# "Online Shopping' by consumers with reference to some Websites"

By

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## ABSTRACT

Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and managing customer relationships in ways that also benefit the organization and its shareholders. E-Marketing is the process of marketing a brand using the Internet**.** E-Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms e-Marketing**,** Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous.

"Online Shopping" refers to purchasing items over the computer, rather than at a store - in person. There are many online stores to choose from and many ways to find them. There are also large shopping websites like Amazon.com, Shopping.com, and Pricegrabber.com that work at finding an item from multiple online stores and sorting them by things like price, location, style, etc. Most of these online stores take all major credit cards, not so much money orders, cheques and cash.

**Key Words:** Marketing, Online Shopping, Reputation, Market Mix, Privacy, Security, Usability

## INTRODUCTION

Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and managing customer relationships in ways that also benefit the organisation and its shareholders. Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer buying behavior and providing superior customer value.

**E-Marketing**

E-Marketing is the process of **marketing a brand using the Internet**. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. Very simply put, **e-Marketing** or electronic marketing refers to the application of marketing principles and techniques **via electronic media** and more specifically the Internet. The terms **e-Marketing**, **Internet marketing** and **online marketing**, are frequently interchanged, and can often be considered synonymous.

There are five competing concepts under which organizations can choose to operate their business; the production concept, the product concept, the selling concept, the marketing concept, and the holistic marketing concept[1]. The four components of holistic marketing are relationship marketing, internal marketing, integrated marketing, and socially responsive marketing. The set of engagements necessary for successful marketing management includes, capturing marketing insights, connecting with customers, building strong brands, shaping the market offerings, delivering and communicating value, creating long-term growth, and developing marketing strategies and plans[2].

**Importance of E-Marketing:**

When implemented correctly, the **return on investment (ROI)** from e-Marketing can far exceed that of traditional marketing strategies. Whether you're a "bricks and mortar" business or a concern operating purely online, the Internet is a force that cannot be ignored. It can be a means to reach literally millions of people every year. It's **at the forefront of a redefinition** of way businesses interact with their customers.[3]

**The benefits of E-marketing**

E-marketing gives businesses of any size access to the mass market at an affordable price and, unlike TV or print advertising, it allows truly personalized marketing. Specific benefits of e-marketing include:

- Global reach and Lower cost
- Trackable, measurable results
- 24-hour marketing and Personalization
- One-to-one marketing
- More interesting campaigns and Better conversion rate

**Online Shopping:**

The act of purchasing products or services over the Internet is known as Online Shopping. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item.[4]

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[1] "IAB internet advertising revenue report: 2012 full year results". PricewaterhouseCoopers, Internet Advertising Bureau. April 2013. Retrieved 12 June 2013.

[2] Gonzales, Niero (9 March 2013). "Half of Destructoid's readers block our ads. Now what?". *Destructoid*. Retrieved 14 June 2013.

[3] http://www.quirk.biz/resources/88/What-is-e-Marketing-and-how-is-it-better-than-traditional-marketing

[4] http://www.businessdictionary.com/definition/online-shopping.html

Amazon.com, Shopping.com, and Pricegrabber.com that work at finding an item from multiple online stores and sorting them by things like price, location, style, etc. Most of these online stores take all major credit cards, not so much money orders, cheques and cash.

**Importance of the Study:**

There are many things that can be bought on the internet. The internet can be used to learn about many aspects of life. There is much to be learnt and many different articles that a person can read. When using the World Wide Web to buy clothes, retailers often want their consumers to understand about the products they buy. However, survey companies try to find more information about products before they are released on the market. Survey companies believe in the power that information can have and try to gather information together from many places.

Today, people are using the World Wide Web much more often for all kinds of reason. Many people are dependent on the web to bring them entertainment and enjoyment. There are even people who are addicted to using the World Wide Web.[5] Online shopping has grown in popularity over the years, mainly because people felt it convenient and easy to bargain shop from the comfort of their home or office.

**Objectives of the Study:**

✤ To understand the latest technology of online shopping which is attracting the internet users.

✤ To identify the reasons for preferring online shopping among Trichy consumers.

✤ To understand the reasons for using and not using the online shopping purchase.

**Review of Related Literature:**

The growth of Internet and its user base in recent years has been truly phenomenal. In most of the developed countries, the number of Internet users is 50-70 percent of total population[6]. In United States alone, the number of users increased from 19.78 crores in 2005, to 52 crores in June 2022[7].

