
CHAPTER 12

ONLINE SHOPPING: A CHANGING PATTERN OF PURCHASE

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ABSTRACT

Online shopping in India is rapidly developing and could see exponential growth in the near future. One emerging area of technology is online purchasing. Every aspect of life is now impacted by online buying, which often and regularly connects people to the capitalist culture. Traditionally, middle-class and upper-class women have been the target market for shopping. The retail environment is hierarchical and fragmented. Online shopping is the process by which consumers purchase goods or services over the Internet. Buying products or services from a physical store or shopping center is similar to using a virtual store, online store, e-shop, restore, internet shop, web shop, web store, or online shop. Openly establishing an online store provides merchants to broaden their customer base and connect with people who might not otherwise visit the physical business.

Customers are primarily drawn to online purchasing because of its convenience. Specialized internet payment platforms make it simple and secure to buy from other people. Online shopping gives consumers access to a wide selection of goods across several categories. Additionally, it provides an opportunity to compare the same goods with others and displays the best available price. Customers need to be informed of the possible risks and hazards associated with internet buying in addition to its benefits. Retailers are

conducting this research to examine the new trends in internet shopping. This paper outlines the several considerations that customers make while making a purchase through a for buying online or at a physical store. The elements that consumers, particularly women, compare while purchasing online vs in-store are also taken into account in the report.

12.1 INTRODUCTION

Over the past 20 a long time, the web has developed altogether, and a worldwide advanced economy fueled by data innovation has moreover risen. Taking after the long-term improvement of the web, which brought about in a sharp rise within the number of clients and high-speed web associations, alongside the improvement of unused advances utilized in web improvement, these improvements permitted businesses to publicize and progress the discernment of their products and administrations through websites. The Division of Commerce's report, *The Rising Advanced Economy II*, states that in certain companies, e-commerce accounts for a sizable parcel of in general incomes. For case, within the to begin with quarter of 1999, Dell Computer Companies' online deals totaled eighteen million dollars. As a result, the web accounted for nearly 30% of its 5.5 billion dollar add up to deals (Moon, 2012). In this way, businesses utilizing the web for e-business ought to advantage from an understanding of online buying and how it influences customer behavior.

There is a huge demand for e-commerce, which generates billions of dollars in profits, as a result of the internet's increasing popularity and the accessibility to e-commerce websites. Because the internet is so widely available, online shopping has become more and more popular in recent years. It's a kind of online business where a single consumer can buy any product. This involves the purchasing and selling of goods through automated online business transactions. There are numerous ways in which purchasing online differs from traditional shopping. When shopping in a traditional way, we have less options and a smaller selection of products to choose from, and we can only purchase items that are sold in our local market. However, when shopping online, a customer can choose from a large various goods from several brands in a brief period of time from his/her location. When purchasing online, customers have access to a variety of payment choices, unlike when they purchase in person, where there are only a few.

Net banking, credit cards, debit cards, C.O.D. (cash on delivery), checks, and postal money orders are among the payment methods accepted for online purchases. Online purchasing allows businesses to communicate directly with their clients. Because of its many advantages, including the ability to shop at great discounts on worldwide brands, privacy, and freedom of choice, internet shopping is preferred by many. All of these elements are essential to the growing acceptance of online buying among consumers. However, there are a few issues that must be resolved, such as problems with returns, warranty issues, and late

Identify e-commerce delivery issues, fraud, and additional shipping costs. played a significant part in the online shopping system's rise in popularity. We have read the Oxford University Press Economic Survey 2012–2013. Following a review of the literature, we created a factor matrix that shows the challenges and elements that need to be further elaborated upon. These factors have been divided into several groups according to internal and external influences. Following a thorough examination of the factor matrix, we have come to the conclusion that technological advancements in the online shopping space help consumers develop trust in a number of areas [3], including technology usability, trust in financial transactions, satisfaction with services, and social recognition. The act of purchasing goods and services from online retailers is known as e-shopping. Ever since the World Wide Web first appeared, businesses have tried to target Internet users with their offerings. Customers can browse online retailers from the comfort of When they sit looking out of the computer, of their houses and shops.

