RESEARCH ARTICLE

THE FUTURE OF ONLINE SHOPPING IN INDIA.
A Study of Punjab and Haryana States of India.

Rahul Kumar.

Research Scholar, PTU, Jalandhar.

Manuscript Info

Abstract

Today, the market place is flooded with several e-commerce options for shoppers to choose from. A variety of innovative products and services are being offered spoiling customers for choice. Online shopping is no more a privilege enjoyed by your friends and family living in the US or UK. Today, it is a reality in India. In the last couple of years, the growth of e-commerce industry in India has been phenomenal as more shoppers have started discovering the benefits of using this platform. There is enough scope for online businesses in the future if they understand the Indian shopper's psyche and cater to their needs.

Internet is changing the way consumers shop and buys goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business.

In addition to the tremendous potential of the E-commerce market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. Although most of the revenue of online transactions comes from business-to-business commerce, the practitioners of business-to-consumer commerce should not lose confidence.

It has been more than a decade since business-to-consumer E-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behaviour in cyberspace. Along with the development of E-retailing, researchers continue to explain E-consumers' behaviour from different perspectives. Many of their studies have posited new emergent factors or assumptions that are based on the traditional models of consumer behaviour, and then examine their validity in the Internet context.

History of Online Shopping:-

In 1990, Tim Berners-Lee created the first World Wide Web server and browser in UK. It opened for commercial use in 1991. In 1994 other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. During that same year, Netscape introduced SSL encryption of data transferred online, which has become essential for secure online shopping. Also in 1994, the German company Intershop introduced its first online shopping system. In 1995, Amazon launched its online shopping site, and in 1996, eBay appeared.

Originally, electronic commerce was identified as the facilitation of commercial transactions electronically, using technology such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). These were both introduced in the late 1970s, allowing businesses to send commercial documents like purchase orders or invoices electronically. The growth and acceptance of credit cards, automated teller machines (ATM) and telephone banking in the 1980s were also forms of electronic commerce. Another form of e-commerce was the airline reservation system typified by Sabre in the USA and Travicom in the UK.

From the 1990s onwards, electronic commerce would additionally include enterprise resource planning systems (ERP), data mining and data warehousing. In 1990, Tim Berners-Lee invented the World Wide Web web browser and transformed an academic telecommunication network into a worldwide everyman everyday communication system called internet/www. Commercial enterprise on the Internet was strictly prohibited by NSF until 1995. Although the Internet became popular worldwide around 1994 with the adoption of Mosaic web browser, it took about five years to introduce security protocols and DSL allowing continual connection to the Internet. By the end of 2000, many European and American business companies offered their services through the World Wide Web. Since then people began to associate a word "ecommerce" with the ability of purchasing various goods through the Internet using secure protocols and electronic payment services.

Timeline:-

- ❖ 1979: Michael Aldrich invented online shopping in UK.
- ❖ 1981: Thomson Holidays, UK is first B2B online shopping
- ❖ 1982: Minitel was introduced nationwide in France by France Telecom and used for online ordering.
- ❖ 1984: Tesco is first B2C online shopping and Mrs Snowball, 72, is the first online home shopper
- ❖ 1985: Nissan UK sells cars and finance with credit checking to customers online from dealers' lots.
- ❖ 1987: Swreg, an online payment processor that is the best Paypal alternative for global businesses begins to provide software
- ❖ 1990: Tim Berners-Lee writes the first web browser, WorldWideWeb, using a NeXT computer in UK.
- ❖ 1992: Terry Brownell launches first fully graphical, iconic navigated Bulletin board system online shopping using RoboBOARD
- ❖ 1994: Netscape, US Computer Services Company releases the Navigator browser in October under the code name Mozilla. Pizza Hut offers online ordering on its Web page. Netscape 1.0 is introduced in late
- ❖ 1994 SSL encryption that made transactions secure.
- ❖ 1995: Jeff Bezos, CEO of Amazon Inc., USA launches Amazon.com and the first commercial-free 24 hour. Internet-only radio stations, Radio HK and NetRadio in US start broadcasting. eBay is founded by computer programmer Pierre Omidyar as Auction Web in US.
- ❖ 1998: Electronic postal stamps for people residing in US can be purchased and downloaded for printing from the Web.
- ❖ 1998: Alibaba Group is established in China. Alibaba Group is a family of Internet-based businesses which makes it easy for anyone to buy or sell online anywhere in the world
- ❖ 1999: Business.com sold for US $7.5 million to e-Companies, which was purchased in 1997 for US $149,000. Business.com helps small-to-medium enterprises discover, compare and purchase products and services to run their businesses.
- ❖ 2000: The dot-com bust.
- ❖ 2001: Alibaba.com achieved profitability in December 2001.
- ❖ 2002: eBay acquires PayPal for $1.5 billion. PayPal is the faster, safer way to send money, make an online payment, receive money or set up a merchant account.
- ❖ 2003: Amazon.com posts first yearly profit.
- ❖ 2004: DHgate.com, China's first online b2b transaction platform, is established, forcing other b2b sites to move away from the "yellow pages" mode.

❖ 2007: Business.com acquired by R.H. Donnelley for $345 million.
❖ 2009: Zappos.com, an online shoe and apparel store acquired by Amazon.com for $928 million.

Retail Convergence, operator of private sale website RueLaLa.com, acquired by GSI Commerce for $180 million, plus up to $170 million in earn-out payments based on performance through 2012. GSI Commerce is an eBay company specializing in creating, developing and running online shopping sites for brick and mortar brands and retailers.

2010: Groupon reportedly rejects a $6 billion offer from Google. Instead, the group buying websites plans to go ahead with an IPO in mid-2011. Groupon, is a deal-of-the-day website that features discounted gift certificates or discount coupons usable at local or national companies.

2011: US eCommerce and Online Retail sales projected to reach $197 billion, an increase of 12 percent over 2010. Quidsi.com, parent company of Diapers.com, acquired by Amazon.com for $500 million in cash plus $45 million in debt and other obligations. GSI Commerce, a company specializing in creating, developing and running online shopping sites for brick and mortar businesses, acquired by eBay for $2.4 billion.

