

E- SHOPPING -A CHANGING SHOPPING TREND

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ABSTRACT

Online Shop-ping in India is evolving fast and has the prospective to grow exponentially in the times to come. Online shopping is a growing area of technology. Online shopping has spread into every corner of life, linking people to the culture of capitalism in frequent and daily ways. In general, shopping has always catered to middle class and upper class women. Shopping is fragmented and pyramid-shaped. Online shopping is the process consumers go through to purchase products or services over the Internet. An online shop, eshop, e- store, internet shop, web shop, web store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping mall. Establishing a store on the Internet, allows for retailers to expand their market and reach out to consumers who may not otherwise visit the physical store. The convenience of online shopping is the main attraction for the consumers. Unique online payment systems offer easy and safe purchasing from other individuals. Online shopping allows people with a broad range of products in different categories. It also gives a chance to compare the same product with the others and also shows the best deal. The benefits of shopping online also come with potential risks and dangers that consumers must be aware of. This research is conducted to study the emerging trends of online shopping retails by retailers. This report includes the various factors which are taken into consideration by the consumers for purchasing through a retail store or for online shopping. Report also takes into consideration the factors which forms the basis of comparison made by the customers, mainly the women for online shopping vis-à-vis shopping through a retail store.

I. OVERVIEW

The internet is being developed rapidly since last two decades, and with relevant digital economy that is driven by information technology also being developed worldwide. After a long term development of internet, which rapidly increased web users and highly speed internet connection, and some new technology also have been developed and used for web developing, those lead to firms can promote and enhance images of product and services through web site.

According to the report, The Emerging Digital Economy II, published by the Department of Commerce, in some companies, the weight of e-commerce in total sales is quite high. For instance, the Dell computer companies have reached 18 million dollars sales through the internet during the first quarter of 1999. As a result, about 30% of its 5.5 billion dollars total sales were achieved through the internet (Moon, 2012). Therefore, to understand internet shopping and its impact on consumer behavior could help companies making

use of it as a form of doing e-business.

II. WHAT IS E-SHOPPING?

E- Shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer.

Consumers buy a variety of items from online stores. In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store.

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

In contrast, E-Shopping helps consumers avoid these disadvantages. With E-Shopping, a person logs onto the Internet, visits the store's website, and chooses the items she desires. The items are held in a virtual shopping cart until she is ready to make her purchase. The shopper can remain in her pajamas as she does her shopping, and the process can be conducted in the wee hours of the morning or late into the night. Online stores never close — they're open 24 hours a day.

The process of shopping done over the internet is called E-Shopping. Both products and services can be purchased by E-Shopping. E-Shopping is used for business to business transactions or business to customer transactions with applications of electronic commerce.

III. Literature Review

For better understanding the factors of internet and consumer shopping behaviours towards internet shopping, this chapter would provide academic research reviews and relative ideas expressed in the literature that associated with this subject.

Due to the recent research shows that internet shopping becomes a full and effective business model (**Black, 2005**), therefore there are several studies that already investigated more or less related on internet shopping and consumer behaviour. In the following chapter, some point of view will be taken from literatures, and needs careful review to achieve them as the basis of the subsequent research investigation.

According to **Miller (2000)**, the product and services for Internet shopping could be influenced easily by their type, and he also indicated four sources that could explain the nature of Internet shopping

According to the research by **Bulkely and Carlton (2000)**, the majority of Internet shopping behaviours consist of one-time purchases, which is mainly according to consumer's different shopping motivations, such as convenience.

Information technology has used in the form of the Internet improved better quality of product information, which help shopper's decision making (**White, 1997**).

According to **Li and Zhang's (2002)** taxonomy that developed based on their analysis, there are ten impacts of relevant factors on online consumer behaviours

In the **Maignan and Lukas's research (1997)** shows that the financial risks have been cited as a main reason to stop internet shopping, and security has become a major concern both in online transaction relationships (Rowley, 1999).

IV. OBJECTIVES

- The main objective of the study is to discover the key factors that influence online buying behavior of consumers in Jaipur.
- This study attempts to analyze the features related to the buying behavior of online shoppers.
- Consumer buying behavior in respect of E-Shopping was studied using different socio-economic variables.
- It also provides a support that helps researchers understand the drivers of consumers' attitude and goal to shop on the Internet, and consumers' perceptions regarding ease of use and usefulness of internet.

