

# Factors influencing customer purchase decision

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## Abstract

Even though it seems enthusiastic for finding out the customer purchase decision but it is not an easy task. Since there is a huge amount of variation and updating in customer purchasing ways such as online purchasing so in order to evaluate and identify factors research has been started on identifying the factors that cause and grab attention for customer purchase. Some of the factors are customer reviews, privacy, social media, fast delivery, spare shipping, the cheapest price, merchandise and information quality, easy return and a wide option. The aim of this report is to look at the elements influencing the online shopping by the consumers. This is answered by researching the elements that promote consumers to browse online through analysis.

**Keywords:** Use about five key words or phrases in alphabetical order, Separated by Semicolon.

## 1. Introduction

The investigation problem is lack of research in the field of e-commerce and consumer decision to purchase online. If a client desires to buy five products he will search for the product in e-commerce sites and he will purchase some products in one website and some in other websites, our research is about what influences the customer to show this kind of behavior of buying different components in different sites. The ingredients that impress the consumer online shopping have been disclosed through quantitative research by examining information gathered via a web-based questionnaire study. Thus, here we have identified some genes which act upon e-commerce consumer's purchasing decision they are customer reviews, reviews, privacy, social media, fast delivery, spare shipping, the cheapest prices, quality product information, easy return, and a fuller selection.

INDEX TERMS: Sentimental analysis and Opinion mining, web crawler.

## 2. Decisions and factors influencing

unbolting the puzzle of consumer behavior is an interesting aspect in finding What, influences a customer purchase decision, here are some of the elements and their description of how the effect the purchase decision.

### 2.1. A.Client reviews

The major factor contributing for customer purchase decision is reviews. Because the easy of finding of the product whether it is easily acceptable by people or not. The real usage and quality of the product come out. The online reviews help in great of assessing a product. Now-a-Days 90% of people use online reviews as a source for finding out the product importance and usage. It is considered as the best way because even though the specific details get provided on a product that does not confirm all the speci-

fications and their usage of extent. So the people who use it will have a clear cut idea and experience about it so that genuine effects and defects could get figure out. Most of the websites are providing the ease of providing reviews in a different manner such as instead of writing a whole sentence about it they are providing rating pattern so that a maximum number of reviews get uploaded and help in customer purchase decision.

### 2.2. Sociable media

The one more factor that influences customer purchase decision is that the usage of social media.

Once, the customer tries to shop the things of his/ her interest. The data gets collected and find outs the interest of the customer towards a particular product by applying mechanism and finding out the words that a particular most commonly search for. After grabbing that information whenever there is any offer regarding that product or any news and update regarding it the data gets generated and the information gets popped up on the particular customer's social media account by particular kind of plug-ins. This helps in customer purchase decision because even though the customer is not searching for any product by opening particular website all the times. It reduces half of the work for the customer to check for various options which may take a certain amount of time. And sometimes even though the customer does not need to buy these pop-ups help in giving information and make them interested in buying which increases the sales of the product. It updates people about current trends and their usage so the customer will get interested to buy the product. In this way, social media is helpful in providing information and responsible for customer purchase decision.

### 2.3. Easy return

It is considered as the third best factor for influencing customer purchase decision. Because the flexibility for buying a product is made available by almost all websites but only a few websites maintain an easy refund or replace

policy. Because if a customer is in need of a product which he doesn't buy before and wants to have a try regarding it. It may or may not satisfy the customer's satisfaction. If refund or return policy is applicable then it helps in more chances of trying to buy the product.

So that the customer gets benefited by our policies. And the mode of return and refund should be so easy that it could help in more products purchase process.

#### 2.4. D. delivery facilities

The delivery facilities play a crucial role in customer purchase decision because if he/her has a desire on some product and if delivery place is not in list of the preferences set by that particular website it may lead customer to navigate to other websites or may lose interest in buying such product and the options provided by website holders such as free delivery or minimal cost on delivery charges would help in grabbing customers attention. This factor is considered to be half proportion among all factors according to statistics for customer purchase decision.

#### 2.5. E. wider choice of all the new

By providing various options in selecting the product from a particular brand may help in customer purchase decision by providing a wide range of collection he/her may show interest in advanced features from which they wish to buy. By this mechanism, it would lead to a great deal in an increase in profits and help in customer purchase decision.

