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ONLINE SHOPPING IMPACT ON BUYING BEHAVIOR OF CONSUMERS

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ABSTRACT

Technology makes buying faster, smarter, and more convenient for consumers, and supplies endless opportunities for impulse buying. Research of this topic examines influencers for impulsive online shopping, and marketing techniques used to encourage such actions. The aim of this study is to investigate the factors that affect online purchasing behaviour of two consumer groups from two different cities in Tamil Nadu, Nagercoil and Chennai. There are millions of people online any time and they all are a potential consumer in the online market. Since there are so many providers, the most important thing for organisations is to understand what are consumer wants and needs in this competitive business environment. Customer behaviours are influenced by different factors such as culture, social class, references group relation, family, salary level and salary independency, age, gender etc. and so they show different customer behaviours. These differences are seen more specific when it is considered between two different consumer groups from different cities A questionnaire was designed online, since the research was an online consumer behaviour study, online data collection methods were preferred The sample consisted of individuals Nagercoil and Chennai.

KEYWORDS

online shopping, internet marketing, online shopper-tailing.

INTRODUCTION

nowadays, the Internet is being widely used in daily life. The existence of the Internet brought many advantages to individuals' daily lives. With the help of the medium, people can communicate, learn, entertain, buy products and get services. Of course the disadvantages of it have long been discussed; as the virus threat, the risk of personal information theft, spamming etc. However, since the advantages outweigh the drawbacks, most of the people cannot resist bringing it to the centre of their lives. Since the beginning of the Internet, individuals have shown interest to the Internet. According to Internet World Stats' statistics (2012) today more than two billion people linked to the Internet. This number shows that 30 percent of the world population use the Internet. Consequently, the Internet can be used for the competitive advantage by organisations and actually it is a powerful source to use (Hamill, 1997; 300). The Internet have been using for several different purposes. Besides that, it has also brought a different dimension to commercial activities. The Internet has created a new market for both customers and organisations, and has been an alternative market to the traditional market. Web sites provide a chance to search information about products/services, place a comment or give orders (Hoffman and Novak, 1996; 51). Therefore, the previous experiences of marketing have turned into a different segment. Now organisations are taking consider to provide different payment methods, different shipping alternatives and even different web interfaces for different geographic.

STATEMENT OF THE PROBLEM

The major problem with the online purchase is lack of privacy and security in transaction. To be secure, has to follow some guidelines. Online purchase is good as it provides good user experience, huge variety of products, saves time. Moreover, this is good for the people having no time to shop for themselves.

NEED FOR THE STUDY

E-commerce sales in India are expected to rise from \$12 billion to \$30 billion in 2016. 92% of India's 252 million internet users are mobile. Share of mobile internet users in total internet user base was 69% in 2012. It is expected to rise to 87% in 2016. Today, 90% of all media interactions are screen-based via smart phones, laptops, television and tablets. Mobile sites and apps are driving e-commerce. 91% consumers use apps and sites during their purchase journey. Re-targeted mobile ads can boost ad response by 6x. Share of mobile for leading e-com players (%). In travel: Yatra.com 35, ibibo 35. In e-tail: Snapdeal 60, Amazon 35. Others: OLX 75, Freecharge 80 Paytm 54. The industry is estimated to be worth about \$13 billion, or approximately Rs 76,700 crore (according to a study by KPMG and the Internet and Mobile Association of India). E-commerce as a new business model is fast emerging taking away the business from Brick and Mortar shops. Inview of the growing online business there is a need to study the consumer perception, attitude and satisfaction with online stores and also to know the service quality gap. The main benefit of using E-commerce is consumers can shop 24/7. This technology is helpful for people who are busy in their life and do not have time to walk around shops and purchase. People can easily compare the prices of products. If it is affordable and reliable people can buy the product or leave. It is more convenient. Huge varieties and models are there. According to people choice they can pick up the products.

OBJECTIVES OF THE STUDY

1. To explore the demographic, internet usage and online shopping behaviour of respondents.
2. To assess the perception of online shoppers towards online shopping process and benefits.
3. To identify the factors influencing online shopping and online shoppers' satisfaction.
4. The aim of this study is to investigate the factors that affect online purchasing behaviour of two consumer groups from two different cities, Nagercoil and Chennai.

