# A Study to Identify Factors affecting Consumers intension to shop online

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**ABSTRACT**

The purpose of study is to identify the factors affecting consumers' intension to shop online. The findings suggest that online shopping provide a number of factors that facilitates consumers to shop through internet and make it an easy process to consumers. The factors like convenience, time saving, low prices, find discount, coupons codes, earn cash back, 24*7 shopping, variety of products etc.

**Introduction**

Today online shopping provides huge opportunities to retailers to enhance the experiences that are necessary to stay ahead of shoppers who are demanding more customization in terms of product selection, quick delivery, easy return policies and providing multi channels for shopping. Online shopping provides simple, easy and convenient means of shopping to customers by providing just one click to shop. According to Forrester Research (2011) , the reasons for growing popularity of online shopping are issues related to price (products are available at cheaper cost than in-store shopping), easy access to retailer through online channel or convenience factor, quick delivery and  wide range of products to choose.

The effects customized site features of online shopping on consumers' purchasing decision aids and consumers' attitudes toward internet apparel shopping is increasing day by day. Interactivity of customized site features indicated a significant direct effect on consumers' purchasing decision aids and an indirect effect on positive attitude toward internet apparel shopping. Virtual experience and customized alternative information offerings showed significant direct effects on positive consumer attitude toward internet apparel shopping (Kiseol Yang and Allision, 2008). Customers recognize the benefits of online customization of apparel when they perceive the website to be useful and competent. Additionally, customers perceive customization websites to be more useful when the websites are

secure for the information that customers provide. Interestingly, the ease of operation of a website is negatively related to the perception of a competent website and does not influence a positive attitude toward the online customization of apparel (Hira Cha and Susan, 2008)

Online Shopping or e-shopping is a part of e-commerce where the customers or consumers buy goods / products / and other services directly from the merchants over the internet. Today E-commerce is a byword in Indian society and it has become an integral part of our daily life. There are websites providing any number of goods and services. Theoretically it is more convenient to buy products online due to its flexible nature, but in India the adoption rate of the technology is significantly different from other nations because of the country's unique social and economical characteristics. India has diverse culture and extreme disparities of income (Chatterjee and Ghosal, 2014). E-commerce is the buying and selling of the goods and services online; internet is the best source to use this tool. Today the amount of trade that is conducted electronically using e-commerce has increased with a wide spread usage of internet and technology. Online shopping, we can say "e-commerce" is the area in which almost every enterprise will enter and make the best use of it in the future, many products have started to be put up for online sale. The internet is being developed rapidly since last two decades, and with relevant digital economy that is driven by information technology also being developed worldwide (Chandra and Sinha, 2013).

**Literature Review**

According to Md. Mahbubur Rahaman, "On-line Shopping Trends, Patterns and Preferences of University Undergraduate Students: A Survey Study on Sylhet Region", With the explosion of the e-commerce in the past decade, different buying patterns and preferences have emerged for customer groups and other demographics. These patterns have been measured and collected by numerous independent marketing, business and even academic studies to understand how consumers connect with the new adventure of e-commerce.

In a research by Haq Ul Zia, 2008, "Perception towards online shopping: An Empirical study of Indian Consumers" suggested that overall website quality, commitment factor, customer service and security are the four key factors which influence consumers' perceptions of online shopping. The study revealed that the perception of online shoppers is independent of their age and gender but not independent of their education & gender and income & gender. Convenience is the  most influencing factor. Time saving

and security is also important, particularly the security concerns are very important while shopping online.

According to Agarwal, 2013, "A study of factors affecting online shopping behavior of consumers in Mumbai region", factors that affect online shopping are time saving, money saving, no risk in transaction, easy to choose and compare with other products and delivery of product on time. With advancements in Online shopping, there have been changes in the methodology for business transactions. India, being a rapid adaptor of technology is apace with the current scenario of electronic data exchanges and has taken to e-commerce.

In a study by Raval Tulsi,2014,"Study of effectiveness of online shopping", explained that privacy of personal information is a significant issue for some consumers. Many consumers wish to avoid spam and telemarketing which could result from supplying contact information to an online merchant. In findings by Sen Rahul, 2014, showed that the cost factor, convenience factor, product factor and seller related factor are the four important factors influencing the online purchase of products in Kolkata**.**

The heavy discounts offered by e-tailors are giving tough competition to malls and brick and mortar stores. With increasing number of people making online purchases, retailers feel they might not be able to survive as they are not able to give the discounts e-tailers are offering. 53% of respondents are of the opinion that online shopping can replace small mom-and-pop stores while 40% believe that it can replace malls (Goyal, 2014).