Future of Internet Shopping:-

People use the Internet to shop online for mobile phones, laptops and other consumer goods. If the Internet is anything to go by, India's technological and economic growth has moved into the top gear. With more India's online shopping registering a phenomenal 100 per cent annual growth, many retail chains and consumer durable companies are joining the Web bandwagon to tap the shopping market. The online shopping industry in India is fast catching on, not just in the larger metros but also in the smaller cities. At present the market is estimated at Rs.46,000crore and is growing at 100 per cent per year. According to Google, India has more than 100 million Internet users, out of which around half opt for online purchases and the number is growing every year. With such a large market size, companies, right from retail shops to consumer goods, are entering the Web space to attract potential customers. Even traditional retailers like Shoppers Stop, Westside and Pantaloons are looking at the online shopping space for growth. According to the Associated Chambers of Commerce 24 and Industry of India (Assocham), the size of the online retail industry is expected to touch Rs.7, 000 crore by 2015, up from Rs.2, 000 crore now, at an annual growth rate of 35 per cent. According to industry leaders, portals offering daily deals and discount offers with good delivery services attract the largest number of online shoppers. The companies that provide daily deals or discount offers are doing brisk business. People are looking for value shopping that saves their money as well as time. The customer behaviour is changing dramatically. People are not only using the Web to book air tickets and movie tickets but also do not hesitate in placing orders for mobiles, laptops and other consumer electronics and home appliances. Seeing this bold consumer behaviour, more companies are collaborating with such daily deal and discount sites. All the top consumer electronics and home appliances companies are listed with us. In the growing competition space companies with good delivery services score points over others. Keeping in mind this growing potential, not just large brands but even general retail chains are upgrading their sites for ecommerce, making it more convenient for customers to place online purchase orders. According to eBay, Indian online shoppers remain brand savvy, even when they are shopping online. The eBay India Census has found that brands such as Sony, Nokia, Samsung, Apple and Reebok continue to top buyers' charts. Category-wise lifestyle products, such as cosmetics, jewellery, watches, fashion products and fitness equipment contribute over 45 per cent to eBay's sales in India. Thus it can be concluded that online shopping holds a great future ahead.

e-Marketer estimates that there are 220 million online shoppers in China today (defined as having bought at least one thing online), estimated to grow to 420 million by 2016. That's compared to roughly 150 million in the US. The comparable number in India is 10 million right now. So the Chinese market is 22 times bigger than in India, and consequently has several e-Commerce companies either already IPO'ed and acquired or in line to do so. Only a handful have gone public in India so far. When it comes to India, though, you can't just go by numbers and comparisons. The thing we repeatedly hear is that India is a unique market with unique challenges, which also means it creates unique opportunities. Given all this, who are going to be these successful e-Commerce players of tomorrow? I think the successful companies of tomorrow are going to look different from the ones that are on the top now. There's going to be 100-200 million new e-Commerce customers that are going to be up for grabs in the next few years. Another way to look at it is that in 80% of the e-Commerce shoppers of 2016 still are available to be nabbed by e-Commerce sites. And they're going to come from predominantly two categories. First, from Tier-2 and

Tier-3 cities as the logistics and connectivity there improve and second, young people that get jobs/pocket-money and start shopping online.

New Customers, new strategies:-

New Experiences:-

In many ways, the e-Commerce sites of today are organized for the class of people that are already familiar with online shopping. If you have a rough idea what you want to buy, you go online and order it. But for the categories of people coming online, they're probably looking for new experiences, experiences that don't exist yet. For example, Amazon has a window shopping experience here (called Window-shop) that could work well with some customization. Maybe a grocery shopping site organized by recipes, that lets you checkout everything needed to cook up a Paneer Tikka Masala?

New Product Selection:-

There's evidence that people from Tier-2 and Tier-3 cities aren't sure what they're looking for online, and consequently don't know how to go about it. They may also be unhappy with or unable to figure out the selection of products available online. e-Commerce sites should use data, analytics and the power of big data to figure out products could appeal to these new customers. A powerful recommendation engine that understands the "aspiration" dimension may be the need of the day.

New Ways to Connect:-

Forrester estimates that localization is one of the top 3 factors that will drive e-Commerce in India. A simple and streamlined shopping experience on the mobile phone is another area that can create differentiated experiences, as many people's first experience of the Internet will be from their phones – For both young people and for people from the tier-2,3 cities. A good mobile shopping experience is still missing. So it comes down to this – e-Commerce sites able to create new and interesting shopping experiences have a chance with the new generation of e-Commerce shoppers that are about to come online. The e-Commerce game has not been won yet, and targeting the right market with the right experiences will create the next generation of winners.25

Top 12 Best Online Shopping Sites in India 2015

Ranking	Website name	Product & services offered
1	Flipkart.com	One of the most popular online shopping sites in India is Flipkart.com, which is based in Bangalore. The website started as online book store, but gradually added products like electronics, mobiles, clothing, accessories, etc. The site accepts payments by Cash on Delivery, debit/credit cards, net banking and e-vouchers.
2	Snapdeal.com	Featuring next on the list of top 12 online shopping sites in India 2015 is Snapdeal.com, a site which is based in New Delhi and deals in products like clothing, accessories, consumer goods, cell phones in addition to services like salons and restaurants. Excellent discounts and great service are the reasons of popularity of this website.
3	Amazon.in	The next name to be included in the list of best online shopping websites in India is that of amazon.in, a global leader which showcases a great variety of products, ranging from books, CDs, clothing, accessories, electronics and a lot more. The website offers free shipping and incredible discounts.
4	Shopclues.com	Featuring next on the list of the best online shopping sites in India 2015 is a site called shopclues.com, which showcases countless products like jewelry, accessories, mobiles, cameras, books, laptops and many more, at wonderful discounted deals.
5	Ebay.in	Ebay.in is a popular international online shopping website, which has captured a major share in the Indian market too. The website brings a wonderful variety in products for buyers, along with attractions like massive discounts and free shipping.
6	Paytm.com	Paytm started with Mobile Recharge and Bill Payment website now Paytm selling everything from Home Appliances, Home Decor items, Men, Women and Kids Clothing, Laptops and Mobiles etc items at lower prices. In a very short period Paytm grown fastly and able to place under our Top 10 Indian Shopping site list.
7	Myntra.com	Myntra.com is a Bangalore based fashion website which brings in excellent variety

