CAN THE V-COMMERCE BE AN INFLUENCING FACTORS TOWARDS CONSUMER BUYING BEHAVIOUR

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ABSTRACT

Objective: This study discusses on 2 aspects. First this article is aimed to give an outlook on V-Commerce as a new marketplace and its business potential. Second this article examines the Impact of V-Commerce and the factors influencing the Consumer Buying Behaviour.

Method: Data from 128 respondents in Salem who have experience with V-Commerce were collected as part of the research using convenience sampling. The GARRETT Ranking method was used to do the analysis of the data.

Result: The study resulted that “Security” and “Virtual Experience” are the major factors which influences the consumers in online shopping.

Conclusion: In today’s Digitally driven world, businesses are transitioning from brick business to click businesses. Virtual Reality (VR) has attracted a lot of attention and is now quickly emerging as a disruptive marketing tool in various sectors. V-Commerce has long been regarded as a very viable option for both individuals and businesses looking to expand their customer base.

Keywords: virtual reality, online shopping, consumer buying behaviour, trust, loyalty, satisfaction, security, customer experience and v-commerce.

O V-COMMERCE PODE SER UM FATOR INFLUENCIADOR PARA O COMPROMETIMENTO DE COMPRA DO CONSUMIDOR?

RESUMO

Objetivo: Este estudo discute dois aspectos. Primeiro este artigo é destinado a dar uma visão sobre o V-Commerce como um novo mercado e seu potencial de negócios. Em segundo lugar,
Método: Dados de 128 entrevistados em Salem que têm experiência com V-Commerce foram coletados como parte da pesquisa usando amostragem de conveniência. O método de classificação GARRETT foi usado para fazer a análise dos dados.

Resultado: O estudo resultou que "Segurança" e "Experiência Virtual" são os principais fatores que influenciam os consumidores nas compras on-line.

Conclusão: no mundo de hoje, impulsionado pela tecnologia digital, as empresas estão fazendo a transição de negócios de tijolos para negócios de cliques. A Realidade Virtual (RV) tem atraído muita atenção e agora está surgindo rapidamente como uma ferramenta de marketing disruptiva em vários setores. V-Commerce tem sido considerado como uma opção muito viável para os indivíduos e empresas que procuram expandir sua base de clientes.

Palavras-chave: realidade virtual, compras on-line, comportamento de compra do consumidor, confiança, lealdade, satisfação, segurança, experiência do cliente e v-commerce.

1 INTRODUCTION

The current fourth Industrial Revolution is being driven in large part by newly developed software and hardware that are both dependent on the internet. Numerous business opportunities have been created as a result of the Internet's and e-commerce's expansion in information technology. People are influenced by the internet through characteristics including communication, entertainment, social interactions, and product selections (Shiau & luo, 2012). Electronic commerce (e-commerce) has changed the way that business is done, how partners engage with one another, and how information is shared (Agarwal & Wu, 2015). Customer expectations for e-commerce security and dependability, as well as delivery schedules, are rising (Coelho Oliveira & Almeri, 2013).

Researchers and practitioners in marketing are increasingly needed to create unique Information Technology processes to build confidence when people transact through electronic interfaces (Fang et al., 2014). Since consumers have near-instant access to a wealth of information, the competitive environment for online purchases is characterised by severe competition (Frederico, Teixeira, Ghani & Andrade, 2017).

Virtual worlds and other information-rich media could offer a solution to the problems with electronic commerce. A "virtual world" is an electronic environment that aesthetically imitates physical environments and allows users to interact with virtual characters and things (Bainbridge, 2007). Virtual worlds has been described as a substantial new market environment for brand-building through experiencing customer interaction (Barnes, Mattsson, & Hartley, 2015).
By enabling users to engage in a variety of virtual economic activities that we refer to as Virtual Commerce, or V-Commerce, worlds are growing in popularity and building advanced in-world economies (Castranova, 2005). About 77.3% of customers leave their carts empty before making a purchase, according to Statista (Statista, 2018). Online shoppers are unlikely to take a chance. Instead, before making a purchase, they prefer to have a better look and feel. By enabling customers to have an interactive buying experience, VR and AR e-commerce can assist firms in finding a solution (Skelia, 2017). Giving buyers a 360-degree perspective of a product allows them to observe it from all sides, which can aid business owners in bridging the gap between offline and online retail (Linnworks, 2017).

VR can improve how customers find, choose, and buy products and services (Desai et al., 2014). It is an effective marketing tool for a business since it allows it to completely change how customers interact with it (Lemon and Verhoef, 2016). With the rise in popularity of virtual worlds, the economies within those worlds also grew as a result of giving users the chance to engage in a range of virtual business activities (Arakji R. Y., Lang K. R., 2008).

