# AN IMPACT OF CONSUMER BEHAVIOUR IN INDIAN ONLINE SHOPPING

**S. Nithya***      **Dr. M. Sivakumar****
*\*Research Scholar, Department of Entrepreneurship Studies, Madurai Kamaraj University, Madurai.*
*\*\*Associate Professor, Department of Entrepreneurship Studies, School of Business Studies, Madurai Kamaraj University, Madurai.*

**Online Shopping In Indian Context**
Online shopping is the fast growing market in India with more number of new online customers. In this smart phone era, reaching customers is an easiest job for the online marketers with variety of new products. India is expected to have a more than 40 percent of its population as internet users by 2020. According to a study by ASSOCHAM (The Associate Chambers of Commerce and Industry of India) about 44 percent students use Internet in India and overall 72% of young people access Internet on regular basis resulting to the exponential growth in the number of online shoppers. In the recent past many Indian companies have started their online purchase portal to enhance the consumers to buy their products through online.
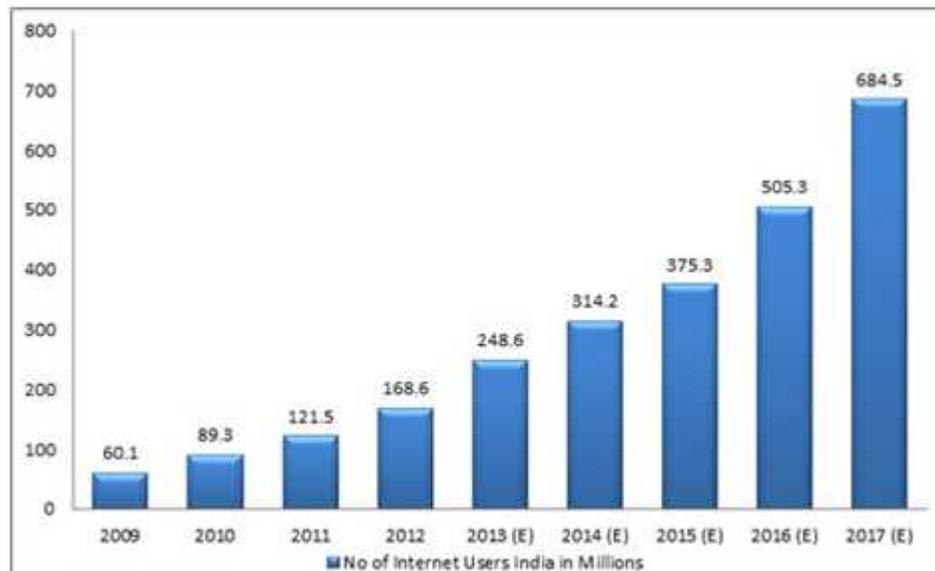


Source: Ken Research, 2013

Electronic commerce has become one of the essential characteristics in the Internet era. On-line 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 on-line portals to sell their products/services on-line. Though online shopping is very common outside India, its growth in Indian Market, which is a large and strategic consumer market, is still not in line with the global market. The potential growth of on-line shopping has triggered the idea of conducting a study on on-lineshopping in India. The popularity of internet has changed every sphere of human life. With the help of internet we can get information regarding share market position, latest news, weather examination results, admission status, employment notifications etc. Internet auction, net trading, internet shopping, net banking, e-commerce, m-commerce are some of the initiatives towards "cashless society" due to the advancement of internet. The online shopping occupies a key role in our day to day life.

Internet plays an important role in shopping. Various varieties of product are finding on varied companies are available in internet shopping. We can buy or sell things without directly meeting the clients. Because the internet is constantly changing and new products are being introduced, updating is immediately. Internetworking refers to the new products that meet the challenge of creating and administering internet work. Although not many differences were found between the demographics of the respondents in the earlier and later periods, they discovered significant differences in shopping patterns and purchase behaviours. The findings also reveal that situational variables are more likely to have an impact on shoppers' purchase decisions today than they online shopping and hence the present study.