### 3. Sentimental analysis

As the notoriety of web-based social networking, web-based business, discussions, web journals and so on is being expanded as of late gives ascend in enormous capacity of client information on the web as sentiments, audits, and remarks on various items, occasions, and administrations and this is consistently advancing step by step. The two makers and clients are advantage holders in this specific circumstance, buyers can consider suppositions of various individuals and experience that while taking choice about any item or administrations and makers in this way knowing the assessment of clients on the item, will expand their item or administration quality. Be that as it may, extricating and breaking down the valuable information from this substance is a noteworthy undertaking. The unstructured nature of the information and human (natural) dialect being utilized by clients to compose this substance expands the multifaceted nature and this outcome in new research territory called Opinion Mining and Sentiment Analysis. Conclusion Analysis is the examination of sentiments (i.e. feelings, conclusions and mentalities) behind the words utilizing Common Language Processing apparatuses. For instance: "I am extremely upbeat today, great morning to everybody", is a general positive content. This conclusion examination expects to decide the state of mind of a speaker or an author regarding a few points or the report. It is otherwise called supposition mining. Fundamentally, Sentiment Analysis is the undertaking of distinguishing regardless of whether the supposition communicated in a content is Positive or Negative. Regular dialect handling (NLP) is a field of software engineering which manages the real content component changes it into a configuration that the machine can utilize., fake intelligence, It utilizes the data given by the NLP and uses a ton of insights to decide if something is negative or positive utilized for bunching. Slant investigation is popular as a result of its proficiency. Machine learning helps for viably processing of estimation investigation. A huge number of content archives can be prepared for the slant in seconds, where a group of individuals takes hours physically to finish. As it is proficient. This strategy for examination looks past the quantity preferences, remarks, and shares you get on an item discharge, blog entry, promotion battle or a video to know

how individuals are reacting to it. Was the audit positive? Negative? Ideologically one-sided? This has a few measurements, for example, how does a machine characterize supposition? How does machine dissect extremity (positive/negative)? Is this client email fulfilled or disappointed? In view of a test of audits, how are individuals reacting to this promotion battle/item discharge/news thing? How have bloggers states of mind about the motion picture? Related assignments, for example, data extricating, questioning and outline. Slant investigation can be performed in three levels they are archive level, sentence level, and angle level. In the report level, it takes numerous conclusions which are firmly related. Here, the whole record is taken as a solitary conclusion score best utilized as a part of overviews. Sentence level, in this each sentence is computed and chooses whether the sentence is sure, negative or unbiased. Perspective level, it ascertains what viewpoint or highlight individuals like or detest and figure the wistful score appropriately.

### 4. Execution

The data for the writing survey was accumulated by online pursuit through stages like Scopus, Google Scholar and the online library of our college. In addition, pertinent writing was looked in disconnected libraries.

The exact information vital for the overview were accumulated by methods for an online study. The investigation was directed utilizing Qualtrics, a poll building on the web apparatus. The poll created was a piece of an omnibus study, including four exclusive examinations. Since every one of the four examinations were focusing on a similar target populace this type of overviews gave a higher number of responders in a brief timeframe for every one of the scientists selected a piece of the populace. The initial segment of the study was a section regular for every one of the four examinations concentrated on socioeconomics and clear information. The first and also unitary of the four segments of this omnibus review was the establishment of this work.

**Table 1:** Format Characteristics of Reviews on Online Reviewing Platforms

Characteristics		Another examples	Retail Platforms	Independent Platforms	Blogs	Video Platforms
Display of Review	Qualitative	Floh et al.(2013) Li et al. (2011) Dellarocas(2010)	X	X	X	X
	Quantitative	Chua &Banerjee(2015) Li et al.(2011) Dellarocas(2010)	X	X		
Summary Statistics	Total Number of reviews	Hung & Banyoucef (2013) Dellarocas(2010)	X	X		
	Average rating	Dellarocas(2010) Dellarocas(2003) Chang &Liwis (2013) Dellarocas(2003)	X	X		
Sorting Options	By Date	Chua &Banerjee(2015)	X	X	X	X
	Review Helpfulness	Chang &Liwis (2013) Dellarocas(2010) Chua &Banerjee(2015) Lee J.(2013)	X	X		X
	Overall Aggregate rating	Chang &Liwis (2013) Dellarocas(2010) Chua &Banerjee(2015)	X	X		
	By views	Blythe & Cairns(2009) Chang &Liwis (2013)				X
Media Support	Pictures	Hung L – S.(2015) Wang(2011)		(X)	X	

## 5. Information collection

An online study in the arrangement of a poll was taken in parliamentary method to study, customer obtaining conduct in connection to investigations. The creator separated the poll into three segments; the preeminent area of the study covers all inclusive community actualities about the example, whereby the second part gets some information about general online networking and audit conduct while the third segment, made exclusively for this examination, studies purchasers about surveys and survey design qualities.

