

ANTECEDENTS OF ONLINE SHOPPING BEHAVIOR - A CONCEPTUAL MODEL

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Abstract: Given the new e-commerce policy formulated by the government, it is clear the emphasis is now be on improving customer experience, rather than huge discounts, to achieve higher levels of loyalty. Hence, understanding the antecedents of online shopping behavior becomes very significant. A critical review of 19 research papers (shortlisted from 61 relevant research studies) wherein majority were based on empirical studies was carried out. The content analysis revealed that amongst research papers which were based on empirical studies, the Theory of Planned Behavior (TPB) emerged as the dominant theory. On the basis of this critical review, a conceptual model was developed. This critical review explores and integrates the available literature on online buying behavior to have a holistic view about this discipline. The study has practical implications for the e-tailers in terms of gaining a better understanding of the online shopper behaviour in the context of changing market dynamics.

Keywords: online, buying behaviour, e-commerce, behavioural intention, e-tailing,

INTRODUCTION

There is rapid growth in organized retail in India, which is about 8 per cent of the total retail market and is expected to increase to 20 per cent by 2020 (Deloitte, 2013). The Online retailing – a part of organized retail is seeing rapid growth in India. We are seeing a lot of consolidation happening in the market – Flipkart is gearing up to take on ecommerce giant Amazon by bringing Myntra, Jabong, eBay, PhonePe, Ekart, under its fold. The sale of Snapdeal to close competitor Flipkart, is also on the cards.

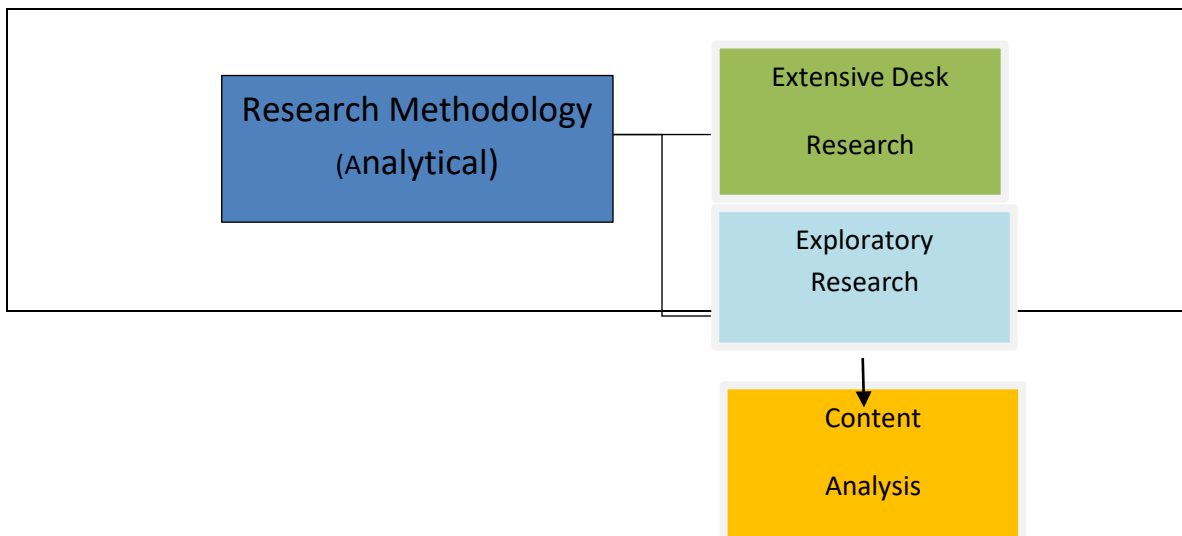
The new e-commerce policy enunciated by the government includes regulations such as: etailers cannot directly or indirectly impact the sale price and not more than 25% of the sale via marketplaces can be from one single vendor or its group companies. It is clear the emphasis would now be on improving customer experience to achieve higher levels of loyalty. The main purpose would be to enhance customer experience by providing basic product variety, personalised services, convenience in order fulfillment, post purchase engagement, etc. Let us look at a few initiatives taken by etailers in India. Jabong has collected huge amounts of shopper's data such as what they browsed, what they dropped out of their cart, what they finally bought etc. from the large number of

customers visiting its site. Analysing this data allows the etailers to push what customers are really looking for instead of provisioning every possible product and brands. Flipkart is offering pre-approved loans to enable customers to buy products on credit while Paytm is planning to create a number of virtual brand stores, online flea markets and is facilitating online shopping by customers in India, from its China based partner Alibaba. This critical review explores and integrates the available literature on online buying behavior to have a holistic view about this discipline. The study has practical implications for the e-tailers in terms of gaining a better understanding of the online shopper behaviour in the context of changing market dynamics. The findings may help the etailers to segment and target the retail consumers and, as a consequence, to undertake more effective retail marketing strategies for competitive advantage.