		of the latest of fashion and lifestyle products and accessories for men, women and children, with some fabulous discounted deals.
8	**Jabong.com**	Jabong offers you great discount on all listed product. They offers wide range of products from Apparel to Home needs, Fashion and life style products.
9	**Pepperfry.com**	Pepperfry.com is another well known online shopping site in India, which brings amazing deals on latest branded clothing for men, women and children, in addition to accessories, cosmetics, jewelry, furniture and home decor.
10	**Homeshop18.com**	Homeshop18.com is another popular and reputed online shopping site, which is associated with the well-known entertainment company called Network 18. Here, you can buy stuff like clothing, accessories, cell phones, home appliances, laptops, games and toys, etc. It also has a 24 hour Home Shopping Channel, totally dedicated to tele shopping and online shopping.

Review of literature:-

According to PwC's Annual Global Total Retail Consumer Survey conduct on February 2015, This Survey, over 19,000 online shoppers in 19 different territories participated in our 2015 Total Retail Survey, which asks consumers about their purchasing preferences, use of different shopping channels. According to this survey remains the retail touch point with the highest frequency. More than one in three (36%) of our global sample goes to a physical store at least weekly. That is a significant difference compared to how often they shop weekly online via PC (20%), online via tablet (10%), and online via mobile phone (11%). It is still very early days for the transformative effects that both mobile and social networks will have on retail. This year's Thanksgiving shopping weekend was profoundly altered by mobile phones. The Financial Times reported in December that mobile sales on Cyber Monday following Thanksgiving 2014 "increased by a whopping 29.3 percent, to account for one in five transactions" online. A few days earlier, the New York Times, citing IBM data, had also reported significant spikes in purchases by mobile phone on Thanksgiving Day and Black Friday: "Sales from mobile devices jumped over 25 percent on both days.... People logging onto shopping sites from their smartphones or tablets accounted for over half of all online traffic on Thursday, and almost half of traffic on Friday."

A similar mobile phenomenon was evident in Single's Day in China, which is the biggest one-day shopping event on the planet. The volume of Alibaba's sales, for example, made via mobile on Single's Day in 2014 totalled 43% of the company's $9.3 billion in sales.[2] In this year's survey data, we see very different consumer behaviour when we compare the behaviour of "digital natives," the 18-24 age cohort that is the first group of adults to have grown up with the Internet, with the shopping behaviour of the rest of our sample. When we looked at their mobile phone shopping frequency against the rest of our survey respondents, for example, our digital natives shopped via phone more than the rest of our sample in every category: daily, weekly, monthly, a few times a year, and once a year. Moreover, just 39% of our digital natives said they never shop via their smart phone, while 56% of other age groups said they never shop via their smart phone. At the same time, India and the nations of Africa continue to get younger, a polar opposite demographic disruption, but also one with positive ramifications for global retailers and consumer goods companies. As GDP growth continues to be robust in these regions (albeit from a small base), millions more consumers will join the middle class every year. For example, according to the World Bank, Africa's middle class consumes will grow from approximately 355 million people in 2013 (34 percent of Africa's population) to 1.1 billion (42 percent of the population) over the next three decades.3 I believe that our 2015 Total Retail survey research coupled with our interviews with retailers—provides a distinctive perspective on the current state of retail. The breadth of this year's analysis, covering as it does so many countries in every corner of the globe, provides critical data for almost every retailer, regardless of market or base of operations. As always, I hope you enjoy this report and thanks so much for reading.

The Kimberlee Morrison conducted a survey in Nov. 28, 2014, According to this survey 81% of shoppers conduct online research before they make a purchase. 60% begin by using a search engine to find the products they want, and 61 percent will read product reviews before making any purchase. On average, a consumer will visit three stores before making their purchase.

There are a variety of reasons behind why users they believe returning a product would be a complicated process. Sixty-one percent of shoppers would leave a website if it didn't have free shipping, and 51 percent would abandon a

purchase if shipping options weren't fast enough. Six in 10 consumers said they were concerned about credit-card fraud.

On the basis of this research provide 27 ways to motivate shoppers to buy online.
Shoppers Search for the following while they are in an Online Store:-
❖ Warranty Information (66%)
❖ Pricing (52%)
❖ Model Information (51%)
❖ Payment Information (47%)

What stops shoppers from buying online:-
❖ Returning Product: 69% shoppers feel that returning items purchased online is a complicated process.
❖ Not having A Real Buying experience: 54% shoppers want to actually see the product before purchasing.
❖ Shipping Cost: 61% of shoppers would leave the website if it don't offer free shipping.
❖ Delivery Options: 51% of shoppers don't want to wait to receive their item.
❖ Credit card fraud: 6 out of 10 online shoppers are concerned about online security.

How to motivate the shoppers to purchase online:-
❖ Help People Find you:
❖ Provide the top of the search result page.
❖ Incorporate and encouraging social sharing.
❖ Provide free shipping.
❖ Special highlight discounted prices.
❖ Provide clear product description.
❖ Provide high level overviews of the products.
❖ Use costumer reviews.
❖ Provide high Q`uality Product Image.
❖ Create sense of scale I your image.
❖ Show multiple images in multiple angles.
❖ Enable zoom for a closer look at product image.
❖ Enable easy editing of cart.
❖ Enable in site product comparison.
❖ Create a clear, will define shipping and return policy.
❖ Offer same and next day delivery system.
❖ Offer multiple payment options.
❖ Display a security certificate.
❖ Offer excellent support system and make your contact number prominent.