Despite the phenomenal growth of the Internet over the past few years, the vast potential of conducting business over the Internet remains largely untapped. A new leaf: Online MBA spins a web. Online programmes are increasingly being preferred as there is flexibility in timing and people from diverse. The e-learning market globally will be a whopping 4.5lakh crore by 2022, say industry experts.[8]

"The Internet has changed how information is communicated and processed. People use the Internet for different purposes, including communicating with friends, researching and monitoring online stock prices, trading stock, paying bills, banking, and shopping. Growing numbers of consumers purchase goods and services, gather product information, or just to browse online"[9]

"It is no surprise that internet usage among college respondents has seen a marked increase in recent years"[10]. "Most college students surveyed enjoy shopping online"[11]. "Online shopping is the process whereby

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[5] http://EzineArticles.com/5859049

[6] Lee M.K. and Turban E. (2001), "A Trust Model for Consumer Internet Shopping", International Journal of Electronic Commerce,

[7] World Internet Users and Population Stats http://www.internetworldstats.com/stats.htm

[8] M. Saraswathy & Kalpana Pathak, Special supplement with Indian Management, Sept 2012.

[9] Demangeot & Broderick, 2007.

[10] Budden et al, 2007

[11] Arnaudovska et al, 2010

consumers buy goods or services directly from a seller in real time over the Internet. Online shopping environments are, therefore, playing an increasing role in the relationship between marketers and their consumers"[12]

*Advantages of Online Shopping:*

Online shopping has following advantages over traditional storefront shopping:

⇒ Convenience and time –saving:

⇒ Basic Requirement:

⇒ Better price information and Lower prices:

⇒ Lower search costs and better product selection:

⇒ Powerful research Instrument:

*Disadvantages of Online Shopping*

ℭ Enjoyment of retail shopping lost:

ℭ Privacy and Security Issues:

ℭ Access to the Internet and computer necessary:

ℭ Perceived Risk:

**General Tips on Avoiding Fraud**, be extremely cautious if

- Any offer that sounds too good to be true.

- Any site asks to send personal or financial information before disclosing an offer.

- The site promises a valuable prize in return for a low-cost purchase.

- Any offer that includes pressure to send money to take advantage of a special deal.

- Any loan offer that requires you to send money as a condition of obtaining the loan

**General Tips for Online Shopping on Shopping Manners:**

- Watch out for commercially sponsored online shopping sites especially those having limited availability of merchants, products and services.

- The non commercial sites with broad availability of merchants, products and services especially those updating information frequently are more trust worthy shopping sites.

- Always inform the shopping site even your purchase is taking place at the merchant's site directly.

- Always look for detailed product information.

- Read the contract's terms and conditions and print or save them.

**Tips for Online Shopping on Savings**

1. Bookmark online savings Web sites.

2. Remember using promotional codes, a popular and easy way to save.

3. Let your personal information work for you.

4. Become a seasonal shopper.

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[12] Demangeot & Broderick, 2007

5. Be aware of where you compare.

6. Avoid shipping and return policy frustration by understanding them before purchase.

7. Keep records of all your online transactions to know how much you have spent and to resolve dispute if occurred.

8. Search for discount and rebate coupons offered.

**Tips for Online Shopping on Process**

∗ Be knowledgeable about web-based shopping sites.

∗ Always double check pricing.

∗ Review the return, refund, and shipping and handling policies and contact information.

∗ Check that security software is used to protect your Internet connection. Use the safest way to pay on the Internet -- via credit card.

∗ Print out a copy of the invoice, terms and conditions of the transactions. Insure the safe delivery of your item if it is valuable

∗ Review any confirmation email about the purchase.[13]

**Payment procedures while shopping online:**

Online shoppers commonly use a credit card or a PayPal account in order to make payments. However, some systems enable users to create accounts and pay by alternative means, such as:

• Billing to phones[14]

• Cash on delivery

• Cheque

• Debit card

• Direct debit

• Electronic money

• Gift cards

• Postal money order

• Payment on delivery

• Invoice

Some online shops will not accept international credit cards. Some require both the purchaser's billing and shipping address to be in the same country as the online shop's base of operation. Other online shops allow customers from any country to send gifts anywhere.

**Factors Affecting Consumers' Online Shopping Attitude:**

Previous studies have summarized several significant factors that could influence consumers' attitude towards online shopping, such as usability, security, privacy, after-sales service, marketing mix, and reputation.

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[13] http://www.mwsearch.com/onlineshoppingtips.html

[14] Geena Rao (July 19, 2010). "Mopay Now Allows You To Bill Mobile Payments To A Landline Account".

⇒ *Perceived Usability:* Usability refers to the extent to which a website facilitates users to utilize its functions easily and appropriately[15]. Web usability can be defined as ma king the design simple enough so that customers, who by nature tend to be goal driven, can accomplish their task as quickly and painlessly as possible.

