CONCEPTUAL FRAMEWORK FOR THE FUTURE LITERATURE REVIEW ON ONLINE BUYING PERCEPTION

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ABSTRACT

Online buying perception has pivotal role in driving the online buying of consumers across and hence given a major to thrust to this discussion since long time. But the studies done in this area need a conceptual framework for the futuristic direction. Having found this research gap in the existing literature, there was need to study this literature in a holistic nature and provide a trend of research studies done on online buying perception. This paper aims to bridge this gap and proposes a conceptual framework proposal for future studies in terms of segmentation and factors driving online buying perception. Our paper initiates the discussion on online buying perceptions in the literature review, charts out a thematic view of the major literature on online buying perception followed by the discussion and proposing conceptual framework for future studies at the end of this paper.

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1. Introduction

Online buying perception has been driving the online buying of consumers across (Ravi Kiran et al. 2011), this discussion has been since long time. But the studies are fragmented and multidirectional in nature. Therefore, there is need to study this literature in a holistic nature and provide a trend of research studies done on online buying perception and what conceptual framework can be proposed for future studies in terms of segmentation and factors driving online buying perception(Bhalerao 2020). Our paper initiates the discussion on online buying perceptions in the literature review, charts out a systematic view of the major literature on online buying perception followed by the discussion and proposing conceptual framework for future studies at the end of this paper.

2. Key Literature Review

2.1 Online buying perception

Factors influencing the online buyers' attitude and opinion towards buying have been explored. The factor analysis brought out the following factors (Kiran et al. 2011). Reliable information about the product, the nature of the website design, the way internet advertising influencing e- buying and how the futuristic trends of E- shopping will evolve are some of the major factors driving the attitude and opinion of online shoppers. Out of these factors product information and website design were found to be more influential than the others.E-retailers should strive to align online marketing strategies by ensuring accuracy of information about the features of the products or services, warranty details, CRM details and trustworthiness by the displays of safety certifications. These preferences play a major role in boosting the online buying intention.

2.2 Demographic factors

A comparative study (Norman et al. 2009) of US and EU markets, which stand as two of the biggest online retailing markets, shows the demographic impact on the online buying behavior. Convenience, pricing, credit and online security are the major influencers of the online shopping perception. Online delivery is not considered as a hindrance to the perception.The comparison results show that the Americans are more conscious about the product origin country as compared to the Europeans. Americans feel that the EU originated products are costlier than the American products. The perception about the quality excellence of Japanese products is persistent across both the consumer segments, along with the fact that EU based products are better in style.

2.3 Online Store/shopping experience

Surendra and Meena (2010) found that, unlike online retailers, the offline retailers provide a personal face to face interactive shopping experience to their customers. In such scenario the consumers closely watch the ethical practices of the online retailers as there is no direct interaction between the company and customer. With the new and unconventional distribution channels coming up for the customer service, it is very important for the customer happiness and satisfaction to be at par with offline buying experience. In this regard the online buyers' perception is influenced by ethical practices of the retailers. Website security and reliability form a large portion of the consumers' perception towards the retailer's ethical practices.

This perception directly relates to the intention of buying from the e-retailer.Catherine and Amada (2009) identified that sense-making and exploratory environment potential create impact on the perception of online consumer towards online shopping environment. Ahmed (2016) identified through their research that Web layout, web info, customer service, fulfilment, and privacy were the major factors driving consumer perception towards the website.According to Mutaz et al.(2015) the consumer attitude towards online buying in Jordan is determined by two factors i.e. online trust and perceived benefits. The study also found that trust is determined by perceived website quality and e-word of mouth. The next factor perceived benefits is determined largely by perceived website quality. Memoun and Mutaz(2015) found that the online consumer attitude is driven by online website image, perceived website reputation, trust and perceived advantage that the consumer get from the online retailer. These impact the online consumer attitude directly or indirectly.In china online consumer buying perception is driven largely by perception of usefulness along with the demographic parameters (Wen Gong et al 2013).

2.4 Online Shopping quality

Zia ulHaq (2007) in a study on the Indian consumers discovered that overall website quality, commitment factor, customer service and security are the four key factors which influence consumers'

perceptions of online shopping. The study revealed that the perception of online shoppers is independent of their age and gender but not independent of their education and gender and income and gender. The study may help foster growth of Indian online retailing in future.Consumers not only do the online shopping but after the completion of the transaction they also look for the reverse bundling of the products. Consumers have certain perceptions about the reverse bundling. Brand reputation, benefits and word-of–mouth directly affect the consumer perception towards the same. This insight of the research will give lots of strategic inputs to the online retail companies.

3. A path view of the Literature on Online buying perception
3.1 Breakup of literature papers studied.

For this study major paper on this area were studied as mentioned below.