The TNS Australia and Google India conducted a survey with a sample size of 800 respondents in November 2014. Under this survey TNS and Google covered Gender: Male (63%), Female (37%), age group (18 to 50) with 71% respondents in the age group of (18 to 35). 89% users were heavy users of the Internet with 67% users having access to their own money and 33% having access to someone else's money. The sample size had a monthly average household income of INR 55,051/-. The respondents were spread across Delhi (22%), Mumbai (24%), Kolkata (9%), Bangalore (17%), Ahmedabad (6%), Hyderabad (12%), Pune (7%) & others (2%).

Online shopping in India, saw 128% growth in interest from the consumers in the year 2011 to 2012 in comparison to only 40% growth in 2010 to 2011, making 2012 the tipping point for online shopping in India. In terms of product categories, consumer interest on Google search for apparels & accessories (30%) emerged as the second biggest product category after consumer electronics (34%).

Massive growth in niche product categories in 2011-2012 on Google search, in comparison to electronics, baby products, Home & furnishing, & health care saw over 2x growth and were also the fastest growing product category in terms of query volume on Google search. As mobile internet user base grows in India, mobile phones is also becoming a contributor in the surge for online shopping with Google witnessing 2X growth in number of queries from mobile phones in the year 2011 to 2012. Currently, 30% of all shopping queries in India come from mobile phones. These trends were also validated with the help of a online research conducted by TNS Australia of the

internet users in the age group 18 to 50 from Delhi, Mumbai, Kolkata, Bangalore, Ahmedabad, Hyderabad & Pune. As per the research, 90% of online shoppers are planning to buy more products online which reflects on the positive experience of the users.

In terms of top product categories ever purchased online:-
- ❖ Apparels & accessories was among the top category (84%)
- ❖ Electronics (71%)
- ❖ Beauty & personal care (64%)
- ❖ Books (62%)
- ❖ Household products (61%)

The Nielsen Company conducted a survey in March 2010, Nielsen surveyed 30,000 online consumers in 60 countries. Acceding to this survey:

E-commerce shifts online shopping into higher gear:-
E-commerce is big business and getting bigger every day. Growth estimates from e-Marketer report that business-to-consumer (B2C) e-commerce sales worldwide will reach $1.5 trillion in 2014, increasing nearly 20% over 2013. But not all e-commerce categories are created equal. The most popular e-commerce categories, not surprisingly, are non-consumable—durables and entertainment-related products. Nielsen reports that almost half of global respondents in an online survey intend to purchase clothing or make airline or hotel reservations using an online device in the next six months. Other categories growing in prominence for online shopping include e-books, event tickets, sporting goods and toys (to name a few). Spending intentions for each have risen at a double-digit or near double-digit percentage-point rates since 2011.

Online buying or browsing?
Consumers using the Internet to research products with the intention of making a purchase online, or are they taking their new-found knowledge back to brick-and-mortar retail locations to make the transaction? The answer largely depends on the product—and you may be surprised by some of the findings. When it comes to shopping for clothes, event tickets, books and toys, or making reservations for tours and hotels, consumers typically have something specific in mind. For these transactions, there is mostly a one-to-one correlation between online searching and shopping—those who browse online also buy online. These closely linked browsing/buying items are also among those with the highest respondent purchase intention rates, which range between 35% and 46%.

Consumable products, on the other hand, have lower online browse/ buy intention rates than non-consumable products, but surprisingly, they boast just as strong browse-to-buy correlations. For example, for cosmetics, 33% of global respondents say they browse and 31% say they buy: nearly a one-to-one correlation. Similarly, about one-third of global respondents say they browse and buy personal care products (31%/29%) and groceries (30%/27%). About one-fourth browse and buy pet products (24%/21%) and baby supplies (23%/20%), and roughly one-fifth browse/buy flowers (20%/18%) and alcoholic drinks (20%/17%).

"Strong online browse-to-buy correlation rates for fast-moving consumer goods translates to loyal repeat customers for these categories," said Burbank. "While these categories are still in the early stages of online adoption, these correlations signal great news for retailers. Now is the time to create many-channel experiences for consumers who are actively using both digital and physical platforms to research and purchase, as increasingly, they don't make a distinction between the two."

As noted, people are more likely to buy non-consumables online. But some have lower browse/buy ratios. Products more conducive to online browsing than buying include: electronic equipment, mobile phones, computer hardware/software, sporting goods and cars/ motorcycles. These products can carry a high price tag and often require a physical try-before-you-buy test run. The browse-to-buy difference for these products averages about 7 percentage points. 22 categories in the study, the only category with a higher global online buy-to-browse ratio is airline tickets (48% buy/40% browse). Securing air travel plans online has proven to be a reliable and effective method for many.

Categories with room to grow:-

E-commerce has come a long way in a short time. Online purchase intention rates have doubled in three short years for more than half of the categories measured between 2011 and 2014. And these high-growth categories still have plenty of room to grow digitally.

Global online purchase intention rates in 2014 have doubled since 2011 for event tickets (41%), electronic books (34%), sporting goods (31%), toys/dolls (29%), videos/DVDs/games (28%), music (27%), pet supplies (21%)*, flowers (18%), cars/accessories (17%) and alcoholic drinks (17%). And rates have tripled in these three years for computer software (27%) and nearly tripled for baby supplies (20%).

With a plethora of Internet-connected devices to choose from, there is no shortage of ways for consumers to browse and buy online. And the device of choice is decidedly different around the world.

Computers are the favoured device for online browsing and buying among respondents in all regions, but mobile phones are a close second pick for respondents in the Middle East/Africa region and growing in prominence in Asia-Pacific and Latin America. In developing markets, mobile is often the first-access device to the Internet. Tablets—which have been available for just four years, beginning with the 2010 introduction of Apple's iPad—are used by nearly one-third (31%) of global respondents for online shopping.

North America (84%), Latin America (82%) and Asia-Pacific (81%) boast the largest percentages of respondents using a computer to shop online, exceeding the global average of 80%. European respondents come up just below the global figure at 78%. Survey respondents in the Middle East/Africa reported the lowest computer usage at 60%.

Mobile phone usage is strongest in the Middle East/Africa, with 55% of respondents using the device for online shopping—11 percentage points higher than the global average of 44%. Similarly, mobile phone usage is popular in Asia-Pacific (52%) and Latin America (48%). One-third of European respondents (33%) and more than one-fourth (27%) of North Americans use their mobile phones to shop.