In Virtual worlds the benefits of conducting business in an environment that facilitates online transactions are combined with the information-richness of traditional one-on-one interactions. 3D Virtual environments can affect customer purchasing decisions favourably. V-Commerce is able to continue operating even in the face of an increasing number of natural disasters because of the characteristics of the companies it comprises and the ways in which they conduct their business. Hence it is inevitable that the eCommerce market will shift to the V-Commerce market.

The intention of this Research is:
1) To study Outlook of V-Commerce
2) To study the Influencing factors of Consumer Behaviour towards V-Commerce

Consumer shopping experiences are increasingly influenced by new technology (Hoyer et.al., 2020). The stage of the customer experience that comes before the actual purchase, which is essential for engaging the customer emotionally and igniting the desire to make a purchase (Sharples, 2019). Shopping is no longer regarded as a chore; it is now a hedonistic activity that alters mood (Arnold and Reynolds, 2003). Impulsive and
compulsive shopping may be encouraged by a shift in traditional societal norms toward consumerism (Yu and Bastin, 2010).

Customers now have access to powerful new tools for doing in-depth analyses of products they buy online, as well as to immersive and exciting online shopping environments that let them interact with the products themselves and do not require the assistance of salespeople or other workers (Blazquez, 2014). There is growing interest in transferring real-world products into virtual spaces in order to sell them there (Scarle et al; 2012). The use of virtual worlds for entertainment and business has increased recently (Kock N, 2008).

Because of this, the study has been carried out to analyze about the influencing factors towards consumer buying behavior.

2 THEORETICAL FRAMEWORK
2.1 CONCEPT OF V-COMMERCE

The entire nature of communication is being rapidly altered by technology, opening up new channels for interaction between users and service providers. The way that consumers can experience products and services is changing as a result of new innovative technologies, such as Augmented Reality (AR) and Virtual Reality (VR) (Hoyer et al., 2020, Flavian et al., 2019). Because it provides complete immersion in a digital experience in a three-dimensional (3D) environment, and customers can be drawn in and engaged (Wei, 2019).

Augmented Reality (AR) is a technology that superimposes virtual content on the user or their surroundings in order to create a hybrid environment that merges the real and the virtual worlds (Smink et al., 2020). Virtual Reality (VR) isolates users from the actual world and generates a fictitious environment rather than using real-world data (Dwivedi et al., 2021). By delivering a greater variety of marketing tools, VR technology has the potential to disrupt traditional marketing strategies (Yachin, 2018).

Virtual world Commerce (V-Commerce) is a type of e-commerce in which business dealings take place inside of a virtual environment. Many networked users can engage in a permanent, three-dimensional virtual world using avatars as their graphical representations (Thomas Chesney et al., 2017). V-Commerce therefore described as "a sort of immersive digital media that provides a three-dimensional, virtual imaginative, and interactive media environment that users see much like they perceive the actual
world" (Herz and Rauschnabel, 2019). Virtual Reality technology can transcend physical obstacles even when it lacks real-time interaction. Animated characters are used to represent the individuals, and they can interact with one another (W. S. Bainbridge, 2007). An Avatar is a digital representation that can look like humans, animals, or other beings or animations (Ramanathan J., Purani K., 2014).

V-Commerce allows customers to have a comprehensive browsing experience comparable to one in a physical store (Van Kerrebroeck et al., 2017). In the same way that including a "Social Touch" (such as a personalised welcome message or images of happy people) increases the social presence of a website (Gefen and Straub, 2004). V-Commerce enables members to interact with one another in a social setting (Nowak and Biocca, 2003).

Commercial activity conducted within virtual worlds as a whole may have the potential to serve as a bridge between traditional and online markets. When compared to E-Commerce, V-Commerce can be evaluated based on the depth of its offerings (Daft & Lengel, 1986) and the variety of functionalities that it makes available to customers (El-Shinnawy & Markus, 1998). Innovative usage of new forms of electronic commerce can enhance firm performance, thus businesses interested in v-commerce must modify their strategies to fit the nature of virtual worlds (Zhuang, 2005).

Virtual worlds that encourage real-world investment should also provide supplementary features that link v-commerce to the more general internet activities of the real companies (Bloomfield, 2007). National borders do not exist in virtual worlds (Goldsmith & Wu, 2006). Virtual contract laws may be necessary to safeguard the rights of residents of virtual worlds and enterprises, as it is unclear which real-world rules virtual world users and businesses should adhere to.

