A STUDY ON CUSTOMERS ATTITUDE TOWARDS ONLINE SHOPPING IN INDIA AND ITS IMPACT: WITH SPECIAL REFERENCE TO AKOLA

Dr. Archana P. Khandelwal[*]

ABSTRACT

On-line shopping may be a recent phenomenon within the field of E-Business and is certainly getting to be the longer term of shopping within the world. Most of the businesses are running their on-line portals to sell their products/services on-line. Though online shopping is extremely common outside India, its growth in Indian Market, which can be an outsized and strategic consumer market, remains not in line with the worldwide market. The potential growth of on-line shopping has triggered the thought of conducting a study on on-line shopping in India. The present research paper has used to study on customer's attitude towards online shopping in India and its impact with special reference to Akola. The impact of Demographic factors of consumers on on-line shopping parameters like satisfaction with on-line shopping, future purchase intention, frequency of on-line shopping, numbers of things purchased, and overall spend on on-line shopping. The data was collected through Questionnaires. The results of study reveal that on-line shopping in India is significantly suffering from various Demographic factors like age, gender, status, family size and income. The results of the study might be further employed by the researchers and practitioners for conducting future studies within the similar area.

KEYWORDS: *E-Business, Strategic Consumer Market, On-line Shopping Parameters.*

_____

Introduction

Currently the retail industry in India is accelerating. It is not widely accepted because the way it's accepted in Asian counterparts. India is happy to grow to be a most vital player within the retail market. Since India may be a developing nation, it's still not prepared for it. And they are leaving no stone unturned to become the simplest in retail Industry. Also India with a high on cross culture factor, it allows different companies bringing in sort of products Targeting different consumer segments. There are many factors contributing to the boom in this sector. Some of them are increased consumerism with the ability to afford luxury items. Even there's increase within the spending power of Indians. Indian's are travelling abroad and that they are exposed to different cultures, their way of living, their style and thereby more brands. Worldwide retailers eye the Indian market because in our culture there's many give And take of gifts on marriages, festivals and other important events. Hence it's imperative for people to spend on gifts as a neighborhood and parcel of life regardless of caste and creed and economic status. As there is no limitation to the spending power, Cities like Chandigarh, Coimbatore, Mumbai, Pune, Kolkata, Ahmadabad, Nagpur, Cochin, Hyderabad etc. has fine market for about all product or service which offers a good proposal for a brand to penetrate Indian Market,

The western culture has affected each and every aspect of our Indian Society. The life is becoming fast not only in metros but also within the normal cities. The number of nuclear families is increasing and both husband and wife are working, as they need less time to travel to the marketplace for purchasing every now then.

_____

[*]   Assistant Professor & Head, Department of Accounts & Statistics, Shankarlal Khandelwal College, Akola, Maharashtra, India.

Some other reasons like these, say shortage of time, traffic jams, late working hours, versatility of plastic money and above all the approach of internet at the door step of whosoever desires it. Online retailers have improved their service and consumers have found it convenient. There is been transformation in payment mode also. From advance payment it's moved to cash on delivery (COD). Even in case of delivery pattern is changed. From fixed delivery timings it's moved on to convenient delivery timings at the selection of the customer. India has opened the doors for foreign direct investment in retail. Online shopping is one among the commonly used mediums for convenient shopping. It is, in fact, a well-liked means of shopping among the web community (Bourlakis et al., 2008). No matter clothes, electronics, or pets, online shopping trend is becoming more fashionable each passing day. Hundreds of websites and applications are being created and deployed per annum to cater this rising demand of comfortable shopping trends.

Research Methodology
Objective of Study

For the present research paper "A Study on Customers Attitude towards Online Shopping in India and its Impact: With Special Reference to Akola" following objectives are formed.

- To study the features of on line shopping which effects on buying behavior of customers.
- To study the possibilities of improvement in on line shopping websites.
- To study the various available websites for on line shopping.

Data Collection

For the purpose of this research paper questionnaire method and interview method is used for collection of primary data. Secondary data is collected from newspaper, books, magazines, articles from journals, conference and seminar proceedings. After collection of data it is tabulated. From that table is prepared and analysis of the data is done by using percentage method.

Data Analysis and Interpretation

From the secondary data collected following table showing ranking, website name, product and services offered is prepared.