RESEARCH METHODOLOGY

This review paper is based on analytical methodology. An extensive desk research was conducted using various keywords such as “online shopping”, “online purchasing behaviour”, “online buying behaviour” “ internet consumer behaviour”, “e-commerce”, e-tailers”, “online behavioural intention” etc to retrieve relevant research papers majorly from different Journals and conference Proceedings from well known academic databases such as Elsevier, EbescosHost, ProQuest, Google, Google scholar and Emerald. Amongst these the criteria for the paper selection was the focus that was largely on studying the parameters that determine choice of online shopping site – from the consumer’s perspective.

Figure 1: Research Methodology



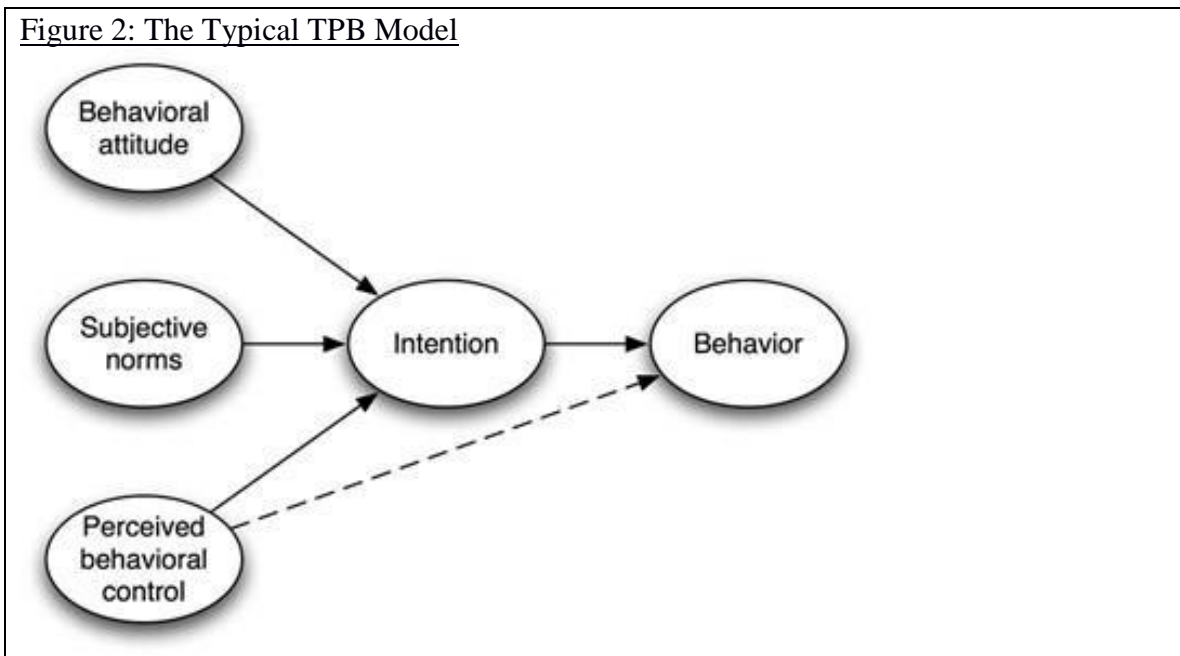
This yielded 61 research papers (mentioned under ‘References’ towards the end of this paper) which were studied. Further papers published in the last 16 years with 14 or more citations - these were 19 papers in all, were content analysed with a fine comb. Most of these shortlisted papers were based on empirical studies and were published in reputed journals such as Journal of Retailing and Consumer Services, International Journal of Consumer Studies, South Asian Journal of Management, etc. Amongst research papers which were based on empirical studies, The Theory of Planned Behavior (TPB) emerged as the dominant theory. Content analysis revealed several controllable elements influencing the online buying behavior and these were grouped into six main factors, i.e. INTERFACE related, SHOPPING ENJOYMENT related, SECURITY related, PERCEIVED USEFULNESS related, SATISFACTION related and EXPERIENCE related. Amongst these factors, those that were additional to the ones used in a typical TBP model and could be adapted to the model, were identified. All the insights gathered from previous empirical research were tabulated detailing out the following:

- ✓ Research Design & Methodology and Data analysis techniques used
- ✓ The independent and dependant Variables studied
- ✓ The key findings and relationships established between the variables studied

On the basis of this critical review, a conceptual model was developed.

