

# Consumer Behavior towards Online Shopping

Dr. Ajay Kumar

Associate Professor, Department of Commerce, Faculty of Commerce and Management,  
Government P.G. College Dharamshala, District Kangra, Himachal Pradesh, India.

---

## Abstract

The trend of e-commerce has been increased rapidly in recent years with the development of the internet and due to the easy accessibility of internet usage. Easy access to the internet has driven consumer to shop online. India has increasing its internet users base by more than about 40% of the population. This number is the second largest in the world behind China. A maximum business organization running with the technological changes, due to globalization they are focusing more on meeting the needs of the consumers. We have also decided to study the consumer's attitude towards online shopping and its impact, especially the factors influencing the consumer's online shopping attitude and information about factors which played a role as barriers during online shopping. The research has found that factors such as easy access, on-time delivery, safe and secure payment process, a wide range of product availability grievance handling system, easy return and replacing products influence consumers' attitude towards online shopping. The research also indicates some factors as barriers to the consumers towards online shopping such as worried about giving credit card numbers, fear of wrong/bad quality product arrival, unawareness about easy returns and replacing of items, misleading false reviews of products, featured products are not meeting expectations. It is expected that this study will help online retailers to plan successful strategies for increasing e-commerce business and they can build better relations with consumers.

**Key Words:** accessibility, technological, globalization, unawareness, mechanism.

---

Date of Submission: 11-06-2024

Date of acceptance: 23-06-2024

---

## I. Introduction

The use of the Internet as a channel of information and commerce is growing at a fast pace in India. Indian e-commerce market is estimated to be 99 U.S. Billion Dollar till 2024. However, another import fact to consider is that out of 718.74 million Internet subscribers in the country, online shoppers are expected to reach 220 million by 2025. Consumers perceive a higher level of risk while shopping the Internet. Many companies have adopted internet conducting business transactions and sharing business information with their customers and business partners, the internet offers direct links with customers, suppliers, facilitates transactions, processes information transfer etc. It offers organizations inexpensive and sophisticated tools for advertising, taking and placing orders, promoting their philosophies, and communicating with their customers all over world. The internet provides a marketplace where buyers and sellers conduct transactions direction interactively, and in real time beyond the physical limitation of traditional brick and mortar retail Today, almost all business firms use the internet to provide information about the firm, about products or services on the offering, and advertise to sell their products or services. The internet offers high degree of interaction and affords customers unprecedented benefits, from convenience to bargain prices. The ever-increasing mainstream activity on the internet has opened up a whole new value gaining customers. Thousands of companies, particularly retailers, were drawn into internet by a fear t they would be left behind due to competitors. Thus, what started as a separate form of innovation retailing in the exclusive domain of new entrepreneurs has become part of a multi-channel strategy established retailers? Studying attitudes is helpful in understanding the potential relationship to market should be interested in their customer's attitudes, because attitudes provide warnings of potential dissatisfaction among customers. Satisfied customers will become loyal to the company.

Online 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. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e- retailers.

Online stores usually enable shoppers to use the "search" feature to find out specific models, brands or items. Online customers must have access to the internet and a valid method of payment to complete a transaction, such as credit card, debit card, or services like PayPal, Amazon pay, Paytm, etc. The largest of these online retailing web sites are Amazon, Flipkart, Mantra, eBay. Initially, this platform only functioned as an advertising tool for companies, providing information about its products.

### **Brief history of online shopping:**

Electronic shopping was invented by an English inventor called Michael Aldrich. In 1979, he invented the earliest form of e-commerce which allowed online transaction processing between business and customers, as well as between business and business.

The invention of the first ever web browser, i.e., the World Wide Web in 1990 is the second major proponent of online shopping. Without an interconnected internet, there would be no online marketplace at all. We owe this marvelous invention called the 'WWW' to Tim Berners Lee. That man is the major reason why millions of people have access to the internet which hosts numerous e-commerce platforms.

After the establishment of these two very important platforms, the expansion of online shopping was only imminent. In 1994, Netscape developed an encryption-based internet security protocol called SSL – or Secure Sockets Layer. Just ask any ecommerce owner how important an SSL certificate is for business.

1995 welcomed the biggest transformation of online shopping. The first online marketplaces were established. First came Amazon.com, arguably the biggest online marketplace launched by Jeff Bezos—yup, the richest man in the world as of 2019 with an estimated net worth of \$115 billion. Can't be a monopoly, so eBay.com joined the party. At the time eBay was called Auction Web— good thing they changed the name.

All these online marketplaces with no reliable payment gateway. It is 1998, PayPal gets a full swing at the online payment system niche; quickly becomes a success.

Once a dream, online shopping was now taking shape. Jack Ma, a failure in many things launched a very prominent Chinese marketplace in 1999 called Alibaba.com. You know the one.

At the turn of the 21st century in 2000, Google launched AdWords, an advertising service that allows sellers to place adverts in Google search results related to viewers' search preference. In other words, Google connected sellers to buyers on a greater scale.

Another subtle yet huge idea changed the world of online shopping forever. In 2004, Shopify, a prominent online storefront service made it possible for low-capital sellers to set up online stores. Shopify is to online stores as WordPress is to websites.

In 2006, PayPal launched a new way for people to exchange money and buy things they want online directly from their cell phones.

As of 2020, it's clear to see that the entire internet is now a virtual shopping mall. With people choosing to carry out trades on Instagram, WhatsApp and Facebook, it's safe to say that we are in the online shopping era.

### **Online shopping sites:**

1. **Amazon:** Amazon.com, Inc. is an American multinational technology company focusing on ecommerce, cloud computing, online advertising, digital streaming, and artificial intelligence. It has been referred to as "one of the most influential economic and cultural forces in the world", and is one of the world's most valuable brands. Amazon was founded on July 5, 1994, by Jeff Bezos, who chose the Seattle area for its abundance of technical talent, as Microsoft was in the area. Amazon.com, Inc. is an American multinational technology firm that specialises in e-commerce, cloud