

Evolution of online shopping: E-commerce

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Abstract

The purpose of this research paper is to study the consumer's behavior towards buying pattern while doing online shopping. The aim of any E-trailer company in India depends upon its popularity, its branding image, its fair policies, and the relations with its consumers etc. The main aim of this research is to study about the factors which usually affect the consumers directly for doing online shopping and which thus hinders the online shopping process. The output of the survey has shown that most of the people have now started using online shopping websites frequently and they are now more keen and interested in buying products through Internet. First the people were scared in buying online because of the unreliable payment procedures. Price and trust have now become most important factors for the development of online shopping. Discounts and safe delivery systems also fascinated the customers towards the online shopping and more. Most of the customers are now not hesitant in buying online products.

Keywords: e-tailing, consumer buying behaviour, affecting customers, shopping process

Introduction

Online shopping is the process in which customers buy goods, services from a seller in real time without an intermediary service over the Internet. Here the intermediate services are nothing but broker, sales man or some other person. It is basically a process of buying goods and services from the vendors who sell on the internet. Vendors are the sale companies who wants to sale their products. The internet is very easy and cheap way of marketing their products. The www (worldwide web) is emerging era, which is now in reach of maximum people therefore merchants thought to sell their products and services on internet. The people those who frequently surf internet they like to buy products online because of huge discounts, offers and quality of products. The quality of product is not only concerned but also transactions are more secure due to all these reasons people are moving towards E-commerce. Apart from E-commerce people are doing so many things online i.e. online hotel booking, online ticket booking and online tour planning etc. The main purpose of online shopping is to enhance access to more types of products and to improve the services provided by service provider. The online shopping consist of different categories of products like household, clothes, books, toys, hardware and software etc. Many people choose online shopping because of the convenience, quick, simple and easy. It is very convenient for all the people who has computer, smart mobile where internet accessibility is available or it is also convenient to the people who are too busy and lazy to walk around the mall or shopping centers. Online shopping is not only for lazy people but also it saves time and money of people and in that time and money they can do some other work. Through E-business is not only beneficial for people but also beneficial for the service provider or the small business man who cannot open there own shop or difficult for them to purchase a room in a big shopping mall. Online shopping and E- business gives opportunity to all

those people also those who are at remote location and they cannot reach city and sell their product. They can easily sell their product online; when costumer places order the business man has to just send the product on their address. The different type businesses has gained an opportunity to increase their products sale and can maintain a direct relationship with its customers without any other person between you and your customer. E-business has helped a lot in the globalization of businesses throughout the world. Companies can easily market their product in the whole world and can create great market of their product. Online shopping allows you to browse through endless possibilities and even offers merchandise that's available in stores. These transactions occur instantly-saving your time to get your other errands done.

Data Collection

The survey based method was used to conduct the study and questionnaire was used as a data collection tool. The questions were properly analyzed before sending it to other people. The questionnaire was prepared it was then shared using Google Docs on Facebook, Twitter and social networking websites to reach to the people easily and covered all kind of people in survey. The results of the questionnaire were looked to reach to the final conclusion for the study.

Methodology

The research methodology that was used in the research was the quantitative research method. Questionnaires and observations have been used by investigation for study in the come up to online shopping between different gender, different demographic areas, in different types of age group interests of expectance, interest, based on the study, the design of a questionnaire survey which is chosen as the only enormous public and professionally. The study was to examine the attitude of the 120 people to fill questionnaire on online

shopping based on closed ended questions. Data was gathered through different population of people from different categories and community.

Results

a) Have you ever done Online Shopping?

At initial level of data collection the collected for the people those who like online shopping or they don't like online shopping. Here the collected data shows that there 87.98% people they had done online shopping and they like to do online shopping because it saves there time and they gets different types of varieties of products.

Table 1: Online shopping People

Answer	Percent	No. of people
YES	87.98%	161
NO	12.02%	22
Total		183



Fig 1: Online shopping People

b) Which shopping website you prefer while doing shopping?