**Reasons to Shop Online**

**Convenience**

Shopping online is convenient. You don't need to get dressed and drive to your favorite store. You can easily visit their website, find the product you want and buy it without getting out of your home. It's also convenient because you don't need to wait for the store to open. If you work irregular hours or are very busy, then you probably don't have the time to visit the store. Shopping online allows you to buy things without hurting your schedule. Online retailers have consistently shown that consumers are willing to pay a certain premium for convenience. The latest phase in this progression involves a growing trend for home delivery. Online retailers are disrupting the traditional retailing giants by giving consumers the convenience of never having to leave their homes. When online retail was first introduced, consumers loved the convenience of not having to shop around a store for their orders. Now with same-day

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delivery, one-touch payment, and apps that offer the services of personal shoppers, more online retailers are using the convenience of quick home deliveries to further disrupt the brick-and-mortar shopping industry. A past benefit of shopping in-person was getting an item instantaneously. Now Amazon Prime and Google Express offer same-day delivery, so customers can get entire orders delivered right away without having to leave their home or office. This is especially convenient for people who do not have the time or means to go out shopping. These people can now get all of their weekly grocery shopping done during their lunch break by visiting Google Express.

**Time Saving**

Online shopping means being organized and planning ahead. You need to work out in advance what items you need from the shops and ensure you have included everything you want in your online order. If you use our meal planner here this will help you identify what key ingredients you need to stock up on. The beauty of online shopping is that once you've set up a master list with the regular list of items you buy on a weekly or fortnightly basis, the process becomes much more straight-forward. You can set up a list that will be recalled each time you log back into the website so you want have to manually enter all the information after you have done it the first time. While you may have to add extra items to your online shopping trolley from time to time it can be a great time saver in the long run.

**Low Prices**

Online shopping is convenient and you often get better discounts than what the local shops have to offer but if you can do a little more research, you may end up saving even more. Here are some online shopping tips and websites that may help you get the best deals while shopping online in India. Online shopping offers variety of products at low cost with amazing offers and discounts. The vast majority of online stores offer prices that are much lower than what you will find at a physical store. There are a few reasons for this. The first is because many people use the Internet to find cheaper items. Online business owners understand this. They will usually reduce their profit margin to get more customers. Another reason is because you can easily browse through dozens of different websites to find the best price. You can do the same at a mall, but it would take about an hour or longer. You also may not be taxed because most ecommerce stores won't tax you unless they are stationed in your state.

**Find Discount and Coupon Codes**

Some shopping sites accept coupon codes that you can apply during checkout for some additional discounts on your final bill. Google is of little help here since coupon codes expire very soon but there are quite a few coupon aggregating sites- CouponDunia.in and CouponRaja.com for example – where you may often find active coupon codes for most online stores. The coupons are neatly organized by stores and the listings are sorted by their expiry dates. Popular US coupons website RetailMeNot.com too has an India-specific section that aggregates coupons from Domino's Pizza, eBay, Myntra and other popular online shopping sites.

**Earn Cash Back on Online Purchases**

Coupon codes aren't the only way to save money on your online purchases. Sites like CashKaro.com and Pennyful.in offer cashbacks on your regular purchases as long you visit the shopping site through the special links listed on these cashback websites.
It works something like this. You create an account at CashKaro and it will provide you links to various retailer sites where cash back offers are available. You visit the shopping site through these special links, make the purchase as normal and the cashback amount will be paid to you once a threshold is reached.

**24*7 shopping**

Online shopping stores are open round the clock of 24/7, 7 days a week and 365 days. It is very rare to find any conventional retail stores that are open 24/7. The availability of online stores give you the freedom to shop at your own pace and convenience.

**Variety**

Most physical stores have a limited array of products. They can only hold so many items, and there are often many policies affecting the availability of products. For example, there might be a certain item that is only available to those versions of the business that exist in the mall. Shopping online allows you to find many products that you wouldn't be able to find in a physical store. You can also buy products that may not logically go together like candy canes and quilts.

**Fewer Traps**

Physical stores are made to lure you into buying more things. They use posters, sales messages, colors and product placement to make you buy additional items. The most popular products are typically in the back because the owner wants you to view all of his or her other products. Many people will find a few additional items by the time they reach the thing they came in for. These tactics are not as pronounced with online stores. This means that you won't feel the pressure to buy other things.

**Comparison of Prices**

The advanced innovation of search engine allows you to easily check prices and compare with just a few clicks. It is very straightforward to conduct price comparisons from one online shopping website to another. This gives you the freedom to determine which online store offers the most affordable item you are going to buy.

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