2.2 WHAT IS VIRTUAL SHOPPING?

(Beth Owens, 2021) The rise of VR (Virtual Reality) and AR (Augmented Reality) assisted e-commerce experiences is referred to as "Virtual Shopping." Virtual retailing reinvents the online buying experience by employing 3D representations of the actual in-store setting rather than a static product catalogue. From the convenience of their homes, online shoppers can "walk" around a store, take in product displays, and make purchases as they normally would. It's a special mix of the convenience of internet purchasing with the immersive nature of traditional retail.
Though the Internet has expanded the range of products available to shoppers throughout the world, there is still a long way to go until the majority of people prefer to do their shopping online. This is especially true for more expensive items like apparel, shoes, vehicles, etc (Steur, 1992). Some companies have tested out new value-added services via online purchasing platforms. To make the process of purchasing online as frictionless as possible, services like live video chats with store employees, interactive quizzes and games, and even social shopping with friends are available in Virtual Shopping Platforms.

2.3 EXAMPLES OF V-COMMERCE

When it comes to V-Commerce, customers are expressing a growing desire to have a more immersive and exciting purchasing experience overall.

1. One classical example of a store that incorporates VR technology into their business to enhance the customer's overall shopping experience is eBay and Myer's virtual reality department store. Free virtual reality VR devices called "shopticals" that allow users to access the virtual department store (Ariel Bogle, 2016).

2. (Daniel Beauchamp, 2016) Shopify uses VR's Thread Studio. You may upload designs and put them on dolls wearing American Apparel clothes using the app.

3. NARS Cosmetics and Facebook 360 Video collaborated in 2016 to provide a virtual reality beauty tutorial (Natalie Salmon And Roberta Schroeder, 2021). Discovering a new favourite shade for your hair, eyes, or lips has never been easier than it is with virtual reality (VR) shopping for cosmetics and hair dyes online. With L'Oréal's new virtual tool, you can try on virtual makeup in over a hundred different tones, either in real time by clicking the "Live" application button, or afterwards by uploading a photo of yourself.

4. (Stephen Edelste, 2014) Lexus uses VR to enable potential buyers test drive the car without leaving the showroom. This increases excitement for the product and may attract non-customers.

5. (Bobby Carlton, 2018) Alibaba uses this technology to let shoppers tour a virtual store and study things in 3D before buying. 3D technology lets individuals pre-buy clothes and accessories.
6. (Trevor Mogg, 2019) Home design is using VR. IKEA's virtual reality app lets shoppers see how furniture would appear in their own room before buying it. With 98% accuracy, it lets buyers see a room's pattern, texture, and lighting.

7. (Angela Hassassian, 2018) Another industry that can gain greatly is the travel industry, which sells experiences. Customers can get a sense of what their vacation would be like before they invest their money. VR technologies can be used to create virtual hotel tours, booking interfaces, and vacation experiences.

8. A virtual reality (VR) experience was introduced to Alibaba's Singles Day event, which is an annual shopping festival in China. Alibaba is the main online marketplace in China.

9. Most of the successful online businesses, such as Google and Amazon, are experimenting with different ways to include virtual world technology in the provision of their services (Rushe, 2006).

3 FACTORS AFFECTING CONSUMER BUYING BEHAVIOUR IN V-COMMERCE

3.1 TRUST

Numerous disciplines have investigated the idea of trust, and several definitions have been put forth. Trust is characterised as a person's belief system (Lewicki et al., 1998). It is based on how a person perceives a product's, brand's, service's, or organization's qualities (Flavian et al., 2006). Lack of personal interaction and physical separation from the product both work against building confidence in online purchases (Horppu et al., 2008). People often say that trust is the main factor in the success of an internet business (Zucker, 1985). As the customer and seller communicate and interact more frequently, the level of trust increases. A key element in determining a customer's attitude toward a brand is brand trust (Huang, 2017).

Online trust is the willingness to tolerate vulnerability based on positive assumptions about another's intentions or behaviour (Bart et al., 2005). Trust is related to reliance and risk. When a customer relies on someone, there is a risk that the something may go well or poorly (B. Nooteboom, 2003). Consumers' intentions to make purchases online are greatly influenced by their level of trust (Irshad et al., 2020). A substantial and significant relationship between trust and purchasing intent in Chinese online shopping malls (Li et al, 2007).
3.2 E-LOYALTY

Loyalty, also known as E-Loyalty in online contexts, is the intention to make a purchase on a certain website and not switch to another as well as the intention to return and make another purchase (Flavián et al; 2005). E-loyalty is described as "a customer's commitment and good attitude toward online companies" (Cyr et al., 2007) and indicates a customer's willingness to return to or repurchase from the same website (Ismail et al., 2014). A consumer that exhibits brand loyalty will continue to buy products or use services from the same brand or collection of brands despite competition or other potential factors (Oliver, 1999).

