



A STUDY ON ATTITUDE TOWARDS ONLINE SHOPPING

Marketing

Dr. Jayaashish Sethi

Director, MMIM, Maharishi Markandeshwar (Deemed to be University),
Mullana-Ambala.

ABSTRACT

Amid globalization's complex framework, electronic marketing and sales have experienced remarkable growth. Over the past decade, numerous businesses have embraced technological change, adapting rapidly. Digital procurement and marketing, using computers and digital platforms for innovative selling, have become industry standards. Merchants focus on advanced strategies to meet online consumer demands and research e-commerce consumer behavior to understand purchasing patterns. Our research examines consumer views on digital shopping, analyzing factors influencing online purchases. Data was analyzed using descriptive statistics, employing frequency and percentage analyses with SPSS software for accuracy. Recommendations include diverse online payment methods, such as mobile payments, credit cards, debit cards, and electronic checks, to offer a comprehensive payment portfolio. Additionally, simpler and user-friendly payment options are needed to enhance ease, efficiency, and security in online transactions, encouraging more e-commerce participation.

KEYWORDS

INTRODUCTION

The advent of online receipts marked a significant milestone in the evolution of digital commerce, a transformation largely attributed to when Michael Aldrich conceptualized and pioneered the concept of digital buying. The incorporation of digital literature into business practices has profoundly impacted enterprises, serving as a quintessential example of a literary transmitter that facilitates the exchange of information and goods in the digital realm. The introduction of the World Wide Web to India during the transformative 1990s established a foundation for internet-based commerce, which rapidly gained traction across various sectors. As we transitioned into the global internet era of 1999–2000, the framework for digital buying gained considerable prominence, largely due to the influence of renowned public auction portals such as baize.com that exemplified the potential of online marketplaces. This period witnessed a significant shift in consumer behavior, as more individuals and businesses embraced the convenience and accessibility afforded by e-commerce platforms, thereby reshaping traditional retail landscapes.

Since 2020, consumers have increasingly used the online realm for shopping, employing various technological devices like desktops, laptops, tablets, smartphones, and smart speakers. It's now possible to purchase almost anything online, from perishable goods like food to health items such as medications, as well as apparel, home furnishings, tech gadgets, books, greeting cards, smartphones, and mobile music. While many still find traditional shopping practical for routine needs, a growing number are using virtual platforms for more elaborate services, like booking vacations, train tickets, and flights. Online shopping is facilitated through digital avenues such as web shops, e-saves, e-stores, Internet shops, or online stores. All inventory on these platforms is detailed through descriptions, images, and multimedia to engage and inform consumers. Many retailers provide additional links for product information, often including safety measures, usage instructions, specifications, and demos to enhance understanding and confidence. Moreover, the convenience and efficiency of online shopping have redefined consumer behavior, making it essential in modern commerce.

RESEARCH METHODOLOGY

This research paper is focused on examining online shopping in India. Data Sources: The study relies primarily on secondary data gathered from a variety of journals, newspapers, websites, books, industry magazines, and research papers. Data Analysis: The analysis of the data and information collected from these secondary sources has been conducted with the study's objectives in mind.

EVOLUTION OF ONLINE SHOPPING IN INDIA

Electronic ordering in India has both a compassionate and unmanageable role in the socio-economic landscape. However, its prominence has waned due to two main reasons: limited internet connectivity, especially in rural and semi-urban areas, and clients being less familiar with the technology and advantages of online shopping than during early digital adoption. Additionally, consumers miss the tactile experience of

examining products before purchasing. Traditionally, Indians prefer a conservative approach to transactions, especially for high-value or imported goods, wanting to touch and handle items first. In 1995, digital trade boomed, expanding with India's web infrastructure. The 1999–2000 Internet boom saw online shopping gain momentum, spurred by bazee.com, a sales website. Amazon.com, founded by Jeff Bezos, made history as the first online bookstore. Subsequent to Amazon's success, independent booksellers with physical locations created their websites. In 2005, eBay began Indian operations by acquiring and rebranding bazee.com. Since then, internet shopping has grown significantly with platforms like Flipkart, Amazon India, and others emerging. Indian consumers have diverse options with national portals like Yahoo.com, Indiatimes.com, and Rediff.com, enriching the e-commerce experience within the country's digital marketplace.

Current Scenario

Although shopping via the internet initially began to take off, it existed in a relatively simple and easy-to-understand environment that was not rich with options. Users originally only needed to approve an invoice and make a payment with coins while they were traveling. However, over the past few years, this particular neighborhood of digital commerce has witnessed considerable regeneration and transformation, thereby attracting an extensive number of clients as a result of these significant developments. Shopping on the web has increasingly become widespread and popular in India these days, with various motives contributing to this trend, including the rise of intriguing and visually appealing websites, enticing income and seasonal discounts, and the implementation of user-friendly interfaces. Large online retailers now boast modern and sophisticated designs, easy online payment methods—such as credit and debit card transactions, PayPal, net banking, or cash-on-delivery—and lack any minimum order amount requirements, making the process more accessible to a broader audience. Consumers also appreciate the ability to choose products based on specific criteria, such as size, color, and price, thereby enhancing their shopping experience. Moreover, the convenience of free home delivery further incentivizes customers to embrace online shopping over traditional brick-and-mortar options. Additionally, technological advancements have improved the security of online transactions, thereby increasing consumer confidence in making purchases on digital platforms. This evolution in online shopping infrastructure has substantially contributed to its growing acceptance and prevalence in contemporary society.

