

CONSUMERS ATTITUDE TOWARDS ONLINE SHOPPING IN INDIA WITH SPECIAL REFERENCE TO MARATHWADA REGION

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ABSTRACT

With the emergence of information technologies and online stores, online shopping has not been as it was in the past. Fast moving lifestyle online shopping has been a growing phenomenon in all across the world. It has changed the way consumers shop for good & services. In the study researcher attempts to aware the consumers from the safety aspect of using credit cards online is that in case of disputed credit card payments for transactions the responsibility is on company to prove that the transaction actually took place as online consumers do not physically sign a credit slip. Indian consumers are spending their money on various items has changed drastically. The study is based on the perceptions, buying behavior and satisfaction of the consumers in India.

Keywords: consumer behavior, online shopping, internet, Marathwada Region, attitude, barriers

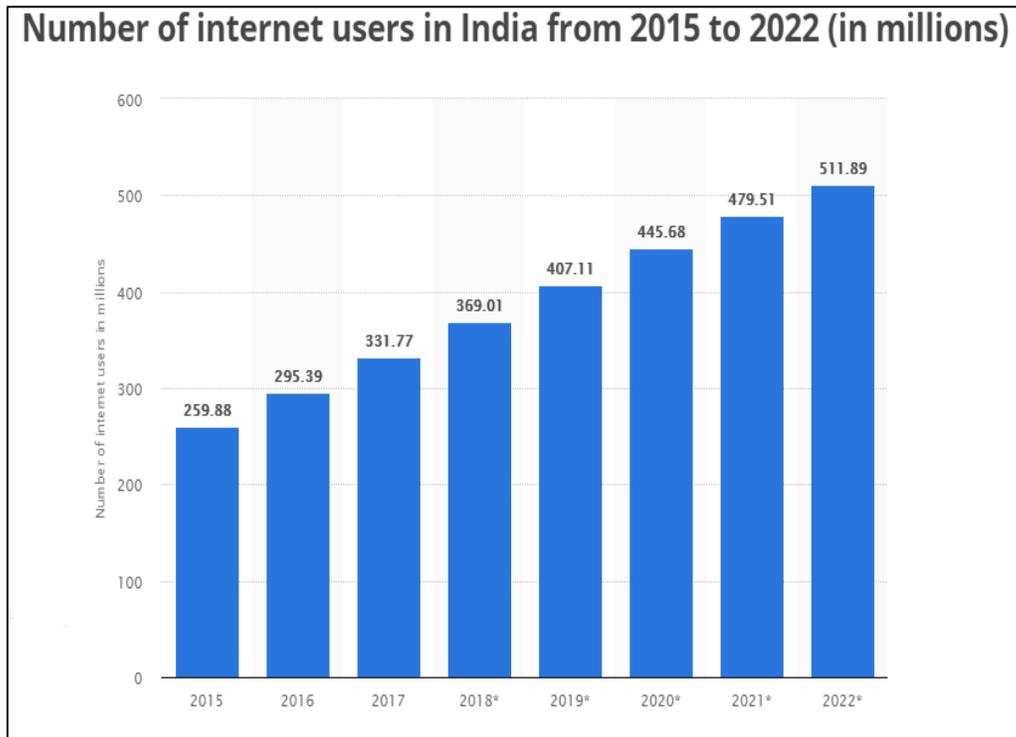
INTRODUCTION

Online Shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. The birth and growth of Internet has been the biggest advantage for the world. Online marketing in India has come a long way from a timid beginning in the 2000 to a period where one can sell and find all sorts of items from a high end product. Most companies are using Internet to represent their product range and services so that it is accessible to the global market and to reach out to a larger range of their customers. Technologies have completely changed the way one handles day-to-day transactions and online shopping is one of them. Internet has brought about tremendous changes in the purchasing behavior of the people. In the comfort from home, office or cyber cafe or anywhere across the globe, one can buy anything he/she wishes. E-commerce revenues in the country are projected to reach Rs 2,300 crore in the year 2006- 07, growing at 95 per cent over 2004-05(Source: Internet and Mobile Association of India, IAMAI). This pertains to the business-to-consumer (B2C) segment. It may be too early to do a comparison with the e-commerce scenes in countries such as the US where billions of dollars are spent online but the business is growing exponentially every year. It has simplified the purchasing style to one click, like of going from one shop to another for purchasing. Online shopping has influenced the consumer behavior in many ways like for example increased consumer power, access to information, more products and services, interactive and instant exchanges, access to multiple shopping websites, flexitime and place convenience etc.