RESEARCH DESIGN

Focusing the objective of the present study, a survey was conducted with the help of a structured questionnaire to collect data about the consumer behaviour for online shopping in Two cities like Chennai and Nagercoil. The structured questionnaire was designed to collect information about demographic profile of the respondents such as age, gender, occupation. In addition to this, various questions related to the experience of internet usage, the purpose of using Internet, types of products purchased online, problems of online purchase etc. were asked from the respondents.

The study is both descriptive and analytical in nature and hence both primary and secondary data have been used for the study.

PRIMARY DATA

The study was undertaken with a well-structured questionnaire, duly filled by the respondents with varying demographical background. The questionnaires were distributed both online and offline.

SECONDARY DATA

Secondary resource provides initial insight into the research problem and include both raw data and published summaries, sources, such as, articles, books, journals, etc. In this research secondary data was mainly collected from Google Scholar website (<http://scholar.google.com>) which provides so many articles and researches.

STATISTICAL TOOLS USED

Percentages analysis being a simple tool has been used to identify the distribution of respondents in each category.

SAMPLING STRATEGY

A sample of 120 respondents from Chennai and Nagercoil has been taken into consideration, using convenience sampling method.

LITERATURE REVIEW

This section starts with the literature review with the concept of the Internet and electronic commerce and continue with online shopping term which means that many online shopping features will be analysed. Moreover, theories behind consumer behaviour are also presented regarding identification of the influencing factors.

THE INTERNET

20th century has been an era that, social, economic and political changes have occurred. Along with the globalism, disappear of the borders, technologic developments and unavoidable passing to the information society has deeply affected and changed the current rules of the business world. Especially, in the last parts of the 20th century with rapid changes in the information technologies, computers have become an integral part of the life. With the developments in the information and communication technologies over these years, computers' capacities have grown rapidly and local networks have become a network that connects all the computers in the world, the Internet. In the information era, the Internet has become more and more necessary.

Nowadays computer and the Internet have been indispensable tools for our daily life in conjunction with the rapid development of knowledge and technology. With the rise of this new technology 'Internet' individuals have started searching everything they want from this medium. Moreover, it is a commonplace of information gathering. Those technologies loom large in our social life and business life as well.

THE CONCEPT OF E-COMMERCE

The internet technology, appearing during the last quarter of the 20th century and having been used frequently for few years in daily lives, has influenced all parts of our lives in a short time. The changing in technological area all over the world have changed the concept of information and communication. The use of internet for commercial purposes gave rise to the existence of the electronic commerce (e-commerce) phenomenon. With the implementation of these information and communication technologies by commercial institutions in order to support business activities, electronic business concept was developed. Electronic commerce, also referred as e-commerce is defined by Oxford Dictionary (2012) as 'commercial transactions conducted electronically on the Internet'. Another definition made by Financial Times (2012) as a buying and selling activity over the Internet. To sum up e-commerce can be defined as the buying, selling and exchanging of goods and services through an electronic medium (the Internet) by businesses, consumers and other parties without any physical contact and exchange. 'The rise of these new information and communication technologies and of Internet users, has introduced a new marketing reality' (Xavier and Pereira, 2006). This new presence changes the relations between the players. Furthermore, businesses have realised and seen the importance of the Internet and it has become that e-commerce in the business context, for most companies, can be seen as a complement (Shaw, 2006; XV). The importance of the competitive power and superiority has come to foreground and organizations' understanding of competition has changed dramatically. In today's world businesses use electronic commerce channels to communicate with customers and to increase competitive advantage (Lee and Lin, 2005; 161).

ONLINE SHOPPING

Due to technological innovations, the traditional way of shopping has become insufficient for individuals. Individuals now prefer easy ways to reach brands and stores and it can be said that that 'The Internet has fundamentally changed customer's notions of convenience, speed, price, product information and service. As a result, it has given marketers a whole new way to create value for customers and build relationships with them' (Kotler and Armstrong, 2012; 532).

