



## RESEARCH ARTICLE

### AN ANALYTICAL STUDY ON ONLINE SHOPPING OF CONSUMERS WITH SPECIAL REFERENCE TO CENTRAL INDIA

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#### ARTICLE INFO

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#### ABSTRACT

With the rapid development of network technology, e-commerce and e-marketing has developed gradually. The number of Internet users was increasing and would soon overtake the United States. On-line shopping is a recent phenomenon in the field of E-Commerce and is definitely going to be the future of shopping in the world. Most of the companies are running their on-line portals to sell their products/services on-line. Though online shopping is very common outside India, its growth in Indian Market, which is a large and strategic consumer market, is still not in line with the global market. The potential growth of on-line shopping has triggered the idea of conducting a study on on-line shopping in India. E-Commerce/online shopping is one of those areas which have given new dimension to our Marketing ability. To this, internet service has proved a milestone in handling and completing the transaction of purchasing the product safely and comfortably. Although business-to-business transactions play an important part in e-commerce market, a share of e-commerce revenues in rapidly developing countries like India is generated from business to consumer transactions. Referring central India, in light of online shopping, I came across very unique system of marketing technique. Approach to online shopping, consumers is bit conventional/traditional in satisfying their needs of shopping.

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#### INTRODUCTION

Electronic commerce is presently an indispensable ingredient of India's trade facilitation policy. Last few years have witnessed a technological revolution accompanied by the wide spread use of the Internet, web technologies and their applications. Electronic commerce (e-commerce) as part of the information technology evolution became widely used in the world trade in general and Indian economy in particular. The internet has transcended us from the traditional shopping era into a new and more efficient era called "e-commerce". Globally, shoppers are gaining tremendous benefits from purchasing goods and services from cyberspace. The internet permits the 24/7 and 365 days availability of goods and services with little or no cost. Surplus seeking consumers and retailers are always searching for markets that are more economically efficient hence, online purchasing. Although there are abundant researches relating to factors that influence customer satisfaction and purchase intention in the context of

e-commerce, customer satisfaction factors that are found to influence purchase intention in each research are varied by time and location.

Indian market is dominated by unorganized players but there is potential in the area of retail players as well. Entry of bigger players such as Big Bazaar, More etc to even in the rural areas is paved the way of growth in its sector. There is been rise in the increase of Indian middle class people due to rapid economic growth. Though the population who is using Internet in India is by and large low in terms of percentage, but, in total numbers it is very high. This gives enormous opportunities for various ecommerce sites to get in touch with this segment.

#### Concept

For last few years many business that experiences the Placing "e" in front of any process or function of their business seemed to be the magic prescription for never ending story of success and rapid returns for enterprises. Internet, for example is becoming one of the most popular medium in transmitting various data. Users can find any kind of information within a shorter time compared with conventional method that consumes more time.

Kalakota and Whintons had defined e-commerce in four different ways:

- E-commerce is the delivery of information, product/services or payments over tele-communication channels, computer networks or any other electronic mode of communication.
- E-commerce is the application of technology towards the automation of business transactions and work.
- A tool that addresses the desire of firms, consumers and management to cut service cost while improving the quality of goods/services and increasing the speed of service delivery.
- Capability of buying and selling products and information.

The digital commerce platform market is maturing; incumbent vendors are investing in building out their commerce platforms, and those in adjacent areas, such as search, order management and marketing — both through organic development and acquisition. Vendors are increasingly focused on execution and winning new customers, sometimes at the expense of articulating future vision. Merger and acquisition activity is increasing, resulting in fewer digital commerce platform options in the market, but also serving to extend the commerce platforms of the established vendors. The report cautioned that limited Internet penetration, low digital commerce volume, multiple payment models (cash on delivery, credit card and wire transfers), logistics and fulfillment challenges, higher return rates and low average order value may put pressure on the profitability and viability of B2C e-commerce businesses. Findings of customer satisfaction on online purchasing in central India are perhaps limited. It has been realized that most studies focus on the demographic aspects rather research based on systematic conceptual framework and there is little or no knowledge regarding factors that are most influential in motivating online purchase intention in central India.

