of them are from developing nations and 6 from developed countries. Perceived usefulness, perceived ease of use are not discussed in any of the papers from developed countries. Trust is the factor that was discussed by most number of paper in developing nations that is 12. This shows that developing countries give more preference to perception/Attitude factors like trust.

Web attributes are discussed in as many as 34 papers out of which 26 are from developing countries and 8 are from developed countries. Security and privacy is the most studied factor in web attributes. While some of the factors like payment intention, reputation is not discussed in developed countries.
b) Proposed Model

Fig: 6.0: Modified input – process – output model

Here we are using input – process – output model. This is one among various other consumer behavior model. We have modified this model by adding an individual factor.

Inputs:

In this model the inputs are firm’s marketing effort, social environment and individual factor. The firm’s marketing effort include the product, price, place and promotion. From the review of literature, the factors influencing online consumer behavior include the promotions and offers and pricing of the product. People buy online because most of the products available online are cheaper than traditional stores. The social environment include family, reference groups, culture. The individual factor includes the perception of consumer like perceived ease of use perceived risk, perceived usefulness, perceived enjoyment, perceived assurance, perceived information.

Process:

Need recognition is the stage in which, when one knows about a need, stress is made and one picks a commodity to fulfill his needs. There is likewise a probability that a person might know about the commodity before its need is perceived. This is shown by the pointer pointing both ways from the need to the item and the other way around. From the literature we found out that the awareness about the product is an important factor which impact online consumer behavior. Online promotions about the product have a major impact in buying behavior of consumers. Evaluation of product by customer is like they need more details about the product. The information about the product have a major impact on the online buying decision. From the information and details regarding the product online, customers can compare them with different products and make a purchase decision. Once there is goal to buy a commodity, the buyer feels free to acts or buys the item. Once the item is bought, it is utilized to satisfy the need and, the more the item is utilized, the more the purchaser ends up mindful of the positive and negative tips of the item. So then the intention to buy will arise.

Output:

The output of the model consists of the post purchase behavior. From the review of literature one of the factor influencing the buying behavior is the after sales service. If after the purchase and usage of the product the customer is fully satisfied, then the customer will again intend to buy the product more and will refer the product to other people in their group. If the customer is not satisfied with the product, then there
is a chance for bad word of mouth and this will in turn create a bad reputation for the firm. The other factors in post purchase behavior are the feedback from the customers. This feedback can be used to improve the quality of the product and service. This feedback will help in improving the reputation of the firm.

Conclusion

The systematic literature reviews from the selected articles gives an overview about the major factors that was discussed by different researches across the time period between 2010 and 2017. Major factors that were found out from research papers are quality, price, perception, attitude, promotion, offers, options, availability, convenience etc. These factors are divided to four groups consumer factors, perception/attitude, behavior, website attribute. There are different factors which motivates the buying behavior of customers in the online platform. These factors can be external and internal. External factors include demography, culture, sub-culture, socio-economic, technology etc. and internal factors includes the traits or behavior like attitude, learning, perception. Customers use this factors to decide on the final selection of different choices that they are offered.

Reference

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