ONLINE SHOPPING: USE AND EXPECTATIONS

Dr. R. K. Katewa[*]
Dr. C.P. Kulshreshtha[**]

ABSTRACT

Today marketers are trying to make available most of the branded products online with transportation facility up to customers' home. Time, reachability and availability are the key areas that marketers of online shopping are trying to make the most. It makes all the difference to the customers getting influenced by many portals with dexterous promotions and leading to be continously participative in online shopping. In the present study, a survey was made only on the respondents who have internet fecility in order to study how the people are accustomed to buy the products through online, how frequently different categories are used to be participative in buying process, how they select the portals and the rate of impact of shopping portals that leads to purchase behaviour. Certain finding such as transportation is a considerable motivator, tracing shoppers back to sites to make repeat purchases and causing shoppers to recommend an online retailer. Next is the timely arrival of shipments, which encourages shoppers to recommend an online retailer, and people have worries about sending personal or credit card information online, but for utmost online users they are outweighed by the convenience and time-saving benefits of online shopping.

_____

Keywords: *Online Shopping, Portals, Time of Delivery, Transportation, Purchase Behaviour.*

_____

Introduction

Inevitability of a change has crept everywhere including the minds of Indians. Despite the inhibitions and ambiguities they try to convert their style of purchasing fruits, vegetables, cosmetics, jewellery and what not. The newest style is of buying through online is going to turn out India as one of the biggest E-markets. There is a practice developed by even common people to get accustomed to buy through online shopping though there lays the same proportion to refuse because of the miss the fantasy of thrilling while searching and selecting the goods. The common dexterous point is the wastage of time in wandering many shops and the same gives thrilling to many other. Physical touch of the product that gives complete knowledge about the product is a debate going on now-a-days. The payments through online are not that safer on which the technology supporters deny and confide the accuracy.

Online shopping is the process whereby consumers directly purchase goods, services etc. from a agent interactively in real-time without an intermediary service over the internet. Since the disclosure of the World Wide Web, traders have sought to sell their products to people who surf the Internet. Purchasers buy a variety of items from online stores. In fact, people can buy just about anything from companies that provide their products online. Books, household appliances, clothing, toys, software, hardware and health insurance are just some of the thousands of products consumers can buy from an online store.

_____

[*] Dy. Registrar (Academic), Pt. Deendayal Upadhyay Shekhawati University, Sikar, Rajasthan, India.
[**] Associate Professor, Business Administration, Swami Vivekanand Government College, Khetri, Jhunjhunu, Rajasthan, India.

Many people choose to conduct shopping online because of the convenience. For example, when anybody shops at a brick-and-mortar store, he/she has to commute to the store, discover a parking place, and walk to the store until she locates the products he/she needs. After finding the items which he/she wants to purchase, may often need to stand and wait in long lines at the cash register.

The Nielsen Company conducted a survey in March 2020 and survey over 27,000 Internet users in 55 markets from Asia Pacific, Middle East, Europe, South America and North America to look at how consumers shop online: what they wish to buy, how they use various sites, the collision of social media and other factors that come into play when they are trying to decide how to spend their money. What we found was that there are few products bought online that are general, and others that still have yet to build a significant share of trade. Farther, while checking online reviews are popular for some products—particularly consumer electronics and cars—shoppers still trust the recommendations of friends and family most. Internet penetration rates vary by geographic region as reported by Internet World Stats: Europe (53.0%), North America (76.2%), Oceania/Australia (60.8%), Latin America/Caribbean (31.9%), Middle East (28.8%), Asia (20.1%), Africa (8.7%), and World Average (26.6%)

There is found a considerable growth in online shopping every year and it is an overwhelming expectation that online shopping will cross 6000 crores by the end of 2022 and by 2025 are 85 thousand crores. The slower moment of online shopping in the recent past has got many reasons to have a dramatic growth at present. The use of internet has been increased by raising the middle class connections including employees, women and students that are concentrating on buying everything through online. A study reveals that Indians use internet 7 hours for browsing, 10 hours for social networking and 6 hours for e-mails and all these categories have ample chances to keep an eye on online shopping. There is an abnormal growth in using cell phones because of the costs to network and cell phones have come down. It is evident that among 90 crores cell phone holders in India 20 per cent of are having smart phones which connect to internet. The contribution of 30 per cent for online shopping comes from cell phones only.

Objectives

- To understand the utmost and least important aspects of online shopping and experiences.
- To evaluate the different sales promotional activities which infuence the customers.
- To identify the impact of online shopping on different categories of people after watching the shopping portals.

Methodology

Research design selected for this project is descriptive. The research was done at Srikakulam town in Andhra Pradesh only. Target population for this research was the people in different categories (Kids, Students boys, Students girls, Business people, Housewives, professionals and farmers). Sampling technique used in the study is Stratified Random Sampling with 150. As far as the sampling method is concerned, Probability Sampling (Random Sampling) and Non–probability Sampling are used. Tabulations were the results of application of the tool ANOVA in the two factor without replication.

