

Online Shopping-A Literature Review

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Abstract: Online Shopping play a great importance in the modern business environment. Online shopping has opened the door of opportunity and advantage to the firms. This paper analyzed the different issue of online shopping. The research aims to provide theoretical contribution in understanding the present status of online shopping. The Study Discuss the consumers' online shopping behaviors. Paper also identify the problems face by the consumers when they want to accept internet shopping. Present paper is a expressive study based on the detailed review of earlier pertinent studies related to the various concepts of online shopping to discover the concept of online shopping. Solitude and safety risk emerges regularly as a reason for being cautious about internet shopping. Shopping convenience, information seeking, social contact, and diversity affects the consumer attitude towards online shopping. The impossibility of product testing, problems with complaints, product return and missus of personal data are the main doubts regarding on-line shopping.

Keywords: Online Shopping, Online Buying Behavior, Online Security.

I. INTRODUCTION

Marketing is basically helps the consumer's needs more effectively and efficiently with good product and services with best price and delivery. A good marketer continuously satisfying consumers needs in better way. Sometimes opportunity to give the consumers in better way is designed by marketers himself and sometimes it is offered by the technology. Internet is changing the way consumers shop for goods and services and has rapidly evolved into a global event. Rowley Jennifer, (1998) examined that internet is becoming a hotbed of advertising, shopping and commercial activity. Hsieh et al., (2013) stated that internet is influencing people's daily life more so as compared to past. People's daily activities have gradually shifted from physical conditions to virtual environment.

The shopping and payment surroundings have also changed from physical store into online stores. Weiber and Kollmann, (1998) investigated that online technologies provide many competitive advantages like agility, selectivity, individuality and interactivity. Li Na and Zhang Ping, (2002) examined that online shopping has become the third most popular Internet activity, immediately following e-mail using, instant messaging and web browsing. Jush and Ling, (2012) defined online shopping as the process a customer takes to purchase a service or product over the internet. A consumer may at his or her leisure buy from the comfort of their own home products from an online store. Suresh et al., (2011) stated that online shopping is becoming popular in India now. Comscore report, (2013) examined that India is now the world's third largest internet Population. Younger males and women aged 35-44 emerge as power users. 73.8 million Indians surfed the web via a home or work computer. BCG report, (2012) stated that there will be three billion internet users globally, almost

half the world's population. The internet economy will reach \$4.2 trillion in the G-20 economics. If it were a national economy, the internet economy would rank in the world's top 5, behind only the USA, , and India, and ahead of Germany. Kanwal Gurleen, (2012) observed that India has more than 100 million internet users out of which one half opts for online purchases and the number is rising sharply every year.

The growth in the number of online shoppers is greater than the growth in Internet users, indicating that more Internet users are becoming comfortable to shop online. Until recently, the consumers generally visit online to reserve hotel rooms and buy air, rail or movie tickets, books and gadgets, but now more and more offline product like clothes - saris, kuris, T-shirts-shoes, and designer lingerie, consumer durables are being purchased online. Master Card Worldwide Insights, (2008) revealed that 47% of internet users shop online. Indian shopping community is around 28 million and Indian online shopping market is worth about \$71 billion. Indian online shoppers spend about 11% of their personal income in online shopping.

II. . STATUS OF ONLINE SHOPPING IN PERSENT BUSINESS ENVIOURNMENT

Online buying behavior is affected by various factors like, economic factors, demographic factors, technical factors, social factors, cultural factors, psychological factors, marketing factors and legislative factors. Customers choose an online-shop mainly based on references, clarity terms of delivery, graphic design and additional services. Problematical customers read discussions on the Internet before they spend their money on-line and when customers are incapable to purchase the product fast and with no trouble they leave online-shop. Kotler, (2003) described Consumer buying method as learning, information-processing and decision-making activity divided in several consequent steps: Problem identification, Information search, Alternatives evaluation, Purchasing decision, Post-purchase behavior. Efthymios, identified the main constituent of the online shopping experience as follows: the functionality of the Web site that includes the elements trade with the site's usability, the emotional elements planned for lowering the customer's hesitation by communicating trust and credibility of the online seller and Web site and the content elements including the aesthetic aspects of the online presentation and the marketing mix.