V. RESEARCH METHODOLOGY

Scope Of the Study: I have conducted the research on "E-shopping-A changing trend in consumer buying behavior" carried in Jaipur as it is my primary objective of the study. Other general objective followed by primary one.

Sampling Size: The survey was taken in Jaipur, Rajasthan by sending questionnaire to 150 respondents.

Sampling Technique: Convenience Sampling.

Research Instrument: According to the aims and objectives of this study, the questionnaire was conducted to collect data about the impacts of Internet shopping on consumer behaviors within the summarized framework in associated with the respondent's E-Shopping experience.

Data Collection: The data is collected for the purpose of the study is divided into two parts :

Primary Data: the primary data comprises the information collected from the structured questionnaire filled by the respondents from Jaipur City.

Secondary Data: the secondary data is collected from the books, journals, and newspaper and internet

websites.

Tools & Techniques Data is analyzed on the bases of the suitable tables by using mathematical techniques like Percentage method.

VI. DATA ANALYSIS & INTERPRETATION

Analysis of Occupation relation to online behavior of the costumer

| | | | | | |
|--------------|-----|------------|-----|------------------|----|
| a) Salaried | 12% | b) Student | 84% | c) Self-Employer | 0% |
| d) Housewife | 4% | e) Retired | 0% | | |

| | |
|---------------|-----|
| Salaried | 12% |
| Student | 84% |
| Self Employed | 0 |
| Housewife | 4% |
| Retired | 0 |

Interpretation

It is the young generation who is more inclined towards the internet and this clear from the above graph. 84 % of the total respondents who go for E-Shopping is none other but students followed by salaried class.

Analysis of Consumers years of Online Shopping experience

| | |
|---------------------|-----|
| Less than a month: | Nil |
| Less than six month | 16% |
| Less Than 1 Year | 24% |
| 1-2 Year | 36% |
| More Than 2 years | 16% |

Interpretation

Due to the feature of Internet, it allows customer to shopping online anytime and anywhere, which means customer can browse and shopping online 24-hours a day, 7 days a week from home or office, which attracts some time-starved shoppers come to Internet for save time to searching products in physical store.

From the above graph it was seen that there are 8% respondents are one who are using internet for E-Shopping is from a last month and 16% respondents using from last six month, 24 % using internet from less than 1-year , 36% using internet from 1-2 year and there are 16% respondents who are using internet from more than five years.

Analysis of reason of Internet usage of Internet by the respondents?

| | Very Often | Often | Occasionally | Never |
|----------------------|-------------------|--------------|---------------------|--------------|
| Search for a Product | 12% | 36 % | 32 % | 2% |
| Surfing | 16% | 52% | 24% | 8% |
| Chatting | 68 % | 2% | 0% | 12% |
| Research a Topic | 28% | 32% | 40% | 0% |
| Looking for a Job | 16% | 28% | 20% | 36% |
| Internet Shopping | 20% | 24% | 40% | 16% |
| Other Specify | Nil | Nil | Nil | Nil |

Interpretation

Trend of internet shopping is growing at a fast pace, people browse it not only for gathering information but for many other reasons, one of them being the internet shopping. Different responses were seen from the respondents as what reasons they surf net.

The graph interprets, 36% respondents using the internet for searching the product and 52% respondent using the internet for surfing, 68% respondent using the internet for chatting, 40% respondent using the internet for looking a job, for internet shopping 40% respondent using the internet .The percentage for using the internet for chatting is high in all of them.

What kinds of goods do you purchase from Internet? (You may select more than one option)

| | |
|----------|-----|
| Books | 8% |
| CD/Video | 20% |
| Software | 48% |
| Toys | 12% |
| Tickets | 60% |
| Flowers | 12% |
| Gifts | 12% |

| | |
|-----------------------|-----|
| House Wares | 0 |
| Consumer Electronics | 16% |
| Hotel/Travel bookings | 4% |

Interpretation

In this analysis 60% respondent purchasing tickets from internet, 48% purchasing software, respondents purchasing CD/Videos are 20%, 12% respondents purchasing flowers and toys, 16% purchasing consumer electronics, 12% purchasing gifts from internet. This analysis shows that percentage of purchasing tickets is very high from all of them.

