

# CUSTOMER BEHAVIOR AND PURCHASING PATTERNS TOWARDS ONLINE SHOPPING - A LITERATURE REVIEW

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## ABSTRACT

The corporate revolution and growth can be best shown by the example of online shopping. The ability to collect information, compare the available products or their costs, and make online purchases is now available to consumers thanks to digital platforms. More business owners have switched from traditional to online channels during the last ten years. This affected customer and business model purchase behaviours as well as the shopping experience. So, for e-commerce businesses, consumer behaviour is crucial. An extensive literature evaluation was used to study consumer purchasing behaviour with regard to internet shopping. The review of scholarly contributions from 2010 to 2020. The conclusions drawn from the analysis can serve as an effective road map for market orientation. The study's findings imply that measuring consumer purchasing behaviour can aid in improving our knowledge of consumer purchasing behaviour with regard to online shopping.

Keywords — Digital Platforms, Online Shopping, Purchasing Behaviour.

## I. INTRODUCTION

Consumer behaviour is the study of how people choose, get, use, and dispose of goods and services, experiences, and ideas to meet their needs, as well as the effects these actions have on the consumer and society. The e-commerce has transformed the way business is done in India. The Indian e-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017. Much growth of the industry has been triggered by increasing internet and Smartphone penetration. The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 445.96 million in 2017. India's internet economy is expected to double from US\$125 billion as of April 2017 to US\$ 250 billion by 2020, majorly backed by ecommerce. India's E-commerce revenue is expected to jump from US\$ 39 billion in 2017 to US\$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world. The definition of the shopping experience is "the arrangement, all factors examined, and methods identified with the store environment and customers, including relational connection, sales staff endeavours, and responsibilities and major tactics given to please or draw in customers" (Salehi, Consumer Buying Behavior towards Online Shopping Stores in Malaysia, 2012). The researcher would like to conduct an in-depth literature review on consumers' attitudes toward and purchasing behaviours when using the internet to make purchases of goods and services in this situation. In addition to revealing the attitudes of online buyers, this literature review will help future researchers comprehend and identify the key variables influencing consumer behaviour and purchasing decisions.

## II. REVIEW OF LITERATURE

Angeline G. Close., & Monika Kukar-Kinney(2010) conducted a study on "Beyond buying: Motivations behind consumers' online shopping cart use" The authors investigate the motivations of consumers to place items with or without purchase, called virtual cart use, in an online shopping cart..Based on a national online sample, this research

reveals other strong utilitarian and hedonic motivations that explain the frequency of use of online carts by consumers. In addition to current purchasing intentions, the reasons why consumers place items in their carts include: securing price promotions online, obtaining more information on certain products, organising shopping items and entertainment.

**Vaggelis Saprikis, Adamantia Chouliara and Maro Vlachopoulou(2010)** conducted a study on “Perceptions towards Online Shopping: Analyzing the Greek University Students Attitude”. The scope of this paper is to examine the perceptions of the adopters and non-adopters of online shopping by Greek university students in terms of demographic profile, online store expectations, advantages and online purchasing problems. The study provides interesting insights into the behaviour of online consumers, as the findings show significant differences between the two groups of respondents.

**Sumeet Gupta and Hee-Woong Kim (2010)** conducted a study on “Value-Driven Internet Shopping: The Mental Accounting Theory Perspective” This study looks at online consumer purchase decision taking from the value perspective based on the theory of mental accounting. This study also identifies value determinants for both monetary (perceived price) and non-monetary (perceived risk, convenience, and pleasure). The results from this study provide practical suggestions for Internet vendors to increase online sales.

**Rastogi, Ankur.(2010)** conducted a study on “Study of Indian Online Consumers and their Buying Behaviour” The study's objective was to discover key factors affecting consumer behavior online purchasing in India. The data was gathered from 200 respondents through questionnaires. The results of the study indicate that consumer buying behavior evaluation may contribute to a better understanding of consumer buying behavior regarding online shopping.

**Pervaiz Ali, Sudha Sankaran, Peter Stevrin (2010)** conducted a study on “Online Shopping: Customer Satisfaction and Loyalty in Norway”. The research aimed to examine customer satisfaction and loyalty in Norway. The data was gathered from 104 respondents via questionnaire. The study results indicate that far fewer customers are loyal to online shopping and one half of Norwegian shoppers prefer to use Norway's local websites.

