

# Online Shopping and Changing Customer Behaviour– A Sociological Analysis in respect to Indian Society

## Abstract

The trend of online shopping is high these days. Earlier days, the customers in India were very much thought of as conservative. They would not purchase a single product unless and until they thoroughly checked the product by ways such as touching, handling, smelling etc. But in today's scenario, the behaviour of customers towards has changed a lot. With the emergence of new shopping apps. and various offers and benefits provided by the companies, the customer of India is no longer willing to go to market because the market has come to their home. This research paper will discuss in detail the changing customer behaviour in India towards shopping.

**Keywords:** Online, Trends, Customer Behaviour, Online Technology, Apps.

## Introduction

'The Big Independence Sale', 'Have You Heard? Flat 70% off!', 'A Discount Line-up You can't Miss' are some of the eye-catchers line of various online shopping apps.

We all have come across such line through ads in newspapers, mobiles, laptops, t.v. etc. Online shopping is trending these days in India. Not only females but also male are actively using these apps.

After all, they should also be not left behind in this fashion sale. A study report says that in India majority of online shoppers are male. 329.1 million people of India are estimated to buy various goods and services online by 2020, which means nearly 70.7% of internet users would have purchased various goods and online by then.

Technology has made it easy to consume more and more. Now people buy not according to their needs but according to their wishes. They even but those items which they are doubtful of using. People get trapped in the various tricks the webpages play. Offers like 'Free shipping', 'Online Exclusive', 'Online special' etc. allure people options of adding items to the cart leading to increase in shopping because there is no limit to adding items in cart. A person can buy all the items in his cart when he has sufficient money.

Online shopping also provides various modes of payment like immediate payment through card or net banking, Cash of Deliver (CoD) and even Credit System for those who don't have sufficient money at hand. Many times people prefer to be in dept willingly and have what they want. Why people of India are choosing online Shopping option?

There are many factors due to which people opt for online shopping–

1. When people are in hurry or they don't have enough time to go to shopping malls or store, they simply order online.
2. According to studies people get variety of options and they can choose the best among them.
3. On the screen of mobile or laptops at just one click, customer can see the product of their choice. They don't have to ask shopkeeper to show items as it happen in offline shopping.
4. Customers can purchase as much as they want. They don't have to worry about how to carry the whole lot to their home as products are delivered to their homes.

## Objectives of the Study

1. To know about the scope of online shopping in India.
2. To find out how online shopping has influenced and changed customer behaviour.

## Sarika Singh

Assistant Professor,

Dept. of Sociology

Raja Harpal Singh Mahavidyalaya,  
Singramau, Jaunpur, India

**Review of Literature**

According to Murillo P. Rodrigo in article 'Effects on Consumerism Online Shopping' (317) with the help of technology it is easy to consume more and more. People prefer to do online shopping more these days because it offers convenience as well as comfort to customers. They don't have to move at all. While sitting in bed one can with the help of their mobiles or laptops they can order anything they want.

Mullane Chelsca (2011) in blog online Shopping- An easier Addiction says that compulsive shopping, shopping addiction, shopalics and oniomania are the terms which are used to refer to uncontrollable consumerism. Online shopping is considered as addiction these days because of its 24x7 availability. It has become a kind of cyber addiction after online gambling addiction and porn 11% of the total Internet users suffer from online addiction. People visit several online shopping websites many times in a day and spend hours on checking new items.

In his work 'The Impact of Technology on consumerism', Narenjo (2015) says, Many entrepreneurs and investors were attracted towards technology, because it was thought that any person with interesting and genuine ideas could become a successful businessman by using internet. Many European countries as well as U.S.A. realized that a nation's development could be achieved by using advanced technology. From selling books to clothes to gardening supplements, it appeared that the internet was an open place for any economic adventures.

Just like any other business model-e-commerce also had a long story of success and

failures. E-commerce was not intended to expand consumerism but for more than 30 years, it has adopted to society's needs and become a symbol of free market.