### Indian E-Commerce - what does the future look Like?

To understand what the future of e-Commerce in India can look like, let's consider into what's happening in other emerging markets around the world that are presumably ahead of India. E-Marketer estimates that there are 220 million online shoppers in China today, 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 acquired or in line to do so. Only a handful has gone public in India so far. Or we can compare with Brazil (which is presumably more like India), where there are an estimated 40 million online shoppers. McKinsey estimates that almost a third of these e-shoppers bought their first item online last year. No doubt India is behind, but they are growing fast, and when they reach the 200-300 million online shoppers, you can safely assume that there will at least be as many e-Commerce players in India as there are in China. That is to say, there will be at least 10-20 successful, large and growing e-Commerce companies in India over the next few years.

### The India difference

When it comes to India, we 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 the 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 get engaged into online shopping. 80% of the e-Commerce shoppers of 2016 are still available to be nabbed by e-Commerce sites. And they are going to come from predominantly two categories. 1. From Tier-2 and Tier-3 cities of India as the logistics and connectivity improves and 2. Young people/consumers who get jobs/pocket-money. Often e-commerce is wrongfully perceived as a way of doing business between web retailers and web end customers but rather e-commerce encompasses an entire range on conducting online business whether it's the interaction between business to business, business to customer, and business to government.

### E - Commerce Growth in India

- The e-commerce industry in the country is likely to be worth USD 38 billion by 2016, a 67 per cent jump over the USD 23 billion revenues for 2015, as per industry body ASSOCHAM.
- India's e-commerce market was worth about USD 3.8 billion in 2009, it went up to USD 17 billion in 2014 and to USD 23 billion in 2015 and is expected to touch whopping USD 38 billion mark by 2016.
- According to Forrester, the e-commerce market in India is set to grow the fastest within the Asia-Pacific Region at a CAGR (Compound Annual Growth Rate) of over 57% between 2012 – 16.
- Expected to grow as much as \$56 billion by 2023, which will be 6.5% of the total retail market, as quoted by e Marketer.
- India's e-commerce market grew at a staggering 88 per cent in 2013 to \$ 16 billion, riding on booming online retail trends and defying slower economic growth.
- Online travel constitutes a sizable portion (90%) of this market today. Online travel market in India is expected to grow at a rate of 22% over the next 4 years and reach Rs 54,800 crores (\$12.2 billion) in size by 2016.
- Electronic Utilities constitute 5% of total online sale with 3% each to Apparels, Accessories, Clothing and Jewellery.

### New Customers, New Strategies

So what can be done by e-Commerce startups? I think it's less about competing directly with the big players, but more about competing to acquire the new customers. Three broad things that could work out:

#### 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 are probably looking for new experiences, experiences that don't exist yet.

#### New Product Selection

There is 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 which could appeal to these new customers.

### 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. 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. Unique information is available from central India as far as online shopping is concern. Demographic and analytical view will give us broad spectrum of those consumers.

### Literature Review

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.

The work of Kim and Park (2005) using U.S. samples suggests that their positive attitudes as well as willingness to search for pre-purchase information leads to a strong likelihood that they will buy online. Online shoppers, are required to have computer skills in order to use the Internet for shopping. Hence, those who are not comfortable with using the computer, will likely do their shopping at the traditional store, modern shop, or discount store (Monzuwe, 2004) because it will be faster shopping there than in the Internet shop. 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. Jush and Ling, (2012) defined online shopping as the process a customer takes to purchase a service or product over the internet. Goldsmith and Flynn (2004) state that the home catalog is another traditional selling channel where people can shop at home because of the varieties of products offered in the catalog. They can order through the phone or by mail. It is convenient except that they are not able to touch and feel products before purchasing. Christian & France (2005) proves that customers satisfied the most were privacy (Technology factor), Merchandising (Product factor), and convenience (Shopping factor); also followed by trust, delivery, usability, product customization, product quality and security. Surprisingly, security was chosen as the last choice comparing to others. This was assumed that security is perceived as a standard attribute in any websites so other attributes take priority once customers have to choose the site to shop from. David J. Rubinstein (2002) has studied about factors attracting customers to the site and factors being able to retain customers by mainly considering the role of price.