**Hernández, B., Jiménez, J., & Martín, M. J. (2010).** Conducted a study on “ Customer behavior in electronic commerce: The moderating effect of e-purchasing experience”. The aim of research was to analyze the perceptions that encourage customers to buy over the Internet, measuring the moderating impact of the experience of e-buying. Results show that consumer behavior does not remain stable, as knowledge gained from previous e-purchases means expectations change. The relationship between e-commerce expectations varies with buying experience, whereas the impact of internet experience is constant for all users.

**Syed Shah Alam, Norjaya Mohd. Yasin(2010)** This study is aimed at identifying key factors that influence customer satisfaction through online shopping. In this study four key dimensions of online shopping customer satisfaction are identified. Website design, reliability, product variety and delivery performance are the four key factors influencing consumers online shopping satisfaction. There is however no significant relationship between time saved and satisfaction.

**Delafrooz, N., Paim, L. H., & Khatibi, A. (2010).** Students’ Online Shopping Behavior: An Empirical Study. This study was conducted to explore the factors affecting the attitudes of students towards online shopping in Malaysia through a self-administered questionnaire on a five-level Likert scale, which was built on the basis of prior literature. A total of 370 students were picked at random. The results indicated that the attitudes of customers towards online shopping were affected by utilitarian focus, comfort, quality and a wider range.

**Arpita Khare, Shveta Singh & Anshuman Khare (2010)** “ Innovativeness/Novelty-Seeking Behavior as Determinants of Online Shopping Behavior Among Indian Youth”. The purpose of this research is to examine online shopping behavior and innovativeness/ novelty seeking behavior of the Indian youth. The results of the study show a positive association between innovation / novelty seeking activity and online shopping behaviour. The population surveyed felt comfortable buying with cash because online purchases were considered unsafe.

**Katawetawaraks, C., & Cheng, L. W. (2011)** conducted a study on “Online shopper behavior: Influences of online shopping decision”. This research aims to provide an overview of the online shopping decision-making process by comparing offline and online decision-making and defining factors that motivate online consumers to decide to buy online or not. It is found that the process of marketing communication differs from offline to online consumer decision.

**Guo Jun and Noor Ismawati Jaafar (2011)** conducted a study on consumer’s attitude towards online shopping. This research was carried out using the primary source of data, and the survey method was used in the research. This research found that relationships exist between perceived usability, perceived protection, perceived privacy, perceived after-sales service, perceived marketing mix, perceived reputation and the attitude of consumers towards adopting online shopping in China.

**Eid, Mustafa (2011)** conducted a study on consumer “ Determinants of E-Commerce Customer Satisfaction, Trust, and Loyalty in Saudi Arabia”. This research attempted to explore the determinants of the satisfaction trust and loyalty of every B2C e-commerce customer in Saudi Arabia. The findings of this study indicate that B2C e-commerce loyalty to consumers in Saudi Arabia is strongly influenced by customer satisfaction but weakly influenced by consumer trust.

**Chan, M. and Dr. Yann-Haur Huang (2011)** conducted a study on “Factors that affect consumer trust in online shopping in Taiwan.” The objective of this study was to explore the critical factors affecting consumer confidence and their subsequent intention to buy online in Taiwan. The study suggests that the number of online shoppers would be higher if there is more perceived trust in the online shopping environment and if shoppers believed that online shopping gives them enough comfort and security about the service and items.

**Xiaoying Guo, Kwek Choon Ling, Min Liu (2012)** conducted a study on “Evaluating Factors Influencing Consumer satisfaction towards Online Shopping in China”. The findings revealed that website design, security, quality of information, payment method, quality of e-service, quality of product, product variety and service delivery are positively linked to consumer satisfaction towards online shopping in China.

**Gao, J., Zhang, C., Wang, K., & Ba, S. (2012)** conducted a study on “Understanding online purchase decision making: The effects of unconscious thought, information quality, and information quantity. Decision Support Systems” The purpose of the study was to investigate the various roles of knowledge volume, quality of information and thought in the satisfaction of consumers. The research contributes to both unconscious thinking theory and information processing theory by investigating the interaction impact of the quantity and quality of information with thought mode when affecting the quality of purchase decisions.

