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CHANGING TRENDS IN ONLINE SHOPPING IN INDIA

DR. PUSHP DEEP DAGAR
ASST. PROFESSOR
PT NEKI RAM SHARMA GOVERNMENT COLLEGE
ROHTAK

ABSTRACT

The study finds out that online shopping is rapidly changing the way people do business all over the world. In the business-to-consumer segment, sales through the web have been increasing dramatically over the last few years. Customers, not only those from well developed countries but also those from developing countries, are getting used to the new shopping channel. Understanding the factors that affect intention, adoption and repurchase are important for researchers and practitioners alike. Online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. The attitude of consumers is changing with the time. In conclusion, Indian consumers are finding online shopping very comfortable because of many variables like cash on delivery, customization or personalization of the websites, home delivery etc.

KEYWORDS

online shopping, e-business.

I. INTRODUCTION

Internet is playing a major role in removing business limitations of past. Today a sales representative of a company can directly reach to a client's doorstep and offer the most satisfying services in a click. Though internet marketing in India is low as compared to the western countries, it is growing at a fast pace. There is a huge online market in India as computer and internet is becoming an inevitable part of our life. The technology is developing day by day as it removes the misconceptions and limitations of the technology in the past. Advanced technologies and web applications with safe transaction assurance are giving enough reasons to the new age Indian buyers to shop online. The best thing about the e-business is that it never phase-out and it demands half of the amount which a retail business does. If the web promotion and up gradation of website are at place, it means you are there to survive in the business for many more years. In last few years many e-commerce websites have come up and competing one another with striking deals like free shipping, coupons, free gifts, easy return policy, and many others. The latest data reveals that Flipkart, Amazon, Snapdeal, Paytm, Myntra, eBay, Jabong, Shopclues, Homeshop 18, and Infibeam are the top ten e-commerce websites in India. Flipkart is one of the biggest Ecommerce giant that arrived as the top among e-commerce websites in India. Commerce via the Internet, or e-commerce, has experienced rapid growth since the early years. It is well known to most of the Internet researchers that, the volume of online business-to consumer (B2C) transactions is increasing annually at a very high rate.

II. OBJECTIVES OF THE STUDY

The present paper is an attempt to examine the emerging trends in online shopping in India. Online shopping in India is an emerging trend for marketers to promote their merchandise in wide geographical area using internet and the trend looks likely to grow upwards over the coming decade. Mobile internet is being enormously responsible for opening up the online world to Indian consumers. There are reports suggesting that by the end of 2013 over 300 million Indians will have access to the internet through mobile phone technology and other platforms, about the same amount of people in USA to put that into context. Reports show that out of the millions accessing the internet in India, over 8 million regularly shop through internet. This figure is set to grow exponentially as well.

III. ONLINE SHOPPING IN INDIA

Online Shopping in India has emerged as one of the fastest growing market and now-a-days a most common trend which people is using to buy any assets. With the growth of Internet over the last 5 years, most of the Businesses have now shifted online and the most successful among them are those who have invested huge amount for opening an Online Shopping Site in India.

Online shopping in India, saw 128% growth in interest from the consumers in the year 2011 to 2012 in comparison to only 40% growth in 2010 to 2011, making 2012 the tipping point for online shopping in India. In terms of product categories, consumer interest on Google search for apparels & accessories (30%) emerged as the second biggest product category after consumer electronics (34%).

As mobile internet user base grows in India, mobile phones is also becoming a contributor in the surge for online shopping with Google witnessing 2X growth in number of queries from mobile phones in the year 2011 to 2012. Currently, 30% of all shopping queries in India come from mobile phones. These trends were also validated with the help of an online research conducted by TNS Australia of the internet users in the age group 18 to 50 from Delhi, Mumbai, Kolkata, Bangalore, Ahmedabad Region, Hyderabad & Pune. 90% of online shoppers are planning to buy more products online which reflect on the positive experience of the users. In terms of top product categories ever purchased online.

