



Factors influencing for online shopping

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Abstract

Nowadays in new era of technology, internet has already become part of our life. As Internet is becoming more widely used, we almost can find or do everything via internet. As many businesses are attempting to globalize their sales, Internet becomes the primary means of advertising and selling their products or services worldwide. Many businesses are creating web pages in addition to their retail stores, and many start their businesses with online stores alone.

Keywords: online shopping, stores, business

Introduction

The Online Shopping Platform allows you to buy items, products, and services online by choosing the products on the website (E-Commerce site). The proposed arrangement enables the creation of a marketplace over an Internet link for the acquisition, distribution, or online selling of goods. Consumers will choose different brands based on the categories, internet orders, shipping choices and thereby cover the limitations of the current structure by ordering goods online, making it cheaper to purchase and allowing retailers to enter a broader market.

Review of Literature

UshaVaidehi (2014) [1], it was revealed that male students are more interested in purchasing goods online when compared to female students. This study exhibits that the Factors such as shopping online saves time, availability of the product for less price, promotions that E- Retailers are providing, ease in payment are the motivating drives to encourage students to shop more online. However both male & female respondents preferred to purchase goods online and they were more interested to buy apparels, electronic goods and books through online.

Khare and Rakesh (2011) [3], in their study conducted in India on "Antecedents of Online Shopping Behavior in India: An Examination," found that Indian students' intention to purchase online is influenced by utilitarian value, attitude toward online shopping, availability of information, and hedonic values.

Sinha (2010) [1], in his study carried out in India implied that Socio-psychological factors and infrastructure have been found influential factors while the perceived risk surprisingly was not significant as a whole but at gender level there was significant difference between the online behavior of male and female due to risk perception

Influencing Factors for Online Shopping

Easy Purchase

Customers can purchase items from the comfort of their own homes or workplace. Shopping is made easier and convenient for the customer through the internet. It is also easy to cancel the transactions.

1. Online shopping saves time

Customers do not have to stand in queues in cash counters to pay for the products that have been purchased by them. They can shop from their home or workplace and do not have to spend time travelling.

2. Comparisons

There is a wide range of products online. The sellers display all the stuff they've got. This enables the buyers to choose from a variety of models after comparing the finish, features, and price of the products on display.

3. Availability

The mall is open on 365 x 24 x 7. So, time does not act as a barrier, wherever the vendor and buyers are.

4. Online tracking

Online consumers can track the order status and delivery status tracking of shipping is also available.

5. Online shopping saves money

To attract customers to shop online, e-retailers and marketers offer discounts to the customers as they have cut down on real estate and maintenance cost the sellers won't back out in giving huge discounts.

Conclusion

The main influencing factors for online shopping were identified as availability, low price, promotions, comparison, convenience, Customer service, perceived ease of use, attitude, time consciousness, trust and variety seeking. Flipkart.com and Myntra.com were the most preferred choice of online retailers mentioned by the students to shop from the online stores. Tickets, electronic goods accessories, apparels, books, electronic goods, footwear, instant recharge of cell phone, gifting items, were the major categories of products / services bought by most of the students. Cash on delivery was the most preferred mode of payment stated by the students while doing online shopping.

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