



## Study of Internet as a Mode of online Shopping

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### Introduction

The online shopping concept gradually developed, after the launch of the World Wide Web. In 1990. Tim Berners-Lee created the first World Wide Web(www) server and browser. It opened for commercial use in 1991. After 1991 some other advancements in the area of online dealing have taken place such as online Pizza shop by Pizza Hut and online banking in the year 1994. In the year 1995 Amazon launched its first online shopping site, and in 1996 e-Bay shows its presence in online market. Internet continuously attracts the offline shoppers because these are and could be the potential buyers for online shopping. Development of internet and e-retailing with their offers and availability of huge variety of products under the one click away attract the customers and now with this change consumers can buy goods and services online; this change rapidly evolved into the global phenomenon.

After these two online shopping companies, many other players also entered in e- marketing as the competitors of Amazon and eBay. Their aim was cost cutting and selling their products at cheap prices to grab the market. Online marketers also started using Internet for the communication, information, product selling, taking feedbacks from customers and so on, as it covers the mass media with in minimum time and expenditure as well. Online shoppers not only buy the products on internet but they use this feature for price comparison as a smart shopper. Online customer check and compare the prices of same product and then take a decision about when, how and where to shop. Many experts are optimistic about the prospect of online business

E-commerce market has tremendous growth opportunities with the click on World Wide

Web “www”. It provides a unique opportunity for companies to reach existing and potential customers more efficiently. As E-business is getting popularity among Business to Consumers (B to C) and Business to Business (B to B), many researches and studies are conducted top insight the different perspectives of e- shopping and its impact on consumer’s behavior and business.

The Internet has developed into a totally new distribution channel and online transactions are the result of this development. The developments in the e field of e-shopping is showing the interest of customers and their perception with positive attitude towards the online shopping. The factors that are the attraction for online shoppers are identified as price, trust and convenience. Price was considered as to be a most important factor for majority of the population. The internet has created a paradigm shift of the traditional way of shopping. A consumer is now not bound with time or space and to a specific location for purchasing activities. Now they can become more active virtually at anytime, anyplace and buy the products or services. The internet is comparatively a new medium for communication and for the information exchange with their existing and potential customers.

This rapid growth in number of internet users is explained by the buyer behavior. Internet is a source to reach mass population that provide a opportunity to the users to buy their required products without going out in a convenient manner as compared to the traditional way of shopping. An online shopper can access shop at any time, any day- view and purchase products of their choice by visualizing and discussion with other users. The process of online shopping started when the consumer make his mind to shop online through the medium of Internet. The internet has developed into a new

distribution channel and the evaluation of this channel. The actual swing in e-commerce take place after the year 1996.

### **Pre-Requisites of Online Shopping**

For doing online shopping one should have the following:

- A bank account in any Bank.
- A debit or a credit card.
- A computer system or a smart phone with an Internet access services.
- Right website selection with shopping skills.

Above all are the basic and detailed requirements for making any online shopping.

One could not neglect any of the above. So no alternative is available for each other.

### **Advantages of On-Line Shopping**

Online shopping consumers have been attracted towards web based shopping for fulfilling their needs and requirements due to its advantages such as accessibility, convenience, a wide variety of products, low prices and so on.

**Convenience** – Online shopping is much more convenient than offline shopping. Instead of taking out your car and visiting shop to shop you can just sit in the comfort of your home and shop. Once you have decided on what you want to buy the payment process is seamless and the orders are delivered right at your doorstep.

**Variety** – The kind of variety that a customer gets online is hard to match by any brick and mortar store. The online retailer's stock products from all the major brands and a customer can find any product in their listing no matter how hard to find it is in the offline stores. There is no constraint regarding physical space or display online retailer's features as many products as they can cater.

**Pricing** – Online retailers get an inherent advantage in pricing as they don't have to bear expenses like paying rent of a store, bills etc. so they directly pass on these price savings to the online shoppers and charge less price for their products by issuing many offers and discounts after taking their profit margins.

**Global Choice**- In e-commerce there is not any defined boundaries for shopping. There is no geographical area defined and no national or international borders make any hurdle in shopping process. It gives a big advantage to the online customers they can easily find and

get any brand or any national and international product by accessing internet with in few clicks on the online shopping websites.