The survival of any firm is thought to depend heavily on having loyal consumers (Ganguli and Roy, 2011). Higher purchase intent, reluctance to switch, and willingness to spend more are all indicators of e-loyalty (Shankar et al., 2003).

E-loyalty can be thought of as a particular kind of psychological ties to an online retailer (Liang et al., 2008). E-loyalty is a competitive advantage since it creates a customer base that could eventually produce future income (Carayannis et al., 2017). For service improvements, Loyal consumers can be a great resource (Wikstro, 1996). As it guarantees recurring business, customer E-Loyalty has been identified as a key path to success for V-Commerce.

3.3 VIRTUAL COMMUNITIES

Virtual Communities are groups of people who share common interests and behaviours and who connect for an extended period of time in an organised manner over the Internet using a shared venue or mechanism (Ridings et al., 2002). "Virtual Communities" are a network of people who communicate online on things they have in common (Hagel and Armstrong, 1998). Virtual Communities exist and provide the same socialising function as "actual" communities (Rheingold, 1993).

According to Ridings et al. (2002), a Virtual Community is a collection of online users who share a common interest and engage in frequent, structured communication. Chat rooms provide a virtual environment where small groups of people can converse and interact with one another (Subramaniam, 2000). Forums offer a space for sustained discussions that last for a long time (Gurstein, 2000).

Hagel and Armstrong (1998) state that the development and utilisation of virtual communities can be broken down into four primary categories: interests, relationships,
fantasies, and transactions. (Okleshen & Grossbart, 1998) Virtual Communities have a significant impact on customer beliefs, knowledge, and actions. Communities offer a summary of what consumers want and expect from the product or service (Andersen, 2005). Information needs drive people to participate in virtual communities. (Romm et al., 1997; Chan et al., 2004) Affectively involved members of virtual communities might use it to portray themselves, improve their self-image, and advance their beliefs (Cheung et al) (2004).

Participating in Virtual Communities has lower logistical and social expenses than participating in face-to-face communities (Sproull and Faraj, 1997). Virtual Communities have characteristics with common web-based information systems, which are important influences on people's decision-making processes and Internet marketing tactics (Romm et al, 1997). Creating online communities for a product has been shown to increase brand awareness, decrease marketing costs, and encourage customer retention and acquisition (Wilson, 1999).

3.4 SOCIAL PRESENCE

A Social Presence is the feeling of being together with someone who is physically far away (Sallnäs et al., 2000). The sensation of being in the company of another creature whether that other being is human or computerised is what we call "social presence." (Biocca et al., 2003)

(D. Gefen et.al, 2004) Social Presence is a way to gauge how closely connected a user feels to other users of a medium on a psychological level. The ability of a medium to give consumers the impression that other people are psychologically present has been referred to as social presence (Fulk et al., 1987).

The social exchange theory states that people give back to others when they receive benefits from them (P.M Blau, 1964). (Chattaraman et al., 2019) the impact of social conversational cues on social presence is considered to be the more thorough one. Social Presence helps in developing warm and intimate ties between people (Goswami et al., 2007). Head and Hassanein (2005) By encouraging the perception of human connection, websites can attain a greater sense of Social Presence (e.g. through socially rich text, pictures and video)
3.5 TELEPRESENCE

Regardless of the channel employed, the physical store is not just a place for customers to view, feel, touch, and test the products; it is also a place to offer them appealing personal experiences (Avery et al., 2012; Medrano et al., 2016). According to the theory behind the term "Telepresence," when users engage with a computer-mediated environment, they take on the perceptions of the actual physical environment in which they are present (Steuer, 1992).

The potential of Telepresence is to produce a sensory-rich, mediated environment (Coupey, 2000). Higher degrees of perceived Telepresence did, in fact, result in more intense brand sentiments (Klein, 2003). People are already experiencing telepresence through the daily communication technology they use (Lombard et al., 2015). Increased interactivity and vividness, according to Coyle and Thorsen (2001), reflected a rise in felt telepresence. Telepresence makes customers believe they know more about a product and consequently have a more favourable opinion of it (Suh and Chang, 2006).

3.6 SHOPPING EXPERIENCE

In environments of consumption and shopping, experiences are crucial. People go shopping to buy things, learn about products, or just to enjoy the activity (Tauber, 1972). Customer expectations for greater satisfaction change throughout time in response to experience (Ha et al., 2010). Consumers value their purchasing experiences. attitudes and behaviours are impacted by the purchasing experience for the consumer (Ridgway et al., 1990). A new strategy is required to address the increasingly complicated nature of internet services (Klaus and Maklan, 2013).