- **Online retailers sell a wide range of goods to customers**

Customers can actually purchase nearly anything from companies who sell their products online. Books, clothing, toys, hardware, software, household appliances, and health insurance are just a few of the hundreds of products that consumers can buy from an online retailer. Online shopping is very popular because it's so convenient. For example, when a customer makes a purchase in a physical store, she must find a parking space, drive to the store, and then search the entire area until she locates the things she wants. After finding what she wants to buy at the cash transaction, she may often have to wait in line.

Conversely, online buying helps consumers steer clear of these disadvantages. Customers only need to log in, visit the store's website, and choose the items they wish to purchase when they shop online. Until she is ready to make the purchase, she can store the items in a virtual shopping basket. The customer can spend the entire time shopping in her pajamas, whether it is late at night or early in the morning. Internet merchants are always open, 24/7.

- **E-commerce: An evolving trend in consumer behavior**
The practice of shopping online is known as "e-shopping." Online shopping makes it possible to buy products and services. E-commerce is used for business-to-business and business-to-consumer transactions.
- **Examination of the Elements Affecting Internet Buying**
In light of technological advancements and creative online shopping concepts, we have examined the variables influencing online shopping. Table 1 lists eleven categories for these variables. Through investigation, we have discovered the following information, which contributes to the growing popularity of online shopping. It is far simpler to find a product online than it is in your neighborhood store. It is easy to search for any goods utilizing any online purchasing site. If the customer does not own a vehicle, shopping at the local store becomes more costly and time-consuming. All of the aforementioned issues can be resolved with online buying alone.

12.2 APPRAISAL OF LITERATURE

Examining a wide variety of goods. Since buyers can select from products available on global markets, traditional shopping has never allowed them to do so. The freedom of pricing flexibility will be enjoyed by the buyer. If a product's pricing doesn't meet the buyer's needs, he can compare it with those of another online retailer or go to another website to find a better deal. While a typical shop could follow this procedure, it would require more time and effort to do so.

- **Protection of the buyer:**
Reputable online retailers such as Ebay offer buyer protection [11] in an effort to encourage customers to make purchases there. These reputable businesses will refund your money if a seller fails to deliver the goods or fails to deliver a something that is not what is described. These kinds of money-back guarantees increase customer trust and confidence.
- **Privacy:**
You may not want to purchase some goods in public. If you want to keep your privacy intact, you can purchase any kind of product from an online store anonymously. On the other hand, it's possible that these products won't be on exhibit because of market limitations. To gain a deeper comprehension of the elements influencing online shopping and consumer behavior
Owing to recent research demonstrating that online shopping has developed into a comprehensive and successful business model (Black, 2005), numerous studies have previously explored various aspects of online buying and customer

behavior. A few points of view from the literature will be covered in the following chapter, and they need to be thoroughly examined to provide the groundwork for the subsequent research project. According to Miller (2000), the goods and services that are offered for sale online may be easily influenced by their kind. He also provided a list of four other sources that may provide insight into the characteristics of online buying. Most online customers make one-time purchases, according to Bulkely and Carlton's (2000) research. This is mainly because individuals shop for a variety of reasons, including convenience. The quality of product information has improved because to the Internet, an information technology tool that helps customers make judgments (White, 1997).

Based on their investigation, Li and Zhang (2002) created a taxonomy that identified 10 key elements that have an impact on online consumer behaviors. According to Maignan and Lukas's research (1997), financial risks are the primary deterrent to online buying, and security is now a top worry for both connections between transactions (Rowley, 1999). This study aims to evaluate the characteristics associated with online shoppers' purchasing behavior. Several socio-economic variables were used to study consumer buying behavior with regard to e-commerce. It also offers support to researchers in understanding the factors that influence consumers' attitudes and intentions when they shop online, as well as their perceptions of the convenience and utility of the internet.