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**Online Shopping Influencing Factors**
1. Rapid growth of smart phone users across India
2. Free  and fast access to information.
3. The increase in number of  internet users.
4. Convenience to purchase from anywhere.
5. Variety of brands and options.
6. Negotiable prices and discounts.
7. Comparison of prices with various brands.
8. Crowd free purchase.
9. Easy online payment methods.
10. Cash on delivery.
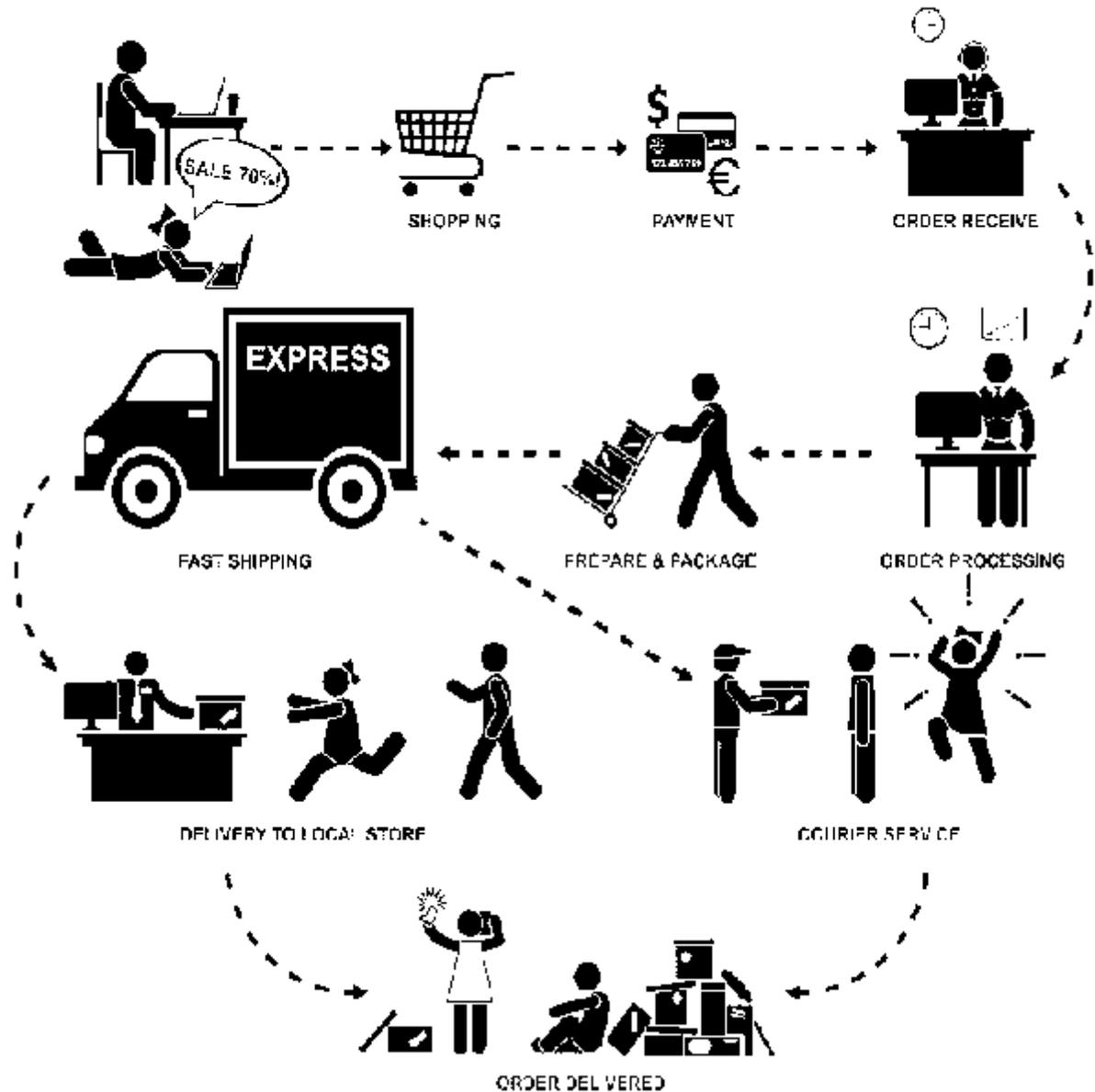11. Return of the delivered products in case of dissatisfaction.
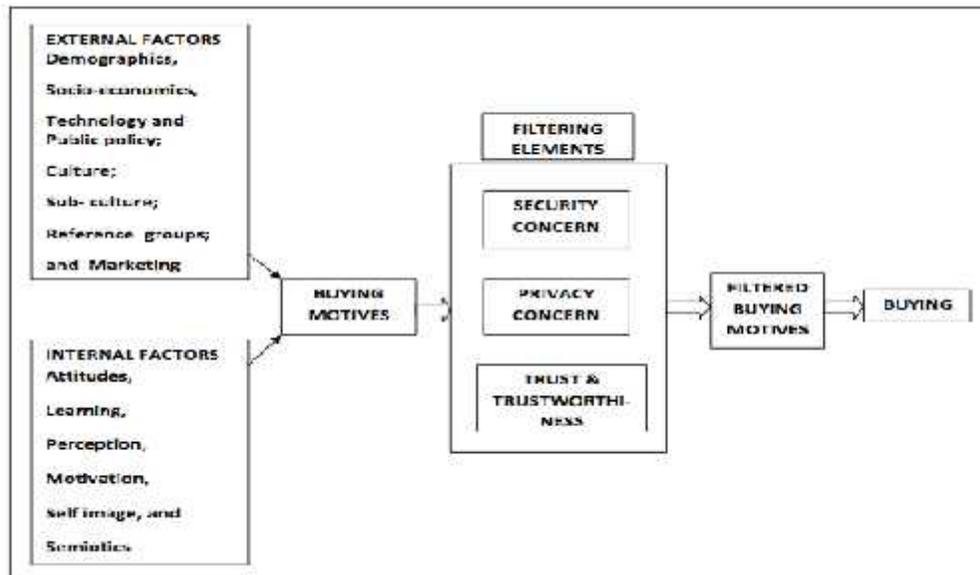