Online shopping experiences, according to Wolfinbarger and Gilly (2003), include interactions with the website, receipt of requested items, prompt shipping, and efficient customer support. Consumer who have an innate preference for online buying would do so rather than visiting a physical store, without giving the necessity of their purchase much thought (Chen and Cheng, 2012). Mathwick and Rigdon (2004) discovered that information search experiences in the context of online buying influence opinions toward the website and its brands. According to (Grewal et al., 2009), a positive online buying experience can encourage customers to make additional purchases.

During an online buying session, pleasure and arousal were revealed to have significant effects on satisfaction (Mummalaneni, 2005). Because of the vivid features of
computer-mediated environment and their capacity to offer a variety of clues, virtual (or mediated) experiences have the potential to be quite compelling (Naimark, 1990). V-Commerce experiences can be engaging since it is interactive and has an immersive quality (Childers et al., 2001)

3.7 VIRTUAL REALITY EXPERIENCES

Most of Consumer go shopping to unwind. Shopping has become a way for people to feel fulfilled. Instead, then focusing on their requirements, consumers seek for things that fulfill their wants and wishes. Across industries, there is an increase in expenditure on non-necessities (Livemint: YouGov, 2019). When they shop, their happiness is at its peak. They consider staying current with trends to be vital (Kukar-Kinney et al., 2016) Instead of purchasing a thing, they shop to enjoy the experience (Langrehr, 1991).

VR has the potential to create some incredible experiences. Users can immerse themselves in scenarios that are similar to reality in virtual reality encounters, which amplifies their emotional responses. (T.P. Liang et.al,2011) Customers make an appearance and offer others psychological and emotional support.

Virtual Experiences are psychological and emotional states that customers go through while interacting with items in a 3-D environment (Li, Daugherty, & Biocca, 2001). It has been shown that VR can produce amazing experiences (Chirico et.al., 2018). Virtual Reality Experiences allow users to immerse themselves in events that are close to reality, which heightens their emotional experience. Virtual Experiences increase brand attitudes and believe in product claims (Klein, 2003).

3.8 E-SATISFACTION

(Oliver et al., 1997) satisfaction as the general psychological state that results from comparing the customer experience to expectations. Customers would be happier with their online shopping experiences if stores could ensure prompt processing and delivery of their orders (Schaupp and Bélanger, 2005). According to empirical data in the literature on the quality of online services, customer perception of value influences e-satisfaction (Hsu et al., 2013). To a greater extent, e-satisfaction can be equated with the prevalence of trust in online interactions (Fang et al., 2011).

The definition of E-Satisfaction as "the contentment of a buyer with respect to his or her earlier purchasing experiences" can help you understand it better (Anderson and
Srinivasanin, 2003). According to Szymanski and Hise (2000), E-Satisfaction refers to consumers’ assessments of their total online experiences over time. E-satisfaction gauges how buyers feel about their total online purchase experience (Gounaris et al., 2010).

(Lai et al., 2007), Consumers will feel more e-satisfaction when they perceive a better website service quality, such as benefits for special treatment. Higher levels of E-Satisfaction may be associated with higher levels of e-trust (Fang et al., 2011) since they increase the likelihood that customers will continue utilising (either by making further purchases or by continuing to make use of the service) (Alalwan, 2020).

3.9 SECURITY

One of the factors preventing the expansion of e-commerce is the protection of consumer information (Gray, 1999). Rust and Kannan (2002b) noted that clients who shop online are frequently concerned about security risks. Data security protection is the prevention of unlawful data access, deletion, use, or disclosure (Shalhoub, 2006).

The largest obstacles to the development of V-Commerce are related to the security of online financial transactions (Stewart et al., 2002). Another barrier for consumers is the lack of stringent privacy and security legislation and guidelines (Evans and Sawyer, 2009). In V-Commerce, the key elements affecting processes is the security of online transactions (Taherdoost et al., 2017). The safety of data communicated through the Internet is subject to security risk (Chang et al., 2005). Consumers are more likely to trust a specific website if they feel safe using the internet (Gefen et al., 2003b).

Security is the subjective likelihood that customers feel their personal information won’t be viewed, stored, and altered while in transit and storage by unauthorised parties in a way that is consistent with their confident expectations. (Flavian & Guinalu, 2006). According to Shareef et al. (2011), the level of security is determined by how comfortable users feel disclosing personal and financial information while interacting with and making purchases through websites. Users should also feel confident that service providers won’t misuse or share their information.

