



Online Shopping Behaviour: An Effective Approach

Monisha Singh*, Saurab Dhanothia, Ayush Agarwal, Deepa V. Jose

Department of Computer Science, Christ University
Karnataka, India

Abstract— *The online marketing space is in constant shift as new technologies, services, and marketing tactics gain popularity. Understanding shifts in consumer behaviour gives insights into the demands of the market. Knowing these things enables marketers to drop certain products or make strategic changes in pricing that will result in big gains or, at the very least, limit damage to profits. This paper focuses on one such strategy which can be implemented to meet the demands of the dynamic market.*

Keywords— *e-commerce, online shopping adoption, online purchasing, consumer behaviour, retailing*

I. INTRODUCTION

Electronic commerce can be described as a mode of trading in products or services using many computer networks, such as the Internet. Some of the technologies which are based on e-commerce are such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange, inventory management systems, and automated data collection systems. E-commerce businesses usually gather and use demographic data through web contacts and social media. It provides secure business transactions keeping the privacy of a user intact.

If we look at the statistical data in 2010, the United Kingdom had the biggest e-commerce market in the world when measured by the amount spent per capita. Among emerging economies, China's e-commerce presence continues to expand every year and its online shopping sales rose to \$36.6 billion in 2009. One of the reasons behind the huge growth has been the improved trust level for shoppers. In 2012, e-commerce sales outreached \$1 trillion for the first time in history. Such a huge success on e-commerce has happened mainly because of the use of mobile devices. With the help of mobiles the users are able to gather information about the products and their prices online. Individual or business involved in e-commerce whether buyers or sellers rely on Internet-based technology in order to accomplish their transactions. Therefore, e-commerce is recognized for its ability to allow business transactions anytime and anywhere.

Some of the features of e-commerce are:

1. Business services are available to customers anytime and anywhere i.e. 24 hours seven days.
2. Users can use any mode of payment such as credit cards, debit cards, smart cards or electronic funds transfer, any method which is easily accessible can be used.
3. To provide better services to customers, pre and post sales assistance is provided. inventory management of product becomes easy.
4. Communication between customers and business partners has become reliable, faster and better.

II. LITERATURE REVIEW

In the article [1] the authors have identified the constituent of a good quality website that makes it more effective. This paper examines and integrates four sets of factors that capture e-commerce web site quality using an IS success model: system quality, information quality, service quality, and attractiveness. A set of instruments of web site quality has been developed and empirically validated by factor analysis. It focusses on how browsing for books on several websites can be done more effectively by bringing the closest results to the students. Based on TAM, a framework is also developed relating web site quality to customers' beliefs, attitudes, and intentions. The authors in the paper have identified the factors effecting the website quality and offered a framework for e-commerce managers and web designers.

The authors in article [2] have studied on the accessibility, by using Macromedia Shockwave, a widely deployed player, and therefore avoids the need of unusual plug-ins, such as VRML viewers. Shopping in real-life is a social experience with other components attached to it: customers consult with experts and shop in groups benefiting from others' opinions. These aspects, when lacking, can lead to reduction in sales. In the paper authors have built a collaborative e-commerce system and also addressed scalability. This was achieved by using a peer communications architecture to support a number of geographically dispersed users on the Internet simultaneously.

The authors in the article [3] have discussed about the relationship between knowledge, trust in online shopping, and the intention to go shopping online. The results revealed that knowledge is positively associated with trust and online shopping activities. People who are interested for online shopping will go for it if they have more knowledge on that. But people should also know about the security involved in transactions when they buy things online. The article shows that some studies argued a negative relationship between knowledge and trust while the others argued positive.

The authors in article [4] have proposed a cross-cultural model of online shopping including shopping value, attitudes to online retailer's attributes and online purchasing based on the integrated V-A-B model. they conducted survey to have reviews on online shopping and its behaviour.

The authors in article[5] have listed many advantages over traditional physical shopping such as low cost, real time, interaction, personalized, cross-domain etc. This paper shows the results of the survey conducted among Indian customers relating to the behaviour of Online shoppers, their understanding and the reasons for their inclination towards traditional offline shopping. The survey indicates a dire need of replicating the conventional shopping experience onto the online shopping. The paper also reports a conceptual design of a virtual shopping experience that attempts to replicate conventional offline shopping experience into Online shopping.

The author in [6] have conducted an analysis of the characteristics of online shopping demand, and the related factors which stimulate online shopping have been put forward. they have adopted quantitative analysis for actual verification, providing theoretical guidance to customers and companies.

III. PROPOSED SYSTEM

At present there is no such system which provides an exchange of user's old or current mobile phones with others. Though there are many websites which allow a person to sell their phone online by posting an advertisement which can be done free of cost and then owner's details are shown to the interested buyer. There are many websites which provides these facilities of buying and selling all the products online. These websites helps users to either buy or sell the products online, but there is no facility of exchanging a product online. Also there are no options available wherein the user can maintain privacy in their online accounts on these websites. There is no option of categorising the posts under private or public sections.

