



Attraction of Consumers towards Online Shopping in Hyderabad : A Descriptive Study

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Abstract: *Shopping at the click of a mouse is gaining popularity Now-a-days. Most of the people prefer to buy the products online. India Ranks 3rd after China in terms of increasing online shopping trend. Major purpose of our study is to know what the factors are which influences customers towards online shopping, what are the flaws in traditional way of shopping due to which customers prefer online shopping. Despite all these factors, online shopping is increasing at a very large scale and is expected to increase more in the coming years.*

Key words- *E-commerce, Online shopping, B2C, Professional*

Introduction

When buy a product or a service over the internet, instead of going to a traditional brick-and-mortar store it is called online shopping. It is where buyers and sellers don not meet each other and products can be brought online by saving lot of time. Evolution of ecommerce was first in the 1995 mainly by the biggest giants Amazon.com and eBay.com. Globally, an increasing number of people are buying over the Internet because it is more convenient.

In India the online shopping has increased drastically as it is B2C marketing that is Business to Customer. Every website show their uniqueness by their different features provided. There is a common saying about the Indian retail consumers' "can't touch, won't buy" mentality. However, this is gradually changing with the rising trend of online shopping. India's ecommerce 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, according to a survey by industry body. It is expected to touch \$56 billion by 2023-- 6.5 percent of the total retail market. "Besides electronics gadgets, categories like apparel and jewellery, home and kitchen appliances, lifestyle accessories like watches, books, beauty products and perfumes, baby products have witnessed a significant upward movement

In order to save time and buy products online marketing has helped a lot of customers as variety of brands are available to choose from, providing value added services at lower prices, giving discounts and other gift items on purchase, security, clear information regarding delivery time, transparent information regarding the product and providing price comparisons. Finally tendency of Indian customers is to mainly purchase the best brands that do not cost much. Customers are ready for Online shopping as India ranks 3rd after the USA and China in the usage



of internet as per economic times April 2012.

Various researches have conducted research on increasing trend of online shopping. Some have studied factors as to what influences customers towards it, some have done a comparison study between Male and Female customers as to study who is attracted more towards it, while some have studied customer perception towards online shopping.

Online shopping has become a new trend and people find it more convenient and easy. In this busy era people don't have time to spend several hours in traditional way of shopping, online shopping has solved this problems of consumers and have made shopping possible just at a click.

Literature Review

Researchers Alok Gupta , Bo-chiuan Su, Zhiping Walter concluded in their study that the customers in online shopping cannot be trusted as they have a habit from switching from one site to another for purchasing. So, it cannot be said that if a customer is buying from a site then next time for shopping he/she will purchase from the same. Thus, customers are not loyal to a particular site. They say online shopping has some limitations such as only those customers can shop if they have knowledge of operating computer and can access internet properly.

Peet, J. (2000) found that online shopping offers a risk factor where the point comes of touching the product physically. There is no doubt that the description of product is given in a properly organized form but certain customers find it difficult to purchase

until and unless they touch the product. This risk is majorly involved in certain products such as clothes, food-products, home décor items etc.

According to the researchers Tonita Perea y Monsuwe⁷, Benedict G.C. Dellaert and Ko de Ruyter there are n type of customers. Some consider online shopping as a destination for purchase; on the other hand some consider it as a source of fun and entertainment. Those people who are serious customers say that online shopping offers them a wide range of products and saves their time of retail shopping where they only have few choices whereas other category of customer take online shopping just to get a online shopping experience.

Na Wang 1, 2, Dongchang Liu 1, Jun Cheng 2 (2008), there are number of factors that are responsible for shopping from online websites. They found that some customers find online shopping as a supplement to traditional shopping. They say that it saves them from travelling in traffic, waiting at every signal and wander from one shop to another. They also say that they have the flexibility to shop online whenever and wherever they want and they do not have to take out time from their working hours and go for shopping.

According to the research of Ruby S (2014), online shopping gives us the advantage of cost comparison. In retails shops we are sometimes forced to buy a product at the marked price without comparing its price. This drawback is overcome by online shopping as we can compare a same product at number of sites. Online shopping also allows seeing wide range of products and that too



number of times whereas in traditional shopping we are restricted to see from the limited shelves available in the store.