NUMBER OF INTERNET USERS BY 2022 IN INDIA

This statistic shows number of internet users in India from 2015 to 2022. In 2017, India had 331.77 million internet users. This statistics is predicted to grow to 511.89 million internet users in 2022. India already is the second largest online market worldwide after China.

India's internet users are mobile phone internet users those who take benefits of cheap data packs to expensive landline connections that require desktop PCs and infrastructure. In 2016 India had 320.57 million mobile phone internet users and forecasts estimate 492.68 million Indian mobile phone internet users by 2022.



Source: <https://www.statista.com/statistics/255146/number-of-internet-users-in-india/>

SCOPE OF STUDY

Researcher proposes to concentrate work in Marathwada Region. E-Business includes variety of products, no. of companies and wide range of customer base present in industry. It is difficult to researcher to do segment customers, companies and very important customers for selection as a sample of study. Therefore the study undertaken by researcher was focused on Attitude of customers towards online shopping in India with special reference to Marathwada Region.

OBJECTIVES OF STUDY

- To focus present status of online shopping in India
- To analyze the factors affecting consumers attitude towards online shopping
- To study factors that motivates consumers attitude towards online shopping

METHODOLOGY

The study depends on the primary as well as secondary data regarding the history, recent trend and feature of shopping apps in India. The secondary data were further collected from standard text books of related topic, journals, dissertation and thesis.

The geographic territory was restricted to Marathwada Region. Samples for population were being selected as per convenience sampling method.

$$n = \frac{X^2 p(1-p)}{d^2} = \frac{1.96^2 * 0.5(1-0.5)}{0.1^2} = 96.04 \text{ (Round of 100)}$$

