

Consumer Conception Towards Online Shopping – A Literature Review

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Abstract- India has more than 150 million internet users out of which one half suitable for online purchases and the amount of users are rising sharply every year. The evolution in the amount of online shoppers is larger than the growth in Internet users, indicating that more Internet users are becoming comfortable to shop online. The ability of buying without leaving your place is of great concern to lots of consumers. Not only does online purchasing offer really good deals, but also brings best convenience to the consumers. Many enterprises have started using the Internet with the purpose of reduce marketing costs, thereby cutting the price of their products and services in order to stay ahead in extremely competitive markets. Without doubt the Internet has influenced our lives deeply in which it plays an indispensable and irreplaceable role. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the E-commerce market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers.

Keywords- Online Shopping, Consumer Perception, Internet Shopping, Electronic Commerce,E-Retailing

I. INTRODUCTION

Online shopping or online retailing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping centre; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are eBay and Amazon.com, both based in the United States.

II. ONLINE SHOPPING IN INDIA

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 and spiralling inflation. The increasing Internet penetration and availability of more payment options boosted the e-commerce industry in 2013. E-commerce business in India is expected to reach around \$50-70 billion by 2020 on the back of a fast growing internet-connected population and improvement in related infrastructure like payment and delivery systems.

The products that are sold most are in the tech and fashion category, including mobile phones, i-pads, accessories, MP3 players, digital cameras and jewellery, electronic gadgets, apparel, home and kitchen appliances, lifestyle accessories like watches, books, beauty products and perfumes, baby products witnessed significant upward movement.

India's e-commerce market, which stood at \$2.5 billion in 2009, reached \$8.5 billion in 2012 and rose 88 per cent to touch \$16 billion in 2013. The survey estimates the country's e-commerce market to reach \$56 billion by 2023, driven by rising online retail. This growth is because of aggressive online discounts, rising fuel prices and availability of abundant online options. Mumbai topped the list of online shoppers followed by Delhi, while Kolkata ranked third.

The age-wise analysis revealed that 35 per cent of online shoppers are aged between 18 years and 25 years, 55 per cent between 26 years and 35 years, 8 per cent in the age group of 36-45 years, while only 2 per cent are in the age group of 45-60 years. Besides, 65 per cent of online shoppers are male while 35 per cent are female. To make the most of increasing online shopping trends, more companies are collaborating with daily deal and discount sites, the survey pointed out.

India has Internet base of around 150 million as of August, 2013 which is close to 10 per cent of Internet penetration in India throws a very big opportunity for online retailers to grow and expand as future of Internet seems very bright. (Economic times, 2014) The size of India's e-commerce market in 2013 was around \$13 billion, according to a joint report of KPMG and Internet and Mobile Association of India (IAMAI). The online travel segment contributed over 70 per cent of the total consumer e-commerce transactions last year.

Those who are reluctant to shop online cited reasons like preference to research products and services online (30 per cent), finding delivery costs too high (20), fear of sharing personal financial information online (25) and lack of trust on whether products would be delivered in good condition (15), while 10 per cent do not have a credit or debit card. (Economic times, 2014) The Nielsen Global Online Shopping Report shows more than a quarter indicate they spend upwards of 11 percent of their monthly shopping expenditure on online purchases.

71 percent Indians trust recommendations from family when making an online purchase decision, followed by recommendations from friends at 64 percent and online product reviews at 29 percent. Half the Indian consumers (50%) use social media sites to help them make online purchase decisions. Online reviews and opinions are most important for Indians when buying Consumer Electronics (57%), Software (50%), and a Car (47%). (India social, 2014)

III. LITERATURE REVIEW

Kotler (1974); Solomon, Suprenent, Czepiel and Gutman (1985); Bitner (1992), assurance is important to capture confidentiality, shopping security, complaint resolution, problem solving and warranties. In an online shopping environment, consumers are not associated with a physical location while they are only communicating with a machine and not human being (Ekeldo and Sivakumar, 2004). With the inability of consumers to feel and touch the product in an online context because online retailing lacks the tangible features, it makes it difficult to market those products on the internet.