However, customers tend to shop at other sites unless the vendors provide them good customer service and on-time delivery. Interestingly, e-shopping site using low prices or

price promotions to attract customers do mostly tend to draw price-sensitive customers who are well known as having low loyalty.

### Objectives

Growth of the on line shopping in India is highly influenced by their Demographic structures which make this study much more interesting. Therefore few objectives are drawn to keep focus on the study. They are:

- To study the factors influencing the consumers to buy from online stores and Traditional stores.
- To study the influence of demographic factors on buying decisions from online stores and Traditional stores.
- To study the perception of customers towards online stores and traditional stores.
- To predict the future and its acceptance by Indian citizens.

Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred form of shopping in India. A survey among 620 internet users, including both users and non-users of online shopping, was carried out to understand why some purchase online while others do not. The results are very interesting and have been analyzed with utmost care.

Due to its vast scope of growth there could be a possibility that the result which may come up before us, may be different from the thoughts of other authors who had contributed their work on this topic.

### Research Methodology

The Research Methodology is based on both the Primary and Secondary data. The questionnaire for the primary data is based on the possible experience gained by the consumer in purchasing the product online and secondary data is based on the literature review, Magazine, Newspaper, various narrated articles and web services.

### Methods of data collection

A combination of Interview method and Questionnaire method is used to collect data from the respondents.

### Sample Design

Under sample design the method of Random Sampling is been used to collect data from the respondents.

### Sample Size

Sizes of 620 respondents are taken for the collection of the data.

### Data Analysis and Interpretation

In data analysis and interpretation method of "ANOVA" is used to analyze the data.

**Hypothesis Framed for the Study**

- **Ho1:** There is no significant difference between the choices of consumers across various shopping items.
- **Ho2:** There is no significant difference between Online Shopping and Conventional Shopping with respect to Consumer’s income level.
- **Ho3:** There is no significant difference between Online Shopping and Conventional Shopping with respect to the choices of consumers educational Qualification.
- **Ho4:** There is no significant difference between Online Shopping and Conventional Shopping across consumer’s occupation.
- **Ho5:** There is no significant difference between the choices of consumers across various shopping factors.

**Analysis of Field Survey**

- Referring the table No1 (Demographic Profile) which is given below, the survey revealed that 32 % of regular shoppers are below the age of 20 years, and equal number are in the age group of 20 to 30 years which together constitute almost 64 %. This represents the dynamic group of respondents.
- Almost 52 % of shoppers are male as against 48% female. 39% of the respondent’s belongs to the income group of 20,000-30,000 and 34% of the respondents earn income less than Rs 20,000/- pm.
- Out of the total 620 respondents approximately 54% of the respondents prefer to purchase the goods/product from shops and remaining 46% prefers for online shopping. Information available in Table no 2
- Out of the total respondents of 46% who shop online 37% are the students and 18% are the housewives, 15% are Government employees and 30% are Private employees.
- In India nearly 90% people use online ticket reservation facility in every sector i.e. railway tickets, air tickets, bus services etc, but I didn’t consider this information in the present study as I am interested in projecting the consumer habits and behaviour in online shopping and to differentiate it against conventional/traditional/retail shopping. Online ticketing is not a shopping but availing the facility of services provided by the government.

