

An Online Shopping Change the Traditional Path of Consumer Purchasing

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ABSTRACT : The main aim of this article is to give the idea of growing online business in India who change the way of consumer behavior in terms of purchasing the goods and services. In this research article the secondary data is used to show the tremendous changes in online business .The internet is changing the world of a consumer behaviour with the familiarity to technology having an internet access and trust of consumer gives a high boom in this online business. As per sources India is expected to grow world largest consumer market to grow nearly about usd 13 trillion surpassing china and us in 2030. The internet influencing consumer is more aware about the brands and the model they are interested to buy .Consumer is always looking to that part of marketers who provide him a best deal in terms of brands , money and time to purchasing .The data is secondary and further research is also applicable to do more research.

KEYWORDS : Customers, Online business , Online shopping, Shopping behaviour, Webstore

I. INTRODUCTION

Want to purchase mobile just go through the website search a model click on payment option and your mobile with you within five/six days. How fast it is, this technology of using internet to buy goods gives a consumer a new way to leave their traditional path of purchasing and introduce a new world which affect the shopping behaviour of consumer from the last few years. Online shopping effects the consumer behaviour as 7 out of 10 buyers know the exact brand which they want to purchase online through online research before entering the store in the market . About 40% of the respondents said that they like to search the brands online as they help in making the purchasing decisions the exact brand. This shows that there are two facts about Indian users- First that it create awareness about the internet which results in increasing number of users in india day by day. Second it gives a boom to online business in india to help in increasing the economy and change the way of consumer behavior for purchasing a product.

II. WHY ONLINE SHOPPING

The question arises why companies are entering in a online business rather then its traditional business such as a store in the market. From the last few years it shows the following changes in the online business which encourage to enter in the online market . These are as follows—

- [1] Online customers have an access to the internet and easy method of payment to purchase the online products encourage the customers to buy the product. Due to increase exposure to technology also increase the probability of developing the positive attitude towards the online shopping.
- [2] Consumers find the product by visiting the website of the retailers directly or by searching among alternative vendors using a shopping search engine. Many companies provide a facility of an email accounts to give the current information about the product or any new scheme available in the store , by this consumers are easily updated and it appreciate also.
- [3] The payment facility provide by the various companies is an attractive way to provide satisfaction to the consumers from the payment side. There are various modes of payments when consumer purchase the online products such as – Cash on delivery, through credit card /debit card, postal money order ,electronic money etc .
- [4] Customers are attracted to online shopping not only because of high levels of convenience, but also because of broader selections, competitive pricing, and greater access to information. Business organizations seek to offer online shopping not only because it is of much lower cost compared to bricks stores, but also because it offers access to a world wide market, increases customer value, and builds sustainable capabilities.
- [5] Designers of online shops are concerned with the effects of information load. Information load is a product of the spatial and temporal arrangements of stimuli in the webstore. Compared with traditional retail shopping, the information environment of online shopping is enhanced by providing additional

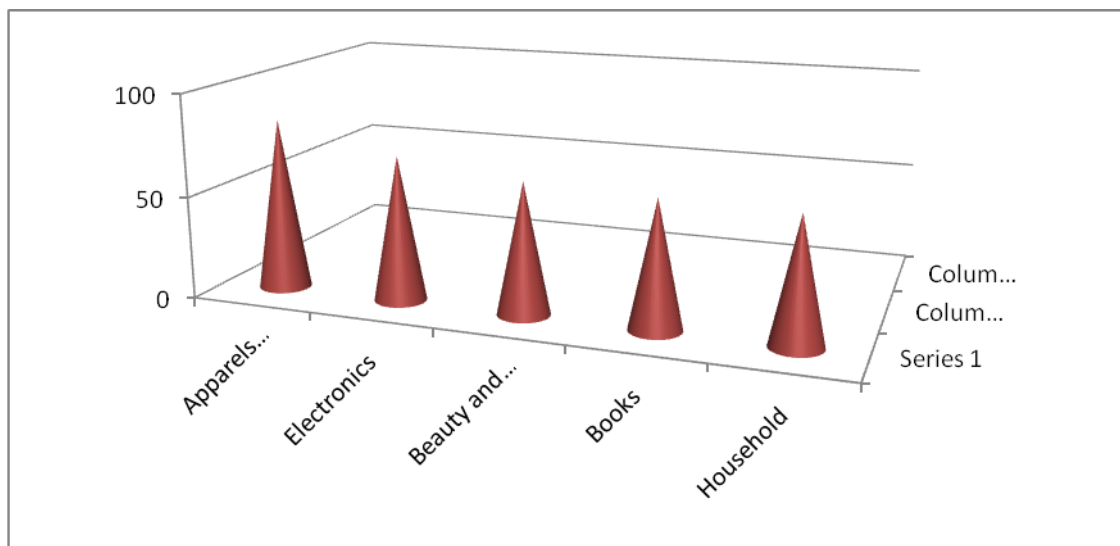
product information such as comparative products and services, as well as various alternatives and attributes of each alternative.