Where X= 1.96 for 95% confidence level, P= 0.5 and d = 0.1

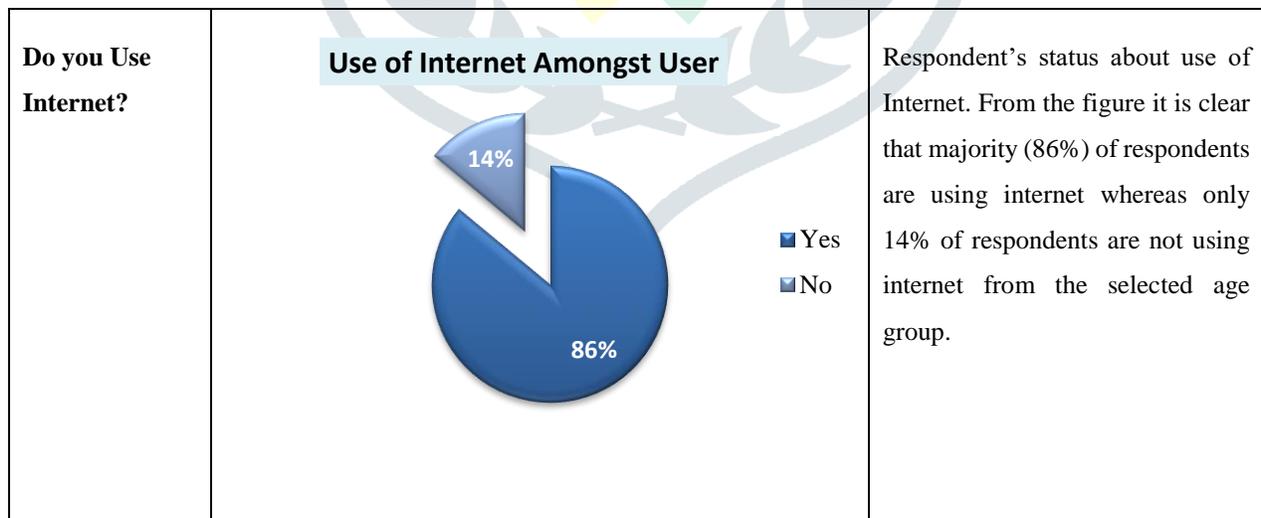
LIMITATIONS

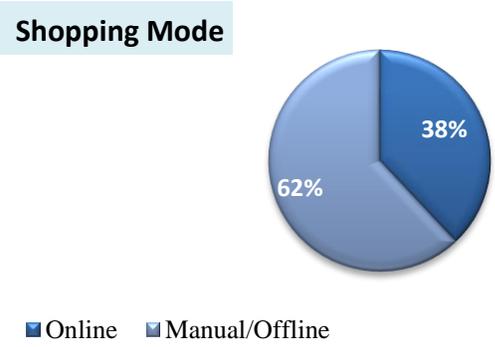
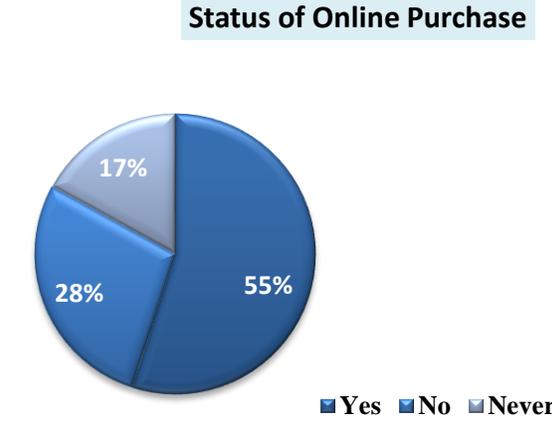
The study focuses and emphasizes on a sample size of 100 in and around Marathwada Region due to the time and cost constraint. Since the area of study has only been Marathwada Region and also on a select sample of 100 the results may or may not be applicable to the other cities in India.

