

ONLINE SHOPPING: CONSUMER'S COMFORT AT HOME

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ABSTRACT

Undoubtedly the increased popularity and easiness of E-Commerce is greatly impacting the traditional pattern of Shopping, not only because the final consumer is getting various options and easiness along with better price but the retailers are also getting better price for their product, easiness and Promotional advancement too, through internet. The Online shopping Mechanism provides buyers the conveniences of doing shopping from throughout the world, through their connectivity of internet. Like above there are numerous other reasons which indicates and persuades retailers to convert themselves into online segment or become the part of any online E-Commerce Channel. Due to heavy competition with online players, there is very heavy pressure on offline players to follow the discounting strategies to compete with them. The all top most brands generally gives preference to sale their discounted items on online mode instead of Offline, to grab the large portion of the market to make their reach in wider area, which also creates a pressure on offline dealers. Another major factor which in our opinion impacts the sale of offline traders is, that range of products available on online shopping mode is quite large and millions of the products are available in online shopping portals as compared to retail stores, hence the impact is reduction in customer footfall on physical stores. The range of varied nature of offers and discounts like cash back, credit card and Debit card purchase offers and free delivery like options also permits a decrease in the sale amount of the retailers. Due to such emerging benefits of Online shopping the consumer is now shifting towards Online shopping to a great extent. This article enlightens how online shopping has captured the most of the portion of the market.

Keywords: Online Shopping, E-Commerce, Competition, Conveniences, Advertisement.

Introduction

In the recent days it has been observed that traditional way of shopping from stores in physical mode is shifting toward online shopping through use of Internet and making it more glorious and attractive. In the last decade with the increased use of internet many of the retail offline businesses are trying to incorporate the E-Commerce into their business so as to compete with online sellers and providing better services to their customers. However, in this process of making them available in online market they faces various difficulties including the difficulty that they cannot use the same pattern of sale in online trading as they uses in offline trading or in traditional method of selling. However, today's world of online shopping Market includes features of "Real World Shopping". Here it is worth noting that every consumer use to have a different perception and information, while he is making shopping, whether online or offline. Hence a retailer having physical establishment of his business shall first understand this difference of perception and analogies of consumer of online shopping and offline shopping before making a setup of online dealing and before coming on the online portal. At the same time the retailers shall also make sure that they understand it in a better way the all-pros and cons of online shopping so

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as to understand in a better way to motives of consumer in selecting the online shopping over traditional method of shopping. This is important because one factor which attracts the attention of the shoppers towards the offline shopping is, some experience which cannot be gain in online shopping, like communication with sales person, the know the details of the product along with its use before purchase of the product, touching and feeling the product. But in case these features are kept silent, or if these features are not important or less important for consumer, then online shopping fulfills the various purposes of consumers in more efficient and effective way.

Online Shopping

Internet no doubt, made life of everyone easy and convenient. The business not at all exception to this. It has changed not completely but yes to a great extent, the way of doing business, and business in India has made their presence worldwide through E-Commerce or online shopping. Online shopping is a medium where goods and services are sold and purchased through internet. This is now co-operating a larger portion of total GDP of the country as high-income generating activity. This is not only for Indian Business, but business of other countries are also showing their presence in India. The entire world market is now like small village and distance is not at all a constraint. At the beginning of the E-Commerce only those sellers were selling their product online who was not having any establishment of their shops, but now even those who has their set up of business shops are also on E-Commerce portals and online Shopping websites, and perhaps they are earning better from Online than offline. The virtual world is overruling out the physical market due to availability of variety of products and services. One important thing is that earlier (i.e. Before introduction of E-Commerce) customer has to approach to seller. Sometime it happens that consumer though of any product of his need but due to lack of market he was in perception that this kind of product actually do not exist or otherwise he was not aware where this product could be available. Now he just needs to think about this and search the product on internet and he can that product and can know about the place where such product could be available. Even companies or sellers approach to consumer for sale of their product. Now a days each and every product of each and every range and each and every type of Customer's need are available at finger tips. Internet or online shopping allows consumer to buy the goods or service directly from the seller, thus saving a lot of cost involved into storage and handling. The online shopping on internet may be various names such as e web, e-tail, e shop, e store, internet shop, web shop, web store, online store, online storefront and virtual store. The world leaders of online shopping are Alibaba, Amazon and E-Bay. The India's leaders of online shopping are Flipcart.com, Snap deal.com, Paytm. Com. Homeshop18.com, Futurebazaar.com, Firstcry.com and many others. Now the big sized corporates has also entered into E-Commerce business like Tata (Tata Cliq) and Reliance, Adani group etc. Neilson Global Consumer Report, (2010), the growth of online shopping is not the result of only huge or large size players in the market, but also because of rapid growth of various online retailers who have their online portals and E-Stores which sale a variety of products to their customers. E-Tailing which compare to E-Commerce is a new term but is actually a part of E-Commerce. E-Tailing is a replacement of retailing in E-Commerce. It is retailing conducted online mode using the internet, where goods and services are sold to consumers on internet. Various Services of E-Store or online Services includes Delivery of product on right time, Easy return and replacement process, timely response to consumer and their complaints. Using internet the consumers collects varied nature of information about the desired product and can compare it with other available product of low price and of same quality. Online business or E-Commerce Business offers increased activities for retailers by the way of access to growing and enlarged market, along with decreased operating cost as well as low cost of purchase. With use of E-Tailers, consumer is becoming more smart and making buying or shopping as per their convenience. As we discussed earlier there are number of factors that makes online shopping more attractive and unique and different from offline shopping. Besides having convenience and comfort, online shopping also allows to customer to access and compare the information of product from multiple sources.

