

An Analytical Study of Online Shopping Practices in Pune City.**Prof. Hrishikesh M. Bhagat****Bharati Vidyapeeth Deemed University's****Institute of Management and****Entrepreneurship Development, More Vidyalyaya Campus,****Erandawane, Pune-411038, Maharashtra, India.****ABSTRACT****Introduction:**

Online shopping is the new era of innovation in e-commerce. Online shopping is an interesting topic especially for researchers in the field of marketing. With the rapid development of information technology, electronic commerce and e-marketing had been formed and developed gradually. The number of internet users was increasing and engaged in online shopping which made the online retail was far from attaining its rightful amount. This study based on the factors influencing of consumer behavior made by customers at the time of online shopping, analyzed and comprised consumer behavior under the condition of traditional / regular and online shopping.

Keywords:

Online Shopping, Consumer Behavior, Influencing Factor.

Introduction:

Online shopping or e-shopping 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. An online shop evokes the physical analogy of buying goods or services at a shopping center; 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 Snapdeal, Flipcart, e-Bay, Jabong, Myntra, Homeshop18, Amazon etc. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of online shopping, comes a wealth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements. Online shopping has become increasingly popular, due to convenience, wide range of options, discounts and offers etc.

With the rapid development of information technology, electronic commerce and e-marketing had been formed and developed gradually, thereby forming new business model and business chance which exerted an important influence on the country's economic future development and international competitiveness. Among ranked the world's top 500 companies, 95 percent companies established their own website, 30 percent companies conducted online commercial activities through their website.

The number of internet users was increasing and engaged in online shopping which made the online retail was far from attaining its rightful amount. This study based on the factors influencing of consumer behavior made by customers at the time of online shopping, analyzed and comprised consumer behavior under the condition of traditional / regular and online shopping.

Purpose of Research:

The purpose of this paper is to know the concept of online shopping. Through this paper, an attempt has been made to know the influencing factors of online shopping. This paper also reviews the literature pertaining to the concept of online shopping.

Methodology:

The present paper is an outcome of an in-depth study of secondary data sources such as Books, Journals and Internet.

History:

English entrepreneur Michael Aldrich invented online shopping in 1979. His definition of the new mass communications medium as 'participative' [interactive, many-to-many] was fundamentally different from the traditional definitions of mass communication and mass media and a precursor to the social networking on the Internet 25 years later.

In March 1980 he went on to launch Redifon's Office Revolution, which allowed consumers, customers, agents, distributors, suppliers and service companies to be connected on-line to the corporate systems and allow business transactions to be completed electronically in real-time.

Online shopping started at 1994 by pizza Hut. In the same year a German company Intershop Communication introduced world's first online shopping system. After that Amazon (1995) and e-Bay (1996) was launched one by one.

Now online shopping is so much popular that E-commerce B2C product sale in USA touched around \$200 billion, it is almost 1/10 of total retail product sale in USA. Research says that online retailer in the USA will worth around \$300 billion by 2015.

Not only in the USA, online shopping is now becoming too popular to all nations and all kinds of people.

Comparison of Consumer Behaviour in Tradition / Regular Shopping with Online Shopping:

The research on consumer behavior in traditional shopping condition was on the base of consumers going to shop to buy, which influencing factors included social, cultural, personal, psychology etc. Likewise, consumers online were restrict with social cultural environment and psychological factors.