LITERATURE REVIEW and ANALYSIS

Figure 2: The Typical TPB Model



This study focuses on the Theory of Planned Behavior (TPB) (Ajzen, 1985, 1989) as a model to understand the intention leading to the behavior of the consumers. The Theory

of Planned Behavior which has been developed out of TRA is considered superior in determining behavior. Under TPB, the assumption is made that an individual thinking of undertaking a specific action will estimate and evaluate expected results, determine his or her willingness to comply with the viewpoints of salient individuals or groups about the action, and decide how well his or her capabilities will allow him or her to control the action or behaviour in question Wang et al (2007).

Influence of Behavioral Attitude on Intention:

Attitude toward the behaviour is a person’s overall evaluation of the behaviour. It is assumed to have two components which work together: beliefs about consequences of the behaviour (behavioural beliefs: e.g. by providing a new Light Rail Transit system it will increase public transport trips) and the corresponding positive or negative judgments about each of these features of the behaviour (outcome evaluations: e.g. decreasing car trips is desirable).According to the model, a person’s attitude towards performing a specific behavior has an indirect relationship to behavior.

Table 1: Literature Review of Empirical Research establishing Influence of Behavioral Attitude on Intention:

Author & Year	Methodology & Data analysis	Variables studied	Findings & Relationships
Lee & Ngoc (2010)	This survey was carried out at the universities in Hanoi City. The 182 questionnaires chosen were by the participants, who have purchased on-line.	Attitude toward On-line Shopping	The attitude influences consumer behavioural intention by validating the temporal change in users’ beliefs and attitude and examining their effects on on-line shopping intention.
Javadi et al (2012).	200consumers of online stores in Iran were randomly selected. Finally, regression analysis was used on data	Several independent variables that influence Attitude and Online shopping behavior	Attitude of consumers towards online shopping significantly affects their online shopping behavior
Ranadive (2015)	To evaluate the attitude towards online grocery shopping, a survey was conducted in total of 290 respondents from the city of Vadodara of Gujarat State-India. Stratified Convenient Sampling Method. Multiple regression analysis was	attitude towards online grocery shopping	The attitude influences consumer behavioural intention by validating the sequential changes in users’ beliefs and attitude and examining their effects on the intentions for shopping groceries on-line

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It emerged from the literature review that attitude impacts behavioural intention.

Impact of Perceived Ease of Use

According to the information systems literature, information quality and user interface quality are believed to affect user information satisfaction (DeLone and McLean, 1992; Wang and Strong, 1996). Information provided by the online store is divided into product information and service information. Product information includes product attribute information, consumer recommendations, evaluation reports, etc. Service information that most online stores provide includes membership information, FAQs, ordering and delivery information, and promotion.

Research conducted by (Spiller and Lohse, 1997; Szymanski and Hise, 2000) found user interface quality is associated with system layout, navigation sequence, and convenience to search for a product or information, or merely to browse. As the buying process can be unfavourably impacted by low quality online store design, it is necessary to understand the effects of diverse layouts, and organizational, browsing, and navigation features on consumers' purchase behaviour (Lohse and Spiller, 1998). Given that the user interface of an online store impacts the experience of consumers interacting with a retailer's product or service offering (Griffith, 2001), a well-planned user interface system could lessen consumers' cost of searching and the time required for information processing. It may curtail the effort required to perform choice and purchasing tasks (Hoque and Lohse, 1999). Parasuraman et al. (2005) constructed a scale with four dimensions (i.e. efficiency of the website, system availability, privacy, and the post-transaction experience) while Bauer et al. (2006) put forward five eTransQual dimensions (functionality/ design, enjoyment, process, reliability and responsiveness). Since all these different aspects involved a number of components, (Chang & Chen, 2009), suggested it was not possible for one study to incorporate all possible customer interface features from all previous studies. As per (Chang & Chen, 2009), in the brick and mortar stores related retail business, it is salespeople in flesh and blood who impact customer satisfaction, but in the digital retail business we have a customer interface which disseminates information to customers who visit online shopping sites. Since for an e-tailer, the customer interface acts as the store "atmospherics" (and attempts to create a web environment that has positive emotional effects on prospective shoppers in terms of making the purchase), they adopted four components of customer interface quality that deal with its atmosphere i.e. a) Convenience : "the extent to which a customer feels that a website is easy to navigate" b) Interactivity : "the degree to which an e-commerce website facilitates two-way communication with its customers") c) Customization : "the ability of a website to tailor products, services, and the transactional environment to individual customers"). d) Character : "an overall image or personality that the online store projects via its website to consumers through the use of inputs (fonts, graphics, colors, and background patterns), which can serve the function of making the visual content easy to