**Possibilities for comparison shopping**- By allowing consumers to shop in any place and conduct quick comparisons of offerings and prices Internet marketplaces have the ability to reduce search costs for price and product information.

**Discreet shopping** – Some times during the shopping from offline stores, buyer don't feel relaxed and comfortable, so the next advantage of online shopping is Discreet Shopping, it provides discreet shopping and some online portals provide shipping also to the customers.

**Offers** – In online shopping to attract the more customers towards the online stores, time to time e- marketers offers many attractive deals and discounts like- happy hours shopping, big day sale, cash backs, discounts on bank cards, discounts on particular products and brands, at lower prices as compared to offline stores.

### **Disadvantages of online shopping.**

**Instant Gratification** – Customers buying offline get their products as soon as they pay for it but those who buy online have to wait for their products to get delivered. And in normal situation where the buyer can wait for the product the online shopping is good but when there is some urgency of the product then the buyer will directly rush towards the market area for offline shopping. **Touch and Feel part is missing** – In online shopping touch and feel part of the product and services are always missing and the shopper of the goods has to wait till the delivery of the goods. If the delivered product is not as per the expectation of the buyer then it creates a big disappointment for online shopping.

**Difficulty in Return and exchange**- Online shopping has one more disadvantage regarding the return and exchange of the goods, if the ordered goods matches the need of the buyer then its fine otherwise the process of return and exchanges can be quite time consuming and frustrating.

### **Internet as a Medium for Online Shopping**

The Internet was originally intended to be used as a medium for defense and academic communications. Today it continues to serve that purpose but is increasingly used for recreation. The increase in users over past few

years has favored the emergence of the Internet as an important medium for commerce. This increase in user base coupled with increase in-depth and width of application and uses those businesses offered on the Internet has evoked interest among marketers and has made them wonder how it can be incorporated into the organizations' marketing mix. The Internet has presented marketers with entirely new paradigms of developing marketing programs and forge business relationships. It has provided consumers and businesses with the ability to shop the variety of goods and services with their convenience by staying their homes or offices from all over the world. Use of the Internet for retail shopping has expanded immensely in recent years and has had a profound influence on the shopping process for many consumers

The number of internet user is constantly increasing which is also signifies that online purchasing is also increasing. The Indian online retail industry is set grow at a robust pace by 2020 as the number of online shoppers will

jump three times to 175 million shoppers by then. As per a latest study conducted by Google and A.T .Kearney said the top one-third of the customers or the 60 million of the 175 million shoppers in 2020 will be "high-value customers" and that segment will "drive two-thirds of the total spend. Women buyers will also double their share in the online spend to about 40%. The survey also found that as compared to men, women prefer to shop lifestyle, consumer electronics and personal care products more with online medium of shopping.

According to the report of [www.internetworldstats.com](http://www.internetworldstats.com) shown in Table 1.1` the World's population till March, 2017 was 7.5 billion out of this the number of internet users was 3.94 billion and if we talk about the Asian countries the total population of Asian Countries was 4.15 billion and the internet users were 1.88 billion which is showing a growth of approx. 50% and it also reflects a huge potential of online shoppers.

Source-www.internetworldstats.com

**TABLE: 1.1**

**Internet Users and Population Statics 2017 For 35 Countries of Asia Region**

<u>ASIA REGION</u>	<b>Population ( 2017 Est. )</b>	<b>Population % World</b>	<b>Internet Users 30-June-2017</b>	<b>internet % Users</b>
<u>Asia Only</u>	414.8million	55.2 %	<b>193.8 million</b>	49.9 %
<u>Rest of World</u>	370 million	44.8 %	<b>194.7million</b>	50.1 %
<b>ALL THE WORLD</b>	<b>751.9 million</b>	<b>100.0 %</b>	<b>3.8billion</b>	<b>100.0 %</b>

Source-[www.internetworldstats.com](http://www.internetworldstats.com)