Table 1

Following are reputed online stores available on internet in India & used by the respondents:

Ranking	Website Name	Product and services offered
1	Flipkart.com	This one has to come first hands down. The entire country is totally hooked in to Flipkart for nearly all their shopping needs. Flipkart sells everything from gift vouchers to electronics to home appliances. In fact, statistics claim that there are more items on flipkart than in a mall. Hence, Indians are heavily reliant on flipkart for all their shopping needs.
2	Amazon.in	A large number of individuals from India swear by the services of amazon. Amazon has an equally sizable amount of products as flipkart. In fact, Amazon apparently sells more than flipkart.
3	Jabong.com	Jabong is again an American brand but seems to be doing alright in India. It has an outsized number of garments and accessories purchasable and may be a complete paradise for those that love buying clothes. It has all types of products from western wear to desi kurtis and it might be fun to take a seat home and buy clothes on jabong. Jabong is excessively preferred by women shoppers.
4	Myntra.com	An equally sizable amount of girls favourmyntra over jabong. Myntra also features a sizable amount of accessories and garments on its online portal. It has an outsized number of categories also and one can purchase from a category of their choices. From western to ethnic to traditional, all types of garments are sold on myntra.
5	Homeshop18	This is an equally popular website amongst online shoppers. Those who don't mind waiting a touch extra for delivery at the reward of a lower cost, order from here. A lot of times, the most cost effective of things and therefore the remotest of things are easily found on homeshop18.com.

6	Paytm.com	Started even as mobile recharge app, now Paytm become the Indian Alibaba. Provides variety of services like mobile recharge, bill payments, tickets etc. along with a variety of generic products. Paytm offers cashback with the discounts, that creates it different from other shopping sites in India.
7	Zivame.com	Zivame is the best and most popular online lingerie shopping site in India. All the lingerie brands are made available on this online portal in India.
8	Shopclues.com	Shopclues is legendary for his or her heavily discounted best shopping deals. Shopclues is one among the simplest online stores that gives a good sort of cameras, Computer accessories, Mobile, Gift, Jewellery, Cosmetics, toys, clothes, books and bag.
9	Firstcry.com	Firstcry.com India's largest store for teenagers selling 70000+ items from 400+ top International and Indian brands. Firstcry sells almost all the baby care products such as diapers, toys, clothes, strollers, footwear's and many more.
10	Bigbasket.com	Bigbasket is the top grocery shopping site in India. From Bigbasket you'll purchase products under the category of grocery, household, care, gourmet, beverage, dairy and fruit & veggie. It offers a good range of top brands product.
11	UrbanClap.com	Sometimes it is very difficult to find a service in the local area. UrbanClap is website that make your work easy. It makes available services like electrician, plumber, carpenter, designer, trainers and private services etc.
12	Lenskart.com	Lenskart is India's leading online site for eyewear. You can buy eyeglasses, sunglasses and lenses from the Lenskart. You can try any number of frames on your face while sitting at your home.
13	Localbanya.com	This is often an internet site meant for shopping groceries and may be a blessing for working women. It is also a blessing for the woman who is busy all the time. All of the grocery items are available up here and one can purchase consistent with their needs. From organic to inorganic items, everything is out there up here. Thus, localbanya.com is indeed one among the leading grocery shopping sites in India.
14	Infibeam.com	Infibeam.com may be a place where you regularly find things that aren't found anywhere else. The rarest of things, the rarest of books and therefore the rarest of electronics and lots of other such items are easily found on infibeam.com.
15	Candere	Candere that includes a mix of diamond, gold and platinum jewellery. Get access to all these designs at your fingertipsand pay at ease with any payment mode.

Table 2: Features of on line Shopping

No.	Particulars	Agree	Disagree	Neutral	None	Total
1	Online shopping saves time & money	36%	23%	17%	25%	100
2	Online shopping provides various schemes & offers to online shoppers	28%	35%	23%	15%	100
3	Ease to compare similar products with different features during online shopping	31%	33%	20%	16%	100
4	Online shopping provides better customer services like e-form, inquiry, order status & tracking, consumer feedback	40%	26%	17%	17%	100

From the above table it is concluded that maximum 36 % of the respondents agrees that on line shopping saves time and money. Out of total respondents 17 % of the responses recorded are for neutral. 25 % and 23% respectively responses are recorded for none and disagree for online shopping. It is concluded that 35% of the respondents are agree for online shopping provides various schemes and offers to on line shoppers. 28% and 23% respectively responses are recorded for agree and neutral for providing various schemes & offers to on line shoppers. 33 % respondents agree that it is ease to compare a similar product with different features during on line shopping. 31% respondents are agreeing that it is ease to compare similar products with different features during on line shopping. 20% and 16% responses have been recorded for neutral and none respectively for comparing similar products with different features during online shopping.

40% respondents have been agreed that online shopping provides better customer services like e-form, inquiry, order status tracking and customer feedback. 26% respondents are disagree with that on line shopping provides better customer services. 17% of the respondents are neutral and 17% has recorded none for the better customer services. 40% of the total respondents are agree that online shopping provides better customer services like e-form, inquiry, order status and tracking and customer's feedback.