**Table 1. Demographic Profile**

		Total Respondents 620	
Demographic Particulars		Frequency	Percentage
Gender	Male	322	52
	Female	298	48
	Total	620	100
Age Group	<20 yrs	199	32
	20-30 yrs	198	32
	30-40 Yrs	130	21
	40-50 Yrs	93	15
	Total	620	100
Educational Qualification	Graduate	260	42
	Post Graduate	155	25
	Professional	205	33
	Total	620	100
Income	< 20,000	211	34
	20,000-30,000	242	39
	30,000-40,000	136	22
	Above 40,000	31	5
	Total	620	100
Occupation	Students	230	37
	Housewives	111	18
	Government Employee	93	15
	Private Employee	186	30
	Total	620	100

Source: Field Survey

- Occupation does have a reflection on the behaviour of consumer and their bent towards the methods of shopping. In my study out of 620 respondents nearly 37% are students followed by 30% of private employees, 18% are house wives and lastly, 15% represents Government employees.

I had asked all the respondents irrespective of their interest in the method of shopping to place their priority for the factors which compels them to shop either online and/or to purchase the item through conventional shops. Refer Table No 6

**Ho1: There is no significant difference between the choices of consumer’s across various shopping items**

**Table 2. Consumer’s Choice across Various Shopping Items**

No	Shopping Items	Online Shopping	Conventional Shopping
1	Bags and Luggage	20	17
2	camera and Optics	20	10
3	Car and Bike Accessories	4	13
4	Computer and IT	22	23
5	Home Appliances	15	18
6	Jewellery	3	15
7	Gifts	24	18
8	kitchen	28	24
9	Sports, toys and Games	18	15
10	Electronics	48	58
11	Health and Fitness	16	15
12	Women's Apparel	12	30
13	Men's Apparel	48	52
14	Food and Beverages	2	20
15	Books	5	7
Total		285	335

Source: Actual Field Survey

**Result:** Referring table No 2(B) which shows the result of ANOVA and it is evident that the calculated F statistics which stood at 0.405 is much Lower than tabular value or critical value of 4.20 at 5 % level of significance with degrees of freedom (v1=1 and v2=28) and hence our analysis supports our null hypothesis that there is no significant difference between Consumer’s Choice Across various Shopping Items.

**Ho2: There is no significant difference between Online Shopping and Conventional Shopping with respect to consumer’s income level.**

One of the very interesting observations which is reflected through table no 3 above is that out of the total 620 respondents nearly 136 respondents do have their monthly salary more than Rs 30,000 but less than Rs 40,000. Under this category approximately 89% of respondents prefer online shopping and in a last category where monthly income is more than Rs 40,000 P.M. out of the total 31 respondents 65% prefer online shopping which comes to 20 respondents. This roughly means that as income level increases persons or family prefer to shop online.

**Result:** Referring table No 3(B) which shows the result of ANOVA and it is evident that the calculated F statistics which stood at 0.0739 is much Lower than the tabular value or critical value of 5.99 at 5 % level of significance with degrees of freedom (v1=1 and v2=6) and hence our analysis supports our null hypothesis that there is no significant difference between Online Shopping and Conventional Shopping with respect to consumer’s income level.

**Table 2(A). Descriptive Statistics – Consumer’s Choice across Various Shopping Items**

Details	Mean	Median	Minimum	Maximum	Variance	Std Deviation	Std Error
Online Shopping	19	18	2	48	202.857	14.243	3.677
Conventional Shopping	22.33	18	7	58	208.667	14.445	3.73

**Table 2(B)ANOVA – Consumer’s Choice across Various Shopping Items**

Source of Variation	Degree of Freedom	Sum of Square	Mean Square	F Value	p-level	F crit
Between Groups	1	83.33333	83.33333	0.405	0.52969	13.4976
Within Groups	28	5761.333	205.7619			
Total	29	5844.667				

**Table 3. Consumer’s Income Level**

Income Level	Online shopping	Conventional Shopping	Total
< Rs.20,000 P.M.	64	147	211
Rs. 20,000 P.M.to 30,000 P.M.	80	162	242
Rs. 30,000 P.M.to 40,000 P.M.	121	15	136
Above Rs. 40,000 P.M.	20	11	31
Total	285	335	620