The e-commerce sector has continued its growth in recent years. The numbers demonstrate that 'e-commerce is taking a bigger slice of the overall retail sales pie and is growing far faster than retail sales' (Internet Retailer, 2011). E-commerce provides consumers more choices, more information and more ways to buy. Moreover, e-commerce will remain as a medium to sell products, services and content over the internet (Korper and Ellis, 2001; 1). As a result, individuals can buy or sell anything, 'at any time, from anywhere through online shopping' (Ko, et al., 2004; 20). According to the latest datas, more than two billion people use the internet worldwide which equals to 30 percent of the world's population. Furthermore, individuals spend 5 percent of their total time on the internet with online shopping activity. (We are social, 2012).

In the United States, online shopping demonstrates an increasing trend just like the other parts of the world. In 2011, online shoppers had spent \$202 billion and in 2012 this number estimated to be \$226 billion. Moreover, it is forecasted that 'online shoppers in the US will spend \$327 billion in 2016' (Internet Retailer, 2012). In addition, in 2016, reports say that 192 million people will prefer to shop online rather than in stores.

ONLINE SHOPPING ADVANTAGES**CONVENIENCE**

- By sitting back at home one can now shop anything online by several clicks of mouse buttons.
- Travelling, traffic blocks and parking constraints in real world shopping can be avoided while shopping online.
- No worries about weather conditions as well.
- No need to carry any load or weight from shop after purchase.

FLEXIBILITY OF SHOPPING

- Online shops have no holidays, closing times or any other problems. One can shop 24 hours a day, 7 days a week and 365 days a year.

FACILITIES AVAILABLE

- Easy Product search and comparison at one place
- Wide choice of products
- Price comparison and quality comparison of the products and services are possible.
- Provides customer reviews about each product; one can easily find out what other customers think about the product or services before buying it.

OTHER BENEFITS

- Saves time in comparison with real - world shopping.
- Shoppers often read store ratings or reviews by other customers if they are not familiar with some online stores.
- No pressure from sales personnel.

DISADVANTAGES OF ONLINE SHOPPING

- Lack of personal interaction.
- Tangibility factor - one can view the products only in electronic catalogues.
- Online malls still use the old fashioned images in product catalogues which mislead consumers.
- Shipping cost may sometimes be more than the actual cost
- Lack of online security and privacy
- In certain cases shoppers must rely only on web sites text and images.

Online shopping can be a real delight if the buyer takes certain precautions.

ONLINE SHOPPING AND CONSUMER BEHAVIOUR

With the emergence of the Internet, Internet-based electronic commerce developed and this environment provide individuals to reach information about products and services easily. Moreover, commercial organisations have moved to incorporate the World Wide Web into their promotional campaigns, and by offering the facility of online purchasing and like many other innovations 'online shopping' has become a part of our lives.

It is no secret that businesses' main goal is to sale and sale is provided for other party, consumers. Therefore, for commercial activities, analysing consumers' behaviours is crucial (Deaton and Muellbauer, 1980, Solomon, 2006, Wright and et al., 2008) and since there is no face to face interaction in online businesses, it becomes more important to understand key features of consumer behaviours. Rogan (2007, cited in Nazir, et al., 2012) indicates the importance of the relationship between the marketing strategy and the behaviour of consumer. He illustrates that 'the strategy is about increasing the probability and Respondent of buyer behaviour and requirements for succeeding in doing this are to know the customer and understand the consumer's needs and wants'.

FACTORS THAT AFFECTING CONSUMER BEHAVIOURS, CONSUMER CHARACTERISTICS IN THE ONLINE MEDIUM

Consumer behaviours can be explained in four dimensions which are personal characteristics, psychological characteristics, social characteristics and cultural characteristics (Wu, 2003; 38, Kotler and Armstrong, 2010; 161). Identifying these characteristics are crucial to decide marketing strategies and to target correct consumer groups.

PERSONAL CHARACTERISTICS

Characteristics of a person, is an important factor affecting the purchase decision process. Personal factors include age, gender, occupation, income status, education, life style.

In online shopping researchers, most of the studies are conducted on young adults because of their familiarity with ICT (Lester et al., 2005). Kau, et al. stated that (2003;150) traditional shopping mostly have been chosen by older individuals (40 years old and above). Researches about young adults are also helpful to predict future consumer behaviour easier. Young adult generation have more options with respect to other generations and they are more conscious, give their decision by themselves, they choose what they prefer easily. In addition, cross-shopping is more intense in this consumer group (Vasquez and Xu, 2009). Younger individuals usually have interest in using new technologies to search for information and evaluate alternatives (Monsuwe, et al., 2004). Internet is perceived as a risky environment by older individuals since older people have less knowledge about the Internet and new technology and they also insist to try products before purchasing.