The examination got 422 reactions of which 211 were completely finished.

### a) Population insights on turn around

Of the 200 reactions, the respondents' normal age adds up to almost 20 years (23.4). The aggregate circulation lies in the middle of 13 and 62.3 In class, the age gathering of understudies from 14 to 27 years add up to 81% (n=165). 54.4% of the example estimate are female and 43.6% male, which gives an error of 0.25. The principle nationality of the example is German with 61% (n=130), Dutch respondents make up the second most illustrative gatherings of respondents with 15% (n=32). Encourage nationalities are US-American with 5% (n=12) and different nationalities with 17% (n=36). Understudies pick up the biggest occupation gathering of the respondents with 74% (n=165) and workers the second greatest with an offer of 15% (n=35).

## 6. Literature survey

Patinas Norouzi Faculty of Computer Engineering and Information Technology Qazvin Islamic Azad University Qazvin, Iran Paper-1 An Extension of Multinomial Choice Model for Customer Purchase Behavior Analysis.

A customer repurchasing factor also plays a vital role in influencing customer purchase decision.

Even though several models were built up For analyzing customer purchase decision. In this paper, a combination of models was done in order to calculate the log likelihood value for existing model (Multinomial distribution model) and proposed model. (Combination of HMM and multinomial distribution model). The log likelihood for which model is higher that is the best model to be considered. In -order to apply log likelihood first the products

are divided into 3 categories (luxury, expensive and cheap). After applying customer data by doing reprocessing and cleaning the noisy data the mean, min, max log likelihood values are as follows for proposed model the values are - 9.7059,-93.0097, 2.0650e-, - 20334 whereas existing model values are - 9.7059,-93.0097, 2.0650e-, -20334.the difference between two log likelihood values is 0.68,-0.2402, 12.2369. By this, we can conclude that proposed model suits better than an existing model for analyzing customer purchase decision.

Paper -2

Empirical Study on the Impact of Social Commerce Website Design Principles on Customer Purchase Decision- Cadelina Cassandra School of Information Systems Bina Nusantara University Indonesia ccassandra@binus.edu This paper depicts that design principles of the website also has a great impact on customer purchase decision. Earlier only the service quality was only the design principle for an e-commerce website. Later when web 2.0 came into existence, participation, conversation, community principles were added to be added. When social commerce was combined with web few more principals were added such as individual, conversation, community, commerce, general features were added. In this paper regression analysis was used to identify customer purchase decision. In-order identify whether the regression analysis can be applied to this data or not Pearson correlation was applied which will decide regression can be applied or not. For checking reliability the parameter alpha is used for testing if the alpha value is greater than 0.6 then the questionnaires are reliable. Then they applied multilinear regression analysis using SPSS AMOS and found out among all principles Purchase Decision f- Conversation Feature 0.2 Purchase Decision f-Community Feature, Purchase Decision f-Commerce Feature, Purchase Decision f-Information -System Quality will affect the system rather than all principles Paper -3 A Novel Approach for Sequential Pattern Mining By Using Genetic Algorithm Mr. M. Saravanan1, Dr. V.L. Jyothi2 Research Schloar1, Sathyabama University, Prof & Head2, Jeppiaar Engineering College mail2saravananme@gmail.com.jyothilv15@yahoo.com In this paper, sequence patterns are discovered using the genetic algorithm. By applying this the algorithm we can estimate the contemporary visitors for the page and we can know the trend which can be used to create web pages. By using this algorithm we can obtain a limited of web pages instead of the huge amount of pages in it. In thispaper, the drawback of many algorithms, which cannot operate on a huge amount of data, gets solved. Firstly the huge

amount of data gets reprocessed and maintained in log files format and then cleaning them and were fed into an excel sheet. By arranging in the form of excel sheet we can know the user's IP address and session time etc. A default session time also gets maintained which comprises 30 min. Since there will be session identification and user identification we can merge and can obtain sequential access pages. And if the pages were huge then the genetic algorithm can be applied for optimizing pages which comprises four steps.