There are different types of shopping websites are available in that many shopping websites are very popular whereas some website are under popularity. When we asked people about their preference of shopping websites then there are 20.05% people likes to do shopping from Flip kart, 22.69% from Amazon, 17.94% Ebay, 17.68% from Mantra, 11.08% from Snapdeal, 9.50% Jabong and 1.06% from some other websites. The collected data shows that Flip kart and Amazon shopping websites are more popular among people.

Table 2: Online Shopping Websites

Answer	Percent
Flipcart	20.05%
Amazon	22.69%
Ebay	17.94%
Myntra	17.68%
Snapdeal	11.08%
Jabong	9.50%
Other	1.06%



Fig 2: Online Shopping Website

c) Which marketing strategy influenced you to do shopping online?

The collected data shows that there are many people those who have influence of many things towards online shopping. There are 25.42% people influence by bill-boards magazines, 41.81% people influenced by advertisements which are broadcast on television in between movies and serials, 12.99 % people inspired from the advertisements which are published in the monthly magazines and rest of 19.77% people inspired from search engines that is online advertisements during their internet surfing. When they used to surf internet online and see some good offer advertisement then they used to visit the websites for shopping.

Table 3: Advertisement Strategy

Answer	Percent
Bill-Boards Magazines	25.42%
Advertisements	41.81%
Magazines	12.99%
Search Engines	19.77%

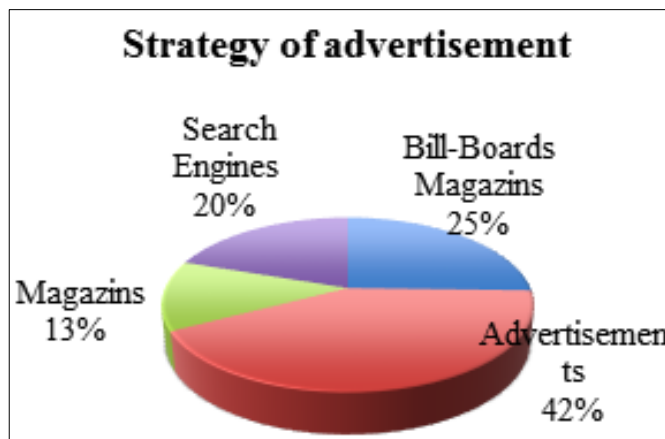


Fig 3: Advertisement Strategy

d) How much you usually spend on online shopping?

The Indian community consist of low class, middle class and poor class family. The Indian people money background

decides their mind set towards shopping. Therefore collected data shows that there are 50.57% people who spend 3000-5000 per month for online shopping, 26.44% people spend 5000-8000 per month for online shopping, 16.67% people spends 8000 -10000 for online shopping where as there are only 6.32 % people who does the online shopping of big money. They have mindset that when they have to spend more on any product then they have less trust on the online shopping.

Table 4: Money spend on online shopping

Answer	Percent
3000-5000	50.57%
5000-8000	26.44%
8000-10000	16.67%
10000+	6.32%

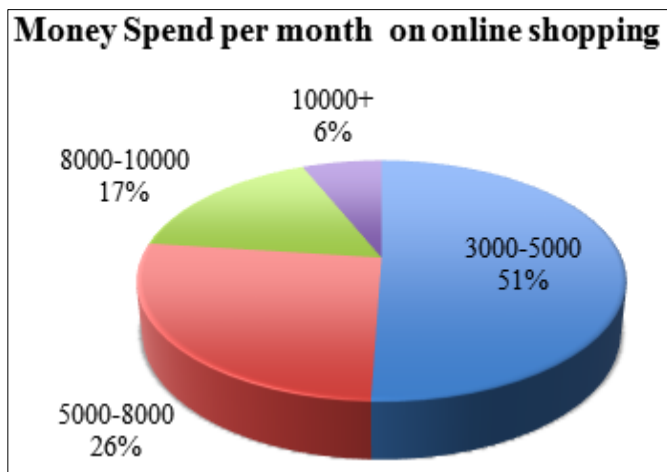


Fig 4: Money spend on online shopping

e) Which range of products customers buy?

