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AN ANALYSIS ON ONLINE SHOPING OF CUSTUMERS.

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ABSTRACT At global economic level, India is one country among the BRIC nations which has established itself as an economy with emerging markets. Since liberalization, the country has witnessed growth at rate which is very remarkable. With changes in most of the sectors, capital markets, infrastructure, banking, insurance, etc. are the sectors . Online shopping is the easy solution for busy life in today's world. In the past decade, there had been a huge change within the way of customer's shopping. Despite customer's' continuation to shop for from a physical store, the users or buyers feel very convenient to online shopping. Online shopping saves crucial time for modern people because they get so busy that they cannot or unwilling to spend much time shopping. The internet has propelled in no small extent of changes in the attitude and behavior of people all over the world. Due to this blessing, online shopping has emerged which influenced the lives of ordinary citizens. They acquire online shopping information from websites especially from the social network and buy apparels, accessories mostly through cash on delivery method of payment. The most of the customer's are concern about the safety of the payment system, and their overall online shopping satisfaction is mixed.

KEYWORDS :

INTRODUCTION:

India has witnessed a high pace of growth in online shopping With reforms in business sectors and the revolutionary changes in Information Technology sector, the choices of customer's' with reference to shopping situation and payment mechanisms have also broadened. Buyers now have the alternative option of buying a product or availing of a service from offline as well as from online shops. With the increasing penetration of internet, these methods of purchasing have become popular. Today people have many choices with regard to buying venues, but the foremost recent one is buying through internet i.e. online shopping mode. Nowadays, the Internet is being widely used for various purposes and has become part of daily life. At its inception internet was used as a medium for communication only but with time it has become a source to learn, entertain and most recently a medium for the exchange of products and services between buyer and seller. The internet now has resulted in a new mode of exchange between buyer and sellers and has created an alternative for the traditional marketplace

Literature Review

Online shopping has unique characteristics. Huseynov and Yıldırım (2014) emphasized that the lack of physical interaction tends to be the critical impediment in online retail sales followed by the privacy of individual information and security of financial transactions over the Internet. Demangeot and Broderick (2010) also revealed that perceived ease of use does not affect the behavioral pattern in this case rather influenced by security and privacy issues. No relationship is built between the customer and the online shop in the presence of perceived online risk even if a customer spent hours on the Internet (Zuroni & Goh, 2012).

Jarvenpaa, Todd, Jarvenpaa, and Todd (1997a) proposed a model of attitude, behavior, and shopping intention towards Internet shopping in general. The design includes several indicators classified into four broad categories like product value, quality services offered through the website, the shopping experience, and the risk perception of the online shopping. Chang, Cheung, and Lai (2005) studied categories of variables, which drive online shopping activity. In their study, they divided the features into three broad categories. Perceived characteristics of the web sale channel are the first one which includes risk, online shopping experiences, advantage, service quality, trust. The second category is a website and product features which are risk reduction measures, site features, and product characteristics; and the last group is consumer characteristics. Various types of features, demographic variables, consumer shopping orientations, consumer innovativeness and psychological variables, computer, Internet knowledge, and usages drives consumer characteristics.

Also, demographic variables such as age, gender, and level of income play a facilitating role because they influence consumer perception and consumer behavior that drives them towards online shopping (Kim, Zhao, & Yang, 2008; Laforet & Li, 2005; Sabbir Rahman, 2012). In

China, online shopping intention depends on customer's' age, income, and education as well as marital status most importantly their perceived usefulness (Gong, Stump, & Maddox, 2013). For more succinct understanding,

Gurvider Shergill and Zhaobin chan (2005) discussed that E-marketing researches concerning the factors which cause consumer satisfaction in online purchasing experiences according to them this paper found that website security, privacy, web design, website reliability fulfillment and website customer service are the four dominant factors which influence consumer perception of their online purchasing experiences. Saad Akbar and Paul T.J.James they have discussed along with high growth of online shopping this rapid growth is impressed to many retailers for selling production (or) service online which is the important channel to expand their market. The marketing manager should understand the customer behavior in order to make decision to purchase the online products or services than can create better marketing strategies .

