

An Overview of Consumer Behavior towards Online Shopping in India



Meenu Chandwani
Research Scholar,
Deptt. of Business Administration,
University of Rajasthan,
Jaipur, India

Abstract

Online shopping is a medium to purchase products and services through Electronic mode or Internet. It is also known as electronic commerce. Online shopping offers all types of products like apparels, shops, kitchen appliances, grocery, medicines, watches, books and so on. Online shopping is one of the popular medium because of the convenience, time saver, affordable and easy to access. The transformation of traditional commerce into E-commerce is creating a need to understand consumer's behavior and attitude towards online shopping. One of the most important reasons which make online shopping more demanding nowadays is it gives best deals with variety of benefits to their customers. Electronic commerce is easiest way which available everything in just one click. Customers prefer online shopping as they don't need to wait in long queue; they can get all the shopping stuff at their home or office which number of discount offers. This is presently one of the best medium of shopping. Online shopping is rapidly growing in Indian market as contributing a great portion of the economy. Some other benefits which appeal customers are best product delivery options, replacement warranty, 24/7 available of products and privacy. It is different from the local physical market. The purpose of this research paper is to understand the positive factors which affect consumers towards online shopping, factors which resist consumers for online shopping and the top players of Online shopping websites.

Keywords: E-Commerce, Online shopping, B2B, B2C

Introduction

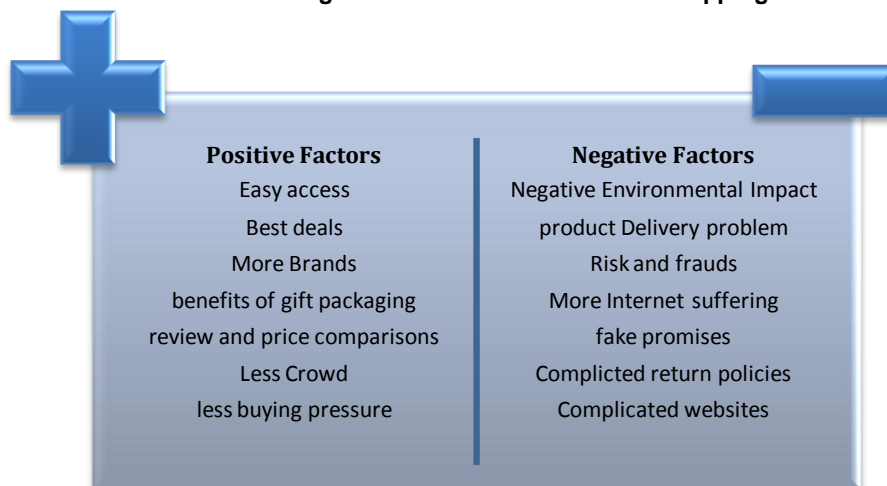
Online shopping is electronic form which provides customers to buy goods and services from internet. Customers search the products on internet by navigating the websites of the retailer directly or by searching among alternatives sellers through shopping search engines. In the ancient time Food, cloth and shelter were the basic needs but today there is one more top need is added which is internet. Revolutionary changes in the telecommunication sector have changes customers buying pattern of goods and services-Commerce include B2B and B2C selling to cover both the industries, retailers and end consumers too. When businesses sell products and services to other business it called (B2B) Business-to-Business online shopping while in (B2C) Business-to-Consumer online shopping businesses sell products and services to customers for personal use. These search engines provide the same products availabilities with different or lesser prices. E-commerce can be defined as buy and sell any goods over the internet includes clothes, jewelry, shoes, apparel, smart phones, kitchen appliances, electronics, books, libraries, accessories, movie tickets, train/bus/flights tickets, insurance policies almost everything. E-commerce includes online marketing, supply chain system, online transactions; mobile marketing etc. the trend has increased drastically in the last decade. The main reason which attracts customers towards online shopping is easy access, attractive discounts offers time saving. As per the statics online shopping is getting popular in India but generally people navigate these online shopping sites but not every customer prefer online shopping as they don't trust to buy online because of fear of online theft, lack of trust and online frauds. But rapidly people changing their traditional shopping pattern especially the young generation. Youngblood prefers online shopping. Amazon, Flipcard, Jabong, Myntra, Ebay, Swiggy, Snapdeal, Paytm, Jabong, Homeshop18, Bookmyshow, makemy Trip, Zomato are the big player of E-commerce. As per the ASSOCHAM study, online shopping is expected to grow 115 percent in 2018. In the year 2018, study noted as more than 115-120 million customers engaged in online shopping; mobile phone was the first choice of e-commerce