12.3 THE PRESENT AND UPCOMING YEARS OF ELECTRONIC COMMERCE

Over the past 20 a long time, e-commerce has experienced noteworthy development. Through the Web, businesses can presently reach shoppers, trade models, and modern markets that would not something else be conceivable. Shoppers presently discover that doing investigate and making buys online can be done productively without having to stress almost activity, remove, or the imperatives of conventional commerce hours. Since the rise of e-commerce, the substances have changed and will proceed to advance. It goes without saying that businesses cannot advantage from e-commerce in case they don't comprehend these advancements or don't suitably alter to them. Rather than looking into the history of e-commerce, this chapter will concentrate on the fascinating and cheerful patterns that the industry is right now encountering. Within the not as well far off future,

these might change the amusement. Inside The concepts of social media, huge information analytics and visualization, mobile commerce, fast fulfillment,

12.4 CONCEPT- WAY OF LIFE

This is often basically an individual's way of living. Based on one's childhood, show circumstances, and past encounters. Way of life may be a result of intrinsic person qualities that have been created and shaped by means of social contact as the individual has advanced through the life cycle (Hawkins, D., Best, R., and Coney, K., 2004). Way of life impacts all components of utilization behavior.

Kinds

- Views
- Principles
- Hobbies and pastimes
- Statistical data
- Patterns in media
- Rates of use

An attitude is a consistent configuration of our cognitive, emotional, perceptual, and motivational processes in connection to a specific aspect of our environment. Hawkins, Best, and Coney (2004) define it as a taught tendency to consistently respond positively or negatively to a certain stimulus.

Kinds:

- Cognitive (thoughts)
- Emotional (sensations)
- Response patterns in behavior

- **Description of strategies**

Social media marketing (SMM) is an online advertising format that leverages social networking sites as a means of promotion. Creating content that people will want to share on social media is the goal of social media marketing. Social media strategy is crucial because customers expect to find logos on social media platforms.. With the increasing popularity of websites like Facebook, LinkedIn, YouTube, and others, it has become even more well-known. One of the best ways to expand your search engine presence and gain access to new

clients is to upload shareable content. It is a potent conversational format for customer involvement, quick problem solving, and relationship building.

- **Email Promotion**

It is among the most traditional forms of online marketing. It is utilized to directly distribute commercial communications to a group of messaging users. It also divides up consumer data and sends timely, relevant, and customized messages. Online marketers can keep a distinct email list based on client preferences and other variables by using efficient email marketing software.

- **Advertising on Mobile Devices**

Among the most sophisticated subsets of internet marketing is this one. It's a form of marketing that makes advantage of mobile devices, like tablets or smartphones. Mobile search advertisements, in-app purchases, rich display ads, multimedia service or short message ads, and mobile games might all fall under this category. It's not like pay-per-click advertising, where you promote it on various websites run by people.

- **Internet Marketing**

If necessary to purchase banner space on a certain website and make pay Customer purchasing preferences: One of the greatest benefits of the internet has been the ability for customers to shop online while seated in one location with just a single click. Customers are preferring to buy online over physical stores because they can take advantage of more deals and discounts, compare products, easily return and exchange items, get home delivery, and rate and review things on online platforms.

A factor impacting the demographics: Age, gender, and city tier all have a greater impact on the rise in internet buying than do married status and yearly income.

- **Growth in digital payments:**

The number of digital payments has increased significantly in the digital age. Nowadays, the majority of people don't carry as much cash in their wallets asment to the website owner depending solely on the number of clicks the advertisement received.

a majority of consumers choose cashless payment methods including ATMs, net banking, and e-wallets.

Since this study has covered some of the main benefits of online shopping, traditional marketers should identify the driving forces behind the internet industry's explosive expansion. The offline sector must integrate a range of collections in one location, entice customers with compelling offers, discounts,

rewards, and vouchers, and maintain a competitive pricing strategy in relation to the internet sector.

