E-Shopping: Changing Buying Behaviour Among Shoppers in India

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ABSTRACT
This paper focused to the modern concept of shopping is internet retailing or e-Retailing. Information Technology revolution is the incredible speed at which information is transmitted and at which technology bears down on society, constantly providing new ways of communicating, of preserving and accessing knowledge, and of tracking persons and objects. These changes have brought with them tremendous opportunities to enhance older ways of doing business. This studies the changing buying behaviour among traditional shoppers day by day in India. A conceptual model of online shopping is presented and discussed in light of existing empirical studies areas for further research are discussed.

Keywords: Online shopping, Traditional shopping, Advantages and Disadvantages

INTRODUCTION
Electronic Shopping is a recent phenomenon in the field of E-Business and is definitely going to be the future of shopping in the world. Most of the companies are running their online portals to sell their products and services online. Though online shopping is very common outside India, its growth in Indian Market, which is a large and strategic consumer market, is still in line with the global market. The potential growth of on-line shopping has triggered the idea of conducting a study on on-line shopping in India. Nothing is predictable in India except change. The internet revolution has brought about a paradigm shift in the way things are done. The Internet and worldwide web (www) have dramatically changed the way consumers seek and use information. The Internet, which was earlier conceptualized as a tool for enchasing information, has become an important place of business these days. For businesses, the key to survival in the future depends on how well they can integrate this medium in their business model today. In order to sell anything over the internet, they have to take into account that what consumers buy, why they buy, how they buy how they buy, who their customers are, what their spending habits are like and the products and services they prefer compare betterment of traditional shopping.

INTERNET USERS IN INDIA SET TO REACH 243 MILLION BY 2014:
The number of Internet users in India is expected to rise 18.53 percent in the coming eight months to reach 24.3 crore by June 2014, on the back of higher adoption of mobiles as a means to access the Internet, a report Wednesday alleged. India is also expected to overtake the US as the second largest Internet base in the world by the same time."The report estimates that by June 2014, India will have 243 million Internet users, at which point of time, it is expected to overtake the US as the second largest Internet base in the world," the I-Cube 2013 report, released by the Internet and Mobile Association of India (IAMAI) and IMRB International held. At present, China leads with more than 300 million Internet users while the US has an estimated 207 million Internet users.

The report reflection the number of Internet users in India has reached 20.5 crore as of October this year, registering a year-on-year growth of 40 percent over last year and by December 2013, it is expected to reach 21.3 crore. "The Internet in India took more than a decade to move from 10 million to 100 million and only 3 years from 100 to 200 million. From here on, we can hope to develop a robust Internet ecosystem with a multitude of local and global players and a thriving Internet economy," said IAMAI Chairman Rajan Anandan. The report said Internet access from mobile devices will see huge growth in the coming years."Mobile Internet is going to be the next game changer for
Internet in India." it added. The report said the number of mobile Internet users has witnessed a steady rise, with 11 crore users in October and is estimated to reach 13 crore by the end of December this year. "Mobile usage and hence, mobile Internet usage has seen huge jump from the 2012 penetration levels. Compared to the 0.4 percent mobile Internet users in 2012, the penetration has grown to 2.4 percent, indicating a substantial growth in the mobile Internet user penetration levels," the report said. Of all the active Internet users, close to 90 percent use Internet for online communication and under this, e-mail communication commands the highest share of 78 percent.

"Social Networking continues to be the rage with 75 percent of the users engaging in it actively while 69 percent use the Internet for entertainment," it said. Apart from listening to songs and watching videos online, sizeable number of users is downloading mobile value added services (VAS) and online shopping has also picked up in a big way, it said. "Every second active Internet user claims to have bought something or the other over the Internet," it added.

**BRIEF HISTORY OF ONLINE SHOPPING**

The concept of online shopping developed gradually, after the launch of the World Wide Web. In 1990 Tim Berners-Lee created the first World Wide Web server and browser. It opened for commercial use in 1991. In 1994 other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. In 1995, Amazon launched its first online shopping site, and in 1996, e-Bay appeared. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many retail companies have in track of using internet with the plan of unwanted costs, price, easily order format, easily faced competitive marketing costs and other costs also in our mindset fixed. Basically also use the internet to transfer of information transformer for retailer to shoppers. Hence Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities the will receive if they purchase the product from a particular store.

**ONLINE SHOPPING IN INDIA**

"Buying and Selling Online introduces the largest revolution in retailing since the first department store was opened. The principle difference is that this covers the planet."