Age matters with digital shoppers:-

Millennials (age 21-34) are a coveted demographic for marketers in just about any industry, and e-commerce is no exception. This age segment has grown up in the digital era, so this comes as no surprise. But while Millennials comprise more than half of respondents (53%) who plan to make an online purchase across every product category in the study, older generations represent a sizeable 40% share, too. Reaching older age segments, however, is much more fragmented territory than with their younger counterparts. As expected, the older the age, the greater their decline in online shopping. Globally, Generation X (age 35-49) respondents comprise about 28% of those willing to make a purchase online and Baby Boomers (age 50-64) make up about 10%. The Silent Generation (age 65+) contributes roughly 2%. The youngest age group, Generation Z (under age 20), represents about 7% of those who intend to purchase online.

Device differential:-

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While tablets are currently less popular than other devices for shopping online, their portability and large-screen features are conducive to online shopping. As penetration of these devices continues to grow, so too will online shopping usage. Tablet usage in the Middle East/Africa (38%) and Asia-Pacific (35%) eclipse the global average, followed by Latin America (29%), North America (26%) and Europe (24%). Countries where tablet usage is strongest include Egypt (46%), Saudi Arabia and Finland (44%), India (41%), Indonesia and United Arab Emirates (39%).

The online survey conducted by Easy Size on March 2010under this survey easy size covered respondents aging 16 - 51, being of different backgrounds and coming from 24 countries. Besides various benefits of online clothes shopping, there are still some risks that should be watched out. We all know they do exist, however, we barely understand them. Running the survey, we want to dive deeper into the itches of e-commerce in general and online clothes shopping in particular. In other words, we want to understand online shoppers better, who have experienced buying clothes online and faced some particular problems.

A few minutes were taken from each online shopper and now some very interesting facts can be learnt. What is the most significant matter seen from the survey?

To begin with, let's get to know better the biggest enemy of online clothes purchases, which is returns. **90%** of shoppers did return clothes *at least once,* as being clearly seen from the survey. The pain is undeniably annoying for both shop-owners and shoppers. Why is that? Returns not only causes extra costs, but also leaves negative shopping experience, which in **64, 6%** of cases will lead to low repeat purchase rate.

To return or not to return? That is the question. As being shown apparently from the survey, the main reason to return is the *fit problem:* **65%** of shoppers returned clothes to online shops are due to the *wrong size*. In addition, people did not return even though they were not satisfied, mainly because of difficult return conditions, high delivery cost, or simply laziness.

Obviously, the market is huge with increasingly growing demands for sizing solutions. In fact, quite many digital tools have been introduced to ease the pain so far. **71.7%** of shoppers, however, said that they still use old-fashion solutions: checking size charts or ordering few sizes, which might be the reason why the pain is still there and itching more than ever. In order to solve fit problem, most of the current fitting solutions require users to share their body measurements. The survey shows that **51.3%** of shoppers, however, are *not* willing to share their measurements on the internet. In addition, according to the survey, shoppers do not know their own measurements, or do not even want to measure themselves or don't want to share it due to privacy matter. Truthfully speaking, most of us are hardly satisfied with our own body measurements, which might also affect a conversion to sales! Facing such a huge barrier, can the future of fitting tools still be seen?

Fortunately, there is a way to solve fit problem without making online shoppers bother too much about their body measurements. According to the survey, **55.8%** of shoppers do know their size for a specific brand. Meanwhile, EasySize technology only requests a known brand size to define the correct size for any other brand. The data-driven technology analyses online-shops orders and returns data and is able to predict the correct clothes size in **79, 45%**.

Some Major Factors which highly consider by the online shoppers at time to purchase online:- Search
The Web allows for the amassing, analysis, and control of large quantities of specialized data, which enables comparison shopping and speeds the process of finding items. The Web also facilitates trials and can provide instant gratification; customers can test products online, which may stimulate purchase. Ease of use of technology, effectiveness of online search, and user satisfaction are antecedents of the perceived benefits of information search (Kulviwat et al., 2004)[24]. Each of these factors is shown in **Figure 1.1.**
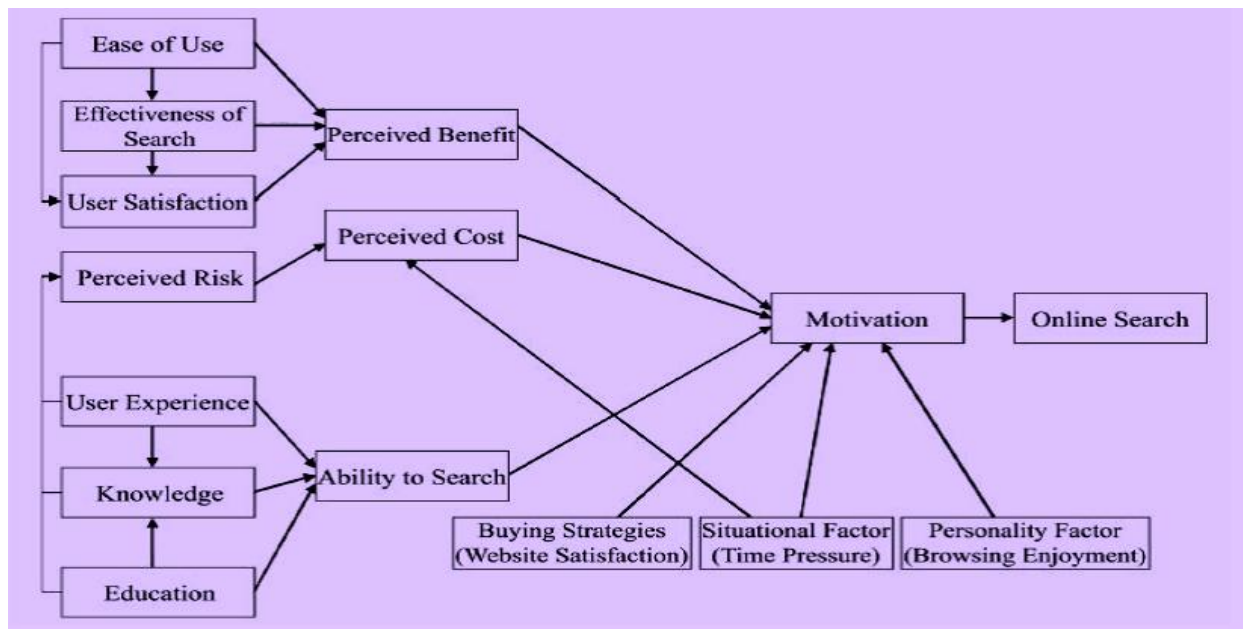
Objective of Study:-
1. The primary objective of the current study is to understand the online buying behaviour of consumers in India.
2. To get information about the impact of cost on online shopping.
3. The objective of the study is intended to provide useful information to marketing professionals to develop a better marketing strategy to enhancement the online shopping scope in Indian retail market to attract maximum number of consumers.