36% respondents have been agreed that online shopping saves time & money.

35% of the respondents disagree that online shopping provides various schemes & offers to online shoppers.

33% of the total respondents are disagreeing that it is ease to compare similar products with different features during online shopping.

Table 3: Possibility of Improvement in Online Shopping Websites

Improvement Desired by Online Shoppers	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
After satisfactory & convenient way to shop	8.7%	27.3%	31.3%	13.3%	--
Secured & Safe	1.3%	22%	36.7%	22.7%	3.3%
Saves time and Money	24%	33.3%	18.7%	6.7%	5.3%
Saves outdoor movement cost	8%	27.3%	25.3%	10%	17.3%
Direct communication possible between buyer and seller	3.3%	26.7%	33.3%	14%	9.3%

From the above given table it is concluded that maximum 36.7% of the respondents feel that they are neutral about secured and safe payment for on line shopping. 33.3% respondents are agreeing that on line shopping saves time and money and the same percentage has been recorded against neutral for direct communication is possible between buyer and seller. 27.3% responses have been recorded against the respondents are agree that after satisfactory & convenient way to shop and it saves outdoor movement cost.

The table shows that maximum 27.06 % respondents are neutral about after satisfactory & convenient way to shop, secure & safe, saved time and money, saves outdoor movement cost and direct communication possible between buyer and seller. 27.32% respondents are agreeing that after satisfactory & convenient way to shop, secure & safe, saved time and money, saves outdoor movement cost and direct communication possible between buyer and seller.

Minimum responses have been recorded against strongly disagree that after satisfactory & convenient way to shop, secure & safe, saved time and money, saves outdoor movement cost and direct communication possible between buyer and seller.

Drivers of Online Shopping in India

- Increased access to internet services has made it possible to make their purchase online. Better and faster 4g services have boosted the accessibility.
- Abundant choices of shopping sites provide wide range of products and services.
- Online shopping operates on a huge scale and thus the products are offered at discounts. For e.g Amazon great Indian Festival, Flipkart's Big Billion days etc.
- Behaviors of Indian Consumers has also changed over the years. Consumers are not only using internet for booking their air, movie or railway tickets, but are purchasing a number of other products such as mobiles, home décor, apparels, and electronics.
- Busy Lives leave people with less time to visit markets, malls or other conventional stores. Online shopping has made buying things very easy.
- Online shopping these days provide various facilities such as exchange or return policy which are very useful.
- Marketers are using social platforms like Facebook, Twitter, Google plus, to promote their products which lead's in consumer having more information. This has increased online shopping as these platforms are very famous.
- Special cashback policies offered by online shopping websites.

- 24hrs Customer Care services by many shopping websites helps solving customer queries. As a result, customer's trust is gained.
- Better and safer online banking services helped in gaining trust of consumers who earlier hesitated in sharing their details with shopping online.
- Various pages on Facebook and Instagram offers stylish and latest clothing, foot wear, fashion accessories, bags, mobile accessories and various products at affordable price which has made online shopping famous among the young consumers.

Problems in Online Shopping in India

- **Quality Issues:** The most concerning issue while purchasing things online is that you have no certification of an item's quality. With the volume of merchandise web based business organizations handle nowadays, it can be very troublesome for them to direct quality keeps an eye on every single one of the items they're offering. Furthermore, the issue of getting the right size remains a genuine disadvantage for purchasing attire and footwear on the web. Sizes change from brand to mark, and since you can't experiment with the items previously getting them, choosing the size is dependably a bet.
- **Delivery and Logistics:** One uncertainty that continually turns up while shopping on the web is the point at which the request will be conveyed. Conveyance faculty regularly turn up at our homes when we're grinding away or out some place as there's no real way to settle a specific vacancy for the conveyance to occur. This same issue exists while returning items.
- **Digital Payment Failures:** Regardless of whether a client is paying by credit/check card, net banking, or one of the few computerized wallets that exist today, the disappointment of advanced installments dependably lingers overhead while making on the web exchanges. A wavering web association or a specialized glitch regularly brings about the payable sum being charged from a client's record without being credited to the offering party. What's more, recovering this sum is definitely not a brisk procedure; one needs to advise the site and afterward stick around 7-10 days before the sum is discounted to their ledgers. However, this circumstance is consistently enhancing as the area is concentrating more on cashless exchanges and clients are getting more educated about making instalments on the web.
- **Additional Charges:** How many times has it happened that you've spotted an excellent deal on a product and when you're one click on purchasing it you noticed an additional shipping charge. This is common place on all e-commerce sites when your order amount isn't high enough to qualify for free of charge shipping. And even when it's, sometimes these shipping charges are added on each individual product (if you're buying multiple products of course) and not the collective order.
- **Lack of Security**: Cyber security, or more precisely the lack of it, is a major problem on the internet today. E-commerce sites record important customer data like name, telephone number, address, and bank details. If these sites don't implement stringent cyber security measures, your data is at risk of falling into the wrong hands who can then create chaos on your bank account. Most of the large players in online shopping certainly have the best-in-class security measures to guard their customers' details, but an equivalent can't be said about the countless smaller sites who may not have the expertise to do so.