Sapna Rakesh and Arpita Khare concludes that there is huge difference between shopping pattern of men and women. Women take time and look for varieties whereas men concentrate on the product which they need to shop. According to the researcher, women too have become brand conscious as men but they give preference to products that offer discounts.

Objectives

1. To study the factors influencing people towards online shopping.
2. To know the trend of online shopping particularly in Indore.
3. To know why people hesitate to buy products online.
4. To study which category of people are attracted more towards online shopping.

Need of the Study

There is a need to study why people are getting inclined more towards online shopping particularly in Hyderabad. Various researchers have conducted various studies in the respect of increasing trend of online shopping. Purpose of this study was to find out which category of people prefer online shopping more i.e. students, working professional, housewives or business class people in Indore as well as to also find out whether male or females are attracted more towards it.

Research Methodology

This research includes primary as well as secondary data. The primary data is collected through questionnaire; Data has been collected from individuals of different age groups i.e. from students, working professionals and Business Class people. Secondary data has been collected from Various Journals, Newspaper and Internet.

Factors attracting customers towards online shopping

There has been drastic change in Mind-set of the people, earlier people could not adapt to the concept of Online shopping and continued with traditional way of shopping but slowly people developed trust on this new methodology and it started gaining a pace. There are several factors which attract individuals towards online shopping like:

Facility of 24x7 Shopping

This is the most attractive feature for all the customers especially working professionals as it is very difficult for working professional to take out time for shopping. Online shopping has made their shopping task easy and interesting as online stores offers them huge variety to select. Both Male and Female equally find this feature attractive

Time Saving

Online shopping saves time which is involved to great extent in traditional shopping. Traditional shopping involves hours and you can also end up with buying nothing. In case of online shopping you don't have to visit stores personally it will save your travelling time, as well as selection time is also reduced as you don't have to go here and there to select a



particular product. You can order a product just at a click.

Cost Saving

There is no travelling cost involved in online shopping as is the case in traditional methods of shopping moreover there are various discounts and gifts on the products which are available online. The research shows that this element also attracts male and females towards online shopping and majority of the people prefer online shopping due to this factor only.

Future of Online Shopping

Growth of e-commerce was low in starting years due to initial inhibitions, but, it is growing now with extraordinary pace as the confidence of Indian buyers is increasing slowly. Seeing the current behaviour of Indian buyers, online experts estimated that the trend of e-shopping will become basic phenomena among buyers in arriving years. The present and future e-marketers are keeping their eyes on

the Indian market trends and studying the consumer behaviour for creating best and attractive deals potential clients.

In last two years many e-commerce websites have mushroomed online and giving tough competition to one another with striking deals like free shipping, coupons, free gifts, easy return policy, and many more. As per Alexa which tracks popularity of websites by tracking unique visits, Flipkart, Ebay, Snapdeal, Jabong, Home Shop 18, Yebhi, Myntra, Naaptol, Tradusin, and Fashion and you are the top ten e-commerce websites in India.

While Indian online market future is expected to be boom and not just a bubble, retailers are fastening their belts for launching online stores. Advanced smart-phones and tabs are the main catalysts to prompt online sale figures and make e-shopping trend popular. The number of online buyers is likely to increase with the number of internet users, which has crossed the figure of 100 million.

There is a development in online shopping as people find more variety, security and better options of returning back and re-purchase. As on February 2012 economic times, India's online shopping market will touch Rs 7000 Cr. by 2015 due to penetration of large number of young people shopping online.

Analysis

Table 1. Business

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.733	1.222	4.778	3.556	3.909	0.717	25
Item Variances	0.776	0.194	3.361	3.167	17.286	0.484	25

S.D = 0.846

**Table 2. Student**

	Mean	Minimum	Maximum	Range	Maximum/ Minimum	Variance	No. of Items
Item Means	3.365	1.1		3.2	3.909	0.473	27
Item Variances	1.41	0.05	2.471	2.421	49.421	0.415	27

S.D = 0.687

Table 3. Summary Table

Class	Mean	Standard Deviation
Business	3.733	0.846
Service	3.207	0.639
Student	3.365	0.687

Conclusion:

According to the fact finding Technique Standard Deviation, Mean the significant figure and Confidence goes with the Business Class people who are more interested in purchasing product online and are influenced more by it. The manipulation of data analysis the confidence level 3.733 the fact found with the help of Primary Data Collection the primary survey conducted and data tested among the people engaged in business, service or are students.

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