Source: Actual Field Survey

**Table 3(A). Descriptive Statistics – Consumer’s Income Level**

Income Level	Mean	Median	Minimum	Maximum	Variance	Std Deviation	Std Error
Online shopping	71.25	72	20	121	1743.58	41.756	20.878
Conventional Shopping	83.75	81	11	162	6714.25	81.941	40.97

**Table 3 (B). ANOVA – Consumer’s Income Level**

Source of Variation	Degree of Freedom	Sum of Square	Mean Square	F-Value	p-level	F crit
Between Groups	1	312.5	312.5	0.0739	0.79486	35.50749
Within Groups	6	25373.5	4228.91667			
Total	7	25686				

**Table 4.Representing Educational Qualification**

Educational Qualification	Online shopping	Conventional Shopping	Total
			0
Graduate	160	100	260
Post Graduate	55	100	155
Professionals	70	135	205
Total	285	335	620

Source: Field Survey

**Table 4(A). Descriptive Statistics – Representing Educational Qualification**

	Mean	Median	Minimum	Maximum	Variance	Std Deviation	Std Error
Online shopping	95	70	55	160	3225.1	56.789	32.787
Conventional Shopping	111.667	100	100	135	408.333	20.217	11.667

**Table 4(B). ANOVA– Representing Educational Qualification**

Source of Variation	Degree of Freedom	Sum of Square	Mean Sum	F-Value	p-level	F crit
Between Groups	1	416.666667	416.666667	0.22936	0.657	74.1373
Within Groups	4	7266.666667	1816.66667			
Total	5	7683.333333				

**Ho3: There is no significant difference between Online Shopping and Conventional Shopping with respect to the choices of consumers Educational Qualification.**

**Result:** Referring table No 4(B) which shows the result of ANOVA and it is evident that the calculated F statistics which stood at 0.2294 is much Lower than the tabular value or critical value of 7.71 at 5 % level of significance with degrees of freedom ( $v_1=1$  and  $v_2=4$ ) and hence our analysis supports our null hypothesis that there is no significant difference between Online Shopping and Conventional Shopping with respect to consumer's Educational Qualification.

**Ho4: There is no significant difference between Online Shopping and Conventional Shopping across consumer's occupation.**

**Table 5. Representing Consumer's Occupation**

Occupation	Online shopping	Conventional Shopping	Total
Students	120	110	230
House wives	35	76	111
Government Employee	40	53	93
Private Employee	90	96	186
Total	285	335	620

From the table we can able to conclude that the consumer's from central India are still very much interested to shop from stores instead of shopping through online mode. Out of the total 230 students roughly 47.8% are still inclined to have a shopping from conventional/traditional/retail shops. In rest of the three categories together i.e., House wives, Government employees and private employees, 57.7% consumers are interested to shop from conventional/ traditional/retail shops. This sense of approach makes the consumers of central India little bit different from the pattern of shopping which we find in rest of the India.

**Table 5(A). Descriptive Statistics – Representing Consumer's Occupation**

	Mean	Median	Minimum	Maximum	Variance	Std Deviation	Std Error
Online shopping	71.25	65	35	120	1672.92	40.911	20.451
Conventional Shopping	83.75	86	53	110	614.92	24.8	12.4

Source: Actual Field Survey

**Table 5(B). ANOVA– Representing Consumer's Occupation**

Source of Variation	Degree of Freedom	Sum of Square	Mean Sum	F-Value	p-level	F crit
Between Groups	1	312.5	312.5	0.27318	0.61993	35.5075
Within Groups	6	6863.5	1143.91667			
Total	7	7176				

Source: Actual Field Survey

**Table 6. Consumer Preference to Various Shopping Factors**

Shopping Factors	Online shopping	Conventional Shopping	Total
Variety of Products	186	434	620
Good Quality	230	390	620
Mode of Payment	284	336	620
Customer Satisfaction	120	500	620
Affordable Price	220	400	620
Good Relationship with shopkeeper/Loyalty towards shopping site	110	510	620
Door Delivery	230	390	620

Source: Actual Field Survey

**Result:** Referring table No 5(B) which shows the result of ANOVA and it is evident that the calculated F statistics which stood at 0.27381 is much Lower than the tabular value or critical value of 5.99 at 5 % level of significance with degrees of freedom ( $v_1=1$  and  $v_2=6$ ) and hence our analysis supports our null hypothesis that there is no significant difference between Online Shopping and Conventional Shopping with respect to consumer's occupation.