sales.the frequency of buying was higher for apparels and accessories with 54%, beauty and personal care was 43% with compare to electronics.

Objectives of the Study

1. Positive Factors affect consumer behavior towards online shopping;
2. Factor which impact adversely of consumer behavior towards online shopping;
3. Top E-Commerce companies in India

Factors Affecting Consumers towards Online Shopping



Positive Factors affect Consumer Behavior towards Online Shopping

1. Easy access: online shopping is one of the convenient shopping where customer can shop at their home they don't to stand in a queue or they can easily find all the best brands at one place. Online shopping gives you opportunities to buy 24/7 without facing any pollution, or wasting travel time. It provide to all most all kind of product at just one click of the mouse with all most all the top brand with best offers and deals. It saves your time and money.
2. Best deals: online shopping not only provide the customers hassle free shopping but also with the Gives the products on the cheaper prices compare to physical shopping as they direct buy with the manufacturers and there is no mediator who take the margin amount. So the online shopping is always comes with better price.
3. More Brands: the best thing about online shopping is as the customers can get all the national and international brands without spending any money on airfare. The customers get all the brands in all sizes, colors and designs so, it provide all products with plenty also they give their customers the fresh products and latest design. So, online shopping also keeps the customers update about the new trends in the market.
4. Benefits of gift packaging: online shopping always care for customer satisfaction and maintain the personal relationship with updates you all your anniversaries, birthday, mother's day, father day, valentine dayand festivals with customize shopping option of gifts. Customers can buy the gift and online shopping companies directly send the product with free gift wrapping. So, it's the best part of online shopping.

5. Review and price comparisons: with online shopping customers can easily compare the prices with all similar brands of the same product and also customer can get the customers review about the product. There are several online applications which provide the comparative prices of that particular product so it after checking all the prices of the same product the customers can buy the product with the best price.
6. Less Crowd: one of the reason of buy online is to avoid the crowd as in online shopping the customers don't need to bear any kind of crowd or queuing which is make shopping experience much more easier compare to conventional shopping. Especially during festival , holidays or weekend where there is huge crowd in the market.
7. Less buying pressure: online shopping is free from direct interaction with the vendor or the sales personnel which generally overloaded with the sales target pressure so they keep force the customers to buy the product with increase their incentives and reduce their targets, eventually the customers end up buying things which they really don't want. In online shopping the customers can purchase the product according to their needs and priorities.

Factor which impact adversely of consumer behavior towards online shopping: Negative Environmental Impact

Though online shopping is now a days getting popular but these plastic packaged products are not goods for the environment. Even it is also not really good for the human health as because of packing of long span eventually it adversely impact on the body and it is also difficult to trash or recycle.

Product Delivery Problem

This is one of the biggest problem of online shopping. Get the right product at the right time and

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right place is a biggest challenge for online shopping. it generally takes 15-20 days to deliver the products and sometimes the customers get disappointed with the problems of damaged product, wrong product, delivered to a wrong address etc.

Risk and Frauds

Online shopping has a big problem of fraud like security of credit card/ debit card, password hacked, account misused, identity theft, bogus websites. Because of these risks Indians don't not prefer online shopping.

More Internet Suffering

Internet is the one of the basic need now. When the customer think online shopping they spend too much time online tools to compare prices, to get reviews , to avail best offers so at the end of the day customers spends a lot of time to select and buy a product. Most of the time people just scrolling to get the best product and sometime they end up with disappointment and confusion.