read, can create an atmosphere that makes the shopping experience more pleasurable, or instill a sense of confidence (in shopping with a previously unknown online store”) and hence a more positive attitude.

Table 2: Literature Review of Empirical Research establishing Impact of Perceived ease of use:

Author & Year	Methodology & Data analysis	Variables studied	Findings & Relationships
Chang, H. H., & Chen, S. W (2009)	Data was collected from 314 adults in Taiwan who had at least one year’s online shopping experience. CFA followed by SEM was used for analysis	The study examined the influence of customer interface quality and perceived security on customer loyalty	E-service/interface quality influences customer loyalty through satisfaction. Satisfaction has a significant impact on customer loyalty more so when switching costs/perceived value was higher
Park & Kim, (2003)	Online survey was conducted amongst 602 Korean customers of online bookstores. CFA and regression were used for analysis	This research studied impact of information quality, user interface quality and security perceptions on information satisfaction and relational benefit, site commitment and actual purchase behavior.	User interface quality and product information quality were significantly related to information satisfaction. Information satisfaction and relational benefit variables mediated the effect of user interface quality, product and service information quality, site awareness, and security perception on site commitment.

From the literature review it is found that perceived ease of use influences attitude.

Impact of Perceived Usefulness

Perceived usefulness is defined as “the degree to which a person believes that using a particular system would enhance his or her job performance” (Davis, 1989: p.320). TAM found perceived usefulness and perceived ease of use as most important beliefs impacting IS acceptance behaviours across a wide range of end-user computing technologies and user populations (e.g., Davis et al. 1989; Mathieson 1991; Taylor and Todd 1995). Mathieson (1991) found that the original perceived usefulness from the TAM is positively correlated with user attitudes toward an information system (IS) and its use. On one hand we have utilitarian shoppers for whom shopping is almost like work while on

the other hand we have hedonic shoppers who aim for fun and entertainment in shopping (Babin, Darden, and Griffin, 1994). As a website can be looked at, as an IS and imparts information to its users, if a website successfully supports consumers in completing transactions, they can easily finish online shopping (Shih 2004). “Hence, perceived usefulness of e-shopping can be conceptualised as the degree to which online shopping will provide the consumer with some relative enhancements through the website in comparison with offline shopping” (Al-Gahtani 2001; Chiu et al. 2009). Furthermore, according to Bhattacharjee (2001), an individual more tends to undertake continued usage when such usage is perceived to be useful. Chiu et al. (2009) conducted a research and reached a conclusion that perceived ease of use, perceived usefulness, and enjoyment are significant and positive indicators of consumers’ repurchase intentions. Bhattacharjee (2001) further suggest that the interaction between perceived usefulness and loyalty incentives is important as continuance intention motivation is possible not by incentives alone, but if the service must also be perceived as useful. His research showed that consumers’ continuance intention is determined by their satisfaction with initial service use, their perceived usefulness of service use, and the interaction between perceived usefulness and loyalty incentives for service use. Satisfaction and perceived usefulness are both predicted by consumers’ confirmation of expectations from initial service use. The lack of any significant effect of loyalty incentives on continuance intention runs counter to the common logic that incentives drive behavior. Loyalty incentives alone are inadequate to motivate consumers’ continuance of B2C services, but consumers would be motivated by incentives if the service in question was perceived as being useful. Liu and Wei (2003) concluded that perceived usefulness and perceived ease of use accounted for more than 50% of the consumers’ intentions to adopt online shopping of books and banking services. Arnold and Reynolds (2003) spotted many types of hedonic shopping motivations, such as, adventure shopping, gratification shopping, idea shopping, role shopping, social shopping, and value shopping. Perceived usefulness and perceived ease of use of the internet for buying online have upbeat effects on consumers’ attitudes towards online grocery shopping (Kurnia and Chien 2003; Hansen 2006). Online shopping offers convenience and saving in time as perceived usefulness of e-shopping is applicable to the perceived advantages, such as minimising cost and time (to receive product), maximising convenience, and minimising time spent during a transaction (Shih, 2004). Specifically, time and cost saving consist of the measures of more cost effective shopping (Hansen, 2005a), ease of finding products and comparing prices (Huang and Oppewal, 2006; Ramus and Nielsen, 2005; Shih, 2004), and receiving web exclusive offers and new products details (Ramus and Nielsen, 2005). On the other hand, convenience consists of the measures of convenient for personal circumstances in cases of senior citizens and disabled people (Kurnia and Chien, 2003), more stress free shopping experience (Ramus and Nielsen, 2005), lower physical effort (Hansen, 2006), and convenient amenities, such as automated shopping list of regular purchases or favourites (Kurnia and Chien, 2003). Khalifa, M., & Liu, V (2007) highlighted that both perceived usefulness and online shopping satisfaction have significant positive effects on online repurchase intention. Perceived usefulness also has a significant positive effect on satisfaction and after sales service and transaction efficiency are two most important and