12.5 INTERNET'S IMPACT ON INDIA'S E-COMMERCE

According to a forecast published by BCG (Boston Consultancy Group), the internet economy would reach \$10.8 trillion by 2016. India ranks eighth according to a BCG research titled "The \$4.2 trillion opportunity; the internet economy in G-20." In terms of internet users worldwide. China is the world's top exporter of goods via the internet. while India leads the world in online exports of services. India's e-commerce business is estimated to be around \$10 billion at the moment and \$260 billion by 2024–2026. About 39 million customers are anticipated to purchase online by 2015, which presents more opportunity for e-commerce businesses to grow in India.

Key factors contributing to India's e-commerce growth more 3G and broadband internet permeation within India.

- Ten million or so 3G connections advance the state of affairs.
- Indian middle class citizens are enjoying higher living standards and more disposable cash.
- Availability of a far larger selection of products than those found at physical stores.
- Several factors contribute to the success of e-commerce, including traffic congestion, the hectic lifestyle of urban areas, and a lack of time for in-person purchasing.
- The industry is made more appealing by the 80 million internet users.
- The product at a lower cost than the physical store approach.

12.6 INTERNET'S ROLE IN SUCCESSFUL E-COMMERCE

E-commerce has been portrayed as a successful business worldwide over the past ten years. Web-based business models are becoming popular among both big and small enterprises as a means of providing customer service. The true benefits of the internet for e-commerce are few.

- **THE LEVEL OF AVAILABILITY:** The internet is a technology that customers can access every day, twenty-four hours a day. The company's web portal is accessible to customers 24/7. Low-cost airline reservations are

available in any time in case of service industries like Indian Rail, helping to enhance the company's reputation and commercial relationships with clients.

- **SELF-HELPING CUSTOMERS:** When a client is persuaded about a business's website by gathering all details, only that person will be able to access the website. Only after reviewing the product catalog's details do customers choose to proceed with the transaction.
- **OPEN TO ALL:** Anyone can do business from anywhere in the world using an internet-enabled company page. It offers a wide range of options and product extensions that are unavailable to customers in their neighborhood mom-and-pop shop or retailer.
- **Worldwide PRESENCE:** There are no geographical restrictions on the internet. As long as they have access to a computer and the internet, they can visit the page from anywhere in the globe.
- **PROFESSIONAL TRANSACTION:** The internet enables customers to complete transactions with professionalism, including decision-making, with just one click. faith in the organization, the value system, and one another.
- **LOW COST, MORE EARN:** E-commerce typically requires fewer expenses while yielding more profits. A well-designed and efficient salesperson can be substituted with helpful website that the business designed. By eliminating the need for an intermediary between the producer and the buyer, this procedure also creates a channel for new manufacturers to offer their goods directly to the internet retailer.

12.7 THE PROFITS OF ELECTRONOMY

- Newer technologies, such as the internet, play a significant role in the buying, selling, and transfer of money through digital exchanges.
- E-commerce is not hindered by time, location, or distance. Customers can shop online for e-commerce products at any time of day or night.
- India, along with the other 2.26 billion internet users worldwide, is contributing to the E-Commerce industry's shift towards a more forward-thinking trajectory.
- Thanks to e-commerce, customers are now prepared to purchase goods online without
- Grasping, sniffing, or working with the items.
- Due to time savings, people who lead hectic lives in metropolitan areas prefer to shop online.
- It is the least expensive way to conduct business since it saves money on labor and other operational expenses.

- If done correctly, it raises sales year after year.
- For the customer, online transactions are far less expensive than traditional forms of shopping.
- The processing times are incredibly quick with e-commerce because there is no in-person human interaction.
- Marketers can operate their businesses without limitations anywhere in the world thanks to e-commerce.
- E-commerce facilitates faster and better decision-making for customers.
- Through e-commerce, customers can settle their payments more quickly.
- E-commerce offers ways to make purchases If the genuine product isn't available, provide the clients -with alternatives. THE BENEFITS OF ELECTRONOMY
- A business portal that lacks professionalism can be started by anyone. It could struggle with belief and trust.
- There aren't many E-Commerce businesses that offer return policies or product quality guarantees.
- Because e-commerce involves less client touch, product reliability is a significant barrier for the web portal.
- Legal angel is another problem for e-commerce since there is currently no explicit legal definition for it.
- E-commerce platforms, services, and payment methods are constantly vulnerable since hackers are constantly searching for ways to break into these kinds of websites.
- Food, jewelry, and antiques should never be sold online because it is exceedingly difficult to verify that the products arrive at their destinations authentically.
- Few People are extremely traumatized by the product's quality and the way it was manufactured.
- A few web portals delivered the shipments many days after the order was placed, which completely ruined the idea of e-commerce.
- Because buyers aren't physically inspecting the products, they are afraid to buy expensive goods like jewelry, furniture, or clothing.
- A lot of e-commerce projects fail because they don't hire and retain staff members who have the necessary training, technological, and business process expertise.
- Online purchasing is a transaction that lacks a social component. Because they believe that making a -final purchase decision when shopping with friends and family is more important, many customers avoid doing their shopping online.