The integration of various promotional strategies such as discounts, coupons, gifts, and well-structured referral programs has significantly enhanced the appeal of online shopping and the broader E-Market, injecting fresh dynamics into the e-commerce industry. Additionally, the promise of a 30-day return policy assures consumers of their purchase decisions, providing them with peace of mind and encouraging more adventurous shopping behaviors. Rapid fulfillment timelines, ranging from 1 to 7 days, cater to the growing consumer expectation for swift delivery, and the capability of some companies to offer same-day delivery services within metropolitan areas

underscores the industry's commitment to convenience and customer satisfaction. These developments represent a strategic evolution in e-commerce, aiming to meet and exceed consumer expectations while driving competitive advantage within the market. Furthermore, these enhancements contribute to a more interactive and engaging shopping experience, fostering customer loyalty and potentially increasing market share for businesses that are quick to adapt to these innovative practices.

In the current and rapidly evolving e-commerce landscape, there is a discernible and significant transition from the traditional stock model to the more dynamic and flexible marketplace location model. This shift is underscored by several key initiatives that have profoundly shaped the electronic trading sector in the preceding years. A comprehensive study conducted by Google India highlights that every one out of three shopping searches originating from the United States of America on the largest and most influential search engine in the industry is related to style and fashion. Significantly, the number of queries in this particular area is escalating by an impressive 66% annually, reflecting a strong consumer interest and demand. Furthermore, according to the insights provided by Bawankule, it is projected that there will be a remarkable increase in the number of internet shoppers in India, reaching an estimated 250 million by the year 2020, a substantial rise from the current figure of 40 million. This exponential growth trajectory can be attributed to increasing internet penetration, improved digital literacy, and the proliferation of smartphones, which collectively are transforming consumer behavior and expanding the horizons of digital commerce in one of the world's most populous nations. This transformation is not only changing how consumers interact with brands but is also prompting businesses to rethink and innovate their strategies to remain competitive in a rapidly digitizing market.

By the year 2016, the number of Internet users in the United States is anticipated to reach an impressive milestone of 100 million individuals. As digital connectivity continues to expand at a rapid pace, experts project that the United States of America will experience a significant increase in the number of Internet users, potentially reaching a total of 500 million by the year 2018. This growth underscores the increasing importance of digital platforms in everyday life. Concurrently, the adoption of cutting-edge technology is projected to result in approximately 280 million smartphone users in the United States, reflecting the widespread integration of mobile devices into both personal and professional realms. This proliferation of technology highlights not only the progressive digital transformation taking place but also the implications for social, economic, and cultural dynamics within the country. As a result, these developments necessitate a deeper understanding of the digital landscape by policymakers, businesses, and educators alike to effectively harness its potential and address the accompanying challenges.

In 2013, India's e-commerce sector was estimated to be valued at approximately thirteen billion dollars, a figure reported in a comprehensive joint study conducted by KPMG and the Internet and Mobile Association of India (IAMAI). This data underscores the rapid growth and significant economic potential of the digital marketplace in the country. Within the previous year's analysis, it was noted that more than 70% of the total consumer e-commerce interactions and transactions could be attributed to the flourishing virtual travel segment, highlighting its dominance in the digital economy. Furthermore, in the Indian context, over 90% of individuals who possess access to the internet are also consistent users of mobile broadband services, and this percentage is projected to rise steadily as technological infrastructure expands and becomes more accessible. This trend reflects not only the increasing reliance on mobile connectivity for digital transactions but also suggests a broader shift in consumer behavior towards mobile platforms for varied online interactions, ranging from shopping to information retrieval and communication. Such developments indicate a robust and evolving digital ecosystem in India, poised for continued expansion and innovation in the coming years.

CONCLUSION

In conclusion, the evolution of online shopping has been a transformative force within the global and Indian economic landscapes, driven by increased internet accessibility and technological advancements. Businesses have strategically adapted to

digital platforms, refining consumer engagement through sophisticated e-commerce techniques. Despite initial challenges related to internet connectivity and consumer adaptability, the Indian e-commerce sector has witnessed remarkable growth, with platforms like Flipkart and Amazon India leading the charge. The current digital shopping environment is characterized by its vibrant competition, user-friendly interfaces, and diverse payment options, contributing to heightened consumer confidence and participation. Furthermore, the integration of promotional strategies and enhanced delivery mechanisms has augmented the appeal of online shopping. Projections indicate continued expansion of the digital marketplace, driven by rising digital literacy and smartphone adoption. As these trends persist, businesses must remain agile, innovating to meet evolving consumer expectations and maintain a competitive edge in the dynamic e-commerce sector.

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