

## **A Study on the Impact of Values and Lifestyles of Consumers on Online Shopping**

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### **Abstract**

*In order to develop construct of the study based on the research gap. This paper presents several research carried out on impact of Values and Lifestyles (VALS) of consumers on online shopping in Indian Apparel segment all over the world and in India. It discusses epistemology of VALS of consumers and online shopping in apparel segment and its role in marketing domain. Nowadays, the rapid development of the Internet and its effect on daily life has introduced a new consumer profile which is referred to as the 'online consumer'. Such consumers are affected by different factors and they have different purchasing habits with respect to traditional consumers. The main goal of this paper is to depict the factors that have an impact on consumers online purchase intentions through an in-depth analysis of the relevant literature.*

**Keywords:** Values and Lifestyles (VALS), in-depth analysis, online shopping

### **Introduction**

The Internet and the rapid development of technology reveal a new global market where time and space barriers do not exist. Additionally, these advancements lead to the emergence of a new consumer profile called the 'online consumer' [3]. These consumers play an important role in the e-commerce world and they have different purchasing habits compared with traditional consumers [5]. Companies must pay attention to online consumers' needs, habits, lifestyles and characteristics to satisfy them in a more global, competitive and dynamic environment.

### **Literature Survey**

In order to identify relevant studies, an electronic search was conducted and a number of index databases of academic journals were searched. The knowledge of already established research areas enables us to clearly understand what is already illuminated in that area & what more research in areas identified is still being unexplored [2]. Once we come to know about the research that what is so far researched & what part is unexplored, then we can begin rationally & purposefully. As India is new & an

emerging country in online shopping there are very few studies conducted in this area. The most relevant articles were identified from 2009 to 2019.

- Agrawal et. al. (2009) posit that India is a country where shopping is counted as an entertaining activity. People go to the same shops with trust and value from generation to generation. To cater their needs apparel shoppers should focus on the friendliness easy operation and presentation of websites. Better websites designs, quality of service delivery and feedback system at one hand keep the existing e-consumers satisfied, will also create greater trust and comfort for new e-consumers. Enhanced website designs will result in giving better ideas about product complaint system will generate better security. Increased trust, comfort and security will to higher extent eliminate touch feel-hear aspect.
- Among the 4Es experience has the strongest influence on pleasure and arousal and suggested that should be taken apparel web site designers. Kwon & Noh (2010) investigated the relationship between mature consumers' perceived risks and benefits and purchase intentions with reference to online apparel shopping. As well the impact of demographic factors like age and different experiential factors towards online apparel shopping phenomenon. The study contributed in a larger amount by carrying different aspects like perceived risks and benefits and prior internet and online shopping experiences to explore consumers' online purchase intentions. Study provided managerial insights to online apparel retailers that efforts should be enhanced towards variety of product offerings and price benefits.
- Khare Arpita & Rakesh Sapna (2011) analyzed the antecedents like; online shopping attitude, utilitarian and hedonic values, online information search and gender towards online shopping through web sites. The primary objective of selecting online shopping Web sites as purchase a decision by students was ease of use, convenience, and flexibility to compare information. Students are heavy internet user and are luring segment for online buying. Male and female students' online buying behavior found significantly different in terms of attitude navigation style, and willingness to use new technology. In comparison to female, male have positive attitude towardsonline shopping. Male are more willing to use technology whereas female shown resistance