**Dr. Payal Upadhyay, Jasvinder Kaur (2012)** conducted a study on “Analysis of Online Shopping Behavior of Customer in Kota City”. The purpose of the study was to analyze the factors affecting the online shopping behavior and its most important factor, as well as to assess the level of consumer satisfaction. The data was gathered through questionnaires from 100 respondent of Kota City. The data were analyzed using Analysis, Tabulation, Graphs, Average Mean percent. The study result shows that time savings, comfort, protection and timely delivery are the most important factors and most consumers are happy with the online shopping.

**Bhatt, S., & Bhatt, A. (2012)** conducted a study on “Factors Influencing Online Shopping: An Empirical Study in Ahmedabad”. The purpose of the study is to discover the factors that drive shopping online and evaluate the relationship between the factors and the different types of buyers. It was concluded that frequent buyers are most affected by website ease / attractiveness and website quality of service, whereas occasional buyers regard Website protection more than other user categories.

**Jusoh, Zuroni Md and Goh Hai Ling. (2012)** conducted a study on “Factors influencing consumers' attitude towards e-commerce purchases through online shopping”. The main aim of this study is to establish the factors that influence the attitude of consumers towards e-commerce purchases through online shopping. This research took important steps to examine the attitude towards online shopping and the factors that influence the attitude of consumers to buy e-commerce.

**Nazir, Sajjad & Tayyab, Arsalan & Sajid, Aziz & Rashid, Haroon & Javed, Irum. (2012)** conducted a study on "How Online Shopping Is Affecting Consumers Buying Behavior in Pakistan?" The main aim of this research is to study; in particular what factors directly affect consumers for online shopping. Study results show that economic, financial, emotional, and privacy factors affect buyers' attitude. Privacy and security protection are major issues affecting people's online buying behaviour.

**Gong, W., Maddox, L. M., & Stump, R. L. (2012)** conducted a study on "Attitudes toward online shopping: A comparison of online consumers in China and the US". This study examines online consumers' perceptions about online shopping in China and the US. Findings show that Chinese and American consumers have significantly different views of the relative advantage, ease of use and risk of Internet shopping.

**Dr. Gagandeep Nagra, Dr. R. Gopal (2013)** conducted a study on "A study of factors affecting on Online Shopping Behaviour of Consumers". The objective of this study was to identify the impact of demographic factors on consumers' online shopping behavior along with various other factors such as internet ownership, online shopping motivation drives, online shopping frequency. The study results showed that all demographic variables influence online shopping significantly.

**Emad Y. Masoud (2013)** conducted a study on "The Effect of Perceived Risk on Online Shopping in Jordan" The purpose of the study was to study the effect on online shopping behavior in Jordan of product risk, financial risk, time risk, delivery risk and information security risk. The study enabled marketers to gain insight into the risk perception of customers and to implement effective risk reduction strategies in the online shopping world.

**Pratminingsih, Sri Astuti et al. (2013)** conducted a study on "Factors Influencing Customer Loyalty Toward Online Shopping.". The purpose of this study is to empirically investigate the effect of satisfaction, trust and commitment on customer loyalty in online shopping. The results of the study indicated that customer satisfaction showed great impact on customer loyalty. The findings of the empirical study showed that that satisfaction, trust and commitment have a significant impact on student loyalty towards online shopping.

**Abhijit Bindra(2013)** conducted a research on " E-Commerce in India-A Review". The study focused on the current status of e-commerce facilitators in India, emerging e-commerce patterns and obstacles to e-commerce in India. The study revealed that payment processing, distribution, vendor management, taxation were the key obstacles to e-commerce and that using 3 G and 4 G wireless communication technologies, the internet economy will grow rapidly and e-commerce will play a major role.

**Svatosova Veronika (2013)** conducted a study on Motivation of Online Buyer Behavior. The study aimed to analyze consumer behavior while shopping online and their motives. The data was gathered by 1564 respondents and the chi-square method was used for data analysis. The study results showed that online shopping activity motivations were independent on the age of the respondents.

**Togar Alam Napitupulu, Okky Kartavianus (2014)** conducted a study on "A Structural Equations Modeling of Purchasing Decision through E-Commerce". The study's goal was to examine the factors influencing online shopping. The data were gathered from 171 Indonesian respondents via questionnaire. Structural equation modeling examined the data, and the results revealed that the quality of information, perceived ease of payment, benefits, and trust affect online purchasing decisions.