There are different types of people in Indian community who are preferring online shopping based on their money background, 35.43% people like to spend less than 1000 on online shopping, 44.00% people like to spend less than 5000 on online shopping, 15.43% people like to spend less than 15000 and only a range of 5.14% people like to spend more

than 15000 on online shopping because they can't trust on the seller for big deals.

Table 5: Range of products

Answer	Percent
Less than 1000	35.43%
Less than 5000	44.00%
Less than 15000	15.43%
More than 15000	5.14%



Fig 5: Range of products

f) Which mode of payment you prefer while doing online shopping?

There are many options are available for payment on online shopping based on the customer's comfort.75.71% people prefer cash on delivery for payment on online shopping because they are bothered about net banking and also they want to pay after they got their products, 23.16% people prefer net banking for payment on online shopping and 1.13% prefer other options for payment on online shopping.

Table 6: Mode of payment

Answer	Percent
Cash on Delivery	75.71%
Net Banking	23.16%
Other	1.13%

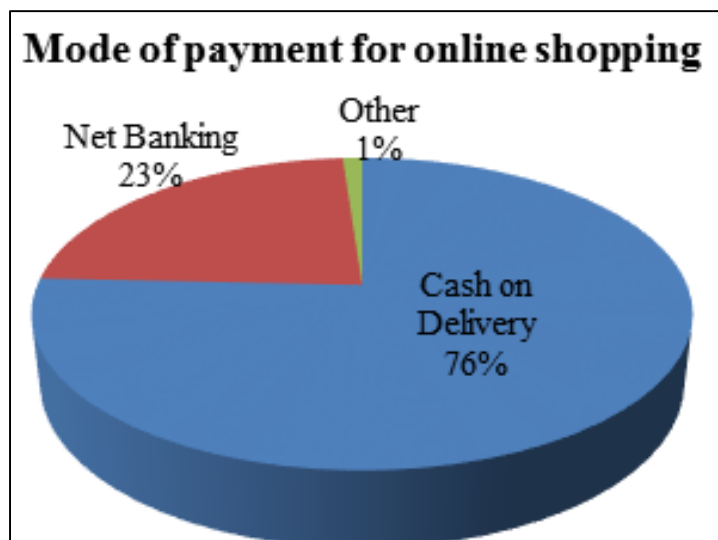


Fig 6: Mode of payment

g) Which is more important thing for online shopping?

The customers who are going for online shopping are very much concerned about the important things for online shopping. 31.28% people gives importance to security for online shopping, 27.37% people gives importance to privacy for online shopping, 12.29% people gives importance to trust for online shopping and 29.05% people gives importance to all of the above for online shopping.

Table 7: Importance of online shopping

Answer	Percentage
Security	31.28%
Privacy	27.37%
Trust	12.29%
All of the above	29.05%