Venkatesh (2000) reported that perceived convenience offered by Internet Vendors has a positive impact on consumers' attitude towards online shopping, as they remark Internet as a medium that enhances the outcome of their shopping experience in an easy way. Online shopping holds a great budding for youth marketers.

Vrechopoulos et al. (2001) youth are the main buyers who used to buy products through online.

Benedict et al (2001) in his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by external factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

Lindstrom, (2001) which was cited by **Rajamma, Paswan and Ganesh (2007)**, it is easier to market the product on traditional stores than the internet because consumers can feel and touch the product, and they can even wear it on the spot. Bricks and mortar is also known as shopping malls because it has a physical location where consumers can visit. Consumer's lifestyle is affected by the role of shopping malls (Terblanche, 1999) because it can act as a community Centre for public and other recreational activities (Ng, 2003). Shopping mall also offers entertainment and provides other utilitarian needs to consumers such as stores, food courts and restaurant, children's amusement Centre, cinemas and relaxation spaces (Terblanche, 1999).

Parasuraman (2002) Stated that the motivations for this special issue and propose a conceptual framework pertaining to the issue's theme. Using this frameworks a backdrop, they then offer an overview of the remaining articles by segmenting them into categories and discussing their relationship to the framework. They conclude by highlighting research avenues for augmenting our understanding of marketing to and serving customers through the Internet.

Dholakia and Uusitalo (2002) study examined the relationship between age and Internet shopping; found that younger consumers reported more linen to the online shopping. They also found that younger consumers searched for more products online and they were more likely to agree that online shopping was more suitable.

Magee (2003), 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.

Bengtsson (2007) stated that adopting the Internet for advanced marketing operations opens up challenging opportunities for firms of all sizes. However, such adoption might destroy investments in present market channels and thus has the characteristics of radical innovation. The results of analysis show that composition of factors on which firms base their decision to adopt advanced Internet-based marketing operations varies significantly with firm size.

Guda Van Noort, M.A., Peter Kerkhof, Ph.D and Bob M. Fennis, Ph.D. (2007) in two experiments, the impact of shopping context on consumers' risk perceptions and regulatory focus was examined. They predicted that individuals perceive an online (vs. conventional) shopping environment's more risky and that an online shopping environment, by its risky nature, primes a prevention focus.

The findings in Study 1 demonstrate these effects by using self-report measures for risk perception and prevention focus. In Study 2, replicated these findings and demonstrated that the effect of an online shopping environment carries over to behavior in a domain unrelated to shopping.

Isaac J. Gabriel (2007) studied online consumers' risk perceptions and will reveal a "cognitive map" of their attitudes and perceptions to online risks. It was accomplished by composing a master list of online hazards and activities, measuring current level of perceived risk, desired level of risk, and desired level of regulation associated with them, composing a master list of online risk characteristics, determining online risk dimensions, and revealing position of each online hazard or activity in the factor space diagram. A factor space diagram captures a graphical representation of the results of the factor analysis. This study is still in progress and results are not available yet.

Soonyong Bae, Taesik Lee (2010) they investigate the effect of online consumer reviews on consumer's purchase intention. In particular, they examine whether there are gender differences in responding to online consumer reviews. The results show that the effect of online consumer reviews on purchase intention is stronger for females than males. The negativity effect, that consumers are influenced by a negative review more than by a positive review, is also found to be more evident for females. These findings have practical implications for online sellers to guide them to effectively use online consumer reviews to engage females in online shopping.

Chin ting (2010) stated that few school or educational studies have simultaneously explored both internet marketing and organizational commitment, and of those that have, only direct effects were examined. This study clarifies the relationship between school organization's internet marketing and teachers' organizational commitment by examining the mediating role of teachers' job involvement and job satisfaction.