-Anonymous

Shoppers’ opinion about shopping has been changed with the introduction of internet media. Retail industry has witnessed major revolution in the changing technology oriented business scenario of 21st century in India. Internet has shrunk the entire World. The rules of the game in retailing are fast changing with the introduction of Information Technology. The e-Retailing website is the front door of the online store that interacts between the e-retailer and consumers. The electronic retailing is the model of selling of retail goods using electronic media, in particular, the internet. E-Retailing is a subset of e-Commerce. E-Retailing accounts for about 10% of the overall growth of e-Commerce market. The growth in the e-Retailing market is driven by the need to save time by urban India. It is estimated that 2.5 billion internet users, access to internet has played a significant role in growing the business markets. The Internet gives retailers an instrument for: expansion target markets, attractive consumer relationships, extending product lines, civilizing cost competence, improving consumer communications, and delivering customized offers. Changing youthful India, changing lifestyles and exposure to the developed markets give a fillip to e-Retailing industry. One can buy anything from stereos to iPod’s without stepping out through internet media. E-Retailers serve 24 hours x 7 days in a hassle free manner to consumers. Along with advantages of e-Retailing some major issues are associated with e-Retailing such as lack of personal touch; cyber crime; bargaining is not possible and e-illiteracy among rural India. But with all, we can say that Prospect of e-Retailing market is bright in India. Consumer’s cognizance; internet literacy of consumer and wider use of internet with cyber security are some of the important factors which are vital for the sustainable development and growth of e-Retailing in India.
The following figure displays the online shopping development stage by stage.

**Figure-1**

The above figure 1 displays the most common types of products purchased online, in that 69% of shoppers purchase the electronic goods and next following books, clothing goods, household goods etc.,

**Figure-2**

The above figure 2 displays that more likely to purchase products on online in that 80% of shoppers would more likely to purchase products on online for free shipping and next following 1 day shipping, free return and exchanges etc.,

**Figure-3**

The following table displays the commissions of leading Indian ecommerce sites.

<table>
<thead>
<tr>
<th>Affiliate Programs &amp; Commissions of Leading Indian Ecommerce Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ecommerce Site</strong></td>
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<tr>
<td>infibeam.com Affiliate</td>
</tr>
<tr>
<td>amazon.in</td>
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<tr>
<td>HomeShop18.com</td>
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<tr>
<td>ShopClues.com</td>
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<td>tradus</td>
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<td>myntra.com</td>
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<td>jabong</td>
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<td>ebay.in</td>
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<td>snapdeal</td>
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<td>yebhi.com</td>
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<tr>
<td>rediff Shop</td>
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</table>

Source: http://trak.in
The above figure 3 shows that Indian leading shopping websites like Flipkart, infibeam.com, amazon.in etc.

COMPARISON SHOPPING WHEN ONLINE SHOPPING

Online shopping is the ability to comparison shop easily. Instead of running around to several different traditional stores and trying to remember or write down details such as prices and features, the shopper can simply open two or more browsers to easily compare more than one item. Additionally, there are several websites and online retailers which make comparison shopping even easier. These websites may even provide charts which compare features for similar products to enable the online shopper to make an accurate comparison of two or more items before making a purchase. Another advantage to comparison shopping online is it gives the consumer the ability to compare items which may not be available in his location. This is important because some items may only be available in certain parts of the country. This can make comparing items difficult for traditional shoppers. However, online shoppers are easily able to make these comparisons and learn more about similar products which helps them to make the best possible decision.

NEW SKILLS FOR E-SHOPPERS

Online shopping is different from traditional shopping. There are potential risks as well as many potential benefits. There are several issues that e-shoppers must consider, including:

**Use the latest version of your browser:** By using the latest version, you will be obtaining the latest in security technology used by your browser.

**Know your ISP (Internet Service Provider):** Ask your internet service provider about its security system. Find out if its equipment is secure and if its cabling is secure.

**Consumer privacy and security issues:** Before you can buy something online, the seller normally will ask you to complete a form that is sent back to the originating server. You supply information about yourself and send it off. If the information you give them is not very private, you don’t have to worry.

However, if you are including sensitive information about yourself such as name, email address, mailing address, telephone number, credit card number, and Social Security Number, then you must make certain that you know where your information is going and how it is going to be used. Sometimes consumers are asked to “join” a web site in order to view or use it. Unless you know who will receive the information, do not provide personal information. If you have to provide a lot of personal information to use a website, ask some key questions:

- Is the information requested by the form really necessary?
- Do I trust the owners of this site with my information?
- Is the site secure?
- Does the site have a security/privacy policy? The policy should be easy to find on the website and easy to understand.
- Is this a reputable business?
- What happens to my information if the website goes away if the company goes out of business?