Consumers only begin to explore other aspects of web sites to see whether they could trust in or feel satisfied once security and privacy concerns have been promised and adequately addressed (Yousafzai et al., 2003). Consumers’ view of the vendors’ reliability can be improved by the security measures on websites, which streamlines their behavioural intent in favour of online shopping (Doherty and Tajuddin, 2018). According
to Tan et al. (2003), one of the qualities of a high-quality web service is security, which gives users confidence that the site is safe from infiltration and that their privacy is protected.

One option to resolve the doubt that customers may have about an online is to implement an e-security seal programme (Cook and Luo, 2003). E-security seals have a significant impact on consumers' decisions to make purchases online (Kavor et al., 2000). Research has shown that consumers have more trust in a website if it displays an e-security certification (third-party assurance seal) (Huang, 2001)(Schoder and Yin, 2000). According to Shah, et al. (2014), People's views of a website's security features are crucial to their online activity and purchasing decisions.

3.10 REVIEW OF LITERATURE

Thomas Chesney et al. (2009) conducted decision-making studies to investigate whether virtual trade can reduce the trust gap between traditional e-commerce and "real" trading. Their technique is based on studies showing trust is connected with a technology's social presence. They compared how motivated individuals acted in real-world, virtual, and online trust games. Even if the internet interface is the least trustworthy, there's no evidence that individuals distrust virtual worlds. These findings suggest that v-commerce can combine the benefits of physical and online trading.

Guo Y. and Barnes S. studied variables that affect residents' intentions to make virtual transactions and their causes. The survey's authors used the Chinese market. Researchers employed four focus groups to identify elements that affect virtual world transactions and purchasing intentions. All 24 participants in the 2007 study came from Chinese virtual worlds that offer virtual item Transactions.

(Billewar et. al., 2022) aimed to concentrate on three-dimensional (3D) E-Commerce technology that illustrates how virtual reality (VR) and augmented reality (AR) might help cope with constraints and enhance E-Commerce operations. In 3D E-Commerce contexts, the research demonstrates how VR and AR may provide more accurate product information. An Augmented Reality assistant (AR) that aids users by providing them with the necessary information in voice form or through the usage of its avatar also improves the virtual store experience.

Alzayat and Lee, 2021), said that Virtual Reality (VR) platforms might offer a simulated medium for customers to haptically explore things when the ability to touch is
not available. The hedonic shopping value is positively impacted by the VR retail environment (as opposed to an online retail website) in numerous research. Furthermore, it was shown that consumers perceive some products in a VR retail environment as an extension of the body rather than as a display of the body. Their research showed that a VR retail environment is better suited for items that are seen as extensions of the body (such as tools) as opposed to being a presentation of the body (e.g., clothes). They concluded that mediating linkages that involved telepresence and a craving for touch.

(Papagiannidis et al., 2017) studied how virtual retail experiences affect user engagement. Enjoyment, contentment, and potential purchases are rated after the contact. The technique involved comparing customers' opinions of a basic 2D online clothes store with an upgraded, immersive one that offered shopping value comparable to a traditional store by leveraging a 3D experience. Satisfaction, driven by fun and engagement, affects purchasing intent. Control, colour and graphics vividness, and 3D authenticity influence product simulation or telepresence engagement. Also significant are hedonic and utilitarian value. Immersive, 3D environments have the potential to outperform traditional retail, leading to higher sales and happier customers.

(Arakji, Reina & Lang, Karl, 2008). A unique theoretical framework, a computational method, and a decision tool were developed by the authors of the paper titled "Avatar Business Value Analysis." These were used to evaluate and strategically manage the process of creating business value inside of synthetic environments. They also illustrated how this framework may be utilised for conducting cost-benefit analyses in real-world scenarios. The business value of virtual commerce initiatives was empirically estimated using the decision-tree-based method using traffic measurements. In the context of the specific situation of the virtual world Second Life, they also looked into several intangible variables and discussed their ramifications. In order to encourage sustainable virtual commerce, they finished by presenting tactics that virtual world operators and actual firms may take into consideration.

(J. Martinez-Navarro et al. 2019) investigates the compatibility of various virtual reality formats and devices for online shopping. Their research not only dug deeper into their precursors, but also put to the test a conceptual model that looks at the ties that bind experiential proximity, brand recognition, and intent to buy. They propose two channels through which VR can influence shoppers' propensity to buy in simulated establishments: (1) emotional resonance with the brand and (2) environmental cues that evoke positive
and negative sensations. Non-probabilistic methods were used in the sampling of convenience. Partial least squares (PLS) analysis was used in structural equation modelling to look at the 178 samples (SEM). It was determined that virtual stores performed better than brick-and-mortar ones in terms of positive customer responses. Affect, or a strong sensation of presence, and more cognitive emotions, such as brand recall, which influences buy intention, are provided by immersive virtual environments, which in turn boost business performance.