Online shopping as the development and supplement of traditional shopping had its own characters. The details were shown on following table -

Influence Factors	Traditional / Regular Shopping	Online Shopping
Retailer	Place, traffic condition,	web site
	distribution	visibility
	Shops credibility	online shops credibility
	promotion	Information comparison
Service factor	Service quality service mode	Payment security, privacy
Environmental factors	Shopping environment	Web site interface
Purchasing motivation	experience	Convenient time
Personal factors	Shopping preferences,	Education level,
	Experience background	The experience of network

Factors influencing of Online Shopping:

In online shopping condition, culture, social, personal, psychological etc factors still had influencing role. However, online shopping features made the relevant factors show the characteristics different from the past. Factors influencing of online shopping is as follows –

1. Safety Payments:

While making online transactions, if customer follows certain rules like proper entry of user id and password of particular bank, correct pin number, exact amount of transaction etc. there were less chances of fraud and risk. Online shopping must be done from authorized website of particular goods and services, it shown as https:// in the address bar. After successful transaction customer will get authorized receipt of the transaction. It includes amount, date and payment transaction number. If unfortunately due to some reasons transaction is failed in such case the amount is automatically credited to customer's bank within 4 to 5 working days.

2. Convenience and Privacy:

With the help of informative and visual effects of website customer easily gets the information. Customer may compare goods and services on various websites with respect of price. At the

same time customer may purchase number of goods and services from any place in the world. Customer's personal information like user name, password, account balance, account number, email id, contact number etc. will be kept as strictly confidential and it will not share anybody in any way.

3. Offers and Discount:

Now a day's online shopping become so popular just because of exciting offers and discounts. Due to increase competition in e-marketing every company's website is try to target more and more customers. Some website provides app for flat discount, reward points on every shopping which leads for brand loyalty.

4. Website Design:

Almost all online shopping websites are well designed by website developers. Website becomes very informative not only for laptop / computers but also for mobile / tablet users. With the help of animation, pictures of goods and services make a good feel for online shopping.

5. Track Order:

Online shopping provides after successful transaction authorized receipt. This contains important information including special code. After entry of this code in website, it will provide all details about order like where it is? or when it will delivered?

6. Cash on Delivery (COD) , EMI and Easy Return Policy:

COD is another factor which influences online shopping. If the customer facing financial problem in such case online shopping provides the solution like either COD or pay by EMI. It was found that, due to some reasons goods and services are not in good quality or not in proper size in such case goods and services may be return immediately without bearing any extra costs.

Advantages of Online Shopping:

It is very easy to shop your favorite items from a large number of online shopping sites available on the internet. Customer can perform an online shopping from any place and any time. Here is no need to go to the crowd supermarkets or shopping malls during festival seasons. You just need a PC or a laptop and one necessary payment sending option to shop online. Following are the important advantages of online shopping –

- Convenience Shopping
- Price and selection
- Information and reviews
- Customer can choose favorite items from variety of online shopping sites comparing price and quality.
- No need to go physical shops.
- Just need a computer with internet facility and a payment sending option (like-net banking, credit card, ATM card).
- You will get your goods at your home.
- It is very secured payment.
- Customer service is available.

Disadvantages of Online Shopping:

There are many disadvantages of online shopping system like –

- Sometime customer will pay much higher price for a particular item.
- If customer using ATM card, debit card, credit card, then there will be a question about your bank account security. Think twice before putting your card information into an unknown shopping site (site without HTTPS).
- Here is no guarantee that customer will receive goods and services at time. Shipping may be delayed. Sometime shipping charges may be applicable but not mentioned.
- Customers have to pay a lot of extra if it is buy from foreign shopping site.

Conclusion:

Because of development of information technology and proper promotion strategy customer is fully aware and educated the term of online shopping. Online shopping also creates an urge of shopping. The factors as well as services provided by online shopping website make good customer relation and after sales services. No doubt, in future all goods and services easily available on various websites with great services and offers to attract more & more customers.

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Authors Autobiographical Sketch

Prof. Hrishikesh Meghanath Bhagat is working as Assistant Professor at Bharati Vidyapeeth University's Institute of Management and Entrepreneurship Development, Pune. His research interests are in Marketing and Finance. He is actively involved in Teaching, Research and Administrative work. He registered for Ph.D. programme from Bharati Vidyapeeth University, Pune. He has attended and presented papers in various seminars and Conferences and about ten papers are published in Journals and Conference proceedings.

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