equal drivers of perceived usefulness. Gehrt et al. (2007) discovered that buyers belonging to the shopping enjoyment segment are optimistically inclined toward recreation, quality, and impulse orientations when buying online. Verhoef & Langerak (2010) concluded that shopping enjoyment is not associated with relative advantage (physical effort is linked to it) or perceived compatibility (time pressure relates to it), but both these factors relate positively to intention to adopt electronic grocery shopping.

Table 3: Literature Review of Empirical Research establishing Impact of Perceived Usefulness:

Author & Year	Methodology & Data analysis	Variables studied	Findings & Relationships
Bhattacharjee (2001)	Data was collected from 172 self-selected respondents recruited via online message boards. SEM was used for analysis.	Impact of satisfaction, perceived usefulness and loyalty incentives on repurchase intention	The findings suggest that the interaction between perceived usefulness and loyalty incentives is important as continuance intention motivation is possible not by incentives alone, but the service must also be perceived as useful
Khalifa & Liu (2007)	122 online customers who had previously shopped from various internet stores were studied. Partial least squares (PLS) analysis was done.	Effect of online shopping habit and online shopping experience on repurchase intention	Both perceived usefulness and online shopping satisfaction have significant positive effects on online repurchase intention
Lee & Ngoc (2010)	This survey was carried out at the universities in Hanoi City. The 182 questionnaires chosen were by the participants, who have purchased on-line.	Perceived Usefulness on Attitude	Perceived Usefulness by way of getting useful info, greatly influences the Internet shoppers' attitude to shop for groceries online. The more consumers think they can control the transaction; information about on-line products; Web site and are able to return or change the products on on-line shopping - , the more likely it is they will buy online
Verhoef &	2250 randomly selected	18 items were used	Shopping enjoyment is

Langerak (2010)	households where no electronic grocery shopping was available were studied. Estimation structural modeling was used.	to estimate the measurement and structural model. Three characteristics of electronic grocery shopping i.e., relative advantage, compatibility and complexity were allowed to vary simultaneously.	not related to relative advantage (physical effort relates to it) or perceived compatibility (time pressure relates to it), however both these factors relate positively to intention to adopt electronic grocery shopping
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From the literature review it is evident that perceived usefulness influences attitude.

Influence of Subjective Norms on Intention:

Subjective norms are a person's own estimate of the social pressure to perform the target behaviour. Subjective norms are assumed to have two components which work in interaction: first beliefs about how other people, who may be in some way important to the person, would like them to behave (normative beliefs) and second the person's motivation to comply with others - it can be seen as the person's motivation to comply with a given reference group, regardless of the referent's particular demands (i.e., as the person's general tendency to accept the directives of a given referent). Also, it is possible to view motivation to comply as specific to the given expectation of a reference group that is, while a person may be generally motivated to comply with, say, his friends, he may not want to behave in accord with one of their specific expectations (Ajzen & Fishbein, 1973).

