

A Study on Factors Attracting Consumers towards Online Shopping in Mumbai

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ABSTRACT

Online shopping industry is one of the fastest growing industries in India today. Due to growth in e-commerce and online shopping people are getting attracted towards online shopping. This study is relevant today as people are shifting from traditional shopping to digital shopping. Customers are prone to accept the changes and they keep their eyes on the benefits they can obtain from these creative online service portals. People change their behavior with time and circumstances within which they are purchasing products and services. The aim of this study is understand the factors attracting consumers towards online shopping. It will help in understanding the changing consumer perception towards online shopping in different situations like urgency, comfort, convenience, choices, discounts etc Online marketing of various goods and services has a greater impact on the life of human beings, in the form of change in purchase behaviour and the lifestyle of the people. Online marketing helps people to collect information about various products and services in the fraction of seconds. Mobile advertising also has received vast attention in the last few years and advertising is slowly shifting towards mobile advertising. It also aims in understanding the effect of Mobile marketing on consumer behaviour and role of advertising in Online Marketing. This study is conducted on non-probability Judgmental convenience sampling of internet user basis. Shoppers from Mumbai suburbs were considered as sampling unit for the study. An open and close ended questionnaire was used for collect of data from the respondents.

Keywords: E-Commerce, Consumer perception, Online shopping, Digital marketing, Mobile Advertising, Online service portals

INTRODUCTION

Arrival of internet gave rise to E-Commerce. It is the concept where online selling, buying and also online transactions takes place. At present all work is carried out through web based and online shopping has taken over the Retail method of shopping it is one of the fastest growing industries in India. As India is one of the highest growing countries in the world and it may increase in coming years too as online retailers are increasing these days. In 2018 the E-commerce had revealed growth of USD 38.5 billion in India. Foreign e-commerce companies like Amazon, Alibaba, etc have large market shares in India due to increase in number of online buyers. Indian companies like Flipkart and myntra etc are also leading the market. Getting convenience and easy experience people getting inclined towards e-commerce and online shopping. As a result Indian consumers are shifting from offline shopping to online shopping. Online marketing is growing at a faster rate, due to development in information technology consumers are adapting web based channels for purchasing various products and services. Online shopping is an easy method of shopping. It creates awareness among the consumers and provides them quality products at the same time it is convenient and saves time. Consumers not only buy products and services but they buy dreams and experiences.

The popularity of web based shopping all over the world has expanded because of its space, ease, convenience and lower advertising cost. A buyer is spared from the issue of scanning a few stores for a specific item and furthermore from holding up in long lines to purchase that item from the store. Google India patterns have announced that Indians like to shop by means of the web. In addition, further development in web based shopping is relied upon to emerge from outside of the main eight metro urban areas in India. Be that as it may, web based shopping has its disadvantages too. We are not able to touch the product and feel the it before getting it, there might be an absence of trust in internet shopping among

purchasers, there might be a danger of losing the cash, delays in transportation the item may emerge, shipping charges may make the minimal effort things progressively costly, and so on.

LITERATURE REVIEW

Market Goes Online and underscores the way that E-trade, as an industry, has picked up unmistakable quality in the previous 10 years. The online retail industry in India is driving the E-trade development as they money in on the expanding number of web clients. As indicated by the most recent accessible figures, India has 243 million Internet clients, which is more than the US yet not as much as China. One of the essential explanations behind development is an ascent in the quantity of Indian web clients. In any event, banking exchanges have turned out to be less difficult because of the presentation of uses and computerized stages by the banks. Internet business is additionally pulling in a great deal of ability because of improved pay rates and work rehearses. The creator clarifies that financing human capital will be the following enormous differentiator. With expanded financing, internet business organizations are putting it in their kin, similar individuals who get more development and thus get increasingly capital. This is an equation that different organizations would do well to utilize (Ara, July 2015).

According to author (C. Raghunath) internet business has made life straightforward and creative of people. Today the internet shopping pattern is increasing much demand over the world particularly in India. There is a radical move of clients from physical stores to online buys. Online sites have made the clients to move to online buys. The Internet has immovably settled itself as a business channel and has changed the business scene significantly. Author concluded that the web based shopping is turning into a pattern among Indians as they experience it is increasingly agreeable, efficient and helpful.