Research Design:-
Focussing the objective of the present study, a survey was conducted with the help of a structured questionnaire to collect data about the consumer behaviour for online shopping in India. The structured questionnaire was designed to collect information about demographic profile of the respondents such as age, gender, occupation. In addition to this, various questions related to:
❖ The experience of internet usage,
❖ The purpose of using Internet,
❖ Types of products purchased online,
❖ Factors affecting consumer behaviour while online shopping etc. were asked from the respondents.

Considering the time and budget constraints, the data was collected from Punjab and Haryana region of India. Convenience sampling methods was used and questionnaires were got filled by email and personal interview methods. A target of 150 respondents. Simple charting and tabulation tools are used to understand the behaviour of the respondents for online shopping. The following table gives a description of demographic profile of the respondents.

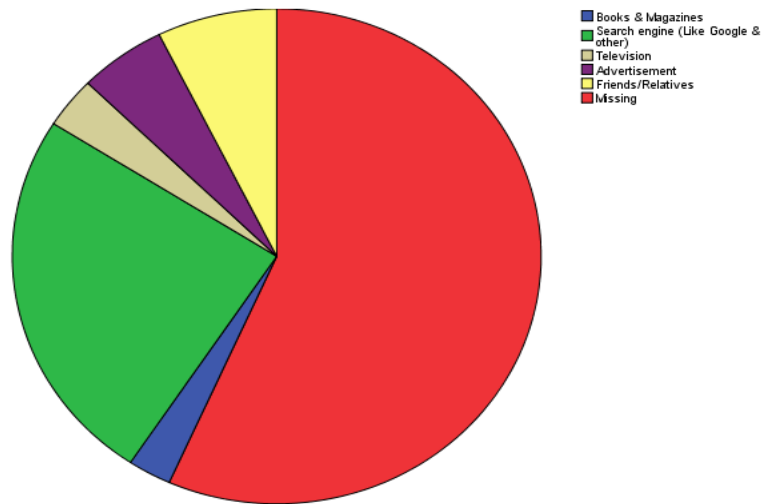**Table 1:-** Demographic Profile of Respondents.

Type	Number of Respondent	Percentage in total Sample
Gender		
Male	**82**	**54.7**
Female	**66**	**44.00**
Age		
Under 20	37	24.7
21-25	31	20.7
26-30	48	32
31-35	32	21.3
36-40	02	1.3
40& Above	00	0.0
Living Aera		
Punjab	71	43.7
Haryana	79	52.7
Occupation		
Businessman	12	8
Service	60	40
Professional	25	16.7
Student	53	35.3
Monthly Income		
Below10, 000	6	4
11,000-30,000	49	32.7
31,000-50,000	27	18
51,000-70,000	11	7.3
71000-90000	11	7.3
Above 91,000	13	8.7
No Income	33	22

Analysis and Interpretation:-
The following table has broadly analysed the survey questions. The data collected has given some interesting findings. It has not only provided the information about the buying behaviour of the consumers through online mode but has also help the online sellers how to improve in web stores' selling strategies which help full to increase sell and reduce cost. The findings can be useful for taking strategic marketing decisions to capture the huge Indian retail market through e-stores.
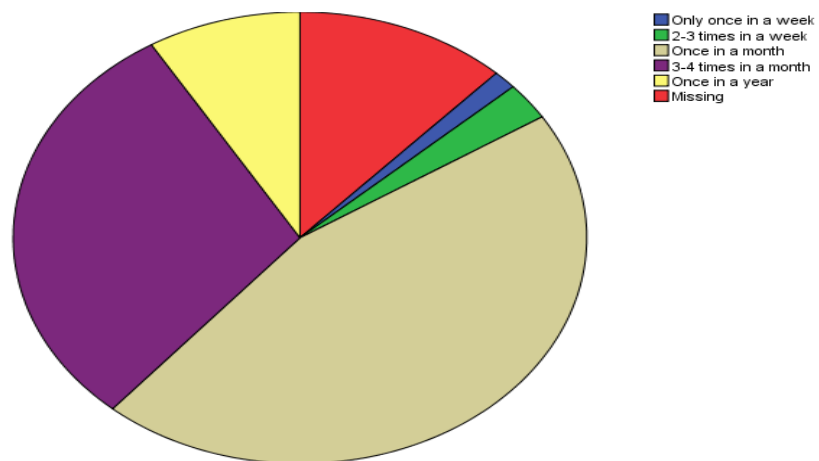

Do you purchase Products Online?

From where did you get Information about online shopping
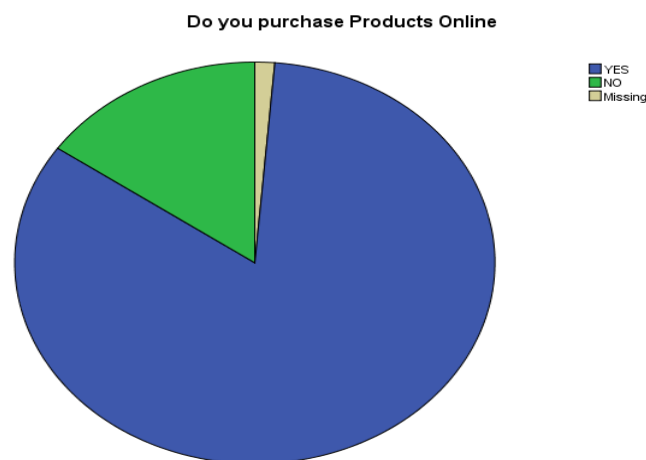
Legend:
- Books & Magazines
- Search engine (Like Google & other)
- Television
- Advertisement
- Friends/Relatives
- Missing

From where did you get Information about online shopping?