Table 4: Literature Review of Empirical Research establishing Influence of Subjective Norms on Intention:

Author & Year	Methodology & Data analysis	Variable studied	Findings & Relationships
Lee & Ngoc (2010)	This survey was carried out at the universities in Hanoi City. 285 of these questionnaires were returned, including both the students, who have/have not purchased on-line. The 182 questionnaires chosen were by the participants, who have purchased on-line.	Subjective Norms on On-line Shopping	The attitude and subjective norm factor also influence consumer behavioural intention by validating the temporal change in users' beliefs and attitude and examining their effects on on-line shopping intention.
Javadi et	200consumers of online	Several independent	Family members, friends

al (2012).	stores in Iran were randomly selected. Finally regression analysis was used on data	variables that influence Attitude and Online shopping behavior	and peers' online experience and suggestions will positively influence online buying behavior.
Škapa (2012)	Data were collected through a printed questionnaire among 250 students in regular- and distance learning. Path analysis was conducted using SEM and regression	Subjective Norms on fraudulent returning	Subjective norm toward intention, were found to be of modest intensity and opposite polarity of the respective question about subjective norm
Ranadive (2015)	To evaluate the attitude towards online grocery shopping, a survey was conducted on total of 290 respondents from the city of Vadodara of Gujarat State-India. Stratified Convenient Sampling Method. Multiple regression analysis was used.	Subjective Norms on online grocery shopping	Subjective Norm factor reached a level of significance which indicates that the influence of social relationships (family, friends, colleagues etc.) on on-line grocery shopping will weakly but positively affect the consumer's intention to purchase groceries online.

Literature review shows that subjective norms influence behavioural intention.

Influence of Trust on Intention

Trust relates to feelings of vulnerability, which are aggravated online by the remote nature of the relationship with the e-retailer. Trust in the site builds as feelings of vulnerability decrease and expectations are consistently met. Impression formation will play an important role in the realization of customer expectation Trust in the online environment is of high importance, and is a factor that influences customer experience throughout all interactions, before, during, and after the purchase. In the context of online shopping, trust manifests itself chiefly in terms of security of the transaction and the reputation of the online company.

Essentially, security concerns in electronic commerce can be categorised into aspects related to user authentication and aspects regarding data and transaction security (Rowley, 1996; Ratnasingham, 1998). Privacy concerns have emerged as an important factor for customers to trust or distrust e-commerce (Hoffman et al.,1999). “These concerns include receiving spam mails, being tracked for their Internet usage history and preference through cookies, having their confidential information accessed by third parties through malicious programs, and being at the mercy of companies with the prerogative on how to use customers’ personal data” (Wang, Lee, & Wang, 1999). Consumers are apprehensive about online payment security, reliability, and privacy policy of the online store (Gefen, 2000). Hence security becomes a critical factor in

acquiring new customers as well as retaining existing ones. Besides impacting consumers' evaluation of the general information service, assurance of security also plays a significant role in trust development by plummeting the consumers' concerns about personal data abuse and susceptibility of transaction data (Jarvenpaa and Todd, 1997; Ratnashingham, 1998). Consumers need comprehensive information that tells them how their private and transaction data are secured (Elliot and Fowell, 2000). As per past research (Elliot and Fowell, 2000; Szymanski and Hise, 2000), with a fall in security risk perception, satisfaction with the information service of online stores is likely to rise. Most online shopping sites offer personal information privacy protection policy and guarantee for transaction security, however they do not provide full information on modus operandi of transaction and personal security (Elliot and Fowell, 2000). Customers shopping online for the first time, have bigger apprehensions about online transactions security than more experienced customers (Koufaris & Hampton-Sosa, 2004). Privacy and security form a part of imperative criteria in the assessment in evaluation of the trustworthiness of an online firm. (Aiken & Bousch, 2006). In one of the studies (Lauer & Deng, 2007), it is found that the introduction of tougher privacy policies in a company's website yields higher perception of the company's trustworthiness. Quite a few studies (Arcand, Nantel, Arles-Dufour, & Vincent, 2007; Jensen, Potts, & Jensen, 2005; Vu et al., 2007), on the contrary, disclose that most online consumers do not even bother to refer to or read the privacy statements before sharing their personal details for online transactions. Based on an experiment, Pan and Zinkhan (2006) noted that the sheer existence of a privacy policy is enough to convince online users that an online firm is trustworthy and is likely value and safeguard their personal data. As the motivation and/or the ability to process messages and arguments goes down, tangential cues, such as the existence of a privacy statement on a website, become significant factors w.r.t persuasion (Petty & Cacioppo, 1986), particularly the factors of the trustworthiness of an online organization. Transaction security impacts online trust considerably (Yoon, 2002). This finding is also highlighted in the research conducted by Belanger, Hiller, and Smith (2002), which points out that "respondents ranked security features as more important than privacy statements, security seals and privacy seals". Chang & Chen found that the perceived security is positively related to customer satisfaction and switching cost, these aspects, in turn impact loyalty. Park & Kim put forward that service information quality and security perception were found to affect information satisfaction. Khalifa& Liu (2007) also suggest that though the effect of security, convenience and cost savings are comparatively small it is significant.