Total papers studied were- 106 out of which the Online buying perception papers were 52, Online loyalty papers were 11, online promotion and Online behavioral intention 39 Online segmentation- 4 papers.The papers were studied in the light of understanding the literature review to understand its framework based on the nature of the study.The study has been mentioned in the form of the tabular extract below.

3.2 Tabular View of select literature review

Table 1: Tabular View of select literature review

Area of Online buying Perception	Parameters driving the online buying Perception	Value addition	Author
Online Buying Perception	Six factors namely-Prompt and credible response from the online retailer, Access to the online retail store to the maximum, Ease of use and operations while buying online, Online consumers look for the attractiveness in the online stores, Security related features and facts on the online stores, Credibility of the online store	Six Factors	Minjoon (2004)
Online Loyalty Perception	System quality, information quality and customer service quality drive the loyalty by reducing the perceived risk. The research suggested that the companies can improve the consumer loyalty by controlling these elements	Technology Factors	Ming and Wen (2013), Jiunn and Lin (2008)
Online promotion perception	Perception towards online promotion is driven by factors i.e. value gaining from the shopping, price knowledge or awareness including deep awareness about the various deals available and discount coupons	Online Promotion	Khare et al.(2014)

Online behavioural intention	Shared value related behavioural intentions, Privacy related behavioural intentions, Security related behavioural intentions, Communication related behavioural intentions, Opportunistic behavioural intention, Relationship benefits intentions, Termination-Cost related behavioural intentions, Trust related behavioural intention, Commitment related behavioural intentions.	Behavioural intentions antecedents	Avinandan and Prithwiraj (2007), Chia and Hsi (2008), Yu-Bin et al.(2005), Donnavieve and Sivakumar(2004)
Online Segmentation	internet usage, perceived risks, website attributes, intent to do online purchase in future and preference of website attributes	Segmentation	Mary (2016)
Perception based segmentation	On-off shopper, Comparison shopper, Traditional shopper, Dual shopper, E-laggard, Information surfer	Types of Online consumers	Ah Kengkau et al.(2006)

Table 1 presents to us the much-needed overall perspective of how the literature was largely revolving around. We now present the graphical representation asCurrent Online Perception Studies (COPS), of the existing literature review. As we can arrive at the viewpoint based on the figure 1, that the literature was vertical based and needed a conceptual framework for the further studies based on a integrated and related pathway driven conceptual framework.
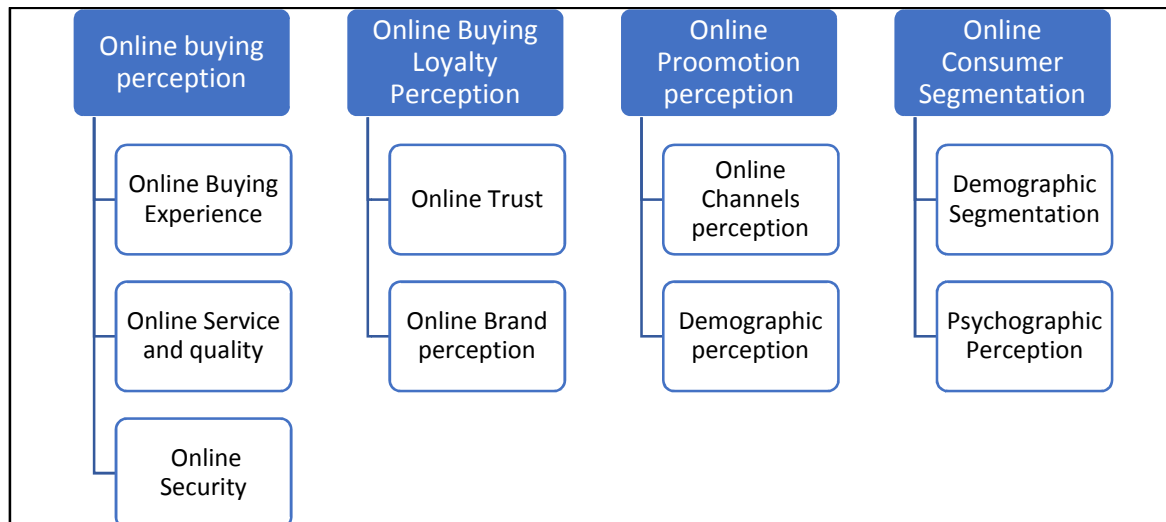

Figure 1: Current Online Perception Studies (COPS)

3.3 Proposed Conceptual Framework of Online Perception Studies (PCFOPS)

Based on the above discussion on the existing studied literature, we found that the literature was verticalized in its present status as displayed in the Figure 1 Current Perception Studies (COPS). Going forward,studies aredone in the online buying perception from online and offline to the building the omniline trust going forward (Dipanjay Bhalerao, 2020). Hence it is the aim of this research paper to propose a conceptual framework for the futuristic study agenda. Hence as reflected in the figure 2 as Proposed Conceptual Framework of Online Perception Studies (PCFOPS).

