



Online shopping recent Trends and Development

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Abstract

Information technology along with telecommunication technology has evolved as a major invention in today's era. The role and usage of information technology and telecom tools mainly internet are increasing day by day. In last few decades internet grown up from information sharing tool to significant influential medium. Marketing is also not untouched by this evolution. Now internet has become the integral part of companies marketing plan and strategies. Companies are designing and framing their marketing strategies around internet and other telecommunication tools. The traditional retailing is changing into online shopping. The online marketers and retailers should know and understand the factors affecting consumers' buying behavior, they can further develop their marketing strategies to attract and retain customers.

The present paper is a conceptual in nature aims to identify different development of online shopping in and around the world. The study also seeks to find the conceptual gap in the context of online shopping by reviewing the present work on the online shopping. The study finds its utility by both academicians and industry as it helps them in knowing the present trends in online shopping and scope of further research.

Keyword

Online Shopping, Consumer Behaviour, E- marketing strategy, Website, Customer Characteristics.

Introduction

Information technology along with telecommunication technology has evolved as a major invention in today's era. The role and usage of information technology and telecom tools mainly internet are increasing day by day. In last few decades internet grown up from information sharing tool to significant influential medium. Marketing is also not untouched by this evolution. Through electronic marketing and internet communication business firms are coordinating different marketing activities such as market research, product development, inform customers about product features, promotion, customer services, customer feedback and so on.

The trend of e-commerce has been increased rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage. The University of California has revealed that online shopping is third most popular activity on the internet after email using and web browsing. According to ACNielsen Report on Global Consumer Attitudes towards Online Shopping, 2007, more than 627 million people have done online shopping so far globally, Germans and British are the World's biggest online shoppers. The consumer are shopping Books, airline tickets/reservations, clothing/shoes videos/games and other electronic products online.

Information technology facilitates the delivery of many new products and services over electronic networks. Online shopping is increasing its popularity because of many advantages such as lower transaction and search cost as compared to other types of shopping, also consumer can buy can buy faster, with more alternatives and can order product and services with comparative lowest price. There are also some risk associated with online shopping such as credit-card fraud, lack of privacy, non-delivery risk, lack of guarantee of quality of goods and services. The online companies are concentrating on increase and improve the value, quality and attractiveness of delivering customer

benefits with better satisfaction. Now a days the marketers are also analyzing the consumers' attitude and behaviour towards the online shopping and want to serve all the demographics of online shoppers.

Recent Trends in Online Shopping

According research done by Wallace (2017) in America reveals that generation wise 67% of Millennial and 56% of Gen Xers prefers to search and purchase on ecommerce sites rather than in store. Only 41% of Baby Boomers and 28% of seniors will click to purchase online. The Millennial and generation X spend 6 hours per week on online shopping, while baby boomers and senior citizen spend 4.5 hour and 2.5 hour per week on online shopping. The parent vs. Non- parent spending also vary a lot , nearly half (49%) of parents surveyed stated that they couldn't live without online shopping Parents spend 40 % of their budget in online shopping as compared non-parents with 34% budget. Parents also spend 7 hours per week shopping online compared to 4 hours per week spend by non parent.

Americans shop differently depending on where they live. For instance, metropolitan spend 53% of their budget in online shopping, while suburban and rural areas spend 49% and 48% of their budget online. The metropolitan spend average 4.5 hour per week shopping on line while suburban and rural people spend 5 hours per week in online shopping.

The survey also reveals the frequency of shopping done by an average American generation wise 57% of millennial doing online shopping on weekly basis, while 54% of generation X do online shopping on weekly basis, 44% of baby boomer do it on weekly basis followed by the lowest 19% of adult do online shopping on weekly basis. 57% parents do weekly shopping and 43% non parents do weekly shopping. 45% of males are engaged in weekly shopping online while 50% of female do it on weekly basis. The data does not vary much according to the size of cities as 48%, 46% and 49% of people from metropolitan, suburban and rural location shop online on weekly basis.

In the case of American shoppers image of the product plays a important role with 78% people looking for it on website , it is followed by product review with 69%, 46% people want side by side comparison of product and 42% want customer testimonials, 30% opt for video product demonstration and 22% want live chat assistant. Link of media coverage and music on homepage are also important with 10% and 8% percent customer preferring these features on webpage of online shopping site.