**Ho5: There is no significant difference between the choices of consumers across various shopping factors.**

It is interesting to note from the above table No 6 that nearly 82% of the respondents had prominently considered that through conventional shopping/retail shopping good relation ship with shopkeeper can be maintained. Followed by 80% of the respondents consider customer satisfaction is the main factor in shopping, which they get through conventional/retail shops.

**Result:** Referring table No 6(A) which shows the result of ANOVA and it is evident that the calculated F statistics stood at 44.7747 which is much higher than the tabular value or critical value of 4.75 at 5 % level of significance with degrees of freedom ( $v_1=1$  and  $v_2=12$ ) and hence analysis do not support our null hypothesis that there is no significant difference between the choices of consumers across various shopping factors. In other words we can say that various shopping factors significantly affect the choices between online shopping and conventional shopping of the consumers. Factors influencing online consumer's purchase decision were grouped into four clusters including:

- **Product understanding (Product Perception):** Price, Product Quality, and Product variety
- **Shopping Experience:** Attributes of time, Convenience, and Product availability, Effort, Lifestyle Compatibility and Playfulness or enjoyment of shopping process.

Table 6(A). ANOVA – Consumer Preference to Various Shopping Factors

Source of Variation	Degree of Freedom	Sum of Square	Mean Sum	F-Value	p-level	F crit
Between Groups	178314.2857	1	178314.286	44.7747	2.22E-05	18.6433
Within Groups	47789.71429	12	3982.47619			
Total	226104	13				

Source: Actual Field Survey

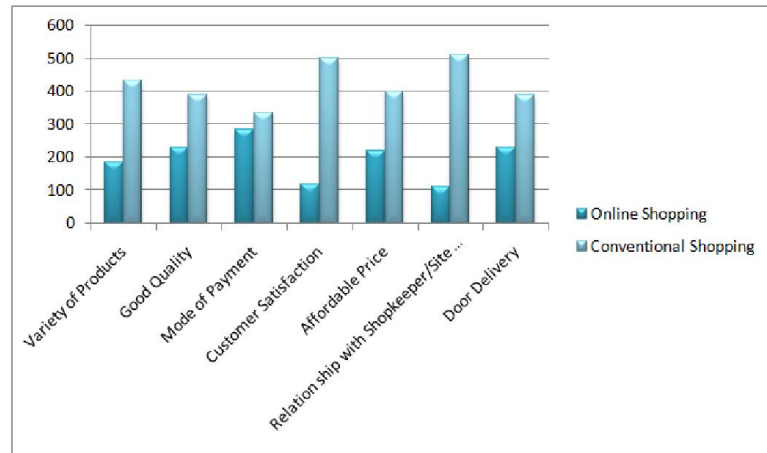


Figure 1. Factors Affecting Consumers for Online Shopping and Conventional Shopping

- **Customer service:** Vendor responsiveness, Assurance, and Reliability
- **Consumer Risk:** Economic, Social, Performance, Personal and Privacy risk.

It is imperative to be able to measure customer satisfaction in the context of e-commerce since this will define the success of the vendors. The literature suggests each research is different mainly by the antecedent factors of customer satisfaction since the researchers chose the variables and factors best suit for each circumstance in their perception; thus, the results are varied by time and location. There is no recipe of the antecedent factors used measure satisfaction which will finally leads to purchasing intention. Customer satisfaction is when products and services meet the expectation of the consumers. In this research, satisfaction which is used will be referred in terms of outcome by comparing the prior expectation and the perceived performance for each factor in order to measure the attitude (satisfaction/pleasing) of the respondents for each of those factors.

