An Empirical Study on Behavioral Intent of Consumers in Online Shopping

Garima Malik¹
Abhinav Guptha²

Abstract

An e-commerce website would taste its success only through its strong business models and loyal customers. Customer loyalty is given the prime weightage as the customer on the internet web are highly volatile and switch the brands very quickly than a brick and mortar store due to the lesser degree of physical evidence. In this scenario it becomes highly essential for management of the e-tailers to understand the behavior of the consumers at various situations as this may provide an important insight of the consumer which may be grabbed to create a highly sustainable website to provide highest customer satisfaction.

This paper examines the relationship between purchasing decisions and intentions to shop online and the factors affecting the decisions regarding the same in the minds of the consumers. Consumer intention in web based shopping is analyzed through the comparison of the factors that facilitate or inhibit online purchasing of products and services using the Theory of Planned Behavior. A theoretical model that explains purchase intentions was tested with a sample of 120 consumers.

Keywords:
Behavioral intent, Customer loyalty, E-commerce, Online purchase.

¹ Dr. Garima Malik, Asst.Professor MPL-PEM, PPEI, BHEL PIOT, Noida, Uttar-Pradesh, India, 201301, gkmalik@amity.edu
² Ch. Abhinav Guptha, Assistant Manager, National Payments Corporation of India, Noida, abhinavguptaach@gmail.com