(Michele Simoni et.al, 2022) Based on their findings, "The usage of virtual reality in conjunction with a qualitative research approach that takes into account both the supply-side and demand-side perspectives was utilised to enhance the pre-purchase experience. Observations and Advice from the Cruise Industry "provides an empirical analysis of the application of VR in the pre-purchase experience, which contributes to the existing body of literature on the cruise experience. They have conducted research on the entire customer experience as viewed by the customer, and they have discovered several significant pre-purchase elements.

3.11 RESEARCH GAP ANALYSIS

Most of the research studies conducted in the past have found a positive impact of e-commerce on consumers’ buying behaviour. However, the earlier studies have been conducted in different sectors and consumer groups. The present study seeks to find out the impact of V-Commerce and the Factors Influencing consumer buying behaviour.

4 METHODOLOGY

The pilot study consisted of administering a structured questionnaire to 62 people who lived in Salem and identifying the key aspects of V-commerce. In order to determine whether or not the questionnaire was legitimate, the Cronbach alpha method was applied. A total dependability score of 0.814 was determined to apply to all of the elements contained inside the annexure.

The convenience sampling technique was used to pick 128 participants for this investigation. Since the population is unknown convenience sampling is adopted. Respondents submitted their completed surveys through Google Forms.
4.1 DATA ANALYSIS

Data sources in this study are primary as well as secondary. Analysis was done through GARRETT Ranking.

5 RESULTS AND DISCUSSION

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<td>Weekly</td>
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<td>30.47%</td>
</tr>
<tr>
<td>Monthly</td>
<td>26</td>
<td>20.31%</td>
</tr>
<tr>
<td>Total</td>
<td>128</td>
<td>100%</td>
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Source: Prepared by Authors (2023)

INTERPRETATION:

From the above table it is inferred that, 49.22% of the respondents were checking the sites daily, 30.47% of the respondents check the sites weekly, 20.31% of the respondents were checking the sites monthly.

Checking the websites daily for new offers has become a daily habit almost everyone, just to check and adding it for purchase afterwards, but checking the websites daily has become a habit.

Figure: 1 – Respondents Age Group

Age Group & Respondents Percentage

Source: Prepared by Authors (2023)

INTERPRETATION:

When it comes to marketing and retailing, age is a factor that cannot be ignored under any circumstances. The age factor was differentiated with four types of Age Group.
From the Figure: 1 the study states that majority of the respondents were between 20-30 years of age with 55.47%, next to them 29.69% were between 30-40 years of age, and the respondents with 40-50 years of age is with 11.72% uses V-Commerce Platform for Buying the Products and the Respondents reduced to the lower level of 3.13% for the age group of 50-60 Years.

<table>
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<tr>
<th>Age Group</th>
<th>Male</th>
<th>Male Percentage</th>
<th>Female</th>
<th>Female Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-30 Years</td>
<td>31</td>
<td>54.39%</td>
<td>43</td>
<td>62.32%</td>
</tr>
<tr>
<td>30-40 Years</td>
<td>14</td>
<td>24.56%</td>
<td>19</td>
<td>27.54%</td>
</tr>
<tr>
<td>40-50 Years</td>
<td>9</td>
<td>15.79%</td>
<td>5</td>
<td>7.25%</td>
</tr>
<tr>
<td>50-60 Years</td>
<td>3</td>
<td>5.26%</td>
<td>2</td>
<td>2.90%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>57</td>
<td>100.00%</td>
<td>69</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Source: Prepared by Authors (2023)

**INTERPRETATION:**

When developing a Business Strategy for any Products or service, Gender has always been a crucial consideration. For decision-makers in businesses engaged in v-commerce directly or indirectly, gender has a big impact. From the Figure: 2 it was clearly understood that Female Respondents in the age group of 20-30 Years is about 63.32% higher rate compared to the Male Respondents while in the age group of 50-60 years they were less.
5.1 HENRY GARRETT RANKING

Table:3 – Proportion Level with Value

<table>
<thead>
<tr>
<th>Rank</th>
<th>proportion Level</th>
<th>Table Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>100(1-0.5)/5=10</td>
<td>76</td>
</tr>
<tr>
<td>2</td>
<td>100(2-0.5)/5=30</td>
<td>61</td>
</tr>
<tr>
<td>3</td>
<td>100(3-0.5)/5=50</td>
<td>50</td>
</tr>
<tr>
<td>4</td>
<td>100(4-0.5)/5=70</td>
<td>40</td>
</tr>
<tr>
<td>5</td>
<td>100(5-0.5)/5=90</td>
<td>25</td>
</tr>
</tbody>
</table>