How frequently do you purchase online

Legend:
- Only once in a week
- 2-3 times in a week
- Once in a month
- 3-4 times in a month
- Once in a year
- Missing

How frequently do you purchase online?

Select an approximate amount you would spend per year on online purchase

Legend:
- Less than 5,000
- 5,000 – 20,000
- 21,000 – 35,000
- 36,000 – 50,000
- Above 50,000
- Missing
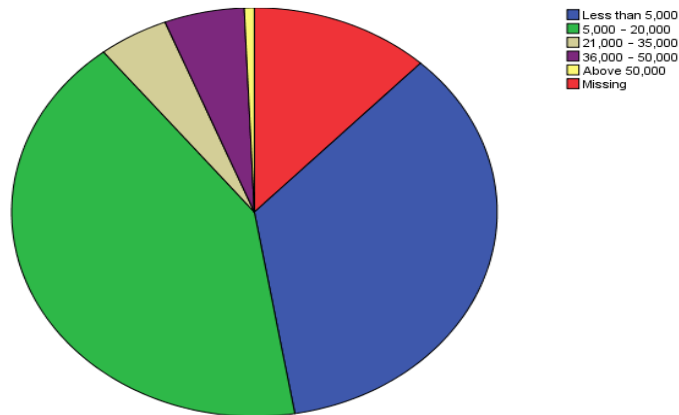
Approximate amount spend per year on online purchase.

Online shopping saves time and money.

Legend:
- Strongly Disagree
- Disagree
- Neither Agree or nor Disagree
- Agree
- Strongly Agree
- Missing
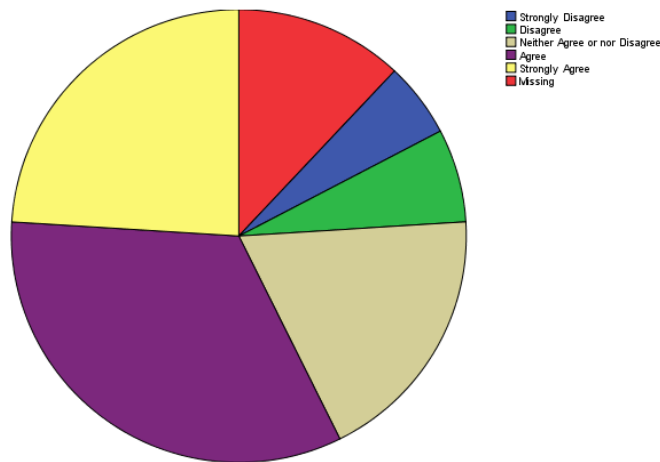
Online shopping saves time and money.

Online shopping provides various schemes and offers to online shoppers.

Legend:
- Strongly Disagree
- Disagree
- Neither Agree or nor Disagree
- Agree
- Strongly Agree
- Missing
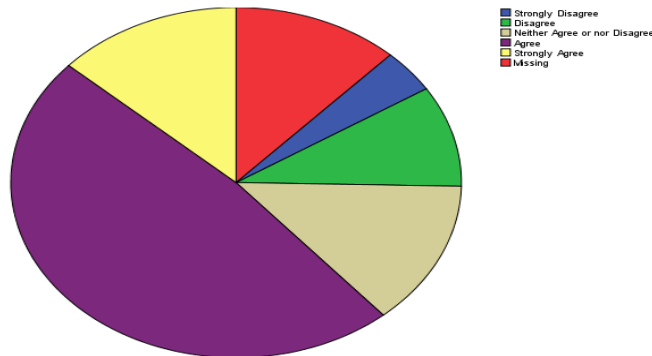
Online shopping provides more variety of products to online shoppers.
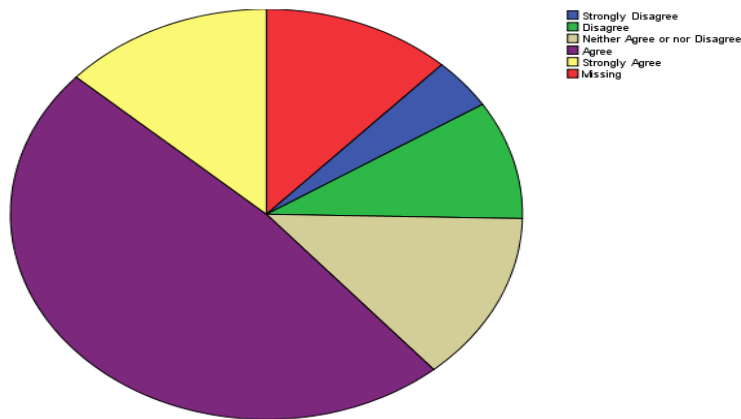
Online shopping provides various schemes and offers to online shoppers.
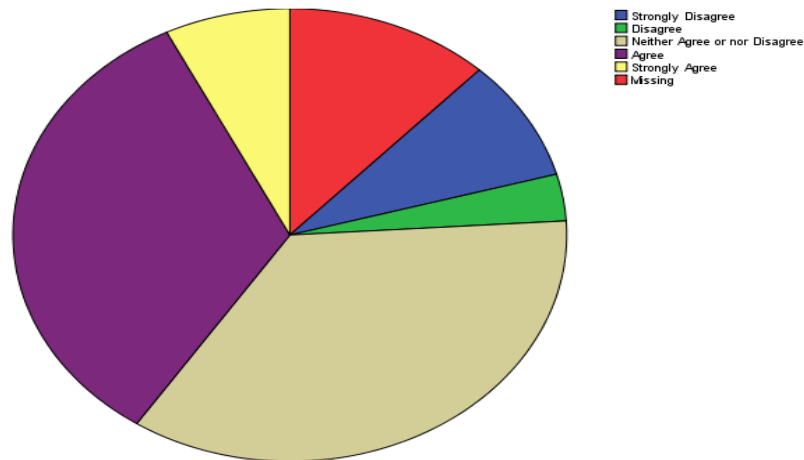