⇒ *Perceived Security:* Perceived security on the Web as "the extent to which one believes that the World Wide Web is secure for transmitting sensitive information"[16]. They believed that purchase intention online was influenced by the security of e-transactions.

⇒ *Perceived Privacy:* In respect of the definition of privacy, personal information is always of great concern. A general definition of personal information is "data not otherwise available via public sources"[17].

⇒ *Perceived Marketing Mix:* McCarthy classified marketing activities as marketing-mix tools of four broad kinds, which they called the 4Ps of marketing: product, price, promotion and place.

⇒ *Perceived Reputation:* The concept of reputation has been looked at from many different perspectives, such as Applied Economics or Strategic Management. Brand equity or vendor's trustworthiness is always allied with the idea of reputation from a marketing standpoint[18].

**Websites used for online shopping:**

There are various websites used for the online shopping throughout the world. The following are top online sites mostly used in India.

**Various Websites used for online shopping**

(1) **Flipkart.com** –You cannot only buy books online through Flipkart, but also mobile phones & mobile accessories, laptops, computer accessories, cameras, movies, music, televisions, refrigerators, air-conditioners, washing-machines, MP3 players and products from a host of other categories.

(2) **ebay.in** - After almost 6month of dominating at number one ebay has come down at number two on indiafreestuff.in list. eBay.in is the Indian version of the popular online shopping portal eBay.com – world's online marketplace. Ebay has a diverse and passionate community of individuals and small businesses.

(3) **Tradus.com** - Tradus.in is owned by ibibo from books to clothes they sell you everything and after buying Buytheprice.com they have become bigger. Trades offers the Online Shopping in India to buy Books, Mobiles, Cameras, Watches, Apparel, Home Appliances, IPods & Many More at Lowest Price & Free shipping although their refunding process takes more than expected time.

(4) **Shopclues.com** - Shopclues is famous for their heavily discounted Jaw Dropping deals. Shopclues is one of the best online stores that offer a wide variety of cameras, Computer accessories, Mobile, Gift, Jewellery, Cosmetics, toys, clothes, books and bag.

(5) **Myntra.com** - Myntra.com is leading online retailer of lifestyle and fashion products. Myntra offers T-shirts, Shoes, watches and more at discounted price.

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[15] Calisir, Bayraktaroglu, Gumussoy, Topcu, and Mutlu, 2009.
[16] Salisbury, Pearson, Pearson and Miller (2001)
[17] Beatty, 1996
[18] Aaker, 1996; Herbig and Milewicz, 1993; Hyde and Gosschalk, 2005)

(6) **Homeshop18.com** - here you find large range appliances, kitchen, cameras, mobiles, laptops, site, Indian, gifts, apparel, buy, online, gifts and more, HomeShop18 is a venture of theNetwork18 Group, India's fastest growing media and entertainment Group.

(7) **Yebhi.com** - Yebhi is India Largest Shopping Destination for your Wardrobe. Shop for shoes, apparels, jeweler, Bags and more. No matter yebhi rules in Apparel category and if you want to buy clothes or shoes online this is best site.

(8) **Snapdeal.com** - SnapDeal offers everything from local daily deals on restaurants, spas, and travel to online products deals.

(9)**Pepperfry.com** - Pepperfry is one of leading Indian website in selling lifestyle products ranging from men and women's clothing, home decor, jewellery, perfumes and cosmetics, furniture's, bags and accessories.

(10) **Infibeam.com** - India's Online Shopping Platform offers Buy Mobile Phones, Books, Apparel, Jewellery, Cameras, Watches, Send Gifts to India, New/ Used Cars & Bikes in India a report says 40 lakh visits per month by Indians on this site.

(11)**Amazon.in** - World leader in e-commerce market recently started operation in India, Now Indians can buy Books, CDS and Electronic at cheaper price from Amazon.in. (12) **futurebazaar.com** - FutureBazaar.com is owned and operated by Future Bazaar India Ltd futurebazaar offers you wide range with good price The people of behind this company are same from bigbazaar, pantaloon and ezone.

(13)**Firstcry.com** - Firstcry.com India's largest store for Kids selling 70000+ items from 400+ top International and Indian brands.

(14) **Shopping.indiatimes.com** Shopping.Indiatimes.com has a wide array of products that range from electronic items to products related to health & beauty, home appliances, fashion, music, movies and games.

(15) **Jabong.com** - Jabong Fashion & Lifestyle Store offers you great discount on all listed product. They offer wide range of products from Apparel to Home needs.

(16) **Koovs.com** - Koovs offers best offers in dining, luxury, technology, entertainment, utilities, health care, fashion, travel & adventure and plenty more.