We put forth,through PCFOPS, following propositions.

a) Online buying/service quality perception variables/constructs is significantly associated with the online buying intention variables/constructs

b) Online Buying promotion perception is significantly associated with the online buying intention variables/constructs

c) Online Consumer Experience perception is significantly associated with the online buying intention variables/constructs

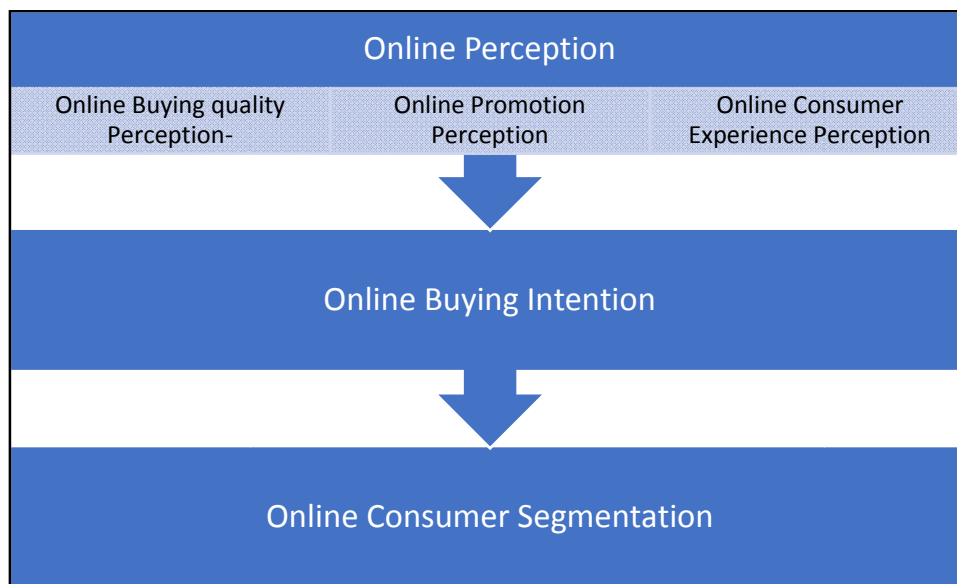d) Online buying intention has significant role in forming online buying segmentation

Figure 2: Proposed Conceptual Framework of Online Perception Studies

4. Discussion

The literature review studies as discussed in this papers explored areas related to the online buying perception, which brought out following dimensions of online buying perception- Information, website design, internet advertising, Convenience, pricing, credit , online security, ethical practices, Prompt Response, Ease of use, Online store image, Online trust, Transaction costs, Word of mouth, E-CRM, Product variety, Product information, Product features, Ease of navigation, Online shopping experience, Online brand reputation, Online store environment, online buying benefits, Online awareness, Online Technology, Online risk, Post purchase intensity, Internet payment, Consumer mood, Personalization, Factors of Online buying Trust such as- Online Buying risk, Concern for online, transaction security, Online buying Information gateways, Television, internet and friends reference, Internet connectivity, Online web presence, Online privacy, Ethics, Issues of deception, Online value, Retailer integrity, Retailer competence, Brand trust, Factors of online loyalty such as- Online ease of use, Quality of web content, Online entertainment, Technology acceptance, E-service quality, website trust, website satisfaction and website flow, Demographic factors such as- Gender, Culture, geography, age lifestyle, Technology factor of online buying such as- Internet usage, Internet awareness, Mobile internet usage, Factors of internet payment such as- Online payment security, Internet banking infrastructure, Factors of E-WOM such as- Peer views, ratings,

Type of review, Medium of online review, Criticality of the product. Based on this study verticalization our study proposed four direction setting propositions for the future studies to understand the online buying perception in much better and deeper way for both researchers and online marketers.

5. Conclusion

This research paper has set the futuristic direction for the further studies based on agenda which revolves around few critical areas such as online buying perceptions factors such as online service and buying quality, online consumer experience perception, online promotion perception, online buying intention and online buying perceptions driven segmentation. This paper has limitations in terms of the range of papers selected, which could be done on longitudinal level and on many other parameters which are rising up in the current discussions. These areas such as omniline trust as explored by (Dipanjay Bhalerao, 2020), Omnichannel systematic review comparison of offline and online literature in this context of online buying. The studies could be also done to validate and test the propositions which have limitations of not tested yet. These propositions set the agenda for critical aspects to be studied in the futuristic dimensions. The researchers also express with humility that the conceptual framework is also done based on papers which can be of more global and with vast expanse.

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