

# REVIEW OF LITERATURE: ONLINE AND OFFLINE CONSUMER BUYING BEHAVIOR

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**Abstract:** Marketing is to identify needs and wants of the consumer and satisfy it profitably; it's true but what else when your targeted consumer's taste and preferences is dominated by some external and internal stimuli and factors. In this rapidly changing business environment where communication technology, media has change the way to interact with consumers and persuade them to change their choices. Many researchers have been made various studies on the online and offline consumer buying behavior and find out the factors influencing consumer buying behavior. The purpose of this paper is to provide analytical and comprehensive review of extensive literature of previous studies.

**Key Words:** Consumer buying behavior, online consumer buying behavior, offline consumer buying behavior.

## Introduction

This chapter aims to provide reviews of literature related to the study have been presented. The literature review analyses, describe, evaluate and summarize which are previously carried out in the field of offline and online consumer behavior in retailing. It provides the basic understanding of factors influencing decision making process of consumer in online and offline buying as well as it provide research gap and direction to the study. A systematic study of literature review is helpful in developing clear focus and directive study.

Consumer behavior is the understanding of fundamental concepts of how and why consumers behave in a particular way while online and offline shopping. In offline and online retailing, marketers' would like to know about consumer buying behavior, which involves an understanding of different factors influencing behavior of an offline and online consumer.

This paper is focused on the study of different dimensions of online and offline consumer buying behavior with the help of systematic review of literature.

## Objectives:

1. To understand basic concept of consumer behavior in online and offline buying
2. To find out the factors affecting on the online and offline consumer buying behavior.

**Research Methodology:** This is a review paper. Thus descriptive research is conducted where 9 doctoral thesis and 64 research papers and articles have been studied. It provide classification of research papers and articles on the basis of key factors, statistical tools used, number of respondents, journal wise and year wise frequency distribution.

## Systematic Review of Literature:

In this paper research articles, research papers and doctoral thesis are extracted from the resources like, Google scholar, Shodhaganga, Research gate, inflibnet.

## The thesis, research paper & article are selected on following parameters

Only thesis and papers written and published in English are considered.

Doctorial thesis since 2010 and research paper since 1999 were taken to provide systematic

Review of literature on offline and online consumer buying behavior.

This paper includes the findings and methodologies used in 9 doctoral thesis and 64 research papers. The following table represents an outline of various research studies conducted to analyze the offline and online consumer behavior.

Table No. 1- Overview of selected Doctorial thesis

Table No. 3 – Overview on Selected Research Papers

S. Shalini	Perceives risk, product quality, non delivery, economic risk, return policy ease of use, web factors are studied in general. All the factors are not necessarily influencing for different product categories.
Nilesh Prakash Gokhale	Age, Education & Occupation are considered as independent variables & Extent of Internet use in pre buying information search, pre buying comparison, actual buying are taken as dependant variables.
Yogesh Uttam Gaikwad	Age, Education, income, Qualification, Gender, preference, purchase frequency, motives, Source of information, selection factors, influencing factors, Expectation, mode of payment. This study was focus only on the consumer behavior toward organized retail.
Shipmi Sidharth Shriram	Study is limited for male consumer buying behavior of cosmetics products. Factors studied are demography, self image, normative influence & attitude towards products.
Priyanka Singh	It is a general study of online shopping behavior considering perceived risk, value, trust & satisfaction. It provides the idea about expectation & why consumer behaves in a particular way. The study has not focused on a particular segment of product
Tanvi Patiyal	This study is focus on various influence of factor like media, demography, privacy, recommendation on the youth with respect to online shopping in general.
Shivkumar Masanappa Belli	Perceived Risk, Customer Trust, Web site Trust, and Fashion Innovativeness. The study focus only on online consumer buying behavior of Apparels
S. Mahalakshmi	This study is limited towards the online buying behavior of fashion jewellery by working women's & factors considered are Demography, Psychology, Social, technical, Attitude, perceived risk
Nidhi Sharma	Only Perceived risk of different factors and its relation with demographic are studied

