

## A STUDY OF ONLINE SHOPPING

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### **Abstract**

The objective of the research is to analyse the characters which have an impact on online shopping. Since the late 1990s, online shopping has caught up with the trend as more number of consumers came in the high income group (Kim C. , 2012). These consumers started purchasing diversified products on the internet that gave them lot of choice over variety of products and also ease of secure payment and home delivery (Lim, 2016). Over here the most challenging and attractive part for the marketers is to retain the consumers. This has attracted a lot of research in the field. With the onset of the trend the major concern was security but with the development of online marketing the organizations took special and creative steps to curb the sacredness and apprehensions towards the online shopping in the nascent stage itself (Kim H.-W. , 2012). The literature review clearly shows the number of factors in relation to online shopping where some of the factors have been clearly stated (Limayem, 2000).

### **Online shopping as per the views of a consumer**

With the passage of time, the trend of online shopping has been on the rise. One of the factors is the easy availability of the internet services on the mobile phones where people are connected in on various social networking sites (Mee, 2015). Some of the major benefits included in online shopping are convenience and easy approachability. The widespread availability and reach of online shopping has catapulted in the approach of attracting and retaining consumers from consumer centric approach to technology oriented (Lee, 2011). The consumer oriented approach is limited to the basic attributes related to online shopping whereas technology related approach circumvents towards the basic acceptance on the very concept of online shopping. In technology related aspect the contentious issue is interface (Bendle, 2017). It has been seen and observed that the basic success of any market depends largely on the consumers' willingness to accept the very basic idea of the product selling (AyodotunStephenIbidunni, 2018).

As the competition in e-com gathers momentum it becomes even more challenging for the retailers to understand the importance of consumer appetite towards online shopping. The study on the topic states that with the course of time internet shopping has grown extensively where it has made people to connect with unreachable places. The study done in Korean territory states that internet shopping grew exponentially on some of the bases of ease of use, in no means of time searching through vast number of stores (India, 2015) and moreover with time constraints making them to do the shopping without being physically present. The research claims that the increase in the number of shoppers is directly proportional to increase in the volume, presence, product types and variants and services during sales and after sales (Martínez, 2012). The increase in the number of shoppers not only leads to increase in the total variety but also this leads to increase in the number of sellers which in turn leads to increase in the competition (Bank, 2015). Despite greater penetration and increase sales, still the profitability is less as the same is to survive in the market. The report states that survival can be possible only on the context of innovation, customer interactive, convenient services, cost efficient and more over to retain the existing customers (Dutta, 2016). The study has again laid stress and authenticated the view of retaining and repurchase as it has said that survival is possible only on repurchase and retaining of the old.

Studies from the previous researches have stated that online shopping satisfaction, service utility and even past experiences were the main reason for repurchase. In order to reinstate the belief of repurchase and how important it is to retain the old customer, some researchers have adopted the widely accepted approach which is the traditional marketing. The concept of chain reaction of leading in quality, value of product, customer satisfaction and ultimately loyalty has been adopted (Jain, 2012). The model looks into the concern and reason of repurchase where it is depicted that only repurchase does not lead to loyalty but its feelings and the value which makes the consumer to come again and buy again, the study takes further by stating that along with feelings and value of offering it is also transparency, fair dealing and appropriate serving which evaluates the net value of the offering (Andaleeb, 2016).

E-commerce model states that the customer's satisfaction and the intention to purchase depend on the components on information, system and quality. In the study, it is stated that internet

shopping can be broadly classified into two categories: first when the consumers think their shopping purpose is fulfilled and second the shopping activity is filled with fun and friolic.

The study further states that apart from above mentioned reasons for online shopping there is another factor which pertains to shopping i.e. System quality. An individual's online shopping is largely dependent on one main factor which is authenticity and credible system. This study focuses on two key aspects: accessibility and security. For the money transaction, personal information is required which otherwise if not secured can be utilized for numerous purposes. A high level of accessibility can further enhance the experience of internet shopping. Another reason for the increase of traffic on internet shopping is the readily available information which is not available in the traditional form of shopping. The information which is accurate, up-to-date, comparable, complete useful and adequate is another reason for the hit.

The study talks about the importance of demographic information in the behavior of internet shopping. The demographic data basically narrates about age, gender, income group, social class, regions, states and nationality. In the study it is mentioned about two sections- work force and students where both the sections behave completely different in terms of internet shopping. When compared with other options, they differ on purpose and on the fun element.

The study also brings out clear distinction in terms of both the sexes. Men are more independent, rational in thinking and approach, goal oriented whereas fairer sex if more sensitive, passionate and yes femininity oriented (kumar, 2017).

### **Conclusion**

With the availability of technology and fast moving lives, shoppers on the internet are growing exponentially but the business cannot be catapulted on the same track and speed unless and until the consumer behavior is not understood and accordingly the strategies and the products are placed in the marketplace. The research firmly states about the components and relation of quality, value, satisfaction and loyalty.

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