Sources of online shopping information:

For selling and promoting products through online, it is essential to inform the consumer about online shopping, the advantages, disadvantages and website address which are related to it. About 56.25% of the respondents know about online shopping from websites especially from different social media like Facebook, Twitter, Linkedin, Instagram, etc. About 24.37% of them get information from friends and family members. 13.13% of them from TV advertisements and 6.25% of them from other sources like a billboard, signboard, newspaper, magazine, etc

Reasons for choosing online shopping:

Both male and feminine respondents assured that there are specific reasons for selecting online shopping. 38.75% respondents (26.25% male, 12.5% female) mentioned saving time is their primary reason for selecting online shopping and about 29.38% of the interviewees prefer online shopping because of availability of the varieties of products. Nearly, 19% of the respondents prefer online shopping because product comparison is very easier for online shopping and 13.13% choose for a comfortable reason

Preference for product/service:

While respondents were asked to know about the offered goods and services, 33.75% of the respondents preferred Apparels (21.88% male and 11.87% female) and accessories 32.49% (19.37% male and 13.12% female). 20% (16% male and 7% female) respondent preferred online ticketing. About 11.88% of the interviewees preferred healthcare and fitness products and just 1.88% respondents prefer books.

Factors for liking online shopping:

Among the male respondents, 42% like online shopping due to the house delivery facility, while about 29% male respondents said that it

is easier to order for which they would like to shop online. 12% of the male respondents like discount offer most for online shopping and 17% of the male respondents like available options for buying and payments gateways. On the other hand, 38.34% of the feminine respondents also do online buying a home delivery facility, 25% do for the easiness of ordering, remainder of the 23.33% (13.33% female respondents) like for discount offer and available options respectively. Both male and female respondents have the same attitude towards liking factor of online shopping. Both like home delivery facility factor most. However, female likes discount offers quite the male does. These findings confirm the study of Rastogi (2010) and Katawetawaraks and Wang (2011), where the web shoppers also preferred the web buying simple use and products' variety.

Factor for disliking online shopping:
Among the feminine respondents, 45% dislike online buying lack of inability to the touch and feel factor. 23.33% dislike the high price of the products and services. 16.67% and 15% female respondents hate poor return policy and lack of after sale service factor most respectively. Inability to the touch and feel the merchandise or trust remains the first disliking factor about online shopping, or we can say the primary barrier to online shopping which confirms the study of Chen and Barnes (2007), Heijden et al. (2003) and Huseynov and Yıldırım (2014). The high price of goods and services is another big issue for the customer's. Marketers got to develop better return policies, improve the products quality and after sale services and charge an inexpensive price to encourage online shopping.

Modes of payment preference:
The different payment options for patrons which may be a very crucial segment for purchasing decision. 76.25% of the respondents are doing transaction by cash on delivery facility whereas 15.62% of the interviewees is paying through a debit card. 3.13% respondent pay by credit card and 5% through mobile banking. Most of the customer's prefer cash on delivery as a mode of payment for online shopping. This finding confirms the study of Rastogi (2010) but contrasts the findings of Liao et al. (2012), where the online shoppers mostly prefer to pay through credit or debit cards.

Online shopping satisfaction:
50% of regular online shoppers are satisfied whereas 17.5% are dissatisfied. 28.12% of them are neither satisfied nor dissatisfied. Only 3.75% of regular online shoppers are highly satisfied while 0.63% is highly dissatisfied

Satisfaction level plays a significant role in online shopping. Satisfied customer's tend to shop more frequently online. After analyzing data, we found that half of the respondents are satisfied with their overall online shopping experience. A note should be taken that only 3.75% of the online shopper is highly satisfied which shows that there are still concerns, which hinder the consumer from using online shopping frequently. Companies should undertake measures so that dissatisfied and neutral category of online shoppers can move towards satisfied or highly satisfied category and shop online more often and it has to be done through better information quality, quality service in during purchase and post-purchase.

CONCLUSION:
Online shopping is more and more driven by the ICT infrastructure development, online payment systems and the Internet penetration rate. Earlier studies showed that unlike brick and mortar shopping behavior, online shopping behavior is influenced by net connectivity, website esthetics, security, customers' experience, age and learning curve, etc. Studying these unique characteristics of online shopping and consumer behavior of online shoppers would benefit the tech-entrepreneurs and policymakers to craft their strategies properly for the market. Customers mostly rely on price and their experience as the basis of the quality judgment of items in online shopping and for payment system they prefer cash on delivery option. Most of the patrons get the knowledge primarily from Face book advertisements which is pursued by friends and family by following their "word of mouth" communication

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