- Khare Arpita, Khare Anshuman & Singh Shveta (2012) analyzed impact of attitude, normative beliefs, age and gender on online buying behavior. Use of internet for shopping is more likely in youth than older consumers; as youth are more technology savvy. Social norms influence online shopping behavior. Due to virtual attribute of online shopping web sites, risk perception of consumer is high. Traditional formats appear more secure due to their existence. Perceived usefulness and ease of use factors of web sites determines the online consumers' attitude in terms of convenience of online shopping. Likewise, gender and age also shapes the online consumers' behavior. Comfort's viewpoint, men are in upper hand in terms of internet usage than women. Social affiliation plays important role in acceptance of online shopping.
- Other factors which may affect the perception of online shoppers are: how exposed they are to the market, market ambiguity and the position of competitors in the market (Gong et al., 2013).
- Comparatively, generation Y is very attached to online shopping and spends their time looking into and fantasizing about online products. They are attentive towards sales promotions and are influenced by celebrities when it comes to fashion (Hill et al., 2013)
- Generation Y is very attached to online shopping and spends their time looking into and fantasizing about online products. They are attentive towards sales promotions and are influenced by celebrities when it comes to fashion (Hill et al., 2013).
- Indranath Ghosh (2014) Purpose of study is to provide framework for exemplifying how psychographic segmentation especially VALS can determine the right target customers. To find the usefulness of VALS to tap Indian market most efficiently The Study says this particular study is very successful In US now its turn for INDIA
- Shweta Pandey et al. (2014) developed & validated an E-lifestyle scale for Indian shoppers. Six dimensions found with most indicating continued online shopping discomfort. E-enjoyment, E-offers dimension suggest growing acceptance of online shopping.
- Marika Baseska Gjorgjieska et al. (2015) Psychographics has emerged as an important method of market and marketing research, especially of consumer

behavior research. Understanding the consumer behavior issues is essential for the decision making process and market positioning of companies. The purpose of this paper is to analyse the possibilities for using this method in the market research process in Macedonia. By using the empirical research, this paper demonstrates the importance of the consumer's psychographic characteristics and the influence of their lifestyles on the decision making process in the case of furniture market. The results of the research in this paper and the way of implementation the psychographic as a method of marketing research could be very useful for the decision making of small, medium and large companies.

- Rama Srinivasan(2015) investigated the relationship between subjective norms technology anxiety and other technology acceptance model variables to understand Indian consumer attitude and intention to shop for apparel via internet.
- Shweta Pandey et. al. (2015) pointed the key three shoppers segment namely Mature traditionalist ,offer enthusiast and technology maverick they were influenced by five key factors namely internet enjoyment, internet distrust, internet offers, internet logistics concerns, internet self efficacy.
- Nidhi Kumar(2017) stated that in today's time it is fashionable to speak about the Online shopping. Consumer's behavior towards fashion products is well known. They tend to change fast. We notice that consumer behavior is passing through ongoing changes; that their attitudes are varying at a nanosecond pace; that our consumer markets are characterized by tense competition; that consumer market are being challenged by new technologies; and that marketer must become accustomed to the empowered consumer. To study the effect of online shopping on consumer purchase behavior. To compare the effectiveness of online shopping on consumer purchase behavior demographically (gender, occupation, residing place, age, and education).
- (2019)Megawati Simanjuntak described the purpose of this research was to analyze factors that influence Generation Y's complaint behavior in online shopping. In general, Generation Y's consumer of this research have a good perception of consumer rights. In contrast, the result showed that Generation Y in this research had a low complaint behavior. The research found thatgender, strivers lifestyle, and number of social media account were

influence Generation Y's complaint behavior in online shopping. The result showed that male student did more complaint than female student. Generation Y who had strivers lifestyle will increase complaint behavior. The more Generation Y had social media account, the more Generation Y prefer to did a complaint.

## **Conclusion**

The knowledge of already established research areas enables us to clearly understand what is already illuminated in that area & what more research in areas identified is still being unexplored. Characteristics of online consumers is one of the topics that attracts much attention in the literature. The majority of research papers focus on demographic profiles and technographics of online consumers, particularly gender, age, education, income, culture, internet usage level, and online purchase experience. This paper also identifies dimensions which are not frequently investigated in the context of online purchase intention. In this manner, the paper proposes further research areas about online shopping for academics. Online shopping in India is in a very nascent stage and fewer studies have been conducted on e-consumer behavior. Although there have been the scarcity of online shopping related studies in India, Internationally in other countries various studies carried out on e-consumer behavior. In India the online consumer market is witnessing an unprecedented consumption boom. This study of literature combines factors that other studies have done that will influence the consumer's purchasing decision in online.

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