Pricing is the most critical factor with 87% percent of American customer agreeing to it, followed by 80% percent for shipping cost and speed. The discount offers and Variety of option in stock influence 71% of customer, 68 % of customer are influenced by trustworthy review and flexible or easy return. 67% get influenced by brand reputation, 64% by simple site navigation, 53% want customized product choice, while 46% want mobile friendly webpage, 45% care about loyalty or rewards program, friend and family are also important influencing factor with 42% customer trusting them for online shopping, 39% customer trust top search result while shopping online, only 23% customer get influenced by social media recommendation and finally online advertisement influence only 21% of customer.

Online shopper does not like paying for shipping ,other factor like not having the option to try product first, difficult to return item, waiting for delivery unattractive and hard to navigate site, entering payment information , overwhelming product information, difficulty in searching the product are also not like by American customers. The survey also reveals that around 42% of Americans have regretted a online purchase later and around 48 % have done overspending on a purchase.

Saleh (2017) has find out that in 2014 worldwide online retail sales was \$1316 which is estimated to reach \$2489 in 2018 trillion dollar. The digital buyer penetration worldwide is estimated to reach 47.3% in 2018 which was 42.7% in 2014. UK top the list of ten most online shopping penetration country with 18% followed by china with 16.7 , other countries include Norway, Finland, South Korea, Denmark , Germany US, Canada and Japan.

The total e-commerce traffic coming on different device are 53.9% on PC , 33.7% through smart phone and 12.4% through tablets while 76.9% of retail sales happen through PC, 10.7% through Smart phone and 12.4% through tablets. In shopping frequency 30% male are frequent shopper who shop at least once a week, while 18% female do online shopping once a week , 32 % male shop occasionally a least once per month, 40% female do occasional shopping and 38% male do infrequent shopping at least once a year and 42% female do infrequent shopping. Going by age group of 18-29 remain the most influential buyer in a category with 35% buying frequently, 41% buying at least once a month and 24% shop at least once a year. The people of age group 30 -39 have 37% as most frequent buyer and with 35% as occasional buyer and 28% as infrequent buyer. As the age increase the frequency of buying product online also decrease like only 17% people in age group of 50-64 buy products on weekly basis the percentage

further decrease to 11% in age group of 65 and more. While the percentage of infrequent buyer increase to 45% and 58% respectively in the same age group.

Most purchased goods online.

Google India (2103) in their research on most purchased goods online find that Electronics topped the list with 34% people buying it, followed by apparels and accessories at 30%, books are at 15% while beauty and personal care, home and furnishing, health care and baby products are respectively at 10%, 6%, 3% and 2% in buying preference.

According to statista.com (2013) gift articles are most purchased item online at 58%, books are next most bought item with 42%, electronic gadgets are at 39%, apparels and accessories are at 36%, 33% people buy computers and peripherals, 29% buy air ticket online, 26% are buying movie ticket, 24% are purchasing music, 20% people book hotel rooms, 19% are buying magazine, while Home tools, Home appliances and Toys are bought by 16% people, followed by jewelry at 15%, beauty products and health and fitness products at 12% and 7% people are buying sport goods.

Nanji(2013) have explored what are the driver of online shopping and what are most purchased products category online. His findings reveals that for 80% customer free shipping is very important parameter, 66% prefer one day shipping, free return and exchanged is preferred by 64%, other important factors include easier online return, security features during payment, same ay shipping and different versions shipped at once. Further he finds that 69% people buy consumer electronics online, 67% prefer books, cloth and accessories are bought by 63% customer, household goods, office supplies and consumer packaged goods remain at 38%, 30% and 28% respectively. Sporting goods, Pet supplies, foods and grocery all remains at 20%. Home tools are purchased by 18% customer. While luxury goods are least purchased and only 6% people buy them online.

According to Russian search marketing (2015) for Russian shoppers Consumer electronics is the most popular category, and covers a broad range of products from televisions and cameras to mobile phones and video game systems. Apparel is the second most popular category, and includes clothing and accessories for men, women, and children. Lamoda and Wildberries are popular retail sites in Russia which sales apparel. Russians like to compare different sites to find out the best deal, that is why comparison shopping has become the third most popular category for online retail sites have become adept at searching out the best deal, hence why comparison shopping has become the third most popular use for online retail sites. Growing popularity of online gaming is making Russians active Internet users and hence Computer hardware and software are both popular shopping categories. Home goods, healthcare, sporting goods, and cosmetics are in ten most popular retail categories in Russia and if we combine fragrances/cosmetics with apparel, they would easily surpass consumer electronics to form the most popular online retail category.