**Jiradilok, Taweerat & Malisuwan, Settapong & Madan, Navneet & Sivaraks, Jesada. (2014)** conducted a study on "The Impact of Customer Satisfaction on Online Purchasing: A Case Study Analysis in Thailand". This research uses a quantitative method to test the customer satisfaction conceptual framework, which leads to online buying intentions for all online users, experienced online buyers and inexperienced online buyers. The results of this research will enhance researchers' understanding of the difference in factors influencing online buying intentions of experience and inexperienced online buyers.

**Ravjot Kaur, Gurmeet Kaur, Aman Kumar, Gaurav Kumar(2015)** conducted a study on “ Customer Attitude towards Online Shopping in Chandigarh”.The research aimed to examine the factors affecting consumers ' purchasing behaviour towards online shopping and to analyze the risks / problems that online shoppers face. The findings from the study were that comfort, perceived risks, affordability and product characteristics were the main factors affecting the online shopping. Convenience and affordability were the positive factors that led consumers to choose the internet as a shopping platform, while perceived risks and product features were the factors that discouraged consumers from shopping online.

**Dr.S.Saravanan, K.Brindha Devi(2015)** conducted a study on “A study on online buying behaviour with special reference to Coimbatore city”. The goal was to find out the online consumers ' preferences for various online websites and to find out the most frequently purchased product by online shopping. Study findings showed that electronic products are mostly preferred by online buyers, the second preference goes to Cosmetic & third preference to food section, followed by gift products, clothing, tickets and music software.

**Dr. Amaravathi, M. ,Mr. Anand Shankar Raja, M.(2015)**, Customers' preference towards online shopping with special reference to the city of Kochi”, The study's objective was to examine factors that encourage consumers to choose online shopping and determine whether demographic constructs play an important role in influencing a person to be involved in online shopping. The findings revealed that in this competitive world, online shopping has really saved a lot of time for many. In fact, consumer's demographic constructs have a strong influence on online shopping.

**Amol Ranadive (2015)** conducted a study on “An Empirical Study on the Online Grocery Shopping Intentions of Consumers in Vadodara City.” The objective of the research was to study the factors affecting consumers ' intention to buy online grocery stores in Vadodra. The study results showed that the respondents expressed a weak but positive intention to buy groceries online.

**Dr. Amaravathi, M. ,Mr. Anand Shankar Raja, M.(2015)** conducted a study on Customers' preference towards online shopping with special reference to the city of Kochi”. The study's objective was to examine factors that inspire consumers to choose online shopping and decide whether demographic constructs play an important role in influencing a person to participate in online shopping. This study highlights the change occurring in online shopping. Results have been analysed with the help of factor analysis. The findings revealed that in this competitive world, online shopping has really saved a lot of time for many.

**Hariramani, S. G., & Pandya, H. (2016)** conducted a study on “Identifying factors affecting Consumers' Hesitation towards Online Shopping” .This study's aim is to try to understand the reasons or concerns that stop people from shopping online. The data was analyzed using the methodology of factor analysis, using SPSS. The results indicated that Technical Aspects, Lack of Authenticity, Lack of Tangible e Aspects, Procedural Aspects, Lack of Infrastructure and Lack of Security were the six main factors causing customers ' reluctance towards online shopping.

**Ozkisi, H., & Topaloglu, M. (2016)** conducted a study on “ Identifying College Students' Feelings and Thoughts about Online Shopping”. The purpose of this study is to investigate college students ' feelings and thoughts regarding online shopping. The study was carried out on college students studying applied disciplines at Trakya University, Kesan Yusuf Capraz College. The feelings and thoughts of the students regarding online shopping were assessed by analyzing the data collected.

**Lim, Y. J., Osman, A., Salahuddin, S. N., Romle, A. R., & Abdullah, S. (2016)** conducted a study on “Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention”. The purpose of this study was to establish the relationship between the subjective norm, perceived usefulness and online shopping behavior while mediating the intention to purchase. Students from 18 to 34 years of age who are currently studying at the University of



Malaysia Perlis have been chosen as the topic of research. Finding revealed that the intention to buy affected the online shopping behavior positively.

**Kawaf, F., & Tagg, S. (2017)** conducted a study on “The construction of online shopping experience: A repertory grid approach”. This paper examines what an online shopping experience, using their own words, is as created by customers. Twenty-three repertory grid interviews were conducted and analyzed using multi-coder qualitative content analysis (with an inter-reliability score of 76 percent) using Kelly's (1955) personal construct theory (PCT). The findings highlight the fluid nature of experience and its construction.