**TABLE:1.2**

**Growth of Internet Usage in Asian Countries from (2000-2017)**

<u>ASIA</u>	<b>Internet Users, (Year 2000)</b>	<b>Internet Users 30-June-2017</b>	<b>Users % Asia</b>
<u>Afganistan</u>	1,000	<b>4,005,414</b>	0.2 %
<u>Armenia</u>	30,000	<b>2,126,716</b>	0.1 %
<u>Azerbaijan</u>	12,000	<b>7,799,431</b>	0.4 %
<u>Bangladesh</u>	100,000	<b>73,347,000</b>	3.8 %
<u>Bhutan</u>	500	<b>331,423</b>	0.0 %

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<a href="#">Brunei Darussalam</a>	30,000	325,836	0.0 %
<a href="#">Cambodia</a>	6,000	4,115,551	0.2 %
<a href="#">China *</a>	22,500,000	738,539,792	38.1 %
<a href="#">Georgia</a>	20,000	2,411,370	0.1 %
<a href="#">Hong Kong *</a>	2,283,000	6,461,894	0.3 %
<a href="#">India</a>	5,000,000	462,124,989	23.8 %
<a href="#">Indonesia</a>	2,000,000	132,700,000	6.8 %
<a href="#">Japan</a>	47,080,000	118,453,595	6.1 %
<a href="#">Kazakhstan</a>	70,000	13,873,513	0.7 %
<a href="#">Korea, North</a>	--	14,000	0.0 %
<a href="#">Korea, South</a>	19,040,000	47,013,649	2.4 %
<a href="#">Kyrgyzstan</a>	51,600	2,113,106	0.1 %
<a href="#">Laos</a>	6,000	1,539,106	0.1 %
<a href="#">Macao *</a>	60,000	495,052	0.0 %
<a href="#">Malaysia</a>	3,700,000	24,554,255	1.3 %
<a href="#">Maldives</a>	6,000	270,000	0.0 %
<a href="#">Mongolia</a>	30,000	1,500,000	0.1 %
<a href="#">Myanmar</a>	1,000	13,747,506	0.7 %
<a href="#">Nepal</a>	50,000	6,400,000	0.3 %
<a href="#">Pakistan</a>	133,900	44,608,065	2.3 %
<a href="#">Philippines</a>	2,000,000	57,607,242	3.0 %
<a href="#">Singapore</a>	1,200,000	4,699,204	0.2 %
<a href="#">Sri Lanka</a>	121,500	6,700,160	0.3 %
<a href="#">Taiwan</a>	6,260,000	20,601,364	1.1 %
<a href="#">Tajikistan</a>	2,000	1,813,256	0.1 %
<a href="#">Thailand</a>	2,300,000	57,000,000	2.9 %
<a href="#">Timor-Leste</a>	0	340,000	0.0 %
<a href="#">Turkmenistan</a>	2,000	989,915	0.1 %
<a href="#">Uzbekistan</a>	7,500	15,453,227	0.8 %
<a href="#">Vietnam</a>	200,000	64,000,000	3.3 %
<b>TOTAL ASIA</b>	<b>114,304,000</b>	<b>1,938,075,631</b>	<b>100.0 %</b>

Source-[www.internetworldstats.com](http://www.internetworldstats.com)

With the help of above data by [www.internetworldsstats.com](http://www.internetworldsstats.com) among the Asian Countries China is the Largest Internet users country and India is the second largest internet user country in the Asian region