(17) **Bestylish.com** - Bestylish is one stop destination for all your footwear shopping, they have good range with good price.

(18) **Zoomin.com** - Now not only Photo gifts but also you can buy Camera, Mobile, , Accessories and more from zooming with discounted rate.

(19) **HushBabies.com** - Hushbabies is India's one-stop shopping source for baby products from fun, bright bedding and furniture to gear, apparel, toys, baby care, cleaning products, and more.

(20) **Goodlife.com** -GoodLife.com is a one stop destination for your personal care essentials. It offers products from top Indian and international brands.

**Top Online Shopping Sites**

1. YEPME        -    http://www.yepme.com
2. RAY-BAN              - http://www.ray-ban.com
3. FLIPKART     -    http://www.flipkart.com
4. HOMESHOP18   -    http://www.homeshop18.com
5. SNAPDEAL     -    http://www.snapdeal.com
6. GLOBUS       -    http://www.globusstores.com/
7. GAP          -    http://www.gap.com
8. BLUEFLY             - http://www.bluefly.com
9. BEBE         -    http://www.bebe.com
10. JOURNEYS    -    http://www.journeys.com
11. BABYOYE     -    http://www.babyoye.com/
12. INDIAPLAZA  -    http://www.indiaplaza.com/

## Findings in Primary Data:

✣ Out of the total respondents, a majority of 44% belong to the age group between 25-35years and the least of 24% respondents fall in the age group above 45years.

✣ A majority of 67% of the total respondents qualified Post Graduation and the least of 15% respondents qualified Higher Secondary.

✣ 65% of unmarried male respondents and 57% of married female respondents form majority of total respondents.

✣ Both male and female a majority of 65% total respondents are employed and the least 8% are unemployed.

✣ Out of the total respondents majority of 33% have annual income less than ₹1,00,000 and the least of 17% have above ₹3,00,000 as their annual income.

✣ Out of the total respondents all as 100% are satisfied with the information given by the seller for their marketing of products through online.

## Suggestions/ Rules for online shopping:

☙ *Be where the customer is.* The first rule for marketing in this economy is that it does not matter what is the medium being used as long as it is also used by the customers. The most important thing is to reach the greatest number of eyes (or ears) in the most effective way possible.

☙ *Measurement and optimization rule.* One thing the web has done is that it has brought radical accountability to advertising. On the web, clients are not satisfied with vague assurances. On-line marketers must use these increasingly accurate measurement methods to ruthlessly test their assumptions about where the customers are and then adjust the campaigns accordingly.

☙ *Focus.* One of the big reasons why retailers like Wal-Mart in USA or Big Bazaar in India are successful is that all the stuff they need is in one physical location. Consumers find everything they need in one place, saving time and money.

- *Fit the creative to the medium.* The sites that actually incorporate some interactivity and provide value to the customer worked the best. We fit the message to the medium. As more and more delivery options become available, it is vital that we take the time to understand how the medium affects them message. Effective creativity must match its delivery vehicle.

- *Come together*. The impression of physical proximity that the web provides can work against online retailers who still think they are operating in the physical world. Companies need to do what they do the best.

- *Differentiate where it counts*. If the service or product is just another "me too" player in a crowded field, the like of-line business world, no company can succeed. The companies have to be different and just being different is not enough since being different in this economy means being different in a way that makes sense to consumers.

- *Create the experience*. In a world of nearly infinite choices, easy price comparisons, and instantly access to perfect information, consumers are going to base their buying decision on what company provides the most compelling experience with all other things being equal.

- *Do not become a commodity*. If there is one thing the web and all other mediums that help instant information access can do is instantly commodity no differentiated products and services. Hence online companies must fight co modification through service, quality, features, delivery, experience or whatever that will make their brands stand out to their customers.

- *Old habits die-hard*. Changing consumer behaviour is hard. When somebody has spent a lifetime shopping for groceries in the grocery store, it is tough to get him or her to change that habit and buy online.

- *There is no one solution*. There is no one solution to marketing to consumer. While tactics such as permission marketing, viral marketing, wireless advertising, and location based marketing all have very good application, none of them are or ever will be the answer in every situation. Hence companies should test, measure, optimize, and keep their eyes on the lookout for better ways to reach the targets.

## Future Enhancement:

⇒ The shop online will require more secure encryption to provide more secure transaction.

⇒ Customer should be given with reward point for frequent purchase.

⇒ Live support should be enabled.

## Conclusion:

In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. As there is estimation that 85% of Internet users use some form of online shopping.

Nowadays, more and more people choose to shop online, because it is far more convenient than in-store shopping. As per a survey, most consumers of online stores are impulsive and usually make a decision to stay on a site within the first few seconds. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.