Usability and trust are the issues more regularly found to influence the online consumer's behavior. Karayanni, (2) examined that discriminating of potential determinants between web- shoppers and non shoppers. Free shipping is a great motivator to purchase the products and customers are willing to pay nominal charges for getting their products. While compare the shopping with others shopping,

consumers take product price and shipping charges almost equally into deliberation. There are some ways that retailers can do to improve the experience for their online shoppers. The first is to write the expected delivery date of the order, customers are willing to wait for their orders but want to know just how long that force is. Timely coming of product shipment encourages shoppers to recommend an online retailer. Consumers also want to track updates and delivery notifications to understand when their package is incoming. Online shoppers want flexibility in their shipping, mainly the ability to give special delivery instructions or schedule a delivery time. Customers are also want to get the address changing option for filling the wrong address when they are purchasing online.

III. IMPORTANCE OF ONLINE SHOPPING

Ling, said that customers can take enjoy online shopping for 24 hour per day. Consumers can purchase any goods and services anytime at everywhere. Online shopping is user friendly compare to in store shopping because consumers can just complete his requirements just with a click of mouse without leaving their home.

Online shopping has some advantages like below

1. Save the Time of The consumers.
2. They can purchase any time any where
3. The can compare the price with the others retailers very easily.
4. Compare the advertising price and actual price
5. They can easily track their product
6. They can use cash back policy
7. They can purchase the product from the foreign market.

IV. PROBLEMS OF ONLINE SHOPPING

Online shopping problems are great barrier to the online purchase aim of customers. General problems include prospect of having credit card. The obscurity to confirm the reliability of the provide goods and the risk to buy a product that it would not value as much as customer pay for it. After-sales problems, involved difficulty to change not working product with a new one and products warranty are not assured.

Online shopping has various disadvantages:

- The customers can not touch and fell of the products when they want to Purchase.
- Some time delivery time is so much late
- Some time they will pay the shipping charges so why the cost of the product may increase.
- Lack of personal attention by the sellers. More chance to fraud.
- Security of internet banking password and credit card password
- Lack of quality

V. THE FACTORS WHICH AFFECT ONLINE SHOPPING

There is some factors which affect the online shopping by the kotler who is a great marketing writers

1. Convenience (no traffic, crowds, 24 hr. access

2. Product Selection
3. Delivery Mode

VI. SCOPE OF ONLINE SHOPPING IN FUTURE TRADE

FICCI, (2012) stated that India's large No. of middle class peoples ,300 million individuals want products through online. 500 million people under the age of 25 have contact to more money that has moreover resulted in independence, aspirations and a demand for product. The Indian retail sector accounts for over 20% of the country's gross domestic product (GDP) and contributes 8% to total employment. The cumulative foreign direct investment (FDI) inflows in single-brand retail trading, during April 2001 to June 2011, stood at 68.26 million USD. The current status and estimated value of the Indian retail sector is about 500 billion USD and is pegged to reach 1.3 trillion USD by 2019-2020. The diffusion level of modern retail currently 5% will increase 6% from the current 27 to 30 billion USD to 220 to 225 billion USD in 2020. The Indian retail sector is expected to grow at a CAGR of 10 to 20%. India is likely to have the second-largest user base in the world, and the largest in growth, with 330 million to 360 million Internet users in 2015. India is on the verge of an Internet boom where users who access the Internet only through a mobile or tablet device will constitute around 70 percent of new users and 50 percent of the aggregate user base in 2015, leading to increasing demand. India has the latent to double its economic contribution from the Internet in the next five years, from 1.5 percent of GDP at present to 2.9 to 3.4 % by 2015. in spite of the large current base of users, the Internet currently contributes a modest ,nearly 2percent to India's GDP. This could grow to 2.8 to 3.3 percent by 2015 if India achieves its likely for growth in the number of Internet users and Internet technology-related consumption and investment over this period, increasing the Internet input.

VII. CONCLUSION

With discussion of above it is clear that most of the consumers want to purchase the product from online. In the present environment the people have not so much time that they will visit in the stores and purchase the product. Online shop plays a greater role for those types of consumers who have no time and want to avoid the crowd. But still there are some points who affect the consumer's behavior about online shopping but overall in the next 5 to 10 years the online shop give a huge competition to the retailers. Because online consumers are rapidly increasing and if consumers increase than online shop will increase. In last it is clear that in future there is huge scope for online shop and online shopping. The consumers are more attracted towards online shopping.

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