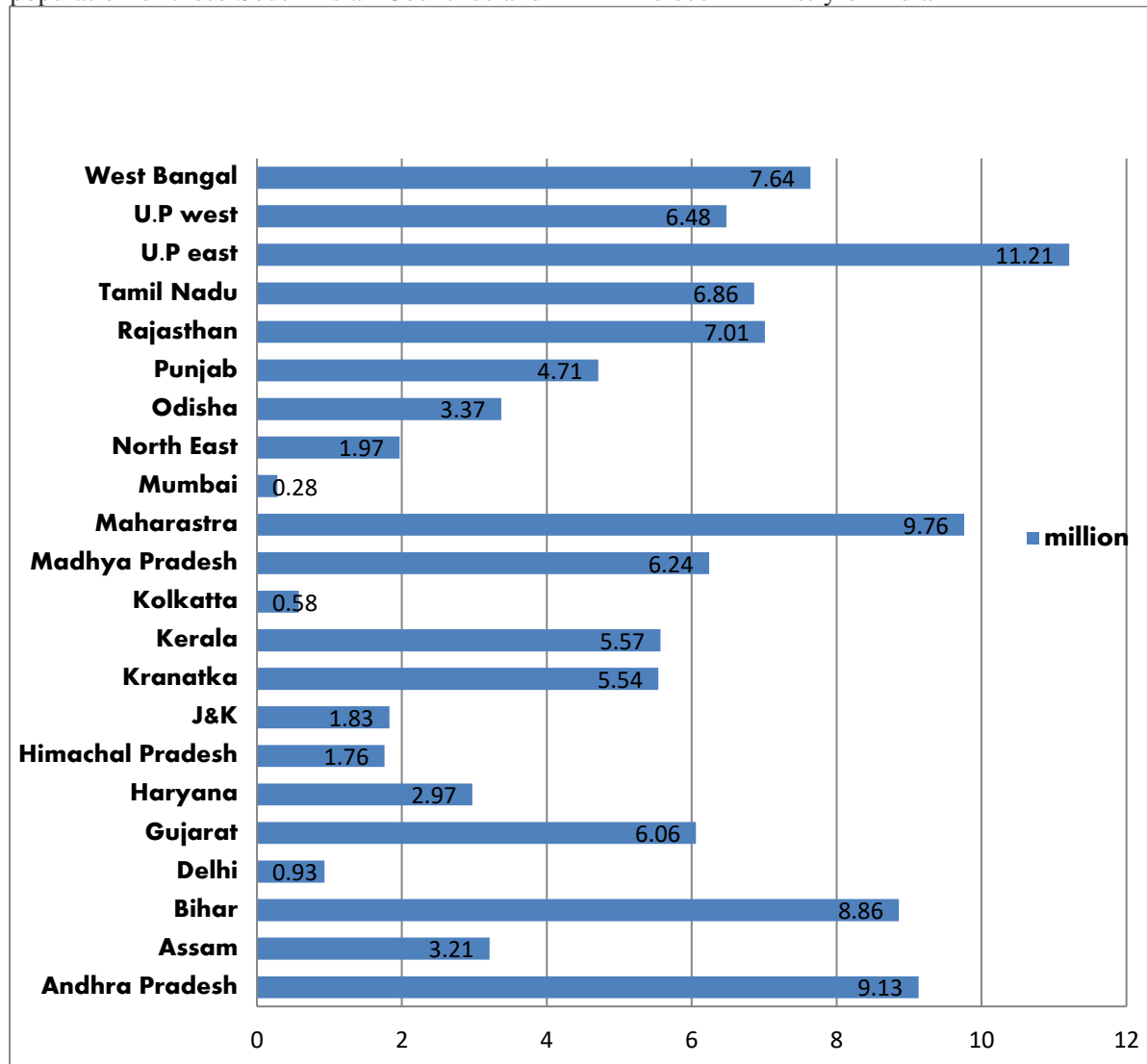
after china with the 46 crore internet users. India shows a huge growth around 24% in all Asian countries from 2000-2017.

India comes under the South Asian Countries of the World with the Countries Afghanistan, Bangladesh, Bhutan, Maldives, Nepal, Pakistan and Sri Lanka. If we count the total internet users of South Asian countries except India then it comes-129 billion(129902062) and in India only the internet users are approx.4 times to the south Asian countries i.e. 462.1 million(462124989) and this number will grow more as the Technological advancements are giantly increasing and if we talk about the population of these South Asian Countries and

the internet users of South Asian Countries there is a huge difference and it also shows a huge potential for internet companies and also for the online users, online shopping is somehow directly or indirectly connected with the internet users of the countries.

As this particular research study concentrates on the Haryana state's two cities- Haryana State comes under the India, so most importantly to concentrate on the internet users of Haryana State.

Data about the Indian internet users is in the Figure-1 where the data of internet users is given state wise. And the Source of data is Telecom Ministry of India



**Source: Telecom Ministry of India.**

Total internet subscribers in India reached 342.65 million in March 2016. As per data shared by Telecom Minister Manoj Sinha in the

Lok Sabha on July 21, 2016 announce about the internet subscribers as on 31 March, 2016 were 34,26,54,750. This table is showing in India

among all the States, Haryana is in the bottom 7 states where the internet users are only 2.97 million and this is also representing a lot of Potential of online buyers and for marketer also, they can take the advantage of this potential by grabbing this opportunity in the area of online shopping.