**Source: www. ecommerceinsiders.com**

**Online Consumer Decision Making Process**

# ONLINE SHOPPING PROCESS



**Source: www.dreamstime.com**

The online shopping process started when consumers decide to use the internet to purchase. Hollensen (2004) alleges that the internet has developed into the "new" distribution channel. Using the internet to shop online has become one of the primary reasons to use the Internet, combined with searching for products and finding information about them (Joines et al., 2003).

Consumer risk perceptions and concerns regarding online shopping are mainly related to aspects involving the privacy and security of personal information, the security of online transaction systems and the uncertainty of product quality. One of the consequences of trust is that it reduces the consumer's perception of risk associated with opportunistic behaviour by the seller (Ganesan, 1994).

Mayer et al. (1995) proposed that ability, integrity constitute the main elements of trustworthiness. Ability refers to skills, competencies and characteristics that a seller has in a specific domain. In this context, sellers need to convince buyers of the competence of their companies in the Internet shopping business. Sellers have to convince buyers that they genuinely want to do good things for buyers, rather than just maximize profit.

**Consumer Behaviour In Online Shopping**
The prsent literature on consumer online purchasing decisions has mainly concentrated on identifying the factors which affect the willingness of consumers to engage in online shopping. In the domain of consumer behaviour research, there are general models of buying behaviour that depict the process which consumers use in making a purchase decision. These models are very important to marketers as they have the ability to explain and predict consumers' purchase behaviour. The traditional framework for analysis of the buyer decision process is a five-step model. The information gathered provides the basis for the evaluation of alternatives. Finally, post-purchase behaviour is critical in perception the marketing perspective, as it eventually affects consumers' of satisfaction/dissatisfaction with the product/service.

Peterson et al. (1997) commented that it is an early stage in Internet development in terms of building an appropriate dedicated model of consumer buying behaviour. Decision sequences will be influenced by the starting point of the consumer, the relevant market structures and the characteristics of the product in question. Consumers' attitude towards online shopping is a prominent factor affecting actual buying behaviour. Lack of trust is frequently reported as the reason for consumers not purchasing from online shops, as trust is regarded as an important factor under conditions of uncertainty and risk in traditional theories. In online shopping, there is not much information available to the buyer regarding the seller, prior to purchase.

The increasing use of internet by the younger generation in India provides an emerging prospect for online retailers. If online retailers know the factors affecting Indian young consumer's buying behaviour, and the associations between these factors and type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones. The four key dimensions of online shopping as perceived by young consumers in India are identified. Besides that it is discovered that website design, website reliability, customer service and trust are the four key factors which influence young consumers' perceptions of online shopping. It has been seen that due to excess use of internet by the young generation, the buying patterns have been changed. It has changed the way goods are purchased and sold, resulting to the exponential growth in the number of online shoppers.

Attitude toward online shopping and goal to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by other factors like consumer individuality, situational factors, product distinctiveness, previous online shopping understanding and faith in online shopping. Therefore, understanding whom are the ones consuming and why they choose to use or keep away from online shopping. Many companies have their online buying portal providing the platform to consumers to buy the products online. The quality of products offered online and procedures for service delivery are yet to be standardized.

**Conclusion**
More online products and a hassle free shopping environment set high level of users in the Indian online shopping today. At the same time the online marketers need to reduce the risks related to consumer satisfaction such as making purchase websites easier to navigate, and introducing online kiosks, computers and other aids in stores. Also, the feedback of an online customer should be obtained to identify the loop holes in product delivery. This can be done through online web blogs that serve as advertising and marketing tools and a source of feedback for online marketers. So the online shopping in India raises more benefits than the issues in the current scenario.

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