

**ANALYSING THE POSITIVES AND NEGATIVES ASSOCIATED WITH
E-COMMERCE AND ITS IMPACT ON CUSTOMER BEHAVIOUR**

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ABSTRACT

This is a period of web and most exchanges and even significant arrangements are certainly did on the web. This paper is an endeavor to examine the impact and effect of electronic business on the buyer's conduct. Whether the shoppers feel sufficiently sure to do such online exchanges similarly as business is concerned and what is the level of fulfillment in this manner. We would likewise break down confinements and impediments, if any, identified with completing E-trade exchanges. Moreover, we have a go at comprehension the future advancement of web shopping, whether a shelter or bane. Late patterns and different issues identified with E-business, which directly affects purchaser conduct would dissected. What variables make shoppers suspicious of advanced innovation and what makes them faithful to the traditional method for exchanges. A situation of trust versus hazard strongly affects shopper conduct. What systems are received by organizations to effectively stay in line accessible for online exchanges and the safety measures taken identified with security, protection concern and maintaining a strategic distance from danger would be broke down.

KEY WORDS

Consumer Behaviour, Satisfaction level, E-commerce, Online shopping, World Wide Web

1. INTRODUCTION

Electronic business/E-business is exchanging goods and services utilizing PC systems, for example, web. It incorporates versatile business, web showcasing, online exchange preparing, electronic information trade and so forth. Aside from advances, for example, E-mail, cutting edge electronic business additionally utilizes World Wide Web. Web is an advancing at a fast pace since most recent two decades. Most purchasers today have an immediate access to internet shopping, where they have extensive variety of alternatives relating items and administrations. Itemized data identified with items, appealing costs, sparing time and vitality appears to be exceptionally alluring and along these lines positively affects customers to in a split second select web shopping and different exchanges. Youth is seen tremendously awed by these cutting edge innovative advancements. The web client base in India as on June 2015 is 354 million, which makes it the third biggest client base on the planet. Regardless of this high measurements the infiltration of E-business is low in examination to different markets/nations, for example, United States, United Kingdom and France. Still the client base is expanding quickly including 6 million new participants consistently. Unstable development of PDA clients and advancement of multi Dollar new businesses like make my excursion, book my appear, flipkart, payment can possibly take India among the top nations working E-trade at such an abnormal state.

2. LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is defined as an "evaluation of the perceived discrepancy between prior expectations and the actual performance of the product" (Tse and Wilton, 1988, Oliver 1999). Satisfaction of customers with products and services of a company is considered as most important factor leading toward competitiveness and success (Hennig-Thurau and Klee, 1997). Customer satisfaction is actually how customer evaluates the ongoing performance (Gustafsson, Johnson and Roos, 2005). According to Kim, Park and Jeong (2004) customer satisfaction is customer's reaction to the state of satisfaction, and customer's judgment of satisfaction level. Customer satisfaction is very important in today's business world as according to Deng et al., (2009) the ability of a service provider to create high degree of satisfaction is crucial for product differentiation and developing strong relationship with customers. Customer satisfaction makes the customers loyal to one telecommunication service provider. Previous researchers have found that satisfaction of the customers can help the brands to build long and profitable relationships with their customers (Eshghi, Haughton and Topi, 2007). Though it is costly to generate satisfied and loyal customers but that would prove profitable in a long run for a firm (Anderson, Fornell and Mazvancheryl, 2004). Therefore a firm should concentrate on the improvement of service quality and charge appropriate fair price in order to satisfy their customers which would ultimately help the firm to retain its customers (Gustafsson, Johnson and Roos, 2005). It is a common phenomenon that the services a brand offers and the price it charges actually determine the level of satisfaction among its customers, than any other measure (Turel et al. 2006). Customer's involvement is also important as when buyer consider the product important and invests time to seek information then it ultimately enhances the satisfaction level (Russell-Bennett, McColl-Kennedy and Coote, 2007). This satisfaction may influence the concerned company by repurchase, purchase of more products, positive word of mouth and willingness of customer to pay more for the particular brand. Any business is likely to lose market share, customers and investors if it fails to satisfy customers as effectively and efficiently as its competitors is doing (Anderson, Fornell, and Mazvancheryl, 2004).

3. RESEARCH METHODOLOGY

The research article is mainly descriptive in nature. Literature has been reviewed from various papers involving significance and issues related to electronic commerce. Data has been gathered mainly from secondary sources including published work, books, journals, magazines and internet sources. The objectives included a study of the concept of E commerce and its penetration in the Indian market. Moreover, the advantages and limitations of E commerce have been discussed in this research paper. Also, the behavior of consumers and the impact of e commerce have been emphasized upon.