Online marketing in India

The total online shopping sales in India was 3.8 billion U.S. dollars in 2009 and increased up to 6.3 billion U.S. dollars in 2011 and has reached 23 billion US dollars in 2015 and 38 billion U.S. dollars in 2016. Similarly, in 2016, the sale of physical goods via digital channels in India amounted to 16.07 billion U.S. dollars in revenues and increased 20059 billion dollars in 2017. It is estimated to reach dollars 45206 by 2021 and will reach dollars 52301 in 2022.

Literature Review on Online Shopping

Linden et al (2003) studied Amazon recommendation algorithms which provide Item-to-Item Collaborative Filtering to its customer. According to them by using recommendation algorithms online retailer can create a personalized shopping experience for each customer. They have find that item-to-item collaborative filtering used by Amazon is more effective way of personalizing as it react immediately to changes in a user's data and can also make compelling recommendations for all users. They suggest that retailer should more broadly apply recommendation algorithms for both online and offline marketing.

Bart et al (2005) has develop a conceptual model that links Web site and consumer characteristics such as online trust and behavioral intent in eight different product categories that are Automobile, Community, financial services, Computer, Portal, Sports and Travel. Their findings reveal that privacy and order fulfillment are the most influential determinants of trust for sites in which both information risk and involvement are high, such as travel sites. Navigation is strongest for information-intensive sites, such as sports, portal, and community sites. Brand strength is a critical factor for high-involvement categories, such as automobile and financial services sites. Online trust partially effects the purchase decision in infrequently purchased and high involvement items such as computers and financial services. On the basis of their findings they suggest the companies to allocate greater resources to the drivers of trust that are most influential for its category of Web sites also companies can build trust by differentiating and personalizing the site for different consumers , finally privacy and security are not the only determinant of building trust in online shopping factors such as navigation and presentation, advice, and brand strength also play a influential role to enhance trust on Web sites.

Foucault and Scheufele (2002) have studied different social and perceptual motivators that affect online shopping. Their findings reveals that catchy and attractive site name, good customer service , hassle free shopping environment , social influence and recommendation of friend and social influence of professor motivates the student to buy book online. Also, positive shopping experience can lead to repurchase and price does not plays a significant role in online purchase. Based on their findings they suggests companies to work on brand name recognition and remembrance, giving superior service quality and to involve student and professor in their marketing campaign to promote positive image of company among prospective buyers.

Lian and Lan (2008) has identified personality traits, self-efficacy, demographic profiles, acceptance of new IT applications, perceived risk, perceived convenience, perceived website quality and perceived benefits, security and privacy features in website design and product as key factors which effects Consumer acceptance in online shopping. Findings of their empirical analysis reveals that in case of purchasing expensive and infrequently purchased products or services personal perception about website security is important and positively affect user attitudes toward purchasing. While if personal concerns for privacy increase customer will not shop online. High product involvement and type of Product and service also influence the decision of customer to buy goods online.

Thakur et al. (2017) has studied consumer trust in online shopping in Punjab region of India and has find security protection, perceived risk and perceived benefits are important parameter for building trust among consumers towards online marketing . They have suggested online shopping site to have security protection as important parameter on their website and according to them the online businesses require internet marketing strategies which focus on building consumer trust towards online shopping. They have also emphasizes on giving occasional gifts and discount to new and old customer to attract them to shop online.

Kiang et al. (2000) has conducted a review research to understand the factors that impact a product's adaptability to online marketing. They have identified product customization, product availability, logistics, and transaction complexity as the relevant factor that impact internet marketing out of which logistics has the dominant effect on the channel selection decision followed by product customization potential, transaction complexity and finally product availability. According to them for the companies with low product customization and low transaction complexity products and services, the Internet marketing may not act as competitive tool. While the company which have product with a high potential of product customization and even low transaction complexity can do well on internet and finally products with high transaction complexity, both low and high availability products can sell well on the internet.