Source: Authors Compilation

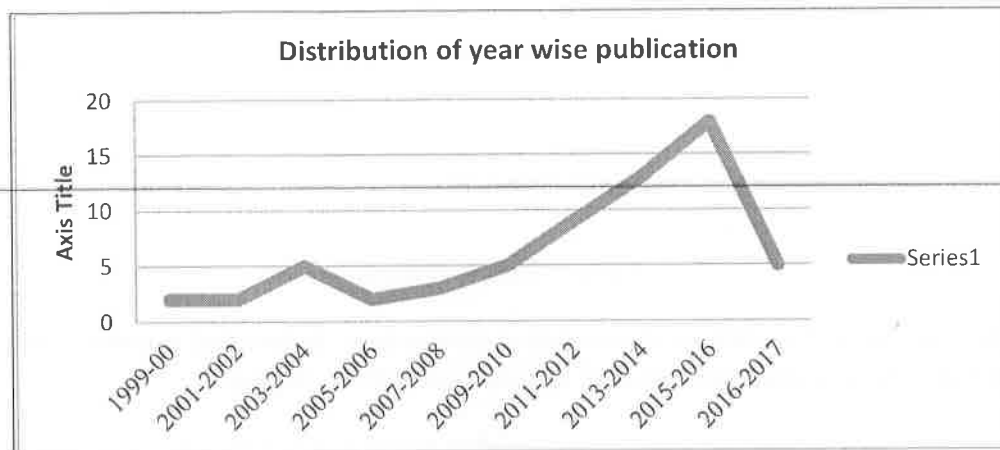
PhD Thesis Focusing on Online Consumer Buying Behavior	6
PhD Thesis Focusing on Offline Consumer Buying Behavior	3

Studies related with offline consumer behavior are the general studies. In these three thesis only one researcher has studied keeping a particular product in focus and analyses the factors influencing on male gender. Remaining researcher studied the influence of different factors like Demographic, Psychographic, Social, Technical, Economical, and Cultural on the buyer behavior. In case of study of online buyer behaviour scope of the study was limited to only one product like Jewellery, Apparels & factors influencing. Another research had focused on the online buyer behavior in general; keeping influencing factors are the backbone of studies on demographic characteristics.

As retailer is shifting form “Brick & Mortar & Pure Web” to “Brick & Click” Marketing, so comparison of offline & online Buyer buying behavior is a vital subject to study.

	Meshref Javadi et. al	online shopping behavior of consumer	Marketing Studies-vol:4 no. 5	2012		online stores	
26	Sunita Sikri et. al	Growth & challenges of retail industry in India	Asian pacific journal of marketing and management review vol 1 issue:1	India 2012	-	-	Conceptual Study
27	Ashraf Beny Mhd. Et. al	How do online advertisements affects consumer purchasing intention	European journal of business & Management, vol 4 no 7	Jordan 2012	399	Students	Survey
28	Iuliana cetina et. al	Psychological & social factors that influence online consumer behavior	Social & Behavioral Science 62, 184-188	Romania 2012	-	-	Conceptual study
29	Dr. Gangadeep, Dr. R. Gopal	A study on factors affecting on online shopping behavior of consumers	International journal of science and research publication vol 3 issue 6	India 2013	70	Men's & Women's	Survey
30	M. Nick Hajli	A study of the impact of the social media on consumer's	International journal of marketing research vol 56 issue 3	UK 2013	237	Male & female Social media users	Survey
31	Adeyanju apejoye	Influence of celebrity endorsement of advertisement on students' purchase intention	Journal of Mass Communication & journalism vol 3 issue 3	Nigeria 2013	120	Students	Survey
32	Houshang mobarakabadi	Influence of online shopping behavior factors of E-satisfaction of customers	Journal tecknologi 64-3 1-7	Malaysia 2013	146	Online buyer	Survey
33	Abdalslam S. I. Mhd.et. al	Impact of trust & past experience on intention to purchase in E-commerce	International journal of Engineering Research & Development vol 7 issue 10 pp 28-35	Malaysia 2013	119	Employees	Survey
34	Rahul Argha Sen	A study on factors influencing online purchase of products in Kolkata	International journal of management & commerce innovation vol 2 issue 1 pp 44-52	India 2014	200	Students & Adults	Survey
35	Elisabeta Ioanas et. al	Social media & its impact on consumer behavior	International journal of economic practices & theories vol 4 no 2	Romania 2014	116	Social media users	Survey
36	Sayed Nasir Ketabi et. al	Analysis of effective factors on online purchase intention through theory of planned behavior	International journal of academic research in business & social sciences vol 4 no 4	Iran 2014	260	University students	Survey
37	James E. Richard	Facebook: Investigating the influence on consumer purchase intention	Asian Journal of business research Vol 4 issue 2	New Zealand 2014	215	Facebook user	Survey
38	Raushan Gross	The theoretical consumer decision making model: the influence of interactivity & information overload on consumer's intent to purchase online	International journal of business management & economic research vol 5 issue 4 pp 64-70	North Carolina 2014	-	-	Conceptual Study
39	Maoyan et.al	Consumer purchase intention research based on social media marketing	International journal of business & social sciences vol 5 no 10	China 2014	177	Students & Workers	survey
	Lim Pei Ling et. al	Does gender play a role in online consumer behavior?	Global journal of management & business research vol 14 issue 7	U.S.A. 2014	-	-	Conceptual study
41	Dipti jain et. al	Consumer behavior towards online shopping	IOSR journal of business & management vol 16 issue 9 pp 65-72	Delhi 2014	160	Online shoppers	Survey
42	Andrew T. Stephen	The role of digital & social media marketing in consumer behavior	Current opinion in psychology 2015	UK 2015	39	-	Conceptual Study
43	Dr. Suchi Singhal et. al	Online & offline consumer buyer behavior	International journal of applied service marketing perspectives vol 4 no 2	India 2015	57	-	Conceptual Study
44	Shahzad Ahmad khan et. al	An empirical study of perceived factors affecting customer satisfaction to re-purchase intention in online stores	Journal of service sciences & management 8, pp 291-305	China 2015	302	Online consumers	Survey
45	Dr. D. Meheta et. al	Review of literature on online Vs offline consumer behavior	2015	India	25	-	Conceptual Study
46	Yi Jin Lim et. al	Factors influencing online shopping behavior: the mediating role of purchase intention	Economic & Finance 35, 401-410	Malaysia 2015	662	Undergraduate & postgraduates	Survey
47	Asad Ahmad et. al	Mapping online buyer behavior: A critical Review of Empirical Studies	Pacific business review international vol 8 issue 2	India 2015	25	-	Conceptual Study
48	Ni Luh Putu Indiani et. al	Perceived risk & trust as a major determinants of actual purchase, transcending the influence of intention	Asian Marketing journal vol 7 issue 1 pp 1-13	Indonesia 2015	100	Tourist	Survey
49	Suleiman A.	E-integrated marketing	American journal of	Jordan	455	Online	Survey