PSYCHOLOGICAL CHARACTERISTICS

Smith and Rupp (2003) argue psychological factors of consumer behaviours in the online shopping context. Online consumers psychologically deal with themselves and they frequently questioning themselves. Motivation make consumers to ask themselves, should they look a better price or should they shop online more often and these kind of questions. Perception is one of the important factor and make consumers examine the security of the web site or the quality of the product. In this case the seller organisations have to be successful in terms of providing customers a confidence. Another psychological aspect is personality. The personality factor may drive consumers to ask themselves what kind of web sites are best suited for their personal preferences. Personal preferences manage consumers to decide. The fourth one is attitude and attitudes can change easily, therefore marketers are many interested in these features (Wu, 2003; Consumers try to find out what they like or not in respect to a particular situation. The last factor is emotion; they may consider their last experience. Consumers are affected choices and emotion alert with the experience of their choice.

SOCIAL CHARACTERISTICS

The social influence comes from the reference groups. For the online consumers reference groups are identified as virtual communities, consisting of discussion groups on a web site. Other people's experiences, opinions have shown in this medium and affect consumers (Christopher and Huarng, 2003). Another one are contact links, web site links related to the product or the service, which make individuals ensure about the decision. According to Kotler and Armstrong (2007) the effects of the Reference Groups are mainly based on the belief that a person's behaviour is influenced by many small groups. Family is one of this reference group. There are different ways that reference groups influence an individual's attitude, they may expose a new behaviour or life style or may create a pressure to accept the attitude.

CULTURAL CHARACTERISTICS

Smith and Rupp (2003) stated that different social classes create different behaviours. Consumers from lower social classes would not have the same properties such as higher intention to buy or higher probability like higher social classes. Furthermore, Kotler and Armstrong (2007) discussed that culture set values and beliefs in the early ages therefore person's wants and needs are driven by this settled features. Almost everything we do; how we give and receive information, make decisions, lead and manage, working teams, use time is influenced by culture. Hofstede (1991; 5) defined culture as 'the collective mental programming of the mind which distinguishes the members of one group or category of people from another'.

COUNTRY CULTURE

The culture of the country influence and drive individual's thoughts, moves and decisions. The culture of the country is a very important factor, and also shapes online shopping behaviour of the consumer. For instance, different cultures from different countries influence differently consumers' attitude, consumers perceive products and services differently. What is more, some individuals may trust to some conditions whereas some may not such as to trust a company since it encourages group decisions, while in another individualistic actions are more important than it (Simon, 2001,

CUSTOMER LOYALTY

In the last century, technological advances leading to very large changes on marketing. Consequently, it offered new opportunities and also led to even greater competition they are facing. This make businesses to leave classical management mentality and to adopt new business and market strategies. The internet, which becomes a part of daily lives, also become a part of everyday shopping. To retain customers, who are just a few keystrokes away from any web sites without any constraint, has become very difficult. In case of any dissatisfaction, these customers would prefer a high number of competitors and the switching cost is almost absence, thus in online environment, e-stores is to make it even more important to ensure customer loyalty.

TRUST

Park and Kim (2003; 17) stated that consumers' trust to a provider or supplier results with becoming committed to the company. Trust issue is exceeding with a few successful transactions, after individuals start feel safe and believe that this supplier answers their needs and wants. On the other hand, provided information is another issue in terms of online shopping for Park and Kim (2003; 17). Since online shopping is an activity which related to a computer-system, individuals cannot touch or feel products. Therefore, their decisions based on the information that provided by online retailer. Information issue not only important in terms of availability situation, it is also important in convenience and personalisation concept. Web site design, access to information, access time to information also influence on behaviours of consumers.

RESEARCH FINDINGS & DATA ANALYSIS

DEMOGRAPHIC VARIABLES

Demographics features of the respondents were gathered from the first questions of the questionnaire and exhibited in the tables below.