According to Rajvanshi in article 'How online shopping is Changing Rural India' (2016) says that due to mobile penetration in rural areas, it become convenient for people to purchase goods online. People living in remote and hilly areas also can shop online easily. They didn't need to travel long distances to purchase goods.

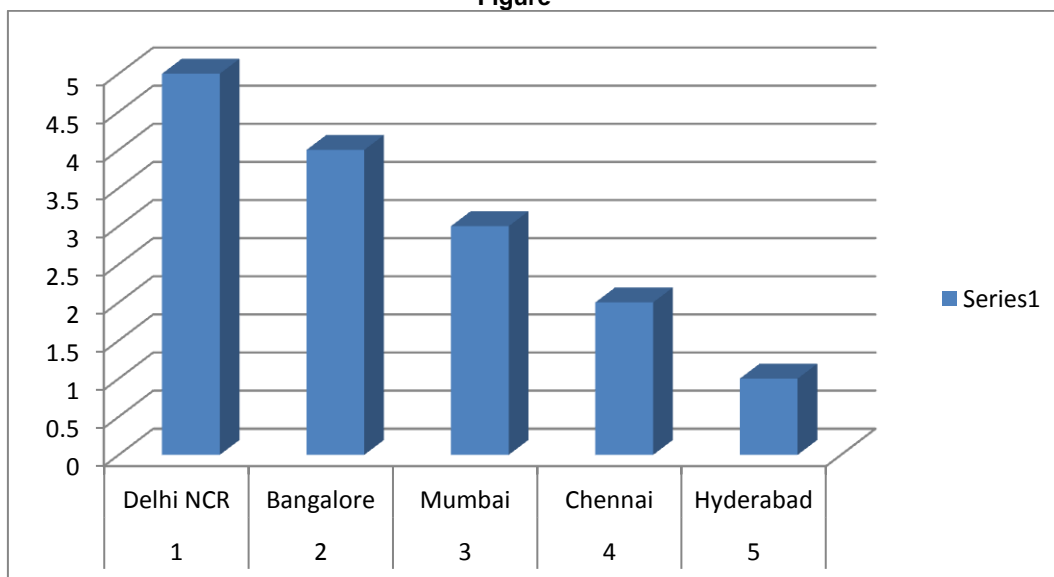
**Methodology**

This research paper uses secondary data available from various sources. It includes some surveys being done by private sector as well as other sectors. Quantitative study had been done in this research paper. Findings had been shown through various charts and graphs.

**According to recent survey some interesting facts have been found which are as follows:**

1. By net e-commerce sales the leading online stores in India in 2017 is Amazone.in. It is estimated that by 2022 retail e-commerce sales in India would be 52.3 billion USD, while in 2017 it was 20.06 billion USD.
2. Indians who have made purchases via mobile phones in Q3 2018 was 60%.
3. The total number of digital buyers in India in 2016 was 130.1 million. This figure will increase to 329.1% by 2020 in India.
4. According to IAMAI Report in 2016, there were 300 million internet users in India 200 millions will join by 2017.

**Figure**



According to FlipTrend Survey in 2015 Delhi NCR topped the list as the most online shopping city in India followed by Bangalore, Mumbai, Chennai and Hyderabad.

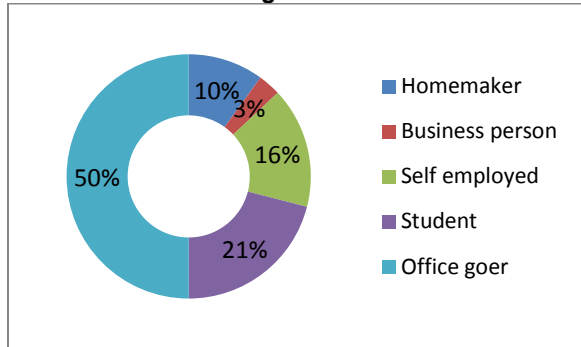
According to survey 2015, consumers are more prone to buy electronic accessories, mobile,

men & women apparels and life style accessories. Although major brands like Flipkart & Amazone provides majority of other products like books, consumer electronics, media and life style.