12.8 APPLICATIONS OF E-COMMERCE

E-commerce has a lot of room to develop. E-commerce has grown to be a significant business process for multinational corporations and international organizations. The majority of multinational corporations rely on internet sales, and e-commerce has enabled them to reach international markets and acquire fresh materials anywhere in the world. Another benefit is that it has significantly reduced the cost of sourcing and selling for the company's bottom line. Generally speaking, the E-Commerce model of marketing benefits industries including insurance, banking, airline firms, and hotels. For instance, DELL has effectively implemented the "Online Selling" strategy globally. Customers can "order online" and "configure the model" using it. Following a successful transaction and receipt of payment, DELL processes the order and guarantees that every DELL product is delivered to customer's within 7 days. In addition to effectively using e-commerce as its primary sales channel, Dell has implemented a "Build to order" procedure whereby computers are manufactured in accordance with customer specifications and subsequently shipped to customers. Numerous foreign businesses, such as Dominos, Wal Mart, Amazon, eBay, and others, profit from e-commerce, as do Indian businesses Flipkart, Snapdeal, Homeshop18, for example, has developed business models that are appropriate for their technologically savvy clientele.

A key component of their success is their customer-centric business models. The goal is to comprehend how technology has impacted both the personal and professional lives of the consumer. Concurrently, social media platforms have become important tools for consumers to use in their decision-making, and online payment systems have also altered consumers' tastes and purchasing behaviors. Numerous internet businesses in India have established their goods and services with an eye toward meeting consumer needs and projecting future expansion.

12.9 METHODS FOR LANDING INDIAN "ONLINE CUSTOMERS"

- Offer a good value for your money.
- Preserve the product's quality.
- Ensure that the transaction is secure.
- Pay attention to branded goods
- Acquire the assurance and faith of the client through a seamless transaction
- Give the appropriate information and direction.

- Verify the delivery time in a more secure manner.
- Don't alter the delivery window.
- Give occasional discounts and presents.
- Introduce the customer-focused program, which allows users to convert points into cash for additional purchases.
- Don't inquire about additional client information.
- Permit buyers to choose products after comparing costs with those of other rival brands.

E-commerce Businesses	Areas of Specialization
Flipcart	Music, Books, and Devices
Snapdeal	Travel, Dining, Clothing, and Devices
Junglee	Music, Books, and Devices
Naaptol	Gizmos, Appliances
Ferns and Petals	Flowers

12.1 FEW INDIAN COMPANIES WHO ARE INVOLVED IN E-COMMERCE ACTIVITIES & THEIR SPECIALITY AREAS

12.10 RESEARCH TECHNIQUES

Since it is the most objective of the think about, I have carried out inquire about on "E-shopping-A changing slant in customer buying behavior".