TABLE 1: DISTRIBUTION OF RESPONDENTS IN TERMS OF THE COUNTRY

Cities	Respondents	Percentages
Chennai	60	60%
Nagercoil	40	40%
Total	100	100%

The results indicated that out of the 120 respondents in this survey, 50 % of the respondents were from Nagercoil and 70% of the respondents were from Chennai.

TABLE 2: RESPONDENT DISTRIBUTION OF THE RESPONDENTS WITH RESPECT TO THEIR GENDER

Cities	Gender		
	Female	Male	Total
Chennai	25	45	70
Nagercoil	20	30	50
Total	45	55	120
Percentage	37.5	45.8	100

Source: Primary data

Table 2 presents the gender profile of the respondents. The above shows that 120 respondents who have answered the questionnaire regarding their use of online shopping in total 37.5% was female and 45.8% was male.

TABLE 3: RESPONDENT DISTRIBUTION OF THE RESPONDENTS WITH RESPECT TO THEIR AGE GROUP

	Age Group					Total
	Under-20	21-30	31-40	41-50	51-above	
Chennai	5	35	10	10	10	70
Nagercoil	5	22	12	8	3	50
Total	10	57	22	18	13	120
Percentage	8.3	47.5	18.3	15	10.8	100

Source: Primary data

Five categories were used gathering information about the age of the respondents. Respondents who were in the age group of 21-30 were composes the majority of the respondents both in two countries and the total rate is 47.5%. 18.3% of the respondents belong to the age group of 31-40, 8.3% of belong to under 20, 15% belong to 41-50 and 10.8% belongs to the age group 51 and over. Age group data of respondents show that the survey mostly represented by a young group.

TABLE 4: RESPONDENT DISTRIBUTION OF THE RESPONDENTS WITH RESPECT TO THEIR MONTHLY INCOME

	Monthly Income					Total
	below-10000	10001-30000	30001-60000	60001-90000	90001-above	
Chennai	10	20	10	10	20	70
Nagercoil	7	15	8	10	10	50
Total	17	35	18	20	30	120
Percentage	14.1	29.1	15	16.6	25	100

Source: Primary data

Big part of the respondents consists of the low and middle-income individuals. Since the biggest part of the survey composed students this result is predictable. 14.1% of the respondents have less than 10000 monthly incomes. 29% have 10001-30000 income who are mostly students. The remaining 15%, 16.6% and 25% of the respondents had a salary range of between 30001-60000, 60001-90000 and 90001 and above respectively.

TABLE 5: MOSTLY BUY PRODUCTS AND SERVICES OVER THE INTERNET

Product and services	Chennai		Nagercoil	
	Respondent	Percentage	Respondent	Percentage
Music, Computer Games	6	5.0	3	2.5
Computer Products, Software	9	7.5	8	6.7
Clothing, Accessories	18	15.0	12	10.0
Food, Drink	2	1.7	1	0.8
Perfume, Cosmetics	3	2.5	3	2.5
Electronic goods	11	9.2	10	8.3
Household goods, furniture	8	6.7	6	5.0
Theatre, cinema tickets	2	1.7	1	0.8
Travel tickets	3	2.5	1	0.8
Books	2	1.7	1	0.8
Sport tickets	3	2.5	2	1.7
Sporting goods	2	1.7	1	0.8
Hobby goods	1	0.8	1	0.8
	70		50	

Source: Primary data

For understanding what kind of items are bought online mostly by the respondents they were asked to choose 13 product/service types and they were also allowed to choose more than one and one an 'other' option has been put to see different responses. According to Table 5, respondents from Chennai and Nagercoil mostly bought items are Clothing, Accessories on the Internet. This proportion is higher in Nagercoil than Chennai (15% and 10%).

TABLE 6: DO YOU GO TO THE STORE TO SEE THE PRODUCT BEFORE PURCHASING ONLINE?