An individual should be provided with a platform to exchange mobile phones online. For this purpose a system should be developed where the user is required to post an advertisement of their mobile phone mentioning all the essential details of it and also few pictures with the help of which any other user will get information regarding the status of a person's mobile. The owner details will be added along with the post so that he can be contacted by the interested person. But these details can be shown based on the private and public options taken by the owner. If the option is public, the details of the owner like phone number, address, name, email-id can be displayed publicly. And if the option taken is private, then only email-id and name can be displayed, restricting the phone number and address.

Owner can always switch to any of the option, private or public anytime he wants.

3.1 Benefits Of The Proposed System

The proposed system will help users

- to maintain security and privacy on websites by using the private and public visibility options.
- to exchange their phone without investment and also get rid of boredom of using same phone for a longer period of time.
- in reducing e-waste. This way user can use different mobile phones without throwing away the old one or spending on the new one.

IV. IMPLEMENTATION

Almost all the ecommerce website structures are based on the below given diagram, figure 4.1. Here the user who wants to sell a product will refer to the administrator to post an advertisement. Following which the user will be paying for the shipping provider and database. The customer at the other end can see the products posted by the user and can also see the details of the seller. And then the payment is done using one of the payment methods available on the website.



Fig 4.1 Basic Structure of Ecommerce Websites

But in the above mentioned method, there is no way where a user who is posting an advertisement can keep his/her details in public or private visibility modes. the diagram below figure 4.2, explains how a customer can view the product advertisement and then contact the seller. Using this concept, we can bring in some security over the methods which are not using public and private options for the owner's details.

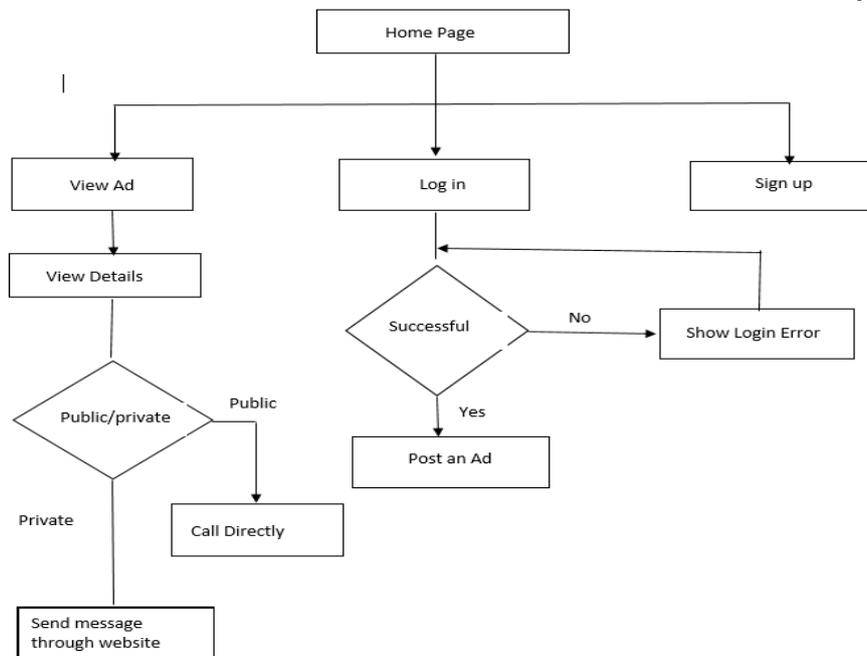


Fig 4.2 Proposed Logic

V. CONCLUSIONS

There are many different segments available for online stores, which are effected by constant evolutions. To meet the new challenges and requirements of the market, the business owners need to think and make better decisions. Having access to statistical information from all areas of online marketing and sales activities gives an advantage over competitors that do not have this information. To meet the requirements of the customers, the business strategy always comes up with a new idea. This is one such idea through which customers can not only buy a new product through ecommerce websites, but also go for exchanging old products. And, when the users get the credibility of keeping their data private or public, it gives them the authority of keeping their own details secured. This can benefit users at both the ends and can help in reducing e-waste.

REFERENCES

- [1] Mei Cao, Qingyu Zhang, John Seydel, (2005) "B2C e-commerce web site quality: an empirical examination", *Industrial Management & Data Systems*, Vol. 105 Iss: 5, pp.645 - 661.
- [2] Khoury, Michel , Shirmohammadi S. " Accessibility and scalability in collaborative eCommerce environments ", *Digital Information Management*, 2007. ICDIM '07. 2nd International Conference (Volume:2).
- [3] Jui-Chin Jiang, Chun-An Chen ; Chih-Chien Wang, " Knowledge and Trust in E-consumers' Online Shopping Behavior", *Electronic Commerce and Security*, 2008 International Symposium.
- [4] Soo Yeon Chung, Cheol Park , "Online shopping behavior model: A literature review and proposed model", *Advanced Communication Technology*, 2009. ICACT 2009. 11th International Conference (Volume:03).
- [5] Agarwal, R., Pradeep, Y. " Bridging the gap between traditional and online shopping methods for Indian customers through digital interactive experience", *Advances in Computing, Communications and Informatics (ICACCI)*, 2013 International Conference.
- [6] Kang Boyu, " The Empirical Study of Motivators for Online Shopping Demand Based on Behavior Analysis", *Business Computing and Global Informatization (BCGIN)*, 2012 Second International Conference.