Table 5: Literature Review of Empirical Research establishing Influence of Trust on Intention:

Author & Year	Methodology & Data analysis	Variable studied	Findings & Relationships
Park & Kim, (2003)	Online survey was conducted amongst 602 Korean customers of online	This research studied impact of information quality, user interface	Service information quality and security perception were found to affect

	bookstores. CFA and regression were used for analysis	quality and security perceptions on information satisfaction and relational benefit, which in turn, are significantly related to each consumer's site commitment and actual purchase behavior.	information satisfaction
Khalifa& Liu (2007)	122 online customers who had previously shopped from various internet stores were studied. Partial least squares (PLS) analysis was done.	Effect of online shopping habit and online shopping experience on repurchase intention	Effects of security, convenience and cost savings are comparatively small, but significant drivers of perceived usefulness
Chang, H. H., & Chen, S. W (2009)	Data was collected from 314 adults in Taiwan who had at least one year's online shopping experience. CFA followed by SEM was used for analysis	The study examined the influence of customer interface quality and perceived security on customer loyalty	The perceived security is positively related to customer satisfaction and switching cost. These aspects, in turn impact loyalty
Rose et al. (2014)	220 respondents rated their most recent Internet shopping experiences. Partial Least Squares(PLS) and Structural Equation Modeling (SEM)approach was used	Impact of Cognitive and Affective variables on Satisfaction, Trust, and Repurchase Intention	Concluded that Cognitive Experiential State (CES) and Affective Experiential State directly influence satisfaction & trust and satisfaction has both a direct and indirect relationship with Repurchase Intention via Trust

Literature review shows that trust influences behavioural intention.