	Chennai		Nagercoil	
	Respondent	percentage	Respondent	percentage
Yes	25	20.8	20	16.7
No	45	37.5	30	25.0

Source: Primary data

Respondents were asked if they prefer before purchasing online, would like to see and feel the products or not. 37.5 of the respondents from chennai did not feel that need while them buying, this means that provided information on the Internet is enough and trustable for them. On the other hand, 20.8% of the respondents answered that they want to go to the store even though they buy online. In Nagercoil 25% of the respondents indicated that they do not go to the store to see the product however 16.7% replied that they prefer going to the store to be sure about the product

TABLE 7: THE WAY OF REACHING SHOPPING WEBSITES

	Chennai		Nagercoil	
	Respondent	percentage	Respondent	percentage
With the recommendation of a friend	26	21.7	18	15.0
With advertisements in the press and the media	18	15	14	11.7
With the search engines	12	10	10	8.3
With links (e-mails)	9	7.5	5	4.2
With following the computer magazines	5	4.2	3	2.5
Total	70		50	

Source: Primary data

The collected data from Chennai and Nagercoil respondents suggest that individuals mostly trust on their friends suggestions (21.7) (15%). In this context, having a good experience with online shopping reflect to other individuals and drive them to shop online as well. Moreover, membership invitations from other users are also a helpful channel to reach shopping web sites for shoppers.

TABLE NO 8: STATEMENTS REGARDING THE PERCEPTION OF RISK

	Chennai		Nagercoil	
	Respondent	percentage	Respondent	percentage
Online shopping is not safe	12	10.0	13	10.8
It is a risk not to see the product in real	15	12.5	11	9.2
It is a risk to give identifying and credit card information	13	10.8	9	7.5
The product may come different from the website	18	15.0	13	10.8
Delivery of the product might not ever	7	5.8	3	2.5
Delivery time is longer than that realisable	5	4.2	1	0.8
Total	70		50	

Source: Primary data

In general, respondents in Chennai and Nagercoil neither think the process of using the Internet for shopping is not safe(10%,10.8)). Moreover, regarding to the risk of online shopping respondents replied that giving identifying and credit card information is a risky activity for the respondents from two cities (10.8,7.5).Individuals generally found it risky not to see the product before buying (15%,10.8) and they did have a thought that the product may not come same as.

TABLE 9: GENERAL STATEMENTS ABOUT ONLINE SHOPPING

	Chennai		Nagercoil	
	Respondent	percentage	Respondent	percentage
Shopping on the Internet save time	12	10.0	13	10.8
There is an option to have access to more products	15	12.5	11	9.2
Products on the Internet is cheaper than the store	13	10.8	9	7.5
There have access to more information about products	18	15.0	13	10.8
Product options can be compared easily.	12	10.0	4	3.3
Total	70		50	

Source: Primary data

Shopping on the Internet is seen as a time-saving activity for respondents (10%,10.8%). Moreover, they think that via the Internet it is possible to access more products (12.5%,9.2%) and they are agreeing that products on the Internet is cheaper than the store, respondents from Chennai had a higher perception about that (10.8%,7.5%).

TABLE 10: THE EFFECT OF OPINIONS AND EXPERIENCES ON ONLINE BUYING BEHAVIOR

	Chennai		Nagercoil	
	Respondent	percentage	Respondent	percentage
Family effect	32	26.7	16	13.3
Friend effect	23	19.2	21	17.5
Discussion forums effect	15	12.5	13	10.8
total	70		50	

Source: Primary data

The table above shows the influence of family, friends and online discussion forums during the online purchasing decision on individuals who participated in the survey.

CONCLUSION

One of the key and significant factors in online shopping is consumer satisfaction. Online shopping frequencies of the two samples are different; and Chennai consumers shop online more frequently relative to Nagercoil consumers. The reason for this result could be the security perceptions in the sample as expressed by the disadvantages of online shopping mentioned. For both Chennai and Nagercoil consumers, a concern for security is one of the important disadvantages of online shopping. For Nagercoil and Chennai customers, online shopping has disadvantages such as security concerns, not having sufficient information about products, and not having the chance of physically trying the goods which are all related to trust. The current study is descriptive in nature and it has made an attempt to understand the behaviour of both consumers towards online shopping. The e-stores are frequently visited by the shoppers. The ease and convenience provided by these stores for 24x7 has made very easy shopping for consumers worldwide. The analysis discussed in the above section has documented that the both customers are also getting addicted to the online shopping and they do like various features of online shopping as by rest of the world. The majority of internet users are youngsters, the majority of goods and services demanded are related to only this segment. The analysis of online shopping website quality as an important factor affecting shopping behavior was beyond the scope of this study.

