

14. Online Shopping in India

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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 advantage enjoyed by your friends and family. Today, it is a reality in India. In the last few 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 if they understand and cater to their needs. Internet is changing the way customers shop and buy produce and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of critical marketing costs, thereby reducing the price of their goods and services in order to stay ahead in highly competitive market. Company also use the Internet to convey, converse and disseminate in order, to sell the product, to take feedback and also to conduct pleasure surveys with clientele. Customers use the Internet not only to buy the manufactured goods online, but also to evaluate prices, product features and after deal service facilities they will receive if they purchase the product from a particular stockpile. Many experts are optimistic about the view of online business. In addition to the tremendous potential of the E-commerce market, the Internet provides a unique opening for companies to more efficiently reach existing and possible consumers.

Key words: E-commerce, online shopping, E-retailing, Online Shopping Sites.

History of Online Shopping

The first World Wide Web server and browser in UK are created by Tim Berners-Lee in 1990 It opened for business use in 1991. In 1994 other advances took place, such as online banking and the gap of an online pizza shop by Pizza Hut. During that same year, Netscape introduce SSL encryption of data transfer online, which has become necessary for secure online shopping. Also in 1994, the German company Intershop introduce its first online Shopping structure. In 1995, Amazon launch its online shopping site, and in 1996, eBay appear. Originally,

electronic trade was recognized as the facilitation of business connections by electronic means, using knowledge such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). These were both introduced in the late 1970s, allow businesses to send commercial documents similar to purchase orders or invoice electronically. Since from the 1990s onwards, electronic exchange would moreover include enterprise resource planning systems (ERP), data mining and data warehousing. In 1990, Tim Berners-Lee invented the World Wide Web browser and altered an educational telecommunication network into a worldwide everyday communication system called internet/www. Internet using secure protocols and electronic payment services.

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. According to Google, India has reach 500 million by June 2018. 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. The customer behaviour is changing dramatically. People are using the Web to book air tickets and movie tickets but also hesitate in placing orders for mobiles, laptops and other consumer electronics and home appliances. 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.

Top 12 Best Online Shopping Sites in India 2019

1. Flipkart.com

This one has to come first hands down. The entire country is totally dependent on Flipkart for almost all their shopping needs. Flipkart sell the whole thing from gift vouchers to electronics to home appliance. In fact, statistics say that there are more items on flipkart than in a mall. Hence, the Indians are closely dependent on flipkart for all their shopping needs.

2. Amazon.in

A big number of people from India guarantee by the services of amazon. Amazon and flipkart are forever at conflict with each other and are always at shut heels. Amazon has an equally huge number of products as flipkart. In detail, the Amazon actually sells more than flipkart. Since amazon is an American company. It would be wise to indianite its Indian domain. It would then be an immediate hit among the masses.

3. Snapdeal.com

Snapdeal is a totally Indian website and is often chosen by the masses for its low-priced rates. It sells products at actually low prices and hence, is a favourite of the masses. It is an excellent idea to buy from Snapdeal if you are looking for absolutely discounted price. However, there have been times when customers have complain of the products of Snapdeal and hence, some of them continue away from Snapdeal.

4. Jabong.com

Jabong is one smore an American brand but seem to be doing extremely well in India. It has a big number of clothes and accessories for sale and is a complete paradise for those who love shopping for clothes. It has all kind of products from western wear to desi kurtis and it would be fun to sit home and shop for clothes on jabong. Jabong is extremely preferred by women shoppers.

5. Myntra.com

An evenly large number of women favour myntra over jabong. Myntra also has a great number of accessories and clothes on its online portal. It has a big number of categories as well and one can purchase from a category of their choice. Since From western to ethnic to traditional. All kinds of clothes are sold on myntra.

6. Localbanya.com

This is a website aimed for shopping groceries and is a good thing for working women. It is also a blessing for the woman who is busy all the time. All of the grocery items are presented over here and one can buy according to their needs. From organic to inorganic items, the whole lot is available over here. Thus, localbanya.com is indeed one of the leading grocery shopping sites in India.

7. Homeshop18

This is an evenly popular website amongst online shoppers. Those who do not mind to come a little extra for delivery at the reward of a lower price, order from here. A delivery of times, the cheapest of items and the outmost of items are easily found on homeshop18.com. Thus, this site also has an equally huge number of shoppers who are loyalists. However, homeshop18 cannot be confidential when one is in an emergency. You'd rather buy from one of the websites where they give express delivery.

8. Infibeam.com

Infibeam.com is a set where you often find things that are not found anywhere else. The rarest of things, the rarest of books and the rarest of electronics and many other such items are simply found on infibeam.com. Infibeam.com has a time-consuming way to go before it comes higher up the ranks but it definitely isn't doing poorly so far.

9. Shopclues.com

Shopclues is well-known for their a great deal discounted best shopping deals. Shopclues is one of the best online stores that suggest a wide variety of cameras, Computer accessories, Mobile, Gift, Jewellery, Cosmetics, toys, clothes, books and bag.

10. Firstcry.com

Firstcry.com India's biggest store for Kids selling 70000+ items from 400+ top International and Indian brands. FirstCry sellnearly all the baby care products such as diapers, toys, clothes, strollers, footwear's and many more.

11. Paytm.com

Going ahead just as mobile recharge app, now Paytm become the Indian . provide a number of services like mobile recharge, bill payments, ticket etc. along with a multiplicity of generic products. Paytm offer cashback with the discounts, that makes it different from other shopping sites in India. Sometimes such cashback makes a big differentiation and saves your

extra moneyPayTM has now launch PayTM Mall which is equivalent to Amazon and Flipkart. You can go and shop everything on PayTM mall. PayTM mall offer electronic items, shoes, bags, home décor, clothing for men and women and many more products which are 100% authentic. Once, you do shopping from PayTM mall then you will get cashbacks, these cashbacks can be used later to process mobile recharges, pay bills and other stuff.

12. Voonik.com

Voonik is one of those sites that specially focus on only women products. This thing makes it more popular among women as measure up to to other fashion sites. The products include Indian wear, western wear, footwear, bags and accessories, jewellery and beauty products. Voonik offer deep discounts on its products beside with cashback offers. Voonik was started in Bangalore with the vision of being the personal stylist to every woman. It provide the free personalization which is inherent in the app for its user.

On the basis of this research provide some ways to motivate shoppers to buy online.

What stops shoppers from buying online

- Returning Product: 69% shoppers think that returning items purchased online is a difficult process.
- Not having A Real Buying understanding: 54% shoppers want to in reality see the product before purchase.
- Credit card fraud: 6 out of 10 online shoppers are concerned regardingto 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.

product categories ever purchased online:-

- Electronics items
- Beauty & personal care
- Books
- Household products
- accessories item

Objective of Study

1. The primary objective of the present study is to understand the online buying behaviour of customers in India.
2. To find information about the force of rate on online shopping.
3. The objective of the study is planned to provide useful information to marketing professionals to develop a improved marketing strategy to improvement the online shopping scope in Indian retail market to attract greatest number of clients.

Conclusion

The current study is explanatory in nature and it has made an attempt to know the behaviour of Indian customers towards online shopping websites. even though statistical significance of a variety of 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 customers. The e-stores are on a regular basis visit by the online shoppers. The relieve and convenience provide by these stores for 24x7 has made very simple& fast shopping for online shoppers worldwide. Online shopping is a substitute of conventional method of shopping.

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