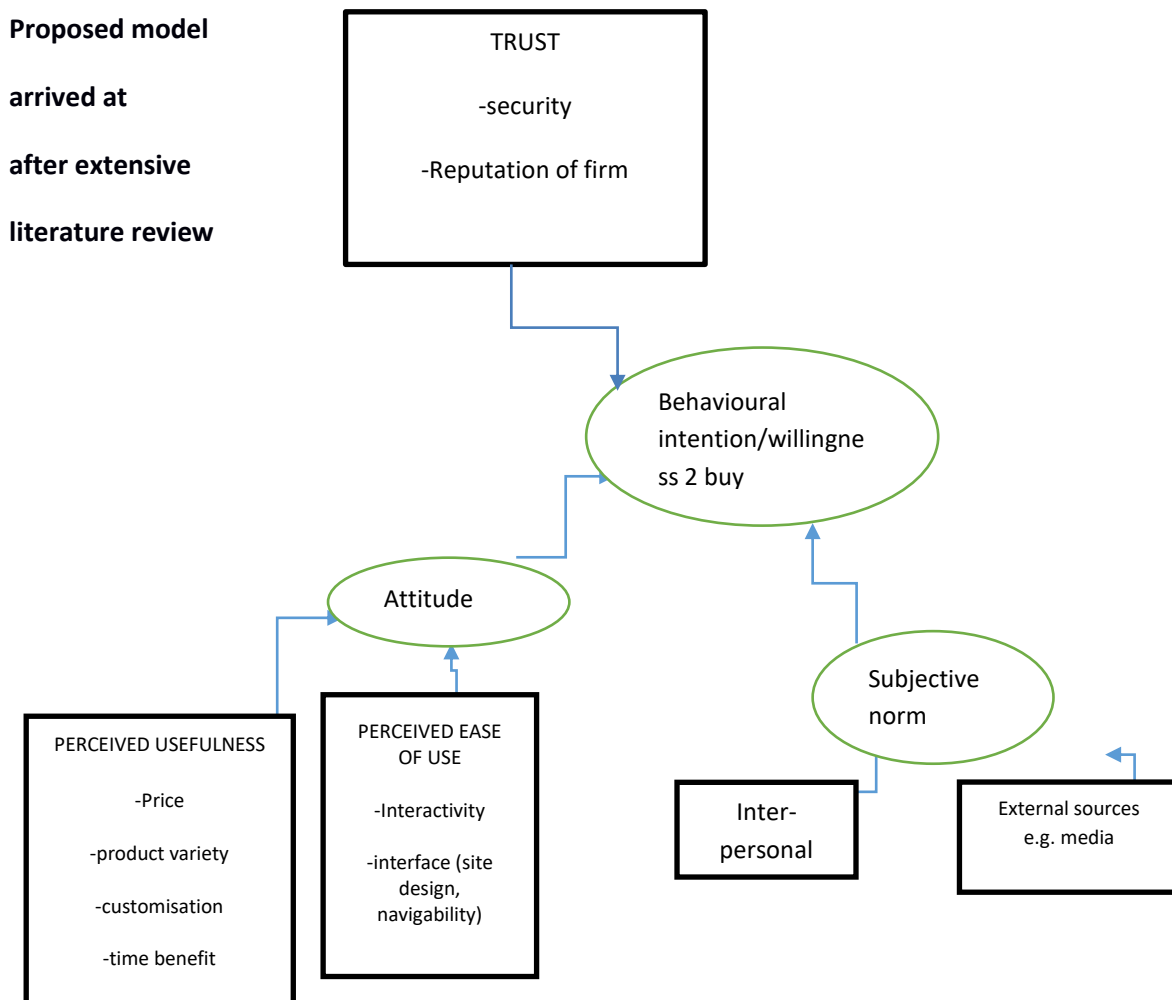
PROPOSED CONCEPTUAL MODEL

Most of the shortlisted papers for this review were based on empirical studies the Theory of Planned Behavior (TPB) emerged as the dominant theory. Content analysis revealed several controllable elements influencing the online buying behavior and these were grouped into six main factors i.e. INTERFACE related, SHOPPING ENJOYMENT related, SECURITY related, PERCEIVED USEFULNESS related, SATISFACTION related and EXPERIENCE related. Amongst these factors, those that were additional to ones used in a typical TBP model and could be adapted to the model, were identified.

- From the Literature review and its content analysis the following aspects were evident:
- There is positive effect of Perceived usefulness on Attitude in terms of online shopping
 - There is positive effect of Perceived ease of use on Attitude in terms of online shopping
 - There is positive effect of Attitude on behavioural intention in terms of online shopping
 - There is positive effect of Subjective Norms on behavioral intention in terms of online shopping
 - There is positive effect of Trust on behavioral intention in terms of online shopping

These findings enabled development of a conceptual model which is an adaptation of the basic TBP model. The proposed model can be thought to be an enhanced version of the typical TPB model.

Figure 3: Proposed Conceptual Model (arrived at after extensive literature review & content analysis)



CONCLUSION

Given the new e-commerce policy formulated by the government, it is clear the emphasis is now be on improving customer experience, rather than huge discounts, to achieve higher levels of loyalty. Hence, understanding the antecedents of online shopping behavior becomes very significant. This critical review explores and integrates the available literature on online buying behavior to have a holistic view about this discipline. The study has practical implications for the e-tailers in terms of gaining a better understanding of the online shopper behaviour in the context of changing market dynamics. This study and the proposed conceptual model hope to enable e-tailers to adjust market communications and reposition themselves to retain the existing customers as well as attract potential ones. The findings may also help the etailers to segment and target the retail consumers and, as a consequence, to undertake more effective retail marketing strategies for competitive advantage.

Future empirical research may be conducted to validate this conceptual model – specially in the Indian context. Hence there is considerable scope of research in this area. This study is likely to be unique since there are few similar empirical studies focused on the Indian market that strive to establish an association between the Behavioral intention and key online shopping customer experience factors.

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