- **Testing Estimate:** 150 respondents were sent a survey as portion of an overview. Comfort inspecting is the strategy of examining.
- **Examination Instrument:** The survey was outlined to assemble data around the impacts of online shopping on shopper behaviors inside the characterized system related to the respondent's e-commerce encounter, in understanding with the study's objectives and targets.
- **Information Collection:** There are two components to the information that are accumulated for this think about: Elucidation It is the youthful era who is more slanted towards the web and this clear from the over chart. 84% of the whole respondents who go for E-Shopping is none other but understudies taken after by salaried course. Examination of Shoppers a long time of Online Shopping involvement

- Less than a month: Nil
- Less than six month 16%
- Less Than 1 Year 24%
- 1-2 Year 36%
- More Than 2 a long time 16D 44 Elucidation

Due to the include of Web, it permits customer to shopping online anytime and anyplace, which suggests client can browse and shopping online 24-hours a day, 7 days a week from domestic or office, which pulls in a few time-starved customers come to Web for spare time to looking items in physical store. From the over chart it was seen that there are 8% respondents are one who are utilizing web for E-Shopping is from a final month and 16% respondents utilizing from final six month, 24% using web from less than 1-year, 36% utilizing web from 1-2 year and there are 16% respondents who are utilizing web from more than five a long time. It's clear that online buying will become more and more popular. People believe they don't have enough time to visit a retail store to shop because of the growing speed of their daily employment. Online shopping thus emerges as the favored method of purchasing. Online firms should focus more on the shifting attitudes and lifestyle patterns of consumers who have the biggest influence on their purchase decisions if they want to take advantage of this new, popular shift in consumer behavior. The lifestyle and consumer behavior patterns that influence consumers' decisions to make online purchases are precisely what the article aims to capture.

Three primary reasons explain why consumers favor internet shopping: it's convenient, simple, and effective. Thus, online companies ought to make an effort to schedule their tactics, which concentrate these three elements. The attitudes of consumers towards online purchasing can be divided into two phases. First, how do consumers feel about accepting the convenience of online buying? Secondly, do consumers embrace a specific website as their go-to purchasing platform? The e-commerce sector in India has been expanding astronomically. Since 2012, the number of users on the internet has grown by more than three times. In India, consumers' acceptance of internet shopping as a medium for purchasing, or the confidence to make purchases online, is growing. Rajan Anandan, Managing Director of Google India, predicts that 71% of consumers who currently shop offline would begin doing so online. A larger percentage of Internet users are still available for usage, even though a significant amount of purchases are done online. Internet-based businesses now have the chance to expand into new markets or increase their market share.

Diverse analysts' research indicates that consumer behaviour and attitudes differ by gender and age group. Some study indicates that the level of risk aversion is one of the major factors influencing a buying decision. Additionally, consumers have been categorized into four groups based on the frequency of their online purchases: trial, occasional, frequent, and regular. Customers have a propensity to pick up and pay for the item or service. Research has shown that most consumers purchase in a mixed manner, with just a small percentage of the highest socioeconomic strata—roughly 10%—purchasing from homestay behaviors. To put it another way, a customer who has a favorable attitude about a good or service will always have a strong desire

12.11 CONCLUSION

The World Wide Web (WWW) and the Web have developed altogether over the past ten a long time, and as a result, e-commerce has extended at a so also speedy rate. The Internet's characteristics have given numerous businesses within the trade world get to an extra vital showcasing channel. Concurring to recent studies, online retailers got to draw in clients whereas too advertising the suitable merchandise or administrations to meet their needs. This consider basically looks at Internet-based components and analyzes how those viewpoints affect consumers' e-commerce behaviors. The think about centered on online customers and their online security, security, believe, and dependability, as well as the nature of online obtaining and e-commerce websites. Behaviors (such as history, reasons for shopping, and strategy of making choices). These components were examined in arrange to decide their affect on online client behavior.

To discover the conceivable causes, the customer's decision-making handle for the purchase was too looked at. The essential implies by which clients find the correct merchandise or administrations to meet their needs is through data looks. Hence, in arrange to maximize the viability of data look, online retailers must overhaul and move forward the data supporting it by advertising much more exact item data and making utilize of an inside look motor. Clients grant the notoriety of the e-commerce site and the installment security for the exchange more thought amid the assessment stage. Phase. The aspect of after-services that buyers are most concerned around at this point is buying. In common, online retailers ought to pay near consideration to the Internet-related components that either encouraged or ruined online buyer behavior. By utilizing the proper promoting materials, they can help clients in completing buys and improve their in general execution.

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