### Research Findings

- Majority of respondents are of the opinion that enthusiasm in purchasing the product/Grocery while wandering through the streets provides much happiness, mood get fresh by experiencing aroma of the market, specially during evening hours.
- Bargaining with the shopkeeper is another important attraction towards purchasing the Product.
- Person to person contact creates trust and confidence between customer and shopkeeper. All these basic attributes of marketing are missing while we shop online.
- Female respondents told me that customer retention ability is not available in online Shopping, therefore, loyalty towards Product and shopkeeper is absent.

- **Security:** Security is a biggest challenge in to progress of e commerce. Customer always found them insecure especially about the integrity of the payment process.
- **Impossibility of physical examination:** Products whose choice is merely depend on its physical condition of the product which needs personal touch before selection are not suitable for e-commerce business. As Online products cannot be touched, wear or examined personally.
- **Fraud:** Many fake websites are available on net which promises better service and secure dealing. Personal and financial details provided for trading purpose are misused by hackers their personal undue interest.
- **Fewer discounts and Logistics:** Hardly online businesses offer discounts and bargaining cannot be possible. The task of Delivery is usually outsourced, who do not care about the timing of the seller.
- **Limitation of products:** Only a limited number of products can be available. Limited advertising opportunities are available because in e commerce one cannot go for mass advertising. The advertising is limited only to computer literate person.

It is very important that consumers are content with the products and services provided by the particular website as satisfied customers are likely to be loyal and make repetitive purchases which will increase profitability of that particular e-commerce company

### Suggestions

I wish to suggest few points:

- **Functional website:** Web site should be design in such a manner that a customer should find it easy to navigate and look for the required information with out ant confusion.

- Product is the key to the success of the online shop, choose and create the right product categories and sub categories.
- **Focus on the Logistics partner;** select who will be able to offer you the best network with hubs all around; wow the customer through prompt logistic solution.
- The packing needs to be decent.
- The success of business depends on right choice of market segmentation.
- Look at the number of steps/ clicks by which a person can complete the transaction – the check out process needs to be kept to minimum clicks/ page.
- Multiple payment option should be there in a form of standard credit cards, debit cards, PayPal and online bank payments option.
- Timely service should be provided by the company with clear terms and conditions.
- Getting the right content and targeting the right customers with crisp and relevant information is a must.
- Online websites should concentrate more to the female segments as results prove that females shop more in online shopping as compared to men. So companies should devise the policies and strategies to magnetize more number of people in this segment in future also.
- Online retailers should also look into the prospect of call centers which could guarantee that the customer get a chance to officially interact with the other party before the actual purchase.

Although online shopping had many advantages, meanwhile there was a lot of uncertainty too. Previous studies had shown that the risk perception of consumer was greater in non-store sales than store sales. Website as a new model of non-store sales enable consumer contact with the actual products and businesses which made Internet transactions lacked of public trust. The risk perception of consumer had become the main restrictive factor of online shopping.

### New Concept

This field survey has given us a very innovative thought in the field of Marketing is that of the concept to Dry Marketing. In a simple language we can say that such Digitization of the Product has brought down the enthusiasm of purchasing of the Product through street vendors/shops/stores.

### Conclusion

Indian ecommerce space percentage is getting higher as more and more online retailers enter the market. Although this level of entry in the e-commerce market is good from a long term perspective, the challenge is that most entrepreneurs don't have the resources or capital to wait for years before they can get profits.

The future of ecommerce in India may be rough and may require more efforts from both entrepreneurs and investors due to its socio cultural concept of marketing. Indian companies need a mixed-approach implementation that is influenced by globally tested strategies, along with the local elements. Compared with the pace of development of networks, online shopping still lagged behind. Most of Internet users had not become a member of online shopping consumer, they still were web browser. The development of online shopping was relatively lagging related to the imperfect legal system and support environment in India

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