Source: Prepared by Authors (2023)

Table:4 – Henry Garrett Ranking - To study the Influencing factors of Consumer Behaviour towards V-Commerce

<table>
<thead>
<tr>
<th>Particulars</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-Trust &amp; E-Satisfaction</td>
<td>26</td>
<td>18</td>
<td>55</td>
<td>19</td>
<td>10</td>
<td>128</td>
<td>3</td>
</tr>
<tr>
<td>Security</td>
<td>1976</td>
<td>1098</td>
<td>2750</td>
<td>760</td>
<td>250</td>
<td>6834</td>
<td>1</td>
</tr>
<tr>
<td>Virtual Experience</td>
<td>45</td>
<td>32</td>
<td>18</td>
<td>20</td>
<td>13</td>
<td>128</td>
<td>2</td>
</tr>
<tr>
<td>Social/Tele Presence</td>
<td>3420</td>
<td>1952</td>
<td>900</td>
<td>800</td>
<td>325</td>
<td>7397</td>
<td>5</td>
</tr>
<tr>
<td>Loyalty/Virtual Communities</td>
<td>42</td>
<td>29</td>
<td>20</td>
<td>25</td>
<td>12</td>
<td>128</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>3192</td>
<td>1769</td>
<td>1000</td>
<td>1000</td>
<td>300</td>
<td>7261</td>
<td></td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>13</td>
<td>23</td>
<td>52</td>
<td>20</td>
<td>128</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1520</td>
<td>793</td>
<td>1150</td>
<td>2080</td>
<td>500</td>
<td>6043</td>
<td></td>
</tr>
<tr>
<td></td>
<td>28</td>
<td>16</td>
<td>42</td>
<td>22</td>
<td>20</td>
<td>128</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2128</td>
<td>976</td>
<td>2100</td>
<td>880</td>
<td>500</td>
<td>6584</td>
<td></td>
</tr>
</tbody>
</table>

Source: Prepared by Authors (2023)

6 CONCLUSION

Results from Garret Ranking Test point out that Critical and dominant factor that directly impacts consumers in V-commerce is Security, which is ranked first. Security risks include credit card fraud, privacy concerns, and online or shop delivery risks. Customers should feel safe and secure when using V-Commerce, as this will have a significant impact on consumer buying behaviour. Growth V-Commerce shopping becomes wiser as the rate of computer literacy rises. Consumers are also readily identify their items and reinforce their buying decisions. Virtual Experience is ranked to the second(since day by day digital world keeps on growing way bigger, so something new and innovative must be done to gain the loyalty of the customers and attract them). As per current research , Trust/E-Loyalty/E-satisfaction ranked third . Conquering the financial risks, product risks, security risks, and delivery risks may all be accomplished through the process of establishing trust in an online environment. For a successful business and securing Loyal customers for a longer time is important. E- loyalty is the outcome of trust with satisfied customer experience. The pleasure of the consumer is
directly related to the number of times they use the V-Commerce website to complete a transaction, which is the foundation of the customer experience. In general, there was a greater impact on the purchasing patterns of consumers, which resulted in consumers' increased preference for making online Re-purchases from V-Commerce sites. The fourth-ranked virtual communities, are valuable because they inform and educate consumers. Due to the ease of contact, customers can share their feedback on products and services. Customers can gather information, seek advice, or consult an expert user before making purchasing decisions on online forums, which changes the consumer buying behaviour. Similar to a physical business environment, Social/Telepresence which is last ranked have increased social interaction with Consumers. These also have an impact on a variety of consumer behaviours, such as brand attitudes and purchase intentions, and these effects vary by level of consumer involvement. The way of shopping by bargaining the products makes the Consumer to buy a product in V-Commerce Platform. Thus the research attempted to figure out whether the V-Commerce had an impact on the consumer buying behaviour. In the near future, V-Commerce may soon overtake traditional e-commerce as the most popular means of conducting business online. This will surely, enable V-Commerce retailers to make continuous improvement and consumers can enjoy in shopping in V-Commerce.

**FUTURE SCOPE FOR FURTHER RESEARCH**

More diverse samples of organisations should be used to analyse data and results in future studies. There are a number of suggestions for future study, including increasing the number of observable factors, incorporating changes in organisational context, and collecting more samples.

Few suggestions include;

- V-Commerce in different product categories and in many different contexts
- V-Commerce marketing leveraging effects such as Labelling, Appearance of Products, Graphical Images etc.
ACKNOWLEDGEMENTS

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