Fang et al (2016) has finds significant gap of empirical study in context to Perceived value effect on customer repurchase decision. According to them Perceived value is one of prominent and major factors for continuous success of B2C ecommerce. Their study has given first comprehensive frame work to investigate the impact of gender and age on perceived value and it also help in better understanding online consumers' repurchase decision-making process by integrating the benefits and sacrifice in online repeat purchasing context. They also find that only in case of experimental shopper younger customers associate perceived service quality with their perceived value to a greater extent compared to older customers. Further, their findings suggest that perceived value is driven by e-service quality, product quality, and sacrifice, among all of them, e-service quality exhibits the greatest impact on perceived value and the study also reveals that there are every individual react and evaluate online shoppers perceive value and

buying experiences in different way. Based on their find they suggest E- Commerce companies to develop customized strategies for every shopper based on their gender, age, and shopping motives.

Ahaju et al (2003) have identified Grocery, Audio –Video , Computer , home Entertainment , Sports, Apparels, Travel and healthcare are the most purchased product category bought online. Their findings reveals that convenience and customer service are the strong motivators to shop online , while Security and privacy concerns are biggest barriers to online shopping unlike pricing that was supposed to be the barrier. They suggest online shopping sites to pay greater attention on how websites are designed, what are their content, and how well a site meets consumer needs.

Ariely and Simonson (2003) has proposed an analytical framework for studying bidding behavior in online auctions. Their framework primarily focuses on different stages of auction, the value-signals employed at each stage and the bidding behavior on the bidder involve. Their findings reveals that online auctions goes through multiple phases in which a consumer first decides whether to choose or enter a particular auction, which is often followed by a sequence of bids and final phase of buying the product. The low starting price, attract many bidder the seller's reputation does not significantly effects the buying decision although other participants bids and desire to win plays a significant role in customer final bids, the information sets provided by buyers play a important role in customer decision to take part in bid. According to them as the as online auctions are becoming more and more popular and expand into every online product category, the companies must understand and explore the psychological aspects of online bidding and effect of online auction environment on purchase (bidding) behavior.

Kumar and Ojha (2016) in their study on behavioral intention in online shopping has found that all attributes such as convenience, customer service, perceived ease of use, perceived usefulness, social networking , website attributes have significant effect on behavioral intention to use online shopping. Out of which customer service emerged as most important factors affecting behavioral intention to buy online and their findings also proved that social networking and website attributes are crucial for increasing customer satisfaction hence they suggest online companies to design their e- marketing strategies keeping in mind these important factors.

Brown et al (2003) has found significant gap in researches on segmenting consumers on the basis of shopping orientation in online shopping domain. They have segmented on line customer in seven different clusters namely personalizing shoppers, recreational shoppers, economic shoppers, involved shoppers, convenience-oriented recreational shoppers, community-oriented shoppers; and apathetic, convenience-oriented shoppers. The previous studied concluded that convenience is the primary shopping motivation for online shopping but they identify recreational shopping-oriented and price-oriented shopper as the largest number of shopper in online domain. Their findings also reveal that product type, prior purchase, and gender effects the purchase intention in online shopping. They suggest online marketers to design and implement marketing strategies in more holistic way. They also suggest companies to design the Website in such a way that will enhance the enjoyment of the product acquisition process and it should be able to compare prices with other firms as the two largest groups of online purchasers were recreational shopping-oriented and price-oriented.

According to Pappas et al (2016) combination of online personalized environments, customers' cognitive and affective perceptions are important parameter to predict online shopping behavior They finds that quality of personalization will lead to high purchase intentions and even if all emotions are absent increased benefits of personalization is sufficient enough to lead to high purchase intentions. Their findings confirm that cognitive perceptions are more important than affective perceptions and when all cognitive perceptions are absent, weakly positive emotions are sufficient for high purchase intention which means that emotions only can lead to purchase when customers do not have clear information to make a purchase decision. They suggest online retailers to control factors like quality of personalization, message quality, benefits of personalization and by analyzing user reviews and pattern of user ratings online retailer can increase the intensity of purchase. They also suggest online retailers to induce and maintain feelings of pleasure, joy and contentment for their customers as positive emotions either weak or strong can lead to actual purchase or even to impulsive purchases. Finally by providing customers recommendations tailored to their personal needs and by making them emotionally happy and satisfied online retailer can increase their sales.