The author (Madan2) identifies different factors affecting Indian online buyer's faith. Indian online buyers are more concerned about quality of product, price paid for the product, payment facility and security facility in payment when they use credit card, return policy, privacy factor among Indian consumers. He mentions that due to difference in cast, creed, culture, psychology results in different online buying behaviour among Indian consumers as compared to behaviour of consumers in developed countries like UK and US. According to author item ensures, verified site exchanges, and elective requesting forms are significant for starting the relationship through the guarantee. Author concluded that the zone of trust in web based business has wide extent of concentrate particularly in creating developing nation like India. Trust is being given much consideration as it is a significant factor which has critical effect on site deals of trust in Internet Marketing.

As per the analysis studies done by the researcher (Archana Singh, 2016) has attempted to create a highlight on the growing impact of the increasing trend of on-line shopping over the fix retail shoppers. It was observed that now a days the era finds on-line shopping more convenient than standard shopping strategies, as whenever the necessity arises, there is no specific pattern for searching with relation to fashionable apparels and accessories. The consumers prefer on-line shopping as compared conventional shopping as and when they are on-line. The appearance of E-stores with their engaging incentives, huge discounts and wide variants has bent a negative impact on the shoppers for conventional shops, due to which the number of footfalls in the fixed retail shops has decreased tremendously.

In this research article author (Nga, 2018) looks at the impact of six factors on customers' trust in web based looking for innovation and electronic items: Reputation, Business size, Website Quality, Security, Group they refer to before taking buying decision, and quality of service. Consequence of the exploration demonstrates that Business size has most noteworthy effect to the trust of buyers and afterward notoriety, reference gathering, site, quality of service and information security. Close to, the exploration additionally thinks about the effect of statistic factors to the buyers' trust and proposed a few ramifications to expand the buyers' trust in innovation and electric items in internet shopping.

Author (Tuteja., 2017) highlighted that in spite of gigantic development in the quantity of Internet clients in the most recent decade, the number of buyers buying products online stays low. This article centers around structure a model around the variables that are in charge of absence of trust in Indian buyers on Internet shopping and uncovering their impact on the customers' purchasing aim. Research demonstrates that there

are different forerunners like brand direction, web architecture, earlier online buy involvement, quality direction, saw hazard, saw security control, saw protection control, saw honesty, saw capability, outsider reconciliation and lawful system which influences customer trust in Internet shopping which is emphatically connected with a goal to purchase. Be that as it may, the buy expectation of Indian purchasers is impacted by the dependability measurement of the model which relies upon the components influencing the buyer trust in e-shopping.

Author (Gupta, 2011) claimed that Mobile marketing has got huge consideration over the most recent couple of years; appropriately promoting venture is gradually moving towards mobile advertising, still mobile remains a generally unexplored domain for many brands. It is that also found impulsive buying behavior or impulsive personality is a motivator for mobile shopping. In the retail world the purchaser conduct is quickly changing because of presentation and appropriation of new advances, for example, web and the smart phones. The purposes behind moderate take-up of mobile advertising despite the fact that it is being praised as the ad vehicle of things to come may be the oddity of this medium particularly in India. According to author focusing on Mobile marketing is dealt with like focusing on the online marketing where from an all inclusive arrangement of buyers available from a media a subset is focused on characterized by specific parameters, this methodology is constrained to choosing the correct gathering of people from all the group of target viewers accessible from a media. helps in understanding the one of a kind qualities of these versatile promoting specialized structure to make a wide foundation for choice of tools for various correspondence goals and gathering of people sets and gives a rule to focusing on portable medium.