Figure: Year-Wise frequency-Distribution-of-research-papers



Authors Compilation

Table No. 4- Classification of papers on the basis of key factors identification

Total Paper Focusing on online Consumer Buying Behavior	
Key Factors under the study	No of Papers 44
Consumer Attitude	9
Website Characteristics	8
Psychological factors	8
Consumer Perceived Risk	7
Demographic , Social & Cultural Factors	5
Online buying Behavior & Attitude	7
Total Paper Focusing on Comparison of offline & online Consumer Buying Behavior	
Key Factors under the study	No of Papers 20
Consumer perception	7
Consumer taste & preference	7
Demographic, Social & cultural Factors	4
Risk, Privacy, Convenience	3

Table No. 5- Detailed analysis of key factors studied by authors

Factors influencing online & offline buying behavior	Author & year
Privacy, Internet Trustworthiness , Buyers Attitude	Joey F. George, 2004
Usability, Interactivity, Trust, Aesthetics, Marketing Mix	Efthymios Constantinides, 2004
Information Quality, Service Quality	Christy M. K. Cheung et. al, 2005
Age, Gender, Social Class, Website Experience	Enrique Binge et. al,2005
Perceived Usefulness, Ease of Use, Perceived Enjoyment , Online Shopping Intention	Umair Cheema et. al, 2007
Information Quality, Privacy, Security, Site Reputation, Familiarity, Consumer Trust, Perceived Risk, Perceived Benefit, Intention to Purchase	Dan J Kim et. al, 2008
Convenience, Variety, Frequency of purchase, Lifestyle, Emotional Status, Web Atmosphere, Navigation, Age, Gender, Education, Income, Social Factors, Interactivity	Charles Dennis et. al, 2008
Online buying decision, comparison shopping tools, decision making style, shopping proneness, perceived usefulness,	Young A. Park et. al, 2010
Gender, social networking, enjoyment, ease of use, social e-shopping, attitude, intention	Charles Dennis et. al, 2010
User interface Quality, information quality, perceived Security, perceived privacy, customer satisfaction, customer trust	Mustafa I. Eid, 2011
Perceived Usefulness, Perceived Ease of Use, gender, age, education, income, position in organization	Ruchi Nayyar et. al, 2011
Comparison on the basis of Personal contact, information provision, time period of interaction, brand presentation	Susan Rose et. al, 2011
Online discussion forum, Social influence, Electronic word-of-mouth, Belief, Attitude, behavioral intention	Matthew K. O. Lee et. al, 2011