SUGGESTIONS

The following are the suggestions offered for the effective functioning of E-commerce.

1. It is suggested that age has been found to have influence on online purchase. Internet usage has not diffused uniformly among all age groups, hence the difference in attitude towards online purchase.
2. It is suggested that the online buyers should have reliable and dependable after sale service. The facility of after sale service will go a long way in increasing the volumes of business of online stores. The severest limitation of online stores is lack of post sales service facilities. Further, it is suggested that online stores should start their after sales service in all metropolitan and cosmopolitan cities to provide after sale service.

3. Packaging is the backbone of E-commerce. The survival and growth of e-commerce depends on packaging. Poor packaging leads to the poor consumer satisfaction which will ultimately lead to undermining of e-commerce. It is suggested that the online buyers should have a safe and secure packing of their products.
4. Mode of payment plays a crucial role in the success of a e-commerce company. The buyer should have a choice to see the product at his home through door delivery and then make cash payment. To win the confidence and credibility of online buyers payment on delivery facility should be extended to the buyers. Hence it is suggested that online stores should provide on delivery of payment option to the buyers.
5. Replacement of damaged product is a good business practice for online stores. It acts as an incentive and motivation for online buyers. It is suggested that online stores should take back the damaged products and deliver the new products to the online buyers. This will increase the consumer satisfaction and good will of the company.
6. It is suggested that online business requires 100% satisfaction of consumers for its survival and growth. Even if a small percentage of the online buyers are not satisfied through social media they can ventilate their dissatisfaction which will have far reaching impact on ecommerce.
2. It is suggested that the prices of the products sold through online should also be low and within the reach of the buyers as the lower price is the influencing factor.
3. It is suggested that the wide range of products must be made available to the consumers for online purchases as it is the key influencing factor for the consumer.
4. It is suggested that e-commerce companies should transact with all the online buyers in National and Regional languages also. So to reach out to the large number of semiliterate people across India.
5. India has poor roads and highways make logistics difficult which is a hindrance for the growth of e-commerce in India. Hence it is suggested that the Government should undertake development of roads and express ways enabling smooth shipment of products to the nook and corner of India.

DISCUSSION

Consumer perception towards online purchase is better in India. Maximum numbers of respondents feel that online purchase is having easy buying procedures; others think that they can have wide variety of products, Lower price of the products, various modes of payments etc. Most of the respondents think that Availability of online information about Product & Services is excellent. Internet is providing companies new channels of communication and interaction. It can create closer yet more cost effective relationships with customers in sales, marketing and customer support. Companies can use web to provide ongoing information, service and support. It also creates positive interaction with customers that can serve as the foundation for long term relationships and encourage repeat purchases. The internet is fast emerging as a domain sales channel. The Internet is expanding & it influences consumer which shifts the consumer behavior. It has changed the way product awareness is created, developed new modes of product consideration. It also creates new means of purchasing products. This has brought new opportunities, challenges and threats (in the form of competition) to both existing and new business. With internet penetration improving in the country, smart phones becoming affordable and lifestyles becoming hectic, the way people used to shop are changing. Also with a huge chunk of young and working population, Indian demographics are a delight for e-commerce retailers. A good shopping experience and value for money becomes the initial motivation for choosing shopping destination. With the advancement in internet technology, the connectivity of customer to internet becomes very easy. With lot of pros with comparison to in store shopping, customer started purchasing online. Price and offer's become the first most important factors to attract customer to shop online. The customer also seeks convenience in shopping, which he gets as in terms of shopping sitting at home, saving time, wide variety, prompt delivery, cash on delivery, money back guarantees, well established customer service centers. Online shopping influences shopping patterns and is expected to influence even more in the future with improvements in technology. Online shopping has made shoppers more knowledgeable than ever before. Consumers are becoming more efficient by shopping online and more effective because of ease of information accessibility online. Many shoppers go online for research purpose rather than purchase purpose. Prices and features of products can easily be compared to make an informed purchase decision. Information on products can be obtained from anywhere at any time. The purchase is then made online or from a more tradition store. Especially for more expensive purchases, shoppers tend to take advantage of the availability of information online, replacing traditional methods of going from store to store in order to compare prices and look for the best buy.

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