**Prashar, S., Sai Vijay, T., & Parsad, C. (2017)** conducted a study on “Effects of Online Shopping Values and Website Cues on Purchase Behaviour: A Study Using S–O–R Framework”. The aim of the study is to determine the effects of online shopping values and indications on consumer buying behavior using the Stimulus Output Response (S-O-R) model concept. The analysis shows that the hedonic shopping value and web entertainment are the strong factors that influence website satisfaction and website informatively and utilitarian shopping value have a weaker influence on website satisfaction.

**Pappas, I. O., Kourouthanassis, P. E., Giannakos, M. N., & Lekakos, G. (2017)** conducted a study on “The interplay of online shopping motivations and experiential factors on personalized e-commerce: A complexity theory approach”. The aim of this study is to investigate purchasing behavior in customized online shopping using complexity theory based on the online shopping experience of customers and online shopping motivations. The results indicate nine configurations of online shopping experience and motives for online shopping that lead to high buying intentions.

**Mohd Suki, N., & Mohd Suki, N. (2017)** conducted a study on “Modeling the determinants of consumers' attitudes toward online group buying: Do risks and trusts matters?” This research aims at investigating the determinants of consumer attitude towards online group purchasing (OGB). The research also contrasts male and female shoppers in OGB based on their buying behaviour. Partial Least Square-Structural Equation Modeling (PLS-SEM) approach supported by Smart-PLS 2.0 was used for data analysis as it avoids biases in the parameter estimation in regress. This study confirms that the credibility of the website has the greatest impact on the attitude of customers towards OGB, accompanied by systemic assurance and perceived reputation

**K. Stouthuysen, I. Teunis, E. Reusen, H. Slabbinck, (2018)** conducted a study on “Initial trust and intentions to buy: The effect of vendor-specific guarantees, customer reviews and the role of online shopping experience”. This research investigates experimentally the impact of vendor-specific guarantees and customer reviews (1) on the formation of initial consumer trust — separating institutional and competence trust — and (2) on the first-time consumer buying intentions. The study's empirical results reveal the relative effectiveness of the two vendor mechanisms, with vendor-specific guarantees having a more positive effect on institutional trust and customer reviews on competence trust.

**Shafiee, M. M., & Bazargan, N. A. (2018)** conducted a study on “Behavioral Customer Loyalty in Online Shopping: The Role of E-Service Quality and E-Recovery”. This study explores how online shopping can create and/or improve customer loyalty. The results indicate that the quality of the service is strongly and directly affected by information security and website success. Also, responsiveness, compensation and communication have a positive influence on e-recovery. E-recovery has a positive effect on e-loyalty, which in turn has a significant impact on online repurchases.

**Haridasan, A. C., & Fernando, A. G. (2018)** conducted a study on “Online or in-store: unravelling consumer's channel choice motives”. The purpose of this study is to compare online and in-store shoppers motivations based on product type. The result shows that for online and in-store shoppers, the shopping motivations depended on the type of product. Variety, value for money, and delivery for online shoppers were important attributes. Shoppers in the shop have been searching for social interaction and personalized attention.

**Zhang, H., Zhao, L., & Gupta, S. (2018)** conducted a study on “The role of online product recommendations on customer decision making and loyalty in social shopping communities”. This research develops a model to explore how

Online product recommendations (OPR's) efficiency influences the positive (enablers) and negative (inhibitors) factors in consumer decision process, and how the decision process ultimately affects customer loyalty. The results indicate that the cost of screening the consumer product and the quality of decision-making considerably influence the customer loyalty. The cost of screening the consumer product is negatively associated with self-reference and positively associated with deceptiveness and overloading of information.

**Ozcelik, A. B., & Varnali, K. (2018)** conducted a study on "Effectiveness of Online Behavioral Targeting: A Psychological Perspective". The present research focuses on the recipient's psychology to explain the effectiveness of online ads tailored to the behavioral targeting. Results of this research indicate that a consumer's advertising emphasis has a significant effect on perceptions of the informatively and entertainment of a personalized online ad, Although perceived security risk associated with clicking personalized online ads explicitly reverses these two constructs, annoyance induced by behavioral targeting also increases.