4. ADVANTAGES OF E-COMMERCE:

TO ORGANISATIONS	TO CUSTOMERS	TO SOCIETY
Locate more customers, best suppliers at minimum capital investment.	Quick information on products/services, 24x7 support.	Customers need not travel exclusively for shopping, so less traffic on road and low pollution
Digitalisation of information reduces cost on processes and maintenance.	Provides more options and quicker deliver of products	Reduction in costs due to completion favours customers who could not afford product.
Helps Expansion, improves brand image of company	Compare and select cheaper and better option	Access to rural areas
Provides better customer services	Can review comments about the product/service	Delivering public services at low cost and improved manner.
Quick/efficient services	Readily available information	-
Reduces paper work and other miscellaneous costs	Creates completion among companies to offer best discounts to customers.	-
Increases the productivity of the organisation.	Saves time and effort	-

5. LIMITATIONS OF E-COMMERCE

Regardless of both points of interest and impediments of online transactions, web shopping has rapidly developed. Customer merchandise have high evaluating with internet shopping. Customers comprehend that there are advantages and disadvantages identified with both online and offline shopping. For instance, when a purchaser visits a store he for all intents and purposes gets the opportunity to see his item and read and check the nature of merchandise however conventional store has restricted choices to pick and it has a cost higher when contrasted with online accessibility of the same item.

- SECURITY RISK – can be because of customer/server hazard, information exchange and exchange hazard or infection hazard.
- E-trade ordinarily has a high start up cost identified with association, equipment/programming or support.
- In case the client information falls in hands of outsiders who could abuse it prompts legal issues.
- It is an intense assignment to find exceedingly gifted work force to build up the www furthermore who can oversee and keep up clients on the web.

Separated the shortcoming of online buy turns into the upside of disconnected from the net stores. Most clients in India feel that they fundamentally need to see and feel the nature of the item before buy. Conventional shopping appears to be more reliable with such customers. In any case, there we likewise have clients who can barely save time going to stores actually and accordingly E-business is an aid for them.

6. FACTORS AFFECTING CONSUMER BEHAVIOUR

Tossing light on the different variables which impact the conduct of customers can be arranged comprehensively into four classes.

CULTURAL FACTORS-

The needs and behaviour of consumers can be identified from their cultural values and the environment which he belong through which they get to associate and recognise their values and preferences. A brand should understand the cultural factors inherent to each market or situation to adapt a particular strategy. Factors such as nationality, ethnicity, age and gender can be considered under cultural factors

SOCIAL FACTORS –

The attitude, way of life, longings, propensities and estimations of clients are impacted by the enrollment bunch or the reference gathering of the person. The general population of same gathering or circle ordinarily have comparative utilization design. Family and social part or status likewise influences the conduct of buyers to a huge degree.

PERSONAL FACTORS –

Purchaser's lifestyle, age, buying power and income, way of life, identity and self idea, way of life is the noticeable components influencing buyer conduct.

IMPACT OF E-COMMERCE ON CONSUMER

Conventional shopping was a matter of clients to buy their requirements from stores, where vender's and advancements assumes a basic part. With developing pattern of web situated clients they get a more extensive scope of decision for selecting their result of administration. Web shopping could give accommodation and intuitive administrations (Jarvanpaa and Todd, 1997), and the conventional shopping could gives clients more happy with shopping environment and great nature of items (Lee and Chung, 2000).Internet gives a major comfort to customer as the primary purpose behind the shopping online has been concurred by the greater part of scientist and clients (Wolhandler, 1999). Because of the element of

Internet, it permits client to shopping online at whatever time and anyplace, which implies client can peruse and shopping online 24-hours a day, 7 days a week from home or office, which pulls in some time-starved customers come to Internet for spare time to looking items in physical store. Also, Internet offers some great approaches to spare cash and time. The accommodation in light of Internet is chiefly as per the innovation improvement, and which assumes a key part amid the advancement of Internet shopping. Still clients in India have mental obstructions identified with web shopping and think of it as a risk taking factor.

7. CONCLUSION

The study mainly aims at highlighting the main advantages and disadvantages of electronic commerce or popularly known as online shopping. Every technological development has both pros and cons along with it. In Indian scenario, more youth are inclined towards online shopping and has made it a part of their daily routine, even for the purchase of convenience products and services like travelling in a cab booked online are all part of electronic shopping. Senior people although at a slower pace are picking up online shopping as a necessity these days. Customers are concerned mostly over their security and privacy due to which most companies these days are paving ways to minimise or eliminate online misuse of any personal information, there by securing trust of their customers. Thus it can be concluded that E- commerce has a positive impact on customers and would tend to increase at a high pace in future.

8. REFERENCES

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