Hypothesis

A hypothesis is created on the basis of a varience.

Analysis of Variance

After watching the shopping portals, different categories of people insist themselves to buy the products through online or not.

H_0:   There is no impact of online shopping on different categories of people after watching the shopping portals.

Recent Developments in India

Brand centrism has been there already in urban places. Rural consumers are also quite pragmatic towards branded products and the specifications towards certain brand for certain products are encouraging the marketers to implement strategies accordingly. Time, reachability and availability are the key areas that marketers of online shopping are trying to make the most. Great online shopping festival conducted by Google last year had announced that 51 per cent of people were from semi-urban areas only. Reforms by the bankers have become boons for E-commerce. There is an account for every person who has even a little fixed asset. Bankers provide credit cards in such a feasible way that the payments are congenial. Most of the youth around 25-35 years are spending majority of their earnings on shopping rather it can be said that the preference is given to online shopping only.

We should really talk about the pains in cities to trace out the shop between crowded traphic with wearisome efforts and there finds rush everywhere mostly at parking and billing. Relaxation is found much in doing the same through clicking online has dominated the facility management of shopping with all beautifications. But there is a fantasy to buy the products by bargain, watching physically and contacting at least 4 shops which has been a common attitude of the Indian consumers. More over the payment to be done before the product is reached is not acceptable by many. There lie the important elements of the pricing strategy which has been set exclusively for e-shopping with the maximum possible discounts. Regular hot deals with E-coupons, cash back facility are not possible in direct shopping whose may be provided only at the time of main festivals.

- There is also facility for the consumers to pay the money at the time of delivery who can rest assured about the certainty of recovery.

- They also provide refund ability for the items that don't satisfy the customers.

- Some companies provide installments also.

- Some other go forward by offering the payment can be done even after examine the product in person after delivering through try and buy.

There is a keen eye on the products such as garments, electronics goods, cosmetics and books through they don't buy. 74 per cent of city customers like cash on delivery (COD) followed by 18 per cent like debit cards and 5 per cent like credit cards. There is found a considerable growth in the purchases of mobiles through online. Marketers of E-commerce are quite aware of strengths and weakness of online business. They can forecast the uncertainties as they have seen the industry having many hurdles like duplications, deceipts and this experience pioneer them to make strategies to prevent them. They also maintain good relationship with customers by keeping in touch with facebook and twitter as well as promoting their products information to the customers. It is found that 7 lakhs of account holders are there only in Snapdeal in facebook who have been attracted towards different videos, oops and other information about trends and fashions. Online retail showrooms like cross word, land mark have already entered into online. Famous companies like Nokia, Samsung and Reebok etc have started selling through online of their own. It is noteworthy achievement that E-commerce industry has seen its happier days in one year by enjoying the growth of 140 per cent.

Initial attempts of E-commerce sites were confined to take the orders through which only the commission for service as mediator they used to get. There was a little compulsory in rendering services but a dexterous growth of the industry brought them to set up on their own and increase the network of the business to the greater extent. Transparency in the technology is one of the key elements for the success and a customer being carried away by the cheaters has reduced. Companies such as flipcart, EBay, snapdeal, fashion and you, jabong etc have proved the best quality in their service mix with all updations is the strategy.

The notion that the men only do online shopping had been there for a long time but the women's participation level and involvement has made the industry to go for an exclusive online shoppers like limeroad.com where the jewellary, sarees and cosmetics are sold. Women show interest on online shopping especially while buying goods for gents.

There are many national and international shopping portals and to illustrate a few are 99 labels.com, EBay. In, Snapdeal.com, Zovi.co, Tradus.in, Jabong.com, Inkfruit.com, Dealsandyou.com, Fashionandyou.com, Flipkart.com, Naaptol.com, Yebhi.com

Present Study

It makes all the difference to the customers getting influenced by many portals with dexterous promotions and leading to be continously participative in online shopping. The survey conducted in Jaipur in Jan-Feb 2021, the capital of Rajasthan, a semi urban area getting developed in the recent times amalgamated with different demographic traits. The survey was made only on the respondents who have internet fecility in their houses. In order to study how the people are accustomed to buy the products through online, how frequently different categories are used to be participative in buying process, how do they select the portals and the rate of impact of shopping portals that leads to purchase behaviour; the research study is made on different categories and frequency of buying.