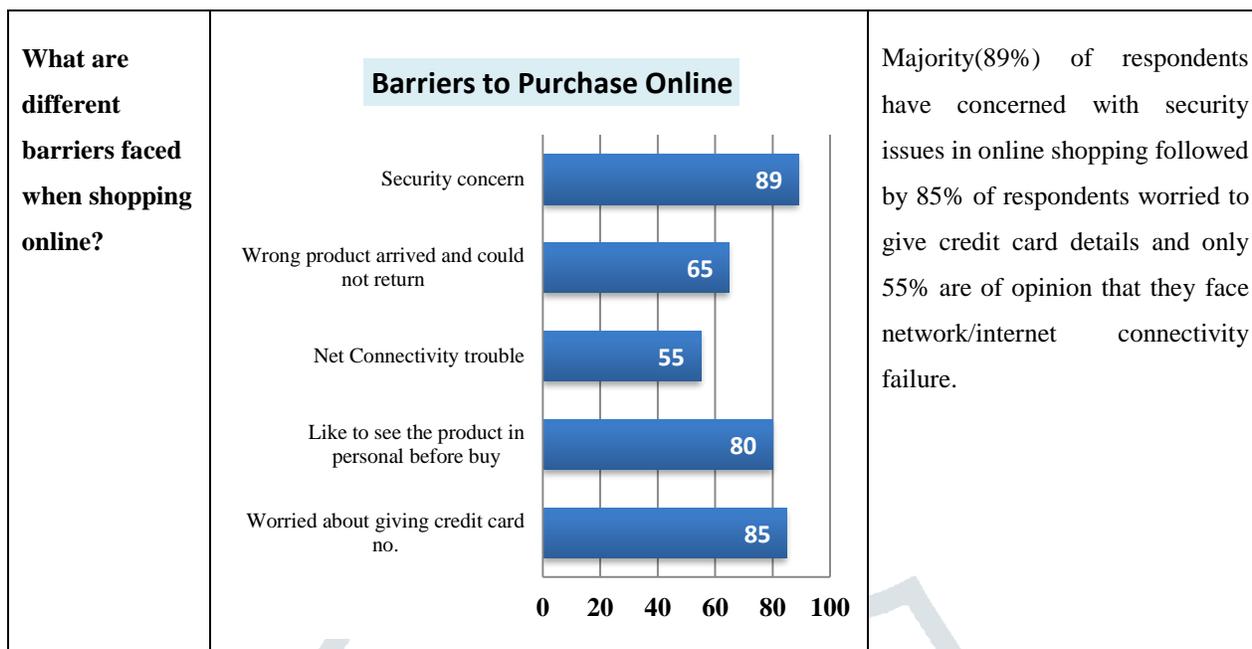
REVIEW OF LITERATURE

Prof. Ashish Bhatt (2014) in article entitled “Consumer Attitude towards Online Shopping in Selected Regions of Gujarat” published in Journal of Marketing Management stated that online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. As per study mode of payment is depended upon income of the respondents. People from different age groups are doing online shopping regularly. The attitude of consumers is changing with the time. In a country like India, consumers are finding online shopping very comfortable because of many variables like cash on delivery, customization or personalization of the websites, home delivery etc. PrashantSingh(2014) in his article “Consumer’s Buying Behaviour towards Online Shopping A case study of Flipkart.Com user’s in Lucknow City” published in Abhinav stated that future of e-retailers in India looking very bright. E-retailers give consumers the best way to save money and time through purchasing online within the range of budget. Flipkart.com offering some of the best prices and completely hassle-free shopping experience. The whole concept of online shopping has altered in terms of consumer’s purchasing or buying behavior and the success of E-retailers in India is depending upon its popularity, its branding image, and its unique policies.

DATA ANALYSIS AND INTERPRETATION



<p>Which Mode you use for Shopping?</p>	<p>Shopping Mode</p>  <p>■ Online ■ Manual/Offline</p>	<p>Majority (62%) of respondents are still using manual method of shopping on day today basis whereas only 38% of respondents are using online shopping method.</p>
<p>Have you purchased online and continued purchasing online till today?</p>	<p>Status of Online Purchase</p>  <p>■ Yes ■ No ■ Never</p>	<p>Most of people (55%) are using online method of shopping and they continued that whereas 28% of respondents used online shopping method earlier and they discontinued that and only 17% of respondents have not used online shopping yet.</p>
<p>What motivates you purchase online?</p>	<p>Motive Getting Online Shopper</p> 	<p>When it comes to security, shoppers go less online to buy products. Whereas other aspects play important role in consumer buying online. Users where allowed to select more than one option from the list of motives of getting online.</p>



FINDINGS

- Though the internet has grabbed the consumer segment still consumers need a digital literacy for using the updated technologies for convenience.
- Also consumer wants to touch and feel the product before making a purchase decision. So companies should take this into consideration before making product online for sale.
- Majority of consumers continued their online shopping one after another and very few have stopped making online purchase after some online transactions.
- Most of the respondents have fear of security while money transactions.

SUGGESTIONS

The E-Commerce industry been directly impacting the micro, small and medium enterprises in India by providing means of financing, technology and training and has a favorable cascading effect on other industries as well. The Indian online marketing has been on an upward growth trajectory and is expected to surpass the US to become the second largest e-commerce market in the world by 2034.

1. Companies need to take initiative to motivate and encourage consumers to shop online.
2. Companies should stress on the different barriers which consumer's faces during online shopping.
3. Companies should retain the internet users who have stopped shopping online by identifying reasons and overcoming those reasons.
4. Companies should improve consumer's value perceptions about the products.
5. Companies should create awareness of making safe online shopping.
6. Companies should make awareness program for customers regarding how security for credit card no. is maintained by companies.

CONCLUSION

There is no doubt that India presents a very big market for the online stores but underdeveloped infrastructure, lack of technology, finances and proper delivery channel are some of the biggest concerns which need to be addressed. Mostly Online shoppers are concern about the security of the payment system. There is need to create awareness of cyber security to the customers shopping online.

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