Shopping online has never been so easy. With the flourishing numbers of online merchants, people nowadays have various choices to do their shopping. All they have to do are just browse for the product they want in the website and within a few mouse clicks they are off. Such simplicity is what makes online shopping appealing for consumers. The question is, why do many people still deny shopping online? Well, for most people, privacy and security issues are their concerns. Big companies such as eBay and amazon.com have introduced many value added features to help the customers to decide what to shop for. With features such as price comparison, product photos and user reviews, consumers can shop easily and smartly without even going to the stores and having such a hard time looking for the products they want.

IV. ONLINE SHOPPING: ADVANTAGES AND DISADVANTAGES

Online shopping is a form of electronic commerce whereby consumers directly buy goods or services from a seller over the Internet without an intermediary service. There are advantages and disadvantages of online shopping:

ADVANTAGES

Finding a product online is much easier than looking for it in the local store. You can search any product easily by using the search engine feature of an online shopping website. But in store you have to look for it until you find it. Sometime a product can be much cheaper in another country than your country. In this case it would be wise to shop online to save some money.

You don't have to waste your time in going to store and standing in front of the crowd. Freedom of choice is very high in online than shopping from a nearby store. In online you can choose the product you are looking, from a vast range of products. You will enjoy the freedom of price flexibility. If you don't like the price of a product from an online shop, you can switch to other online store to look for cheaper price.

Now a days shopping online is very reliable. The percentage of satisfaction is very high. Dependable websites like Ebay provides buyer protection to motivate people to buy from their site. This highly trusted websites will give your money back if any seller does not deliver the item or deliver an item which does not match with the description. Shopping online is very useful in buying rare products.

There are some products which you don't want to buy publicly. You can buy any kind of product from online web store anonymously to maintain your desired privacy. The progress of online business is actually helping millions of people. Now people can buy and sell from their home. People who cannot afford to buy or rent a shop, can easily open an online store and sell items from their home. This is playing a very important role in reducing the unemployment rate.

DISADVANTAGES

The main disadvantage of online shopping is; you cannot receive the product immediately. You have to wait until the product arrives. Sometime it is better to have an item instantly than keep waiting for it for many days. I would prefer to buy an item instantly if the delivery time is too long. You don't know about the actual quality of the product. Sometimes the description of the product might be different than the actual product. As a result, you might end up with inferior quality product.

Shipping charge and shipping delays are one of the main disadvantages of shopping online. Items are generally cheaper in online web store. But sometime the addition of shipping charge makes the price similar or more expensive than your nearby local store. Sometime you may face Delivery risk. Delivery risk occurs when the seller fails to deliver the original product or delivers a damaged (inferior/duplicate) product due to shipping problems.

Since it is very easy to search & purchase different items very easily and quickly from online, many people end up being an online shopaholic. That means they buy too many things they actually don't need. Online Shopaholic people thinks they are saving money because the cost is very low when you shop from online, but sometime it's actually a waste because you don't need them. As online shopping is becoming very common the number of online scam and fraud is also increasing. This is why a buyer should always buy from trusted websites only because trusted websites would take care of any fraud to maintain their reputation. You wouldn't like to buy any clothing products because you won't be able to know whether they are going to look good on you or not. Returning an item is difficult in case of online shopping. Although seller accepts sells return, they usually want the item within a short period of time and you also have to pay for the shipping charges. Many electronic items are sold without international warranty. So make sure you contact with the seller to verify whether the item has international warranty or not. There are some other rare disadvantages such as credit card fraud, spyware etc.

V. CONCLUSION

Online shopping is rapidly changing the way people do business all over the world. In the business-to-consumer segment, sales through the web have been increasing dramatically over the last few years. Customers, not only those from well developed countries but also those from developing countries, are getting used to the new shopping channel. Understanding the factors that affect intention, adoption and repurchase are important for researchers and practitioners alike. Online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. The attitude of consumers is changing with the time. In conclusion, Indian consumers are finding online shopping very comfortable because of many variables like cash on delivery, customization or personalization of the websites, home delivery etc.

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