#### Paper -4

International Journal of Scientific and Research Publications, Volume 4, Issue 9, September 2014 1 ISSN 2250-3153  
www.ijsrp.org

A Study on factors influencing consumer buying behavior in Cosmetic Products

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In this paper, the customer purchase decision was identified for buying cosmetic products. They examined how the income level of respondents effect the customer purchase decision. And found that various hypothesis has an impact on income level purchase such as social, cultural. Personal, psychological. In this paper, a set of questionnaires were given to cosmetics usage people and The Statistical Package for the Social Science (SPSS) for Microsoft Windows 20.00 was used to complete the analysis of the collected data. The questionnaire pattern consists of two phases the first phase is of involuntary questions and the second phase of using variables for scaling purpose. There will be a parameter called internal consistency which can be estimated using Cronbach's alpha coefficient. The limit of alpha value determines the reliability. Which depicts that customer purchase decision is influenced by positive reliability. To find out does any relationship present between respondents. To find out the statistical significance a level or point is considered which is kept as 0.5 for current studies. By calculating they observed that for particularly two terms called Psychological dimension by Income level of respondents there is no statistically significant difference. Similarly, homogeneity of variance is also done called Levens test of Homogeneity. Post hoc test is also done. Turkey's W multiple comparisons is done which depicted that the purchase is vastly pressurized by the social factor. This demonstrates wards were exceedingly impacted by the social components since youth move around wherever for instructive reason or Job.

#### Paper-5

The Key Factors Influence Customer Purchase Decision on Retail Web Site Emblem Recognition Jing Ma, Qu ti Evaluation of Post-search -b Alternatives Choice -4 acquisition c Evaluation College of Economics and Management, Nanjing University of Aeronautics and Astronautics, Nanjing, 210016 China Maling5525 @ 126.com, liqv33 15@ 126.com.

In this paper, we deal about customer satisfaction. a less information is present regarding calculation of customer satisfaction in an online purchase. The main factor that influences customers who by online products is a convenience rather than discounts. In this paper a model of the online. In this paper, they used survey questionnaires as a tool to collect data. The survey was done on 117 undergraduate and graduate students for a product purchase in the form of the rating process the questionnaires were processed using Structural equations model and test the hypothesis. The SPSS 13.0 was used to analyze. Linear structural equation Model (LISREL) is used for interrogating the hypothesis. the output obtained after applying SEM(Structural equations model) is that the more concentration is to be maintained on navigation, easiness of finding disparaging information, the quality of characteristic features they display Paper -6

Exploring Decision Making in Social Networking for Jewelry Items Paramin Chuangameanee1, Prattana Punnakitikasem 1\* 1 College of Management, MahidolUniversity, Bangkok, Thailand

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In this paper, they observed and investigated and found some important factors that contributed the purchase of jewelry items, which consists of a list of values namely serviceable, spiritual and communal. In this paper, a questionnaire pattern was considered any and done survey on people.

In order to increase customer purchase, decision customer attitude is to be identified so a measuring scale is considered to identify known as

Liker scale. The researcher developed a questionnaire and posted in various social networking site and data is collected and then the Exploratory Factor analysis (EFA) is performed which will be able to pinpoint the clusters. Unnecessary data and components and data may lead to disguise the information and change may occur in values so that is removed using principal component analysis by maintaining rotation of

vary. By applying this various factors got extracted for purchase decision such as Social interaction, Aesthetic pleasure, Quality with information provided, Security risk, Brand, Price utility. And after performing the EFA the reliability test was also considered in order to measure it Cranach's Alpha value above 0.7 is considered. And the factors had led a good reliability and then KMO is also considered for checking purpose. Paper -7

Sustainable Internet Service Provider Selection: Affected by Internal and External Factors (Quality and Reputation) Nastaran Hajiheydari Faculty Member at University of Tehran Tehran, Iran nhheidari@ut.ac.ir

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In this paper, they observed that not only the delivery, and quality factories effect the customer purchase decision. External and Internal factors also affect the decision. The current examines need clear clarification about the significance of online store notoriety on deciding SOR of the clients. Specifically, no investigations have inspected the connection between notoriety of online store and client feeling in a thorough model of client reaction in online retailers. In this they considered an external factor called reputation and examine the alliance between emotions and perceived risk. By examining the internal and external factors they derived hypothesis. The quantity measures intended to evaluate each inert variable and Cronbach's alpha coefficient of the inquiries are given. And all the Cr values all good. Standard normal difference removed (AVE) is examined to evaluate joined legitimacy in PLS display. The Structural Equation model is also considered testing the hypothesis and fitness a particular reading value is considered and if it reaches it then it is accepted else the hypothesis gets rejected. It can be concluded that by focusing on increasing positive emotions of their customers through proper web design and by improving administrative process and reliability of services, online service providers can increase purchase intention of their customers. Paper-8