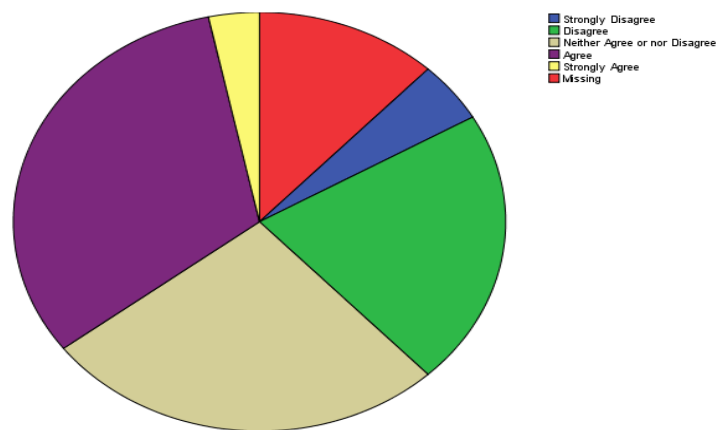**Easy to compare similar products with different features during online shopping.**

E-Shopping sites provides latest information about various types ofproducts available in the market.

Online shopping provides better customer services like e-form inquiry, order status& tracking, consumer feedback, etc.


Online shopping is a substitute of traditional way of shopping.

In addition to above information, the respondents also shared the information regarding their expectations and experiences regarding for the improvement in online shopping websites. The respondents said that by improving the after sale services, securities of the online payments, speed in delivery of goods purchased and improving the packaging of the goods can further increase the interest of shoppers for e-tailing rather than visiting a retail store. (See Table 2)

Despite the possibility of security issues and some defaults in delivery and transaction process, the majority of the respondents said that in future too, they will continue their shopping through web stores and they love to compare the various features of the selected product with the competitor product. The results obtained have shown that majority of the people (96%) in favour of continuing with online shopping and 3 people did not respond for this question.

Table no 2:- Possibility of Improvement in Online Shopping Websites.

Improvement Desired by Online Shoppers	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
After satisfactory & convenient way to shop	8.7%	27.3%	31.3%	13.3%	--
Secured & Safe	1.3%	22%	36.7%	22.7%	3.3%
Saves time and Money	24%	33.3%	18.7%	6.7%	5.3%
Saves outdoor movement cost	8%	27.3%	25.3%	10%	17.3%
Direct communication possible between buyer and seller	3.3%	26.7%	33.3%	14%	9.3%

I enjaoy & Continue online Shopping
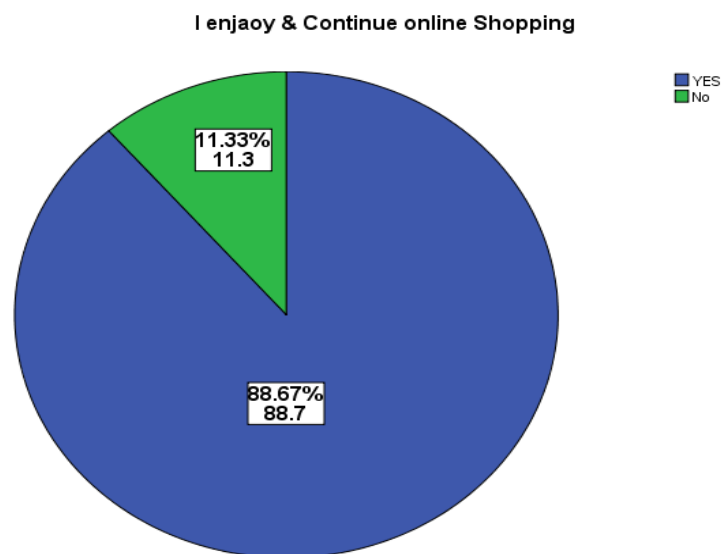
Conclusion and findings of the study:-

The current study is descriptive in nature and it has made an attempt to understand the behaviour of Indian consumers towards online shopping websites. Although statistical significance of various parameters has not been examined but the generalized results obtained through data analysis has given perfect indication of increasing significance of online shopping websites or stores in the life of Indian consumers. The e-stores are regularly visited by the online shoppers. The comfort and convenience provided by these stores for 24x7 has made very easy& fast shopping for online shoppers worldwide. The analysis discussed in the above section has documented that the Indian customers are highlydependent to the online shopping websites. But the statistics data available has shown that Indian market is still not a fully developed market for e-stores or shop online. There is vast scope of online shopping stores in various areas and in almost all the segments of Indian market. The young population is the main attraction of this online industry and they highly contribute fast growth of online shopping in India. The maximum of internet users are youngsters, the majority of goods and services demanded are related to only this segment. Travel planning is one of the major services used by Indian online shoppers. The present study has provide varioussuggestions for business strategists. On the basis of the present study we suggested the following findings.

1. The e-commerce market has arisen large possibilities for youth online shoppers. If the demographic features are considered carefully then it can be easily identified that maximum number of respondents of online shopping are lying in age group of 18- 30 years. The online sellers should target this segment for batter future growth.
2. On the basis of the study we find the various factors which helpful foronline sellers to develop batter marketing strategies. It will help to convert their potential online customers into active online customers. By improving the after sales services, providing more secured/safe payment options, timely deliver the products with better packaging.
3. The market segments like Toys, Flowers. Electric products, Mobiles and Home & Kitchen items must be targeted by the marketers to attract more and more online shoppers. And the market for other products and services must be expanded through provide more awareness& knowledge among the online shoppers customers.
4. According to the research various online shoppers has shown fear of unsecured transactions in online payment and misuse of personal information given by online shoppers. Online sellers try to increase the faith of online shoppers regarding online shopping.

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