Table 1: Frequency of Wathing Shopping Portals

Frequency	Categories								
	Kids	Students boys	Students girls	Business people	Housewives	Professionals	Govt Employees	Farmers	Total
Often	4 (57.14%)	9 (6O %)	12 (60%)	0 0	3 (13.04%)	22 (51.16%)	6 (33.33%)	0 0	56 (37.33%)
Sometimes	1 (14.28%)	2 (13.33%)	3 (15%)	15 (75%)	0 0	14 (32.55%)	6 (33.33%)	3 (75%)	44 (29.33%)
Rarely	2 (28.57%)	3 (20%)	5 (25%)	4 (20%)	19 (82.60%)	4 (9.30%)	2 (11.11%)	1 (25%)	40 (26.66%)
Not at all	0 0	1 (6.66%)	0 0	1 (5%)	1 (4.34%)	3 (6.97%)	4 (22.22%)	0 0	10 (6.66%)
Total	7	15	20	20	23	43	18	4	150

Table 1 details that those that are habituated to online shopping will often continues the same practice and it is surprising to note that the percentage of non users are very much less than often, sometime and rare users. professionals are stepping forward to be accustomed to online shopping much. It is also found that there is no significant difference between the frequencies of government employees. Housewives are rarely using internet, so that the online shopping for them is a way away. Time allocation for online shopping by the business people is a constraint not to be often at portals. There is no significant difference between boys students and girls students in their frequencies.

Table 2: Summary of Data Variance

Summary	Count	Sum	Average	Variance
Often	9	112	12.44444	314.0278
Sometimes	9	88	9.777778	194.4444
Rarely	9	80	8.888889	165.6111
Not at all	9	20	2.222222	10.44444
Total	9	300	33.33333	2036.5
8	5	14	2.8	7.7
9	5	30	6	35
10	5	40	8	64.5
11	5	40	8	80.5
12	5	46	9.2	119.2
13	5	86	17.2	268.7
14	5	36	7.2	39.2
15	5	8	1.6	3.3
Total	5	300	60	2818

Table 3: Anova: Two-factor without Replication

Source of Variation	SS	df	MS	F	P-value	F crit
Rows	5009.778	4	1252.444	4.588432	0.004835	2.668437
Columns	13033.6	8	1629.2	5.968707	0.000106	2.244396
Error	8734.622	32	272.9569			

Tabulated Value F $(4, 32)$ = 2.24,　　　Tabulated Value F $(8, 32)$ = 2.66

In case of category of people, computed F is more than tabulated value hence, rejects H_0. In case impact of online shopping, computed F is more than tabulated value hence, rejects H_0. In both the cases, we reject H_0 as there is an impact of online shopping on different categories of people after watching the shopping portals. Hence, it can be said that the impact of watching portals stimulate the citizens and have a significant influence on every category as stated.

Conclusion

While online shoppers are generally very satisfied, there is room to improve their satisfaction related to transportation and returns. While free transportation is a great motivator, drawing shoppers back to sites to make repeat purchases and causing shoppers to recommend an online retailer, consumers are willing to pay a nominal fee for getting their product faster. When comparison-shopping, consumers take product price and transportation charges almost equally into consideration. There are several other things that retailers can do to improve the experience for their online shoppers. The first is to communicate the expected delivery date of the order; customers are willing to wait for their orders but want to know just how long that might be. Timely arrival of shipments encourages shoppers to

recommend an online retailer. Consumers also like having tracking updates and delivery notifications to understand when their package is arriving. Online shoppers want flexibility in their shipping, particularly the ability to give special delivery instructions or schedule a delivery time or select an alternate delivery location. People have worries about sending personal or credit card information online, but for most online users they are outweighed by the convenience and time-saving benefits of online shopping. Low-income people are more likely than the well-off to see the risks of sending personal and credit card information online, and less likely to see the benefits. Perceptions about the convenience of online shopping and worries about sending personal information online are the biggest determinants of whether people shop online or not. Improving online users' comfort levels with sending personal or credit card information over the internet would have the biggest payoffs for expanding online shopping.

References

1.   Global Trends in Online Shopping: A Nielsen Global Consumer Report, June 2020.

2.   http://shoppingtrends.net/

3.   Igbaria M. and Chakrabarti A. (2000), "Computer Anxiety and Attitudes towards Microcomputer Use," Behavior and Information.

4.   McAfee's Do's and Don'ts of Online Shopping from Resources 1: McAfee Secure Trustmark and Resources 2: McAfee Site Advisor., www.mcafee.com

5.   John B. Horrigan, Associate Director February 13, 2018, Online Shopping -Internet users like the convenience but worry about the security of their financial information., Pew Internet & American Life Project 1615 L St., Nw–Suite 700 Washington, D.C. 20036

6.   Ruchi Nayyar and Gupta S.L. (2020), "Impact of Changing Demographic Profiles of Indian Customers on their Internet Shopping Behaviour", View Point, July- December.

7.   Schiffman L. and. Kanuk L. (2013), Consumer Behaviour (8th Ed.). Prentice Hall: New Jersey.

8.   Swani P. and Treinen M. (2011), "What Makes Web Sites Credible? A Report on A Large Quantitative Study", Stanford University.

9.   Zhao Z.J. and Gutierrez J.A. (2012), "Customer Service Factors Influencing the Internet Shopping in New Zealand", Issues in Informing Science and Information Technology, University of Auckland, Auckland, New Zealand.

⬤◯⬤