**Various Contributors to Online Shopping**

Particulars	%
Homemaker	10
Business Person	3
Self Employed	16
Student	21
Office goer	50

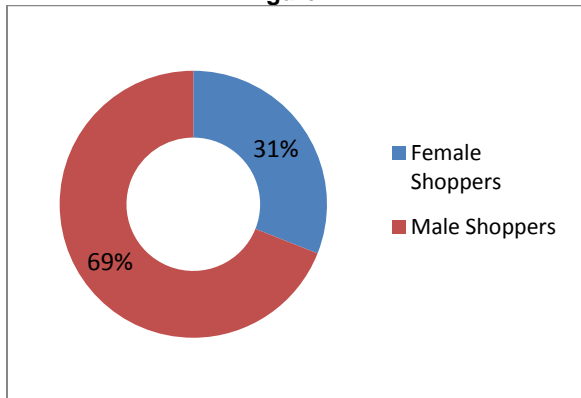
**Figure 1**



According to FlipTrend Survey more than half of the consumers i.e. 50% were those online shoppers who were office goers and didi have enough time to go to shop physically. The second most contributors to online shopping are students (21%), while Self employed people contribute nearly 16% to online shopping.

Online shopping according to Gender	%
Female Shoppers	31
Male Shoppers	69

**Figure 2**



According to another survey Female contribute less than male in online shopping. The survey says that 69% of online shoppers are Male while 31% are Female. This clearly shows that males are more oriented towards online shopping in contrast to females.

Online shopping according to Age Group	%
15-24	31
25-34	42
35-44	15
Above 45	12

**Figure 3**

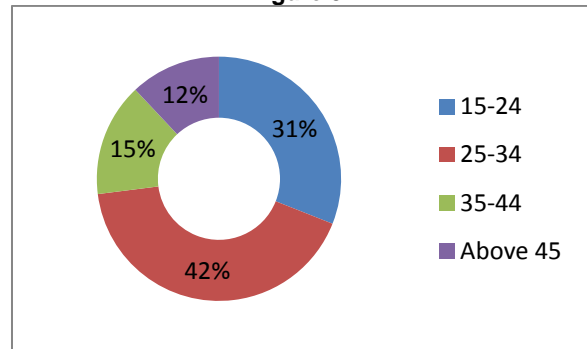


Figure 3 says that people in the age group of 25-34 years age group are major contributors towards online shopping (42%) while 35-44 years age group contributes second most in online shopping (15%). People in the age group of 15-24 years contributes 31% to online shopping while above 45 years age contributes 12% to online shopping.

**Conclusion**

It can be easily concluded through above research paper that online shopping is becoming popular these days. In their busy life, people feel more relaxed and comfortable with online shopping. Similarly in remote areas where there are no shopping options available to people or market is not well defined, so people prefer to online shopping.

This research paper also shows that various shopping sites like Amazon, Flipkart etc. have won the confidence of people by providing them quality products on time.

Various offers and payment options available to customers also enhances the quality to online shopping.

Male are using more online shopping as compared to females.

But this trend of online shopping is somewhere detroying that bond between people when various friends used to meet and had good time, get together as well as shopping; when children used to insist their parents take them to market to buy books, toys etc; when various ladies of colonies used to go in groups in the name of shopping and the joy of going to market with big carry bag!

**References**

<https://www.academia.edu>  
<https://internetretailing.com.au>  
[ac-consumerism.blogspot.com](http://ac-consumerism.blogspot.com)  
[www.channelnewsasia.com](http://www.channelnewsasia.com)  
<https://academicworks.cuny.edu>  
<https://www.researchgate.net>  
<https://m.economictimes.com>  
<https://services.amazon.in>