RESEARCH METHODOLOGY

Data is collected from

- Primary source: Sample size was of 58 people, and non-probability Judgmental convenience sampling method of data collection was used with the help of open and close ended questionnaire (Google form)
- Secondary Source: Books, research papers, Journals, periodicals, Newspapers and websites

OBJECTIVES

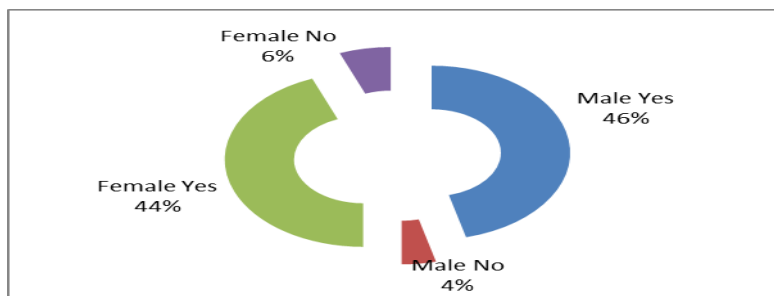
- To understand the awareness level of online marketing among the consumers
- To Study how online shopping can create convenience?
- To identify the reasons for which the consumers shift from traditional to digital buying.

HYPOTHESIS

1. H0 There is no significant awareness of online marketing among consumers
H1 There is significant awareness of online marketing among consumers
2. H0 There is no significant shift of consumers from offline shopping to online shopping
H1 There is significant shift of consumers from offline shopping to online shopping

ANALYSIS OF THE DATA

Are you aware about online shopping?

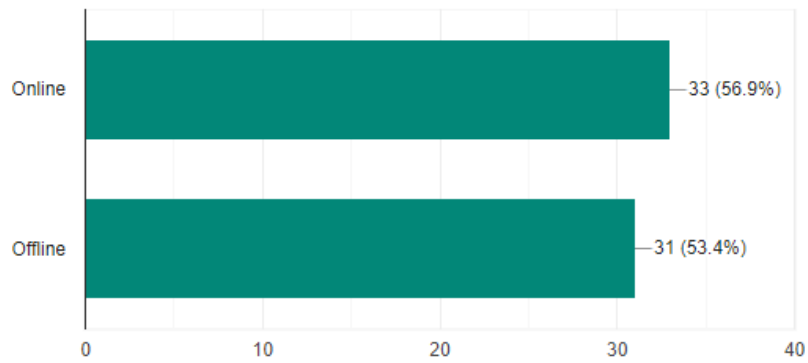


- H1 There is significant awareness of online marketing among consumers

- **The above hypothesis is proved as 90% of the respondents are aware about online marketing**

Which type of shopping do you prefer ?

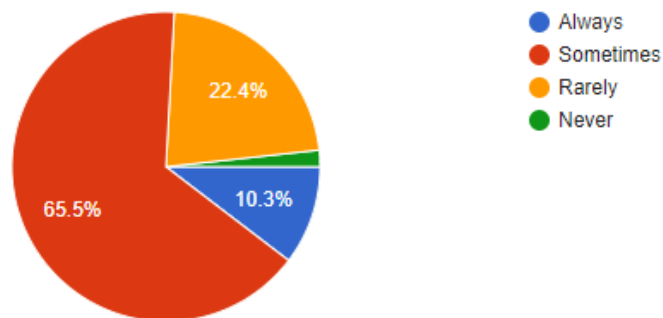
58 responses



- H1 There is significant shift of consumers from offline shopping to online shopping
- **The above hypothesis is proved as 56.9% of the respondents prefer online marketing**

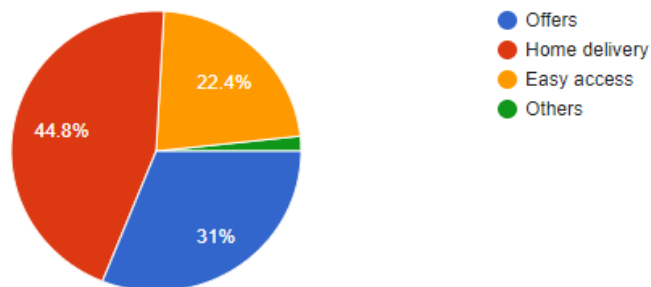
How often you do online shopping ?