**Mani, Kamaraj & .C, Vethirajan & Vinayagamoorthy, G. (2019)** conducted a study on "Consumer Perception towards Online Shopping of Household Products. Restaurant Business". The present study is being conducted to investigate customer attitude towards online shopping of household products. Study findings show that most respondents perceive insecure online payment transactions and online store risks. The online stores would therefore try to win consumer confidence in online transactions.

**Divyendu, Siddharth Raj, and Vivek Yadav. (2019)** conducted a study on "Online or Offline Shopping: Factors that Determine Customer Behavior." The aim is to study consumers ' preferences for online / offline shopping based on a variety of factors, such as geography, app / webpage, developed / underdeveloped countries, delivery urgency. The result indicates that an individual's shopping activity based on their operating mode is much more inclined towards app-based service compared to webpage. The purchasing behavior and, more importantly, a consumer's confidence is highly dependent on a product's need and the delivery time for that particular product.

**Anic, I.-D., Škare, V., & Kursan Milaković, I. (2019)** conducted a study on "The determinants and effects of online privacy concerns in the context of e-commerce". The aim is to study consumer responses to threats to privacy in Croatia, the newest Member State of the European Union (EU), where privacy remains an under-explored issue. The results show that respondents want more control over their personal information and that government online regulation is perceived as weak and increases online privacy concern (OPC) while previous experiences and demographics are less important or even insignificant.

**Chen, J., Wang, H., & Gao, W. (2020)** A 2020 perspective on "How do goal and product knowledge specificity influence online channel choice? A polynomial regression analysis." The paper explores what affects the immediate omnichannel choices of clients in particular shopping contexts. The enormous channel diversity and the evolving complex customer journey are creating significant challenges for companies. The enormous variety of channels and the evolving complex customer journey creates major challenges for companies. Research has unprecedented opportunities to identify key antecedents that affect the immediate effect of customers Omnichannel choices in different contexts, taking the customer's journey from a process perspective.

**Kalim Khan, S., Ali, N., Abbas Khan, N., Ammara, U., & Anjum, N. (2020)** conducted a study on "Understanding Multiscreening Phenomenon for Online Shopping through Perspective of Self-Regulation and Dual Process Theory: Case of Chinese Young Generation" research aims to explain the sponsorship of multiscreening for online shopping from the point of view of Self-regulation by the development of a dual self-regulation model system. The study introduced structural equation modelling (SEM) technique for analysis via the AMOS statistical package. The results show that both conscious and unconscious self-regulatory factors are active in the adoption of online shopping multi-screening, which further implies that reflective and impulsive processes are involved in consumer choice decisions in this context.

**Huang, W.-L., Hu, P., Tsai, S., & Chen, X.-D. (2020)** conducted a study on “The business analysis on the home-bias of E-commerce consumer behavior. Electronic Commerce Research” This paper discusses consumer behaviour in Taiwan on the basis of literature review and field research for both domestic and cross-border e-commerce service providers, The empirical analysis is performed through the survey. Outcomes are 1. Consumers in Taiwan have had a great deal of online shopping experience from domestic and cross-border providers of e-commerce services. 2. The buying behaviour of domestic and cross-border e-commerce service providers would be affected by individual customer variables, such as the difference in gender , age, daily web browsing time, the stickiness of the e-commerce website or applications, and the frequency of recurring purchases according to the product category of purchased goods. 3. There could be the home bias of consumer e-commerce: when a similar product is provided by the domestic and cross-border e-commerce platform, consumers would be more willing to participate in domestic e-commerce service providers.

### III. MAJOR OBSERVATION AND CONCLUSION

This study demonstrates that online buying in India has a very promising future. In India, attitudes regarding online purchasing are improving. Customers can shop online anytime, anywhere, and with simple and secure payment methods options. The researcher hopes to draw a conclusion from the thorough literature evaluation about how online shopping has grown in popularity with consumers as internet usage has spread to all age groups. They even began doing internet shopping using a smart phone application, which made it quite simple for them to buy more effectively. It was discovered that there has been a significant shift in customers' shopping behavioural orientation. Even while customers initially had some issues adopting to the online purchasing model, they eventually overcame these challenges thanks to the ongoing customer support and feedback supplied to these online service providers. Future academics would therefore need to concentrate on the various facets of online purchasing in the global marketplace, which would be an intriguing fact and subject for study.

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