II. DATA SHOWS PERCENTAGE OF VARIOUS PRODUCTS PURCHASE BY ONLINE

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 per the research, 90% of online shoppers are planning to buy more products online which reflects on the positive experience of the users. In terms of top product categories ever purchased online:

- Apparels & accessories was among the top category (84%)
- Electronics (71%)
- Beauty & personal care (64%)
- Books (62%)
- Household products (61%)



With approximately 8 millions Indians shopping online in 2012 .Today india online shopping is growing rapidly and will continue to see the expotential growth. Companies expect that 2013/14 is the fast growing focused market in the field of categories like apparels ,accessories ,technolgy, baby products and home furnishing etc.

III. RECENT DATA REPORT

Facts that shows the Internet growth of India in the recent years

1. India's base of about 120 million Internet users is currently the third-largest in the world.
2. India is likely to have the second-largest user base in the world, and the largest in terms of incremental growth, with 330 million to 370 million Internet users in 2015.
3. India has the potential to double its economic contribution from the Internet in the next three years, from 1.6 percent of GDP at present to 2.8 to 3.3 percent by 2015.
4. The impact of the Internet in India is constrained by current gaps and obstacles in the Internet ecosystem.
5. India can achieve broad-based Internet impact by aiming for the digital inclusion of nearly 40 percent of its population, to reach a user base of 500 million by 2015, rather than the likely target of 330 million to 370 million.

India's Internet subscriber base was 198.30 million at the end of the June, 20% more than the previous year according to the report of the Telecom Regulatory Authority of India. A recent report by the Internet and Mobile Association of India (IAMAI) estimates the number of users at 205 million in October, and estimates it grows to 213 million by the end of 2013. It also includes the rural India growing market. According to the data of IAMAI in October, India had 68 million rural users and the number is expected to grow 72 million.

Unlike the US, where a large amount of mobile data is used for office related work, in India 80 to 90 per cent of the data is consumed on video and social networks. The entire B2B business has a huge potential and people will build businesses around mobile Internet . there is a huge growth potential for Internet companies like Google in India. They can tap the new set of users who are getting hooked to the Internet.

List of some Indian companies who are now a market leader in this online business



Ebay and Amazon are the market leaders in online shopping in the world. However local Shopping deal site are more popular in India. Here is a list of popular websites offering online shopping in India. Flipkart.com:- You can not only buy books online through Flipkart, but also mobile phones & mobile accessories, laptops, computer accessories, cameras, movies, music, televisions, refrigerators, air-conditioners, washing-machines, MP3 players and products from a host of other categories. Koovs.com:- Koovs offers best offers in dining, luxury, technology, entertainment, utilities, health care, fashion, travel & adventure and plenty more. Bestylish.com :- Bestylish is one stop destination for all your footwear shopping, they have good range with good price.

Myntra.com :- Myntra.com is leading online retailer of lifestyle and fashion products. Myntra offers T-shirts, Shoes, watches and more at discounted price.

Yebhi.com :- Yebhi is India Largest Shopping Destination for your Wardrobe. Shop for shoes, apparels, jewelery, Bags and more. No matter yebhi rules in Apparel category and if you want to buy clothes or shoes online this is best site, Their deals become more lucrative with discount coupons, Now they are also selling mobiles at good price.

Homeshop18.com:- Here you find large range appliances, kitchen, cameras, mobiles, laptops, site, indian, gifts, apparel, buy, online, gifts. and more, HomeShop18 is a venture of the Network18 Group, India's fastest growing media and entertainment Group. Network18 operates India's leading business news television channels – CNBC TV18 and CNBC Awaaz. HomeShop18 has also launched India's first 24 hour Home Shopping TV channel. The company has its headquarters in Noida, UP. The website has received the 'Best shopping site' award from PC World Magazine in 2008.

Tradus.com: - Tradus.in is owned by ibibo from books to clothes they sell you everything and after buying Buytheprice.com they have become more bigger. Tradus offers the Online Shopping in India to buy Books,

Mobiles, Cameras, Watches, Apparel, Home Appliances, Ipods & Many More at Lowest Price & Free shipping although their refunding process takes more than expected time and they don't ship all over India .

V. CONCLUSION

A successful webstore is not the just a good looking website with the dynamic technical features but is also emphasis on building the relationship with customers with making money. Firstly understanding the customers needs and wants is very essential for building a relations with the customers keeping companie's promises gives a customer a reason to come back and meeting the expectations gives them a reason to stay. Its shows the company value towards its customers over the website communication. Customers needs and the expectations are the not the same age, gender, experience, culture are all the important factors. Users with more online influence focus on the variables that directly influence the task .To increase the online purchases business must use the significant time and money, define, design, development, test, implement and maintain the webstore. It is very easy to lose the customer but very difficult to gain the customer. To remain in the online business a webstore should responding the customers emails, notifying the customers problems and always being honest towards the customer.

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