Analysis of Frequency E-shopping by the Respondents.

| | |
|--------------|-----|
| Very often | 16% |
| Often | 20% |
| Occasionally | 48% |
| Never | 16% |

Interpretation

As we can see that there are 16% respondents who are purchasing goods from internet very oftenly, 20% respondents purchasing goods often from internet, 48% respondents purchasing goods from internet occasionally and 16% never purchasing goods from internet. In this we saw that respondents who are purchasing good from internet occasionally have high percentage as compare to others.

Respondents Reasons for E-Shopping?

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|-------------------------------|-----------------------|--------------|----------------|-----------------|--------------------------|
| Save time | 44 % | 56% | Nil | Nil | Nil |
| Save money | 16 % | 32% | 36% | 16% | Nil |
| More relaxing shopping | 24% | 36% | 28% | 8% | 8% |
| More easier shopping | 32 % | 28% | 32% | 4% | 4% |
| More efficient | 12% | 20% | 4% | 12% | 16% |

Interpretation

As we see that reason for using internet of respondents 56% said for saving time, 36% said for saving money and those respondents said for more relaxing shopping have same percentage. 32% respondents using internet for easier shopping and 20% said the reason of more efficiency. In all of them reason for using internet for saving time have high percentage.

Analysis of respondents being careful in reading the policies prior to making your final purchase

| | |
|-----|-----|
| Yes | 68% |
| No | 32% |

Interpretation

In this analyse we see that there are 68% respondents who carefully read the policies before making a final purchase and 32 % respondents did not care about the policies. Respondents who carefully read the policies have high percentage.

Analysis of Respondents way of Payments for their E-shopping Experience.

| | |
|---------------------|-----|
| Credit Card | 28% |
| Personal cheque | 8% |
| On delivery Payment | 64% |

Interpretation

In this graph we see that there 28% are respondents who make payment from credit card , 8% respondents make a payment of the goods through personal cheque and 64% respondents make a payment at the time of

delivery. It means more than user make payment at the time on delivery.

Analysis of respondent's action of comparing prices between websites prior to their purchase on internet?

| | |
|-----|-----|
| Yes | 84% |
| No | 16% |

Interpretation

As we saw that there are 84% respondents said Yes they are compare the prices of the websites to make prior decision and 16% respondents said No. The respondents who compare the prices of the websites have high percentage.

Analysis of Customer's Perception Regarding Security Factor while Shopping on Internet

| | | | |
|-----|-----|----|-----|
| Yes | 80% | No | 20% |
|-----|-----|----|-----|

Interpretation

The provision of the security is becomes the highest or almost the highest budget in the Service development of Internet retailer. As this kind of technology is quite complexity and costly for Internet retailer develop by them own, therefore, they usually ask for Professional security service provider to check their E-commerce web site, and get the verify or certificates from the provider like VeriSign, in order to let shopper knows that shopping on Internet is very safely.

From the above graph it was analyzed that 80% respondents said Yes that feel secure while they shopping on the internet and 20% said No who feel shopping on internet was not a safe method Percentage of feeling security to make a shopping on internet have high.

Value Analysis by the customers about the various features on e-commerce website?

| | Strongly agree | Agree | Neutral | Disagree | Strongly disagree |
|---|-----------------------|--------------|----------------|-----------------|--------------------------|
| Company profile and brand identity | 40% | 36% | 12% | 12% | Nil |
| Security certified | 40% | 44% | 16% | Nil | Nil |
| Customer service | 20% | 64% | 16% | Nil | Nil |
| Detailed product information | 28% | 40% | 32% | Nil | Nil |
| Large selection of products | 44% | 20% | 16% | 20% | Nil |
| Term and condition of websites | 8% | 68% | 24% | Nil | Nil |
| Cost of delivery | 36% | 48% | 28% | 8% | Nil |
| Speed of delivery | 28% | 44% | 16% | 12% | Nil |
| Simplicity of purchase process | 24% | 40% | 16% | 20% | Nil |
| Protection of privacy information | 20% | 48% | 12% | 12% | Nil |
| Website interface | 12% | 28% | 40% | 12% | Nil |

Interpretation

In this analysis the most useful feature value by respondent while visiting on shopping website company profile and security certified , detailed product information ,simplicity of purchase, website interface have the same percentage 40% respondents who value the customer service are 64% and those go for large selection are 44%,who see the terms and condition are 68%. Those who see the cost delivery and protection are 48% and 32 % respondents value the personalized. Percentage of the respondents who value the terms and condition are high from all of them.