Dellarocas (2003) has explored online feedback mechanisms used for bi-directional communication by online shoppers. They find that an online feedback mechanism uses capability of internet in order to engineer large-scale word-of- mouth networks. Their findings also reveal that this technology is majorly used for building trust and

fostering cooperation in online marketplaces. They suggest online retailers to use this real-time online feedback mechanism for management activities, such as brand building, customer acquisition and retention, product development, and quality assurance. Also, they propose online retailers to use such technology for taking strategic decisions on issues such as scope and explore the website design space, it helps companies to identify issues related to strategic change and it also helps organizations to know their interdependencies with firms, customers, partners, and competitors.

Gao et al (2016) has done the research to find the utility of collaborative search features, like search, chat, clipboard, product suggestions, shared views, and shopping cart. Their findings reveal that by creating a collaborative shopping system for the online shopping domain can enhance the shopping experience of online shoppers and can improve information sharing among group members. They suggest e-commerce companies, websites, and web app developers to add collaboration-based features based on product types.

Brynjolfsson et al. (2003) has studied the economic impact of increased product variety made available through electronic markets. They have examined this impact by taking the example of the number of book titles available online. They have found that increased product variety of products online has increased consumer welfare at least by five times as large as compared to the consumer welfare gain increased from competition and lower prices. Their finding also reveals that the previously hard-to-find products are now easily available online; this has positively impacted the consumer welfare and increased it by five to fourteen times.

Laudon and Traver (2007) have explored recent trends in online retailing and has observed these trends in online shopping for online shoppers' opinions and recommendations through social media and viral networks are quite important, people are searching for goods on the internet more than ever which also include customized goods and as customized retail goods are developed there is rapid growth in specialty retail sites. Shoppers are giving more emphasis on improved shopping experience such as easy navigation, online inventory updates. People are increasingly using interactive multimedia marketing tools like Web 2.0, blogs, user-generated content, and video, and zoom pan. The online retailing is also expanding in traditional business lines such as groceries, automobiles, appliances, and furniture. The sites which are providing personalized goods and customized services to customers are generating more revenue. The online shopping is becoming a multi-seasoned phenomenon and occurs mostly during office hours and in the evening.

Schmid et al (2016) proposed the first alternative-specific integrated choice and latent variable (ICLV) model in the field of shopping behavior to explore the choice between online and offline shopping. Their study has taken two shopping purposes that are experience and search and two categories groceries and electronic appliances are taken. The results of their study show that in offline shopping of grocery items is mainly purpose-specific shopping and have clear preferences patterns for channel choice. They also find that delivery time has a clear purpose-specific effect on utility and shopping cost were found to be purpose-independent, which means shopping costs are perceived as less unpleasant relative to travel and delivery costs. They suggest that by incorporating delivery in shopping costs would substantially increase customers' utilities and also the market shares of online shopping.

Bansal et al (2015) found that many internet users have awareness about know-how of online shopping and prior shopping experience comes out to be a crucial factor for online shopping decision and they also found out that the real untapped potential of online shopping lies in tier I and tier II cities where offline shopping doesn't provide much variety and offer, the online shopping becomes the status symbol in these cities, based on their findings they suggest online shopping sites to make their website more user-friendly, easing up payment options and gateways and deliver the reliable good on time. They also suggested online companies to provide regular customers with free gifts and redeem cash offers to create positive word of mouth and to attract more customers toward the online shopping sites.

Ashraf et al (2016) has studied the role of customer regulatory orientation and fit in online shopping across different cultural contexts. Their findings give two major implications: first is that when there is a match between individuals' regulatory focus and means of goal pursuit, such as product attributes, gains or losses, or construal level fit effects are persuasive, it is also persuasive for shopping experiences. Second is that when we consider two cultures i.e. individualistic culture and collectivist culture as promotion and prevention oriented, respectively, we are not considering the diversity and differences of their consumers' behaviors, which means that diversity and differences do exist in cross-cultural context. Their findings also reveal that customizing the shopping experience on a website based on the regulatory orientation of the targeted customer segment can lead to stronger purchase intentions. They

suggest e- retailers to invest in increasing website functionality based on type of customers targeted and the type of merchandise sold. If the companies are targeting prevention oriented from Asian and middle eastern countries they should focus on making website with more hedonic shopping experience for example use bigger and brighter pictures along with videos and background music and for promotion oriented customer they should make the website with more utilitarian shopping experience such as use simpler and systematic layout, clear text/background color combinations.