## Top 10 Online Shopping Websites

Due to the technological advancement and the growth of social media as well as the facilities available now a days for shopping is changing the mind of women consumers, usage of smart phones, access to internet and friendly with computers knowledge opens the door with both hands for the e-shopping. The top 10 shopping websites in 2017 in Indian Market are:

- Flipkart.com- This one has to come first hands down. ...
- Amazon. In - A large number of people from India swear by the services of Amazon. ...
- Snapdeal.com.
- Ebay.com
- Jabong.com.
- Myntra.com.
- Homeshop18. ...
- Alibaba.com
- Shopclues.com.
- Yebhi.com

These online stores are usually available 24 hours a day and many consumer have access internet on both at work place and home are usually available 24 hours a day and many consumer have access internet on both at work place and home. The data on the basis of which ranking has been done are taken from various sources.

**Flipkart.com-** It is an Indian e-commerce shopping website, started e-business in 2007 and ranked as no.1 online shopping site of India in 2017, by holding 39.5% market share of Indian e-commerce industry because of its product range, services, product quality etc. The service quality of flipkart.com is found to be good and trustworthy.

**Amazon.com-** Amazon is a US based e-commerce company which is world's no. 1 e-commerce site. Amazon officially launched in India in the year 2013, with more than 25 million products for sale. Exciting offers and good service quality helped Amazon to take as

second best ecommerce site of India in few days only.

**Myntra.com-** Myntra is an Indian ecommerce site. It is regarded as India's top 3rd online site to shop products. Myntra allows its users to choose varieties of dress with best quality and 30 days return or exchange policy with no question scheme. The good thing about the website is its product quality and service.

**Jabong.com-** Jabong is an Indian e-commerce shopping website, which is best known for good quality products and services. This website deals in all types of products like, handbags, shoes, dresses, apparels, gift items etc..

**Snapdeal.com-** It is an Indian based e-commerce website. This online shopping website started in the year 2010 and gained popularity among Indian shoppers within a short span of time. Indian shoppers shop on snapdeal due to its huge assortment of more than 60 million products with best offers and product delivery services. [s](#)

**eBay. in-** EBay is US based e-commerce multinational shopping brand and operating its business in India. This multinational giant sells almost every product and service. This online shopping website is having best online shopping auction capability among all.

**Alibaba.com** – Alibab is a Chinese online shopping website and new to the e-commerce industry. This website has made a strong impact and getting popular among Indian consumers because of its good product quality.

**Homeshop18.com-** It is a network 18 group associated ecommerce site managed by Reliance now. Homeshop18 gained its maximum coverage via television. This website offers a wide range of products including gadgets, home ware, clothing, jewellery

**Shopclues.com-** It is an Indian e-commerce shopping website, deals in almost every category of product and services. In 2011 this website was in top 35 shopping websites of India but in 2017 it comes in top 10 websites because of its deals and offers

**Yebhi.com-** Yebhi.com is an Indian ecommerce site famous journey from bigshoebazaar.com but later changed to yebhi.com.

Apart from these top 10 shopping websites Tradus.in, Paytm Mall, Zovi.com, Koovs.com, yepme.com etc. are also top searching and shopping websites of India.

## Conclusion

This paper describing a brief introduction of the study it includes - introduction to shopping, modes of shopping available for customers, women customer, about online and offline shopping, internet users as the potential customers of online shopping, pre requisites for doing online shopping like need of internet access devices, debit or credit cards etc. This chapter also includes Area covered for the research work, rational for selecting the area for the study, and products that are considered for the research work in selecting online shopping by the women customers.

This particular research work is concentrating on the four product categories for online shopping by women customers that are Apparels, Home appliances, Jewellery and Handbags. For future prospects it is the vistas for further studies by other researchers as they can cover more product categories for their researches. This chapter is also describing the top 10 online shopping websites available for shopping in context to Indian customers.

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