Analysis: What all according to the customer needs to be improved for e-commerce websites ?

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|----------------------------|-----------------------|--------------|----------------|-----------------|--------------------------|
| After Service | 32% | 56% | 12% | Nil | Nil |
| Web Security | 40% | 40% | 20% | Nil | Nil |
| Delivery on Time | 52% | 36% | 12% | Nil | Nil |
| Packing of Products | 48% | 32% | 20% | Nil | Nil |

Interpretation

As we see that respondent who think that e-commerce websites have to improve after service are 56%, 40% respondents think that websites have to improve website security, 52% respondent responds at delivery on time and 48% respondents said that websites have to improve on packing of products.

Analysis: Do you intend to continue purchasing products from the Internet in the near future?

| | | | |
|-----|-----|----|-----|
| Yes | 80% | No | 20% |
|-----|-----|----|-----|

Interpretation

In this analysis 80% respondents want intend to continue purchasing products from internet in the near future and 20% said no they don't want to continue purchasing products from internet. Percentage of intend to continue purchasing products from internet is high.

FINDINGS

- One third of people that shop online use a search engine to find what they are looking for.
- About one fourth find websites by word of mouth. Word of mouth has become a leading way by which people find shopping websites. When an online shopper has a good first experience with a certain website, sixty percent of the time they will return to that website to buy more.
- CD/Videos, books, and gifts are one of the things bought most online. However, clothes are a very popular thing bought online.
- In general, cosmetics, nutrition products, and groceries are increasingly being purchased online.
- About one fourth of travelers buy their plane tickets online because it is a quick and easy way to compare airline travel and make a purchase.
- The analysis done above can be used as useful guide for market orientation. To develop a valid and reliable measure of motivations and costs associated with online information search and purchase behavior.
- The potential of the Internet as an efficient and effective medium to disseminate information to enhance brand/product awareness, evaluations, and purchase intentions.
- From this survey, there are following information will be gathered: the respondent's experience of Internet use, the purpose of using Internet, the product categories which consumers purchased online, attitudes to Internet shopping, and feedback for E-commerce web sites.

LIMITATIONS

The research was done on the basis from limited number of respondents which may not represent the entire population of India.

Many people were not happily ready to fill the questionnaire Many of the surveyed people did not reply all the questions.

VII. CONCLUSION

Since the Internet and World Wide Web (WWW) have been developing rapidly in the last decade, the growth of E-commerce has also along with the fast speed of Internet development. Due to the features of the Internet, in the business world there has another important marketing channel for many firms. From the current researches suggested that the online retailers have to attract customers and at the same time provides right products or services to fit the customer's needs.

This study mainly focuses on the factors from the Internet and examines those factors that affect the consumer's E-Shopping behaviours. The research focused on the Internet shopping (include the nature of Internet shopping, E-commerce website, and online security, privacy, trust and trustworthiness) and online consumer behaviours (include background, shopping motivation and decision making process). Those factors were looked at, and examined to reveal the influence at online consumer behaviours.

Moreover, the customer's purchase decision making process was also examined to identify the potential factors. The information search is the most important factor that helps the customers find the suitable products or services for their needs. Therefore, the online retailers have to enhance and improve the information supporting such as provide much detailed product information and use internal search engine in order to increase the efficient of information search.

For the evaluation stage, customers more think a lot of the reputation from the E-commerce website, and the payment security for the purchase stage. At the post-purchase stage, the factor of after services which is the most concerned about. Overall, the factors from the Internet that influenced or prevented online consumer behaviours need to be carefully concerned by the online retailers, who can utilize the appropriate marketing communications to support the customer's purchase decision making process and improve their performance.

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