58 responses



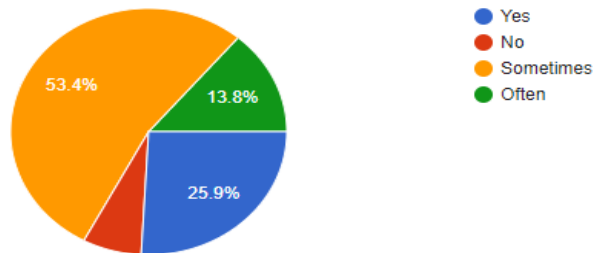
What makes you go for online shopping instead of any other shopping method

58 responses



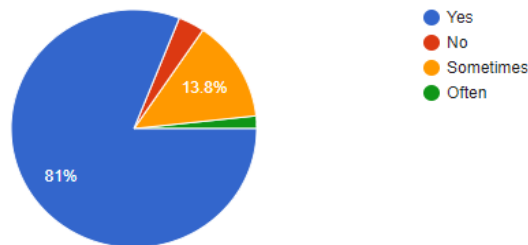
Do you get the expected product & expected quality in online shopping

58 responses



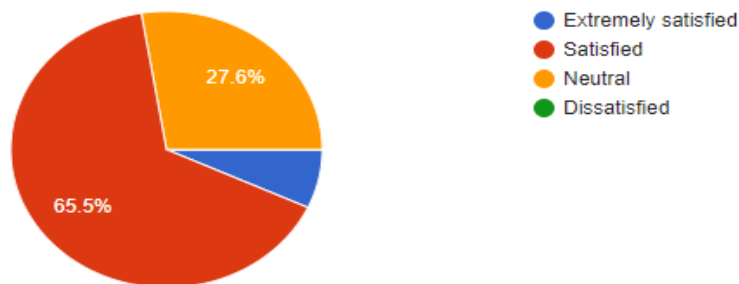
Do you find online shopping very easy for searching various products

58 responses



What is the degree of satisfaction in online shopping

58 responses



INTERPRETATION

- People prefer online shopping because of home delivery and easy access and also they find it less time consuming.
- In online shopping people can find variety of products very easily.
- Trust plays an important role in online shopping among consumers.
- Convenience and offers play important role in attracting people towards online shopping.
- Impulse buying plays an important role in growth of e-commerce.
- Laziness is one of the main reasons for tremendous growth in e-commerce.
- People are satisfied with the concept of online shopping.

CONCLUSION

Growing technology boosts online shopping to flourish over offline. Earlier consumers were reluctant to buy products online due to different trust issues, long delivery period, no after sales service etc. But the marketer were able to overcome those issues that is the reason why consumers are today shifting from offline

shopping to online shopping of different products and services. As the consumers are price sensitive and the products available online are cheaper than the offline products due to elimination of intermediaries, no rent of showroom or shop and economies of scale. Again online shopping is hassle free they need not stand in the queue for billing, stuck up in traffic during travelling, it save their time, efforts and money as they can sit at home and shop and the delivery of the product is also made at their door step. Consumers now depend more on online marketing to assess different alternatives before taking any purchase decisions. With the advent of smart phone devices online shopping has become much easier. Online marketing has empowered the consumers with two way communication. After this research it was discovered that Convenience plays an important role for growth in e-commerce also people are getting fond of easy access and want everything on their fingertip that's the factor that influence online shopping. The user interface helps the customers to navigate through the website conveniently. The growth in m-commerce helps the e-commerce to boost its market rapidly. Online shopping is becoming a trend among Indians.

SUGGESTION

Purchasers in Mumbai are progressively utilizing the web for web based shopping purposes. As the web is turning into a favored commercial centre for the purchasers, organizations need to utilize the web as a stage to sell their items. This will assurance that the organization increases a preferred position over different organizations in the market. So as to draw in clients, organizations must utilize appropriate evaluating techniques. They should utilize the web as a selling stage with the goal that the cost reserve funds can be moved to the purchasers as marked down cost of items. In addition, organizations must concentrate on appropriate deals limited time strategies to draw in more number of shoppers towards internet shopping.

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