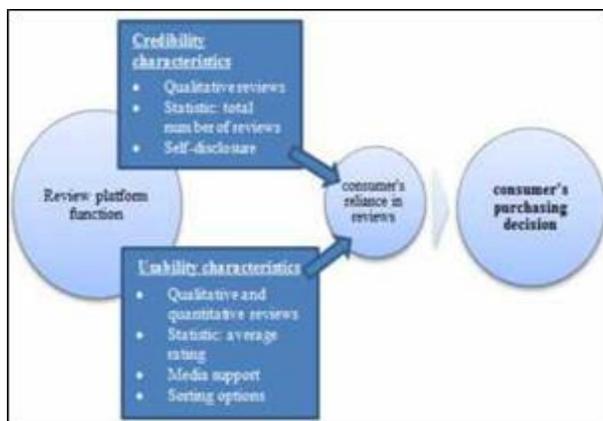
Awareness of green marketing and its Influence on buying behavior of consumers: special reference to madhya pradesh, india dr. Shruti P Maheshwari Assistant Professor, Shri Vaishnav Institute of Management, Indore, MP, India

In this paper, they discussed the usage of greener products and the usage of such kind of products in Indian market. The paper explains about the importance of greener products how it is eco-friendly. The topic called Environmental sustainability is also discussed. A questionnaire was conducted and data is collected and on that data mean, variance and coefficient of the variant are calculated. And then the relationship between Consumer Environmental behavior and Environmental benefits was identified and Regression analysis was performed and stated that even though there is a slight dependency between that Consumer buying behavior and environmental beliefs but it did not show much noteworthy bang on it. Similarly, Relationship between Consumer Environmental Behavior and Consumer Buying Behavior was also identified and regression analysis is performed and stated that

Similarly Consumer buying behavior is not remarkably affected by environmental beliefs. And maintained a list of findings by analyzing about customer purchase decision such as Consumer's Values/Beliefs, Attitudes towards Environmentally Friendly Products, Consumer Awareness, Trust and Product Performance etc. This finding proposes the there is the more prominent utilization of promoting brands to offer green items that are really earth well disposed.

## 7. Conclusions and recommendations

The overview affirms that audits are exceedingly well known among buyers thinking about a buy: 98 % of the example populace check surveys and 60% do this frequently or regularly. In any case, online surveys impact shopper buying choices just when customers' dependence on online audits is adequately high when they advance to buy choices. Customers' dependence on surveys is subject to and affected by the configuration attributes of the revaluation and the online audit framework plan (Zhu and Zhang, 2010). To expand purchasers' dependence on surveys, the destinations of the diverse stages ought to be to manufacture trust of the shopper, advance the site and administration quality, encourage part coordinating and offer buyers adequate data and also an easy to use plan (Dellarocas, 2010; Huang and Benyoucef, 2012). Consequently, online survey stage configuration moderates audits and the shopper's dependence and buying choices. Two classifications of audit design attributes could be built up: convenience and believability qualities. Reach of administration moves and makes data control from organizations and gives it out to the buyer. However, the Web 2.0 makes it conceivable to follow and convention CGC and herewith recognizes focuses for development as in bettering the nature of products or administrations. Checking and examination in any case must be anticipated and centered deliberately and around the nose. On the opposite side, finding out about audit work qualities and their impact can lead organizations to put resources into crisp showcasing ideas. Participation with online audit stages can be settled, since stages can, for instance, impact. Facilitate buyer advancements energizing to survey the item in certain ways can impact the nearness on audit stages of organizations and with the survey work attributes connected accurately impact different shoppers. In this way, by examining these variables, we can discover every one of the downsides in different online business sites in the event that we can resolve each one of those imperfections we can enhance our deals. We can read the different fascinating actualities which we don't know prior. By concentrate the intriguing examples we can draw out heaps of helpful data.



## 8. Future work

The problem in this paper is we cannot examine all the dimensions of various products in various websites so for we don't have such kind of algorithms which can analyze this huge amount of data in

all dimensions. Thusly, we limited our dimensions to a limited extent where we may lose valuable information. Hence, the insertion of this sort of powerful algorithms will aid a large trade in these settings.

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