Syed Rajab Nikhashem, Farzana Yasmin, Ahsanul Haque. (2011) Studied that investigated peoples' perception of online buying tickets (e-ticketing) as well as why some people use this facility while some who do not use it stick to the traditional way to fulfil their needs. In addition, factors such as what inform peoples' eagerness and unwillingness to use internet facilities are also examined. The outcome of this research showed a comprehensively integrated framework that can be utilized by policy makers and business enterprises to understand the dynamic relationships among dimensions of perceived risk, user trustworthiness, usefulness,

familiarity and confidence. Also, this study considered how price perception and internet security can be utilized to understand the consumers' perception.

Kanwal Gurleen. (2012) focuses on the understanding of demographic profiles of adopters and non-adopters of online shopping. For this purpose the data from 400 respondents was collected in the form of questionnaires. The study has been conducted in 3 cities of Punjab, a sample of urban respondents were selected from the Jalandhar, Ludhiana and Amritsar. The paper also analyses the various reasons for adoption and non-adoption of online shopping.

Mishra, Sita, & Mathew, Priya (2013) examines the behaviour of online consumer in India in terms of internet usage, perceived risks, and website attributes influencing online users. Further, they studied influence of perceived risks on intent to do online purchase in future. A structured questionnaire was administered to 600 online consumers using field and online survey mediums. Results show that Indian online users had high level of perceived risks, highest fear being related to the delivery of products purchased online. Information quality, product range and after online sales service are most preferred website attributes which influence Indian online users.

K. Vaitheeswaran (2013) examined the convenience of online shopping "With product getting standardized, specifications getting fixed and the concept of service getting eroded, the post-sale responsibility of the retailer has come down drastically. Hence customers go to stores to explore the product physically detail but by online at a cheaper rate. Heavy discounts of e-commerce firms are possible because of their no warehouse model."

Kumar, & Verma (2014) effort to check the reality of e-retailing in India. The urban infrastructure or infrastructure of Metropolitan cities was much better than the rural one. The level of education, income, needs of the people and the platform which was required to catapult e-retailing is inconsonance with urban infrastructure and its demographic aspirations. But with hinterlands of pan India, the stark difference comes out. Be it infrastructure or electricity or level of income, needs of the people and last but not the least education. Everywhere you see a stark difference.

Shafqatajaz (2015) commented that the electronic retailing (e-Tailing, e-Retailing, internet retailing etc.) is the model of selling of retail goods using electronic media, in particular, the internet. E-Retailing is a subset of e-commerce (Electronic Commerce). E-Retailing accounts for about 10% of the overall growth of e-Commerce market. The growth in

the e-Retailing market is driven by the need to save time by urban India. Changing demographics (youthful India), changing lifestyles and exposure to the developed markets give a fillip to e-Retailing industry. One can buy anything from stereos to iPod's without stepping out through internet media. E-Retailers serve 24 hours x 7 days in a hassle free manner to consumers.

Shanthi and Kannaiah (2015) studied that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the ages of 20-25 are mostly poised to use the online shopping. It is also found that the majority of the people who shop online buys books online as it is cheaper compared to the market price with various discounts and offers. The study also reveals that the price of the products have the most influencing factor on online purchase.

Mahalaxmi and Nagamanikandan,(2016) studied that the internet has given rise to great potential for businesses through connecting globally. In case online purchasing stills more problems arising specially for apparel. Every consumer has faced number of difficulties. Based on finding it is concluded that online shopping is getting popular in the younger generation. The main barrier in the process of online shopping is the safety issue and low level of trust on online stores therefore; sellers have to make proper strategies to increase the consumer's level of trust on them.

IV. CONCLUSION

The study on the conception towards the online shopping in India given a positive opinion on this model, the users of internet and users of online shopping websites are satisfied with the services and ready to continue with the same. Finally conclude that the online shopping reached the customers of everywhere in the world even it attracted positively towards the rural India, now the question for the future study is what will be the impact on retailers in rural India who is having the petty and small shops depending on few of the customers in their locality.

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