ABSTRACT

With the advent of information technologies and emergence of online stores, online shopping has not been the same as it was in the past. Owing to the fast moving lifestyle, online shopping has been a growing phenomenon in all across the world. It has changed the way consumers shop for good & services. Consumers are using online shopping not just to buy goods and services, but also to browse online shops or to attain knowledge about potential purchases. Online shopping is the process whereby consumers directly buy goods and services from a seller interactively in real-time without an intermediary service over the internet. Consumers can visit online stores from the comfort of their homes and shop as they sit in front of the computer. With one click, customers can glance, the information regarding the product and services. Buyers today are only a click away from comparing competitor’s product and attributes. Today's consumer can order almost anything online. Consumers buy a variety of items from online stores. In fact, consumer can purchase just about anything from retailers that provide their products online. With the development of the online revolution and the shift in buying behavior among the consumers, the increase of online shopping has become a trendy way for consumers and retailers to trade online. Over the past few years online shopping has increased the percentage of e-consumers’ in India. Statistics show that the amount of consumer purchasing online is rising and the quantity of their purchases also increasing rapidly. Online shopping is very common outside India, it is going phenomenally in India, which is a large and strategic consumer market. As the competition is intensified in online shopping, it becomes more important for e-retailers to understand the antecedents of consumer acceptance of online shopping. Such a knowledge is essential for customer relationship management, which has been recognized as an effective business strategy to achieve success in online shopping. E-retailing is buying and selling products and services over internet. E-Tailing offers extensive opportunity in developing countries like India. Highly intense urban areas with very high literacy rates, an enormous rural population with a fast increasing literacy rate, a rapidly growing internet user base, technology advancement, stumpy cost of personal computers, and a progressively more competitive Internet Service market has added fuel to the fire in augmenting e-tailing growth in India. E-retailing is a new medium of shopping in India and a rich segment waiting to be explored. For businesses, the key to survival in the future depends on how well they
can integrate this medium in their business model today. Many traditional Indian electronics store formats like Croma & Ezone have entered into e-tailing.

E-Consumer behavior refers to the process of purchasing products or services using the Internet. In the online shopping process, when potential consumers recognize a need for some product or service, they go to the Internet and search for need-related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need. They then evaluate alternatives and choose the one that best fits their criteria for meeting the felt need. Finally, a transaction is conducted and post-sales services provided. The major objectives of e-retailers are to identify the factors influencing e-consumer behavior. Analyzing consumer behavior is not a new phenomenon. The theories of consumer behavior have been used by many years not only to understand the consumer, but also creates a marketing strategy that will attract the consumers efficiently. Retailers have moved to incorporate an online shopping to add value to the customer by offering the facility of online purchasing.

Several studies were conducted of online shopping attitudes and behavior in recent years. Most of them have attempted to identify factors influencing or contributing to online shopping attitudes and behavior. These studies have all made important contributions to our understanding of the dynamics of the online shopping field. However, there is a lack of coherent understanding of the impact of relevant factors of e-consumer behavior and an inconsistent identification of relevant independent and dependent variables. This makes comparisons of different studies difficult, applications of research findings limited, and the prospect of synthesizing and integrating the empirical literature in this area elusive.

The present study has been initiated with the objective to study e-consumer behavior towards online purchases of electronic products. The main objectives of the study are to study the demographics, comparison of different e-retailers on the basis of trust, discount, schemes, service and quality, perception with reference to experience. The purpose of this study is to examine e-consumers buying behavioral patterns towards online shopping and to analyze factors affecting e-consumer behavior. The research on e-consumer behavior is important because it helps to understand when and how online consumer prepares themselves for purchasing. This research helps to assess the ability of e-retailers in order to attract and retain the e-customer, to analyze the shift in buying behavior and to explore the reasons why existing and potential customers do not prefer online shopping.
Due to fast moving lifestyle, online shopping has been growing drastically in India. With developed internet penetration, increasing adoption of devices like smartphones, tablets, and laptops, and access to the Internet and the shift in buying behavior among the consumers has contributed to the rapid growth of the online consumer base. The increase of online shopping has become a trendy way for consumers to shop over internet. The research indicates that shift in buying behavior towards online is positive due to reasons like cash on delivery, discounts, schemes & quality of products offered.

Increasing awareness towards use of internet, satisfactorily results in online shopping, rise in standard of living, occupation, influence of friends and attractive offers had affected purchase decision making. Youth contributes a considerable proportion of the online users with India’s youth comprising a significantly larger share than global internet users. ‘Y’ generation which are youths between the age group of 18-35 years were mostly attracted towards online shopping of electronic product through smart phones. Flipkart as India’s leading e-retailer has revolutionized online shopping like never before maintains top position on consumers mind followed by Snapdeal & Amazon. Flipkart to retain top position it needs to offer better schemes & offers with superior quality and service.

With nearly one-third of internet users already making purchases online, the e-retail growth will rely more on increased spending from existing buyers than first-time online buyers. When it comes to liking most about online shopping, most of the e-consumers likes cheaper prices as their primary motivation for shopping electronic products online and Cash on delivery is the most preferred payment method.

E-consumers decision making mostly influenced by marketing influences like the Price, Advertisements on TV, Newspapers & Magazines, Free samples, Quality of product & Brand Image impacts most on consumers’ willingness to buy online. Overall, most of e-consumers reported to have satisfied experience with the quality and services offered to them by e-retailers. Hence the study directs the e-retailers that they should focus on these important aspects in order to attract the more customers towards online shopping.