Lissitsa and Kol(2016) has explored the online shopping behavior of Generation X and Generation Y they have find that in both generations males were more likely to purchase online than females and males are more likely to purchase electronics online. Also in both generations veteran Jews were more likely to purchase products online than Arabs. The cultural barrier, late introduction and ineffective use of the internet are the reason for Arabs not to adopt online shopping and finally their findings shows that among Gen X, the probability of online shopping decreases with age, while among Gen Y, the probability increases with age. They suggest online shopping sites that if they can provide personalized brand experience, high-quality products and unique personalize offers to Generation X , Gen X can be targeted well and they have more spending power than any other generation and ample free time. To target Generation Y, they suggest online retailer to motivate Gen Y consumers to participate and create recommendations on social media site as Generation Y get highly influence and by social media site.

Bilgihan (2016) has found the research gap on online shopping behaviors of Gen Y customers. Hence he has conducted an empirical analysis to know and explore online shopping behaviors of Gen Y customers in hotel booking. He finds that Generation Y cares very much about the online user experience, also, Gen Y customers prefer brands with higher brand equity while shopping online and trust is the most important factor effecting e-loyalty for young customers. They stay loyal to the brands that they trust. Based on his findings he suggest hotel industry for creating positive online customer experiences for Gen Y customers features that are related to the fun, playfulness, and pleasure are important for the website. While utilitarian elements are also critical for Generation Y, therefore hotel brand must incorporate the right balance of hedonic and utilitarian features while providing an optimum user experience. This type of website design will result in gaining young customers trust and finally will enhance the brand equity of Hotel Brand and customer loyalty of Generation Y.

According to Bilgihan et al (2016) online customer's experience has become one of the most important and competitive variable for present day companies in digital landscape. As previous literature reveals that many brands and businesses struggle to leverage the real potential of digital landscape by not meeting the expectations of their customers, especially in m-commerce, also many brands lack the capacity to properly integrate the m-commerce, social media and e-commerce. Their findings reveals that easiness to locate the Web site/app, ease of use, perceived usefulness, hedonic and utilitarian features, perceived enjoyment, personalization, social interactions and multi-device compatibility are the major elements contributing positively for the unified online customer experience. They suggests online companies that while designing the website and engaging customers companies should focus on making both the usefulness and enjoyment as the part of total user experience. This will results in long term brand engagement, positive word of mouth (WOM) and repeat purchase.

Mallapragada et al (2016) has proposed first ever empirical model that jointly explore the browsing and purchasing behavior and how product characteristics that are hedonic and utilitarian and website characteristics that are scope and functionality impact the online shoppers. According to them whenever customer browse the website i.e. when they view page and spend time during visit, they realize basket of certain value author have called it as basket value. They finds that website's product scope i.e. Varsity of product on website is positively related to purchase probability, visit duration and basket value, and negatively associated with page views and website's communication functionality is positively associated with basket value for hedonic products. They suggest online retailer to pay greater attention to the degree of hedonic and utilitarian characteristics of the products and to increasing the assortment of product they carry on website. They also suggest websites to create new dynamic browsing elements that do not require navigating to other pages, but instead allow the consumer to stay on the same page, as ease of navigation is positively affect website functionality.

Table 1: Summary Table of Literature Review.