GROWTH DRIVER OF ONLINE SHOPPING

Most online Indian view online shopping as a way to save time and a convenient way to buy products, but most also express discomfort about sending personal or credit card information over the internet. A number of factors are stimulating growth and usage of the online channel for retail purchases by consumers in India:

- Consumers seeking greater value in their purchases
- Greater variety/choice of goods
- Widespread usage of mobile devices
Increasing level of sophistication and comfort amongst consumers across all age groups
Use of social media by both consumers and retailers to drive brand awareness
Proliferation of group buying sites.

MOST IMPORTANT REASON FOR SHOPPING ONLINE

Online shopping is becoming increasingly popular for a variety of reasons. There are certainly outside factors such as increasing gas prices, difficulty getting to traditional stores and the hassles often associated with shopping in malls and other traditional stores may contribute to the increased interest in online shopping. However, there are also many benefits which make online shopping an excellent option for many active shoppers. Some of these benefits include convenience, comparison shopping capabilities and express shipping options and this paper will discuss each of these reasons in further detail has follow:

- Lower prices online than in a store
- More comprehensive product range/ I can purchase goods which I can't get at a physical store
- Find what you want more quickly/saves time/'quick and easy
- 24/7 access
- Convenience of shopping from home (avoid queues, crowds)
- Easier to locate product I am looking for
- Can shop when physical stores are closed
- Don't have to carry/transport the items
- More product information to help make decisions
- Free delivery of goods
- There was a special on-line offer
- More choice of second hand items
- The items are only available on line

LOWER ONLINE PRICES IS INCREASINGLY IMPORTANT TO CONSUMERS

Lower prices are the key driver for shopping online, with something like 55% of Indian online shoppers indicating that lower prices than in physical stores is the most important reason why they shop online. The percentage was even higher for Indian shopper who purchased from offshore sites with 57% of respondents citing that lower prices were the key driver. This driver was consistent both genders and all demographic groups. Also, improved search engine functionality, price comparison sites and a rising penetration of smart phones, which allow anytime, any location accessibility as well as barcode scanning, are all increasing pricing transparency and allow consumers to obtain easily the best value proposition in their market.

Consumers aged 15 to 25 identified this factor as their most important reason for shopping online. This not only has implications for retailers currently targeting this demographic, but is perhaps an indication of the changing habits of future consumers. The ‘price factor’ in combination with the continued strength of the Indian is driving growth in online shopping overseas, where economies of scale and other structural differences allow consumers to access a wider variety of goods at lower prices.

Over the past year, online shopping has received significant mainstream media attention, particularly with regard to substantially lower pricing from international retailers representing a threat to local multi channel retailers. This has undoubtedly raised consumer awareness about online shopping locally and overseas. Retailers are also now giving more prominence to online channels through various marketing efforts, which is also likely to be contributing to consumer awareness and uptake. This will continue to drive future growth in this channel.
MOBILE DEVICES ARE A KEY ENABLER TO GROWTH IN ONLINESHOPPING

The research also indicates that mobile devices usage is gradually shifting across a broader range of age groups, with the primary shopping activities being ‘finding a nearby store’ (50%) and comparing prices while shopping in store (36%).

Shopping on a tablet device is still in its infancy; however there has been a notable rate of uptake in 2012 compared to 2013. This will continue to grow over the next 12 months as a greater range of tablet devices come onto the market with lower prices.

ONLINE DELIVERY SERVICE IMPROVES

Although delivery has represented a significant barrier for the uptake of online shopping, recent improvements in local delivery service is also instilling greater confidence amongst consumers. This has been driven by the major logistics providers investing in infrastructure and improving their online shopping delivery processes. Advancements in technology, such as high resolution imagery, video content, detailed descriptions, product recommendations and reviews are also bridging the gap between shopping online and the in-store experience.