Consumers and his Buying Attitude

The Consumer is the king. This is a well-known saying for marketing. The consumer of current scenario is young and professional and having the highest level of income and education. They understand the value of time and for them value of time is more important than money. This young population having time constraint and dual income is the largest target perhaps for such online shopping sites or E-Commerce companies. Hence this income and purchasing power is greatly affecting the preferences of consumer and thus persuading them to shift to online shopping. A consumer who uses internet for much higher time, has more potential for online shopping compare to that consumer who spends a very less time on internet, as we explained example of old age people. The reason behind is

that an user having the high intensity of internet use, has better understanding of online shopping and its Pros and Cones, hence he can use the internet for shopping in better way than he did the same in case of offline purchasing. Those who are highly concerned about privacy and security are tending to low or almost nil preference towards online shopping. There are certain factors which influences the Buying Behaviour of Consumer's and sets his preference for online and offline shopping

- **Purchasing Power of Consumer:** This is perhaps the most important and vital factor that impacts behaviour of consumer. Every consumer before purchasing goods, evaluates his budget and finds out his purchase capacity, and if the goods to be purchased is not in his budget, then definitely he will not going to purchase the same. This will impact the sales of that product. In this case it is not important that whether product is good or bad. This factor then doesn't work then. However this is analyzed by the companies or sellers. They evaluate the consumer's buying capacity and accordingly they classify them into different categories and target them accordingly.
- **Influence Factor:** this impacts the purchasing power of consumer greatly. Those who impact the purchasing power of consumer are of two categories. One who are near to consumer like his family members, relatives, colleagues etc. The second category consists of neighbours, and other buyers of same product.
- **Personal Choices:** The various levels of priorities of consumers include his likes and dislikes impacts the consumer behaviour. These Personal choices and opinions of consumer relating to their Style is major influencing factor for some of the industry such as foods and clothing industry. Companies use advertisement to hit such preferences. Companies also create advertisement in such way that such advertisement automatically develops a kind of preference in the minds of consumer for that product.
- **Economic Environment of the country:** The economic position of the country greatly influences the purchasing power of consumers. For example in the Covid Pandemic, the economy of the country get down and thus reduction in income has shown. This directly impacted the purchase decision of the consumer for automobile, home appliances as well as houses and commercial property. Even investment decisions have also been postponed by the investors'. Whenever economic condition of the market is improved, the buyer is ready to take even some risk regarding to make purchase even though he would have some financial liabilities. This is because the positive economic conditions allow him for the same.
- **Market Campaigning Strategy:** This is undoubtedly acceptable fact that advertisement or promotional tactics influences the Buying Decisions of consumer. This sometimes even lead to shift of consumer from one product to other, that too at mass level. The marketing strategy of companies to conduct it on regular basis make reminder in the mind of the consumer about the product on regular basis and influences him to continuously but the product of that brand only.

Effect of Internet on Buying Behaviour of Consumer

The internet does not only impact the buying decision of the consumer only, it's also impacts the way consumer have interaction with various suppliers on online or E-Commerce portal. This leads the division of total sales among various sellers. As we discussed earlier, through internet the approach of buyer is not limited to any one or few sellers rather it extends to different retailers along with various alternatives at a very low cost of search, and that too simultaneously. This not only provides a better decision to the consumer, but also provides him a lot of information, which will be helpful for him in his future purchase decisions. With the increase in number of sellers on the online market the level of competition is also increasing to grab more and more customers to expand their level of share. For instance in the electronic market a consumer can easily search out the retailers for few product of services, but few retailers only. Hence with the help of internet, new scopes can be generated for retailers and thus decrease the concentration of the market into one place. The consumers will be able to search out all the dealers easily.

Conclusion

The speed with which internet is expanding in the world as well as in India, The E-Commerce business is not expanding in that proportion. However, many internet users use browser to search out the information about the products they wish to purchase, but comparatively fewer of them actually buy that product online. May of the internet users are still far from online shopping, that could be due to numerous reasons. However, with passage of time and with the increased use of internet, better and

safer technologies, and increased awareness about internet could be various reasons for which the trend of online shopping will increase. Although the E-Commerce market in India has not reached at that level where it would have been according to increase in internet use (As India is third largest internet user in the world as per AC Nielson), but soon it will be there and future prospect of this E-Commerce Business is quite bright. This is because the E-Commerce business is game where everyone buyer and seller are in win-win situation and these E-Commerce transactions will be great revenue generator for Business to Consumer segment. This all is about the comfortness with online shopping. Perhaps Indian consumer still feels reluctant or scared with online shopping and that's why it is not engaging itself into it. India has more than 25 million internet users and more of them are converting into online shopper. This is creating an expectation that Revenue from online shopping is expected to increase greatly. It has been observed that online sales take an upward rise during the festive season such as Diwali or Holi or Raksh Bandhan. It is almost double compare to normal time frame of the rest of the year. This indicates that online shopping is making its positive way in India. The increased effective communication with consumer, Zero or reduced cost of delivery and reduced delivery time has made it possible to convert the offline sale market into the online market. This is expected that around sixteen to twenty percent of the population of the country can be converted into online buyer and this will make its presence remarkable. The position of India will be second largest in the world soon. This is showing the new trend of better equipped and confident consumer in the country. The retail industry is growing and accelerating and undoubtedly India is expected to grow as one of the important player in this market. India is a developing country and it needs time and resource to get ready for being such important and foremost player of this market.

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