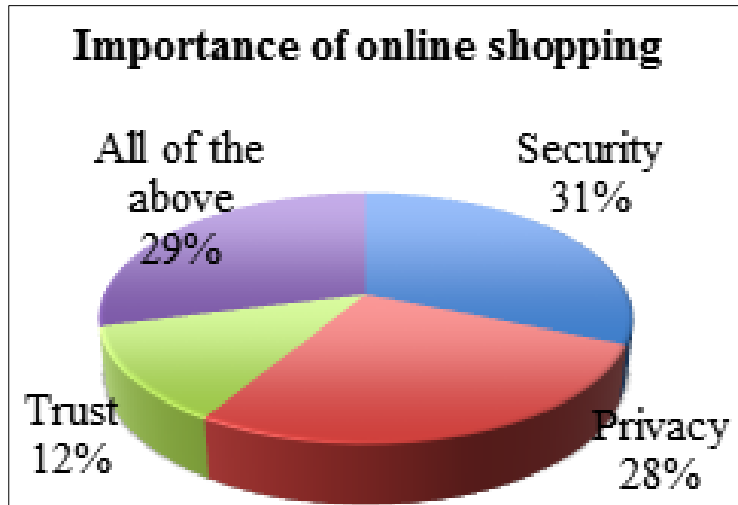


Fig 7: Importance of online shopping

Buying pattern?

The customers who are going for online shopping are used to buy the products online as frequently as they need. There are 36.57% occasionally go for online shopping, 30.86% people weekly go for online shopping and 32.57% people always go for online shopping because they don't have enough time for visit on mall or shopping centres.

Recommendation for online shopping

In collected data sets, we asked people about their recommendation towards online shopping then there are 80.12% people said that they recommend people for online shopping and there are 19.88% people who said that they should not go for online shopping because of their some personal incidence which was happened with them.

Table 8: Buying pattern

Answer	Percent
Occasionally	36.57%
Weekly	30.86%
Always	32.57%

Table 9: Recommendation for buying

Answer	Percent
Yes	80.12%
No	19.88%

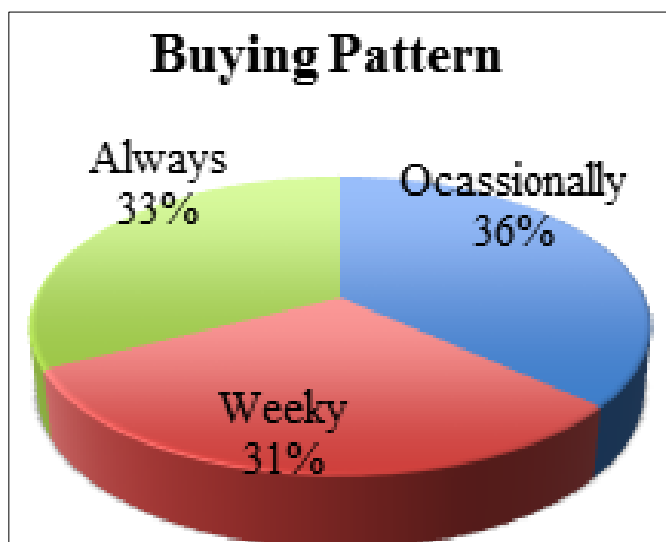


Fig 8: Buying pattern

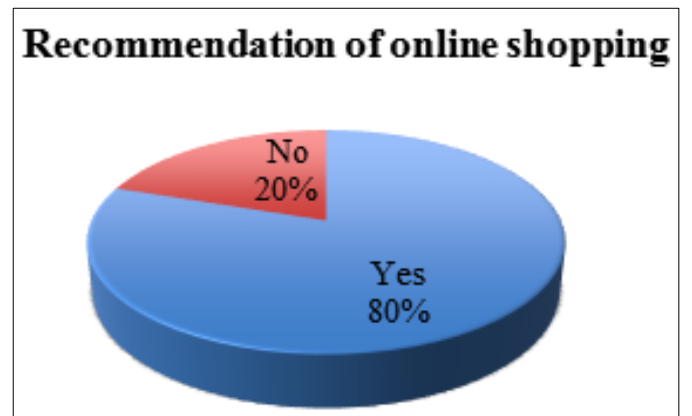


Fig 9: Recommendation for buying

Conclusion

The final conclusion is that people seem to be ready with slow transition being happening from the traditional shopping to online shopping and if this is the case then such kind of

transition better for society. This is a good steps toward cashless transaction and to avoid the third party involvement which is unnecessarily increases the cost of product. The cashless transaction avoid the utilization of black money and make system transparent in terms of tax paying.

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