ADVANTAGES OF SHOPPING ONLINE

The Internet and the World Wide Web (www) have dramatically changed the way consumers seek and use information. Whether they are shopping for information, shopping for goods and services, or using on-line services, today’s savvy consumers must learn how to manage this important new resource. Online shopping, also known as e-commerce (electronic commerce), has become increasingly popular. When you are shopping online through your computer, you can shop for, buy and pay for an item right at your computer screen. With e-commerce expanding very rapidly, you can buy just about everything online: books, clothing, cosmetics, airline tickets and vacations, groceries and homes. And, you can even bank online. There are both advantages and disadvantages, or opportunities and concerns, associated with online shopping. Consumers need to develop a new set of shopping skills for shopping safely on the Internet. While this Study Guide deals with developing some of the new e-consumer skills, it does not discuss the technical computer requirements of equipping the home for online shopping.

✔ **Product Availability**: Online shopping is available 24/7...the stores never close. You can shop 24 hours a day, seven days a week.

✔ **Number of Choices**: The selection of consumer goods may be even greater than what is found in a traditional store

✔ **Research and Comparison**: You can research the product you are interested in buying by checking out several e-commerce web sites. You can comparison shop for features, quality and price by comparing what different vendors offer. You can buy the items on-line or use your research findings to buy locally.

✔ **Effective Time and Energy Use**: Instead of using your time and gasoline driving to different stores to comparison shop, you can do it online.

DISADVANTAGES OF SHOPPING ONLINE

✔ **Over-choice**: There are so many choices online that confusion results. It then becomes harder, not easier, to make a decision.

✔ **Inefficient Time Use**: As a computer user, you can waste a lot of time online looking for the products you want. If you don’t use efficient search strategies or if the items you are searching for come from web sites that are hard to find, much time can be lost searching with little success. In an effort to help consumers, some web sites use many graphics, but unless you have access to a high-speed modem, the time for the graphics to load onto your screen may be quite lengthy.
✓ **No Reality Check:** A primary advantage of shopping in traditional stores is that you are able to see and touch the product you wish to purchase and read the labels and other product information. With online shopping, you must rely on what you see. And what you see may not be complete information.

✓ **Extra Costs:** In making price comparisons, it is important to determine what the final and total cost of the item will be. Carefully check out the cost of shipping and handling as well as sales taxes. The total amount you will pay to buy online may be more than in a local store – even if the price of the product is less.

✓ **Privacy and Security Concerns:** Shopping online can be safe if the site you are buying from is a secure site. Consumers need to know how to evaluate the security of e-commerce web sites before buying something online and rectified the following some problem has arises in online shopping:

  - Delivery/delayed/did not arrive
  - Communication problem
  - Damaged/faulty goods
  - Details can be hacked
  - Wrong/ incomplete information
  - Poor quality of goods
  - Difficulty contacting them/the right person
  - Payment issues
  - Refund delayed/ didn't arrive
  - Received wrong goods
  - Difficulty/delay in returning items
  - Sent item twice/ charged twice
  - Out of stock
  - Poor customer service
  - Had to pay to return items

The above problems has properly managed or given better solution given by online retailer in future.

**THE FUTURE OF ONLINE SHOPPING**

With online retailing now a mainstream sales channel, new competitors entering the market, pure plays expanding their offer and consumers putting increasing pressure on local retailers to provide an increasing competitive multi channel offer to match offshore retailers, the traditional retail operating model is now at a critical junction. Many of Indian retailers have now commenced the online journey with new strategies and major investment in supporting technology, infrastructure and teams. However the consumer is continually changing, adopting new devices, and engaging with them is increasingly complex. Technology is also continuing to evolve at a rapid rate from both a consumer and retail perspective.

The only constant is the rate of change and the ever increasing level of change. Retailers are going to have to adapt the current retail operating model if they are going to meet the demands and engage with consumers. The raft of new competitors are bringing new value propositions, whether they are pure plays, manufacturers, or other global retailers entering the Indian market. Consumers have shown they are more than joyful to embrace these new offers. Indian retailers need to not only embrace and invest now in online shopping but they need to understand, plan and invest in developing a new retail operating model.

In the future we are likely to see a new retail model which we have labeled ‘Consumer Adaptive Retailing’, which may well supersede traditional approaches. This new model will evolve the marketplace to meet the needs of the increasingly sophisticated consumer and to accommodate the rapid development of technologies.
CONCLUSION

In modern scenario, e-Retailing or online shopping has become part and parcel of the people in India. The new wave of consumerism coupled with urbanization with paradigm shifts in the demographic and psychographic dynamics have driven consumers frequently to use retail website to search for product information and make a purchase of products. And e-Retailing in India can be a success if the e-Retailers change their business models and understand their consumer more because consumer are the real Kings. It is inevitable to create a sustainable environment mechanism for futuristic growth of e-Retailing in India.

REFERENCES