S. No.	Author and Year	Findings
1	Kiang et al. (2000)	The companies with low product customization and low transaction complexity products and services, the Internet marketing may not act as competitive tool.
2	Foucalt and Scheufele (2002)	Companies to work on brand name recognition and remembrance, giving superior service quality and to involve student and professor in their marketing campaign to promote positive image of company among prospective buyers.
3	Linden et al (2003)	Retailer should more broadly apply recommendation algorithms for both online and offline marketing.
4	Ahaju et al (2003)	Online shopping sites should pay greater attention on how websites are designed, what are their content, and how well a site meets consumer needs.
5	Ariely and Simonson (2003)	The companies must understand and explore the psychological aspects of online bidding and effect of online auction environment on purchase (bidding) behavior.
6	Brown et al (2003)	Companies need to design the website in such a way that will enhance the enjoyment of the product acquisition process.
7	Dellarocas (2003)	Online retailer need to uses real time online feedback mechanism for management activities, such as brand building, customer acquisition and retention, product development, and quality assurance.
8	Brynjolfsson et al. (2003)	The previously hard-to- find products are now easily available online this has positively impacted the consumer welfare and increased it by five to fourteen times.
9	Bart et al (2005)	Companies needs to work on brand name recognition and remembrance, giving superior service quality and to involve student and professor in their marketing campaign to promote positive image of company among prospective buyers.
10	Laudon and Traver (2007)	The sites which are providing personalized goods and customized services to customer are generating more revenue. The online shopping is becoming multi-seasoned phenomenon and occurs mostly during office hours and in evening.
11	Lian and Lan (2008)	High product involvement and type of Product and service also influence the decision of customer to buy goods online.
12	Bansal et al (2015)	Online companies need to provide regular customer with free gifts and redeem cash offer to create positive word of mouth and to attract more customers toward the online shopping sites.
13	Mallapragada et al (2016)	Websites should create new dynamic browsing elements that do not require navigating to other pages, but instead allow the consumer to stay on the same page, as ease of navigation is positively related to probability of purchase
14	Bilgihan et al (2016)	Online companies that while designing the website and engaging customers companies should focus on making both the usefulness and enjoyment as the part of total user experience.
15	Bilgihan (2016)	Utilitarian elements are critical for Generation Y, therefore hotel brand must incorporate the right balance of hedonic and utilitarian features while providing an optimum user experience.
16	Lissitsa and Kol(2016)	Online shopping sites can provide personalized brand experience, high-quality products and unique personalize offers to attract Generation X.
17	Ashraf et al (2016)	e- Retailers need to invest in increasing website functionality based on type of customers targeted and the type of merchandise sold.
18	Schmid et al (2016)	Incorporating delivery in shopping costs would substantially increase customers' utilities and also the market shares of online shopping.
19	Gao et al (2016)	Ecommerce companies, websites, and web apps developer to add collaboration based features based on product types.
20	Pappas et al (2016)	Online retailers to induce and maintain feelings of pleasure, joy and contentment for their customers as positive emotions either weak or strong can lead to actual purchase or even to impulsive purchases.
21	Kumar and Ojha (2016)	Social networking and website attributes are crucial for increasing customer satisfaction.
22	Fang et al (2016)	E- Commerce companies should develop customized strategies for every shopper based on their gender, age, and shopping motives.
23	Thakur et al. (2017)	Online shopping site to have security protection as important parameter on their website and online shopping site should focus on giving occasional gifts and discount to new and old customer to attract them to shop online.

Research Gap

The previous studies done on online shopping are mainly conceptual and theoretical in nature. Major author have concentrated on the concept building and proposed some actionable strategies for online shopping. In online shopping context also the author has found lack of behavioral research and empirical work in online context the author findings are also supported by Fang et al (2016) who have found a significant gap of empirical study in context to Perceived value effect on customer repurchase decision and also, Brown et al (2003) has found significant gap in researches on segmenting consumers on the basis of shopping orientation in online shopping domain. Bilgihan (2016) has found the research gap on online shopping behaviors of Gen Y customers.

Conclusion

The online shopping is increasing day by day and companies need to adopt themselves with the changing needs of customer in online shopping. Website designs, ease of navigation, engaging customers through website and increasing website functionality is very important parameters identified by researcher such as Ahaju et al (2003), Brown et al (2003), Mallapragada et al (2016), Bilgihan et al (2016) and Ashraf et al (2016). The customer get highly involved with the product while shopping online, hence online marketer should focus on brand name recognition and remembrance (Foucault and Scheufele, 2002), brand building, personalized brand experience product development, and quality assurance and giving superior service quality. These factors are identified by Dellarocas (2003), Lian and Lan (2008) and Lissitsa and Kol (2016). The free gift and discount are also important factors identified in recent research by Thakur et al. (2017) and Bansal et al (2015). Based on the different factors identified by different researcher the author suggest website to focus on website design and functionality, product quality and brand name and should provide discount and free gifts to customers.

Limitation and Future scope of Research

The paper is conceptual in nature the factors identified and suggested need to be empirically explored. Based on the research gap found in previous study the author suggest some empirical work on these area which will be based on proper segmentation and shopping behavior of customer with special reference to India.

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