Conclusion

Online Shopping is a web based platform where people can buy products through electronic medium, India's online market is increasing year by year. India's total sales from 2009-2016 is $38 Billion dollars. Recent trends in online shopping in India are people are spending high on apparels and mobile phones. Male in India purchase 3 times more than females. And Indian consumers most preferred way to pay for online shopping is COD (Cash on Delivery). Attractive offers from online shopping companies are attracting Indian consumers. While the quality, lack of security, additional charges problems still exist. We can conclude online shopping India is here to stay and will be unstoppable in coming years. The current study is descriptive in nature and it has made an attempt to understand the behavior of Indian consumers towards online shopping websites. Although statistical significance of various parameters has not been examined but the generalized results obtained through data analysis has given perfect indication of increasing significance of online shopping websites or stores in the life of Indian consumers

The e-stores are regularly visited by the online shoppers. The comfort and convenience provided by these stores for 24x7 has made very easy& fast shopping for online shoppers worldwide. The analysis discussed in the above section has documented that the Indian customers are highly dependent to the online shopping websites. But the statistics data available has shown that Indian market is still not a fully developed market for e-stores or shop online. There is vast scope of online shopping stores in various areas and in almost all the segments of Indian market. The young population is the main attraction of this online industry and they highly contribute fast growth of online shopping in India. The maximum of internet users are youngsters, the majority of goods and services demanded are related to only this segment. Travel planning is one of the major services used by Indian online shoppers. The present study has provided various suggestions for business strategists which are stated as follows:

- The e-commerce market has arisen large possibilities for youth online shoppers. If the demographic features are considered carefully then it can be easily identified that maximum number of respondents of online shopping are lying in age group of 18- 30 years. The online sellers should target this segment for batter future growth.
- On the basis of the study we find the various factors which helpful for online sellers to develop batter marketing strategies. It will help to convert their potential online customers into active online customers. By improving the after sales services, providing more secured/safe payment options, timely deliver the products with better packaging.
- The market segments like Toys, Flowers. Electric products, Mobiles and Home & Kitchen items must be targeted by the marketers to attract more and more online shoppers. And the market for other products and services must be expanded through provide more awareness& knowledge among the online shopper's customers.
- According to the research various online shoppers has shown fear of unsecured transactions in online payment and misuse of personal information given by online shoppers. Online sellers try to increase the faith of online shoppers regarding online shopping.

References

- Delafrooz, N., Paim, H. L., and Khatibi, A., 2010. Students' Online Shopping Behavior:An Empirical Study. Journal of American Science, 6 (1), 137-147.
- Hernández, B., Jiménez, J., and Martín, M. J., 2011. Age, gender and income: do they really moderate online shopping behaviour? Online Information Review, 35 (1), 113-133.
- IAMAI, 2011. 100 Million Internet Users In India, Cybercafe Usage on Decline. Internet andMobile Association of India.
- J. Song, and Zahedi, F.M., 2005. A theoretical approach to web design in e-commerce: a belief reinforcement model, Management Science, 51 (8), 1219–1235.
- Jagtap, N. K., 2013. E-Commerce – Use Of Its Common Application– "Online Shoping",TactfulMangement Research Journal, 2 (3), 1-6.
- Jusoh, Z. M., and Ling, G. H., 2012. Factors Influencing Consumers' Attitude Towards E-Commerce Purchases Through Online Shopping, International Journal of Humanities and Social Science, 2(4), 223-230.
- Kim, J., 2010. Analyzing College Students' Online Shopping Behavior through Attitude and ntention,International Journal of Interdisciplinary Social Sciences, 5 (3), 365-376.
- Kiyici, M., 2012. Internet Shopping Behavior Of College Of Education Students,TOJET: The Turkish Online Journal of Educational Technology, 11(3), 202-214.
- Lee, Y., and Kozar, K. A.,2009. Designing usable online stores: A landscape preference perspective. Information and Management, 46(1), 31-41.
- Li, N., and Zhang, P., 2002. Consumer Online Shopping Attitudes and Behaivour: An Assesment of Research. Eighth Americas Conference on Information Systems.
- www.economic times
- www.times of India
- www.online journal
- Research methodology book.

❑❑❑