Fake promises

The worst part of online shopping is the customers cannot physical touch and verify the product. Sometimes online shopping websites show false images to attract the customers and they falsely promise to the customers with fabrics, size, design, material, duration, availability, and quality.

Complicated Return Policies

Online shopping looks very convenient and easy to buy products as the temp t their customers with huge promise but when the customer is not satisfied with the product it hard to return and replace the product as it is a complicated process and they generally give to excuses with unavailability of size, same product, color, fabric and prices. So it creates sometime a wrong image among the customers.

Complicated Websites

Those customers who are not friendly with internet it's not easy for them to shop online as online shopping websites are quiet complicated. Sometimes the customers get stuck with the formalities of registration and subscription. And they end up with dissatisfaction with the online shopping tools.



Top 10 E-Commerce companies in India

Amazon.in

It is one of the leading brand of the world in E-commerce. It is preferable by the Indian customers because of easy access, variety of top national and

Remarking An Analisation

international brands with every easy delivery options. Amazon recently invested a huge amount which is approx. 8500 crores to increase the market share and to beat its competitors.

Flipkart

This online website is founded by Sachin Bansal and Binny Bansal. It is the top online shopping website in India. Flipkart provides everything from clothes to electronic devices at one place with varieties of discount offers. it one the trusted online shopping website in India.

Paytm

Paytm was founded in 2010 and this is one of the top player of Indian e-commerce companies. It was started as a mobile wallet that provides online recharge services of mobile. Gradually it entered in e-commerce industry by launching Paytm Mall. It gives opportunities to their customers to buy apparels, electronic products, mobile etc.

Snapdeal.com

Snapdeal is the third ranked e-commerce companies in India which was started by Kunal Bahl and Rohit Bansal. It provides all most all products with attractive offer. It tries to capture the market share of the middle class which is more conscious about the prices of the products and always look forward for best offers.

Jabong.com

Jabong is an American brand which is launched in 2012. In India it is on the fourth rank among the e-commerce companies of India which mainly deals with clothes and accessories. The target audience of this site is mainly women folks.

Myntra.com

Mantra is another e-commerce company which provides fashion related products. It was launched in 2007 by Mukesh Bansal. In 2014 flipkart has acquired Myntra to expand their business and presently flipkart, jabong and Myntra working together.

Zomato

Zomato is a platform to order food online and the partner store will deliver the food at your doorstep. Zomato is growing rapidly since last few years. Initially it was a website which only provides information about the restaurants, cafés and their review gradually it entered in food delivery business.

MakeMyTrip

It is a Indian e-commerce company which was started in 2000 by deep kalra . It deals with selling air tickets, bus ticket, air tickets along with national and international holiday packages. It has recently acquired ibibo to capture and increase market share.

Swiggy

Swiggy is a food Tech e-commerce company which came with a different concept. To track the real time of food delivery. It has its own delivery network which is a channel between the restaurant and the customer. When the customer order the food Swiggy's delivery boy pick the food and delivery it to the doorstep of the customer. It achieved a great growth in last 2 years.

Shopclues

This is e-commerce Company launched in 2011 by Sandeep and Radhika Agarwal. Shopclues sell their products in 9 different categories which include mobiles, electronic, computer, camera etc. it deliver products to over 30000 pin code across the India.

Conclusion

Online shopping has growing tremulously in last few years in India. Technological advancement has increased the need to switch the mode of shopping too. Nowadays customers buying pattern has been changed because of the growth of the telecommunication sector. This mode of shopping is convenient, and free from hassle of manual shopping. In India online shopping users are increasing gradually because of the positively aspects of online shopping. Though in India customers are rapidly switching their mode of shopping but still their first preference is manual or physical shopping mode. The online shopping websites trying to remove the entire barriers which resist Indian customers to purchase online and improving their standard of shopping. Majority of the Indian customer spend time on search products online but few of them buy but still the data of shopper are getting increased; soon Indian customers will take the online mode of shopping as their first priority.

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