


Factors Shaping the Patterns of Online Shopping Behavior

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INTRODUCTION

As globalization has taken the world by storm, it has given a substantial momentum to the idea of online business. The growth of online business is intertwined with the increasing popularity of online shopping.

Online shopping is still a kind of new practice for the shoppers in developing countries like Bangladesh. Shoppers in these countries are not as habituated in online shopping as their counterparts in the developed countries. Online shopping behavior is yet to take a definable and sustainable pattern in these countries. So, the behavioral patterns of the online shoppers among the different countries in the world would certainly differ. These differences will not be there because of the nuance of the phenomenon only. There are many other social, cultural, technological, technical, economic, political, legal, educational, religious, etc. factors as well.

Hence, it is important for the business professionals to understand the root causes of the patterns of shopping behavior of the online shoppers in each of the countries / markets they operate or plan to operate. In this context, the authors felt that an exploratory research in this area will be a good help to the business professionals with some basic data on the shoppers' behavioral pattern to help them make their decisions based on DSS (Data Support System) by using some authentic data.

Bangladesh has taken massive programs to digitalize all the government, nongovernment, and business operations in the country. People are responding very eagerly to, and adjusting quite quickly with these programs. They are truly adopting the digitalization process very rapidly. As a result, online shopping has increased manifold in Bangladesh in the last couple of years or so.

The research findings described in the respective sections of this chapter will certainly help the academicians, researchers, students, business organizations, marketers, and other stakeholders get a detailed understanding of the various aspects of online business within a frame of statistical inferences. This chapter adds mainly a few aspects of knowledge to the existing knowledge of online shopping intention of consumers and its various dimensions in relation to multiple underlying factors in the forms of the summarized scenario of the current situation of e-commerce in Bangladesh, future prospect of e-commerce, transmission of shoppers' behavior from brick & mortar shoppers to online shoppers, classification of the significantly influencing factors determining online shoppers' shopping behavior into some specific categories, etc.

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BACKGROUND

The power of internet is very much evident in this world now which leads customers to choose things sitting at their homes rather than going to a store physically. The online shopping is a crazy thing to do now for people of all ages that is creating crowd for the online entrepreneurs. But this shopping behavior of customers can be affected or influenced by many factors. Some aspects of online purchasing are liked by customers while others are not. It is evident that neither all the aspects of online shopping are liked by the customers, nor any single aspect influences all the customers similarly.

A decent number of studies have been conducted to find out the different factors of online shopping which are proactive and prominent, as well as to measure what factors influence the intention, attitude and behavior of online shoppers, and how do those factors play the respective influential roles in shaping the behavioral pattern of the online shoppers. It is the crying demand of time to understand the shopping behavior and the factors which affect the purchase decision of the online shoppers. A small scale study done by the authors in this area, is reasonably a more comprehensive one to explore the behavioral patterns of these newly generated online shoppers in Bangladesh.

In order to explore consumers' motivation behind shopping online, evolution of the e-commerce environment, and evaluation of factors influencing consumers to get involved in e-commerce are important. The study aims to determine the factors that originally influence consumers' online shopping behavior in the city of Dhaka, Bangladesh. For this reason, the study assumes that there might be an association between these underlying factors and the patterns of consumers' online shopping habits to form their sustainable online shopping behavior. The possible factors have been extracted from the analysis of some related literature. Furthermore, the study also attempts to focus on the existing problems and provide some recommendations to resolve those problems.

Stimulants of Outgrowth of E-commerce

The growth of e-commerce market is the result of expansion of technology and development of other demographic and social issues. Because of the economic growth, people's purchasing and consumption power is increasing. People are spending more money in buying luxury and foreign products. Availability of smartphones and internet are other reasons to expand the e-commerce market to a great extent.

Excrescence of Internet

The rise of internet is now at a reasonably recognized level. Bangladesh has witnessed a tremendous growth in the number of mobile internet subscribers over the last decade. The number of internet users in Bangladesh expanded by 3.3 core between 2010 and 2019 which indicates that 20 per cent of the population are using internet. According to the Bangladesh Telecommunication Regulatory Commission, the number of internet users in Bangladesh reached 11.11 core in September 2020 which is a 13 per cent increase compared to the same period in 2019. By 2025, Bangladesh will have six per cent of all mobile connections under 5G. BTRC has already taken preparation to launch 5G services as soon as possible. If the growth of internet usage is continued at this pace, Bangladesh will become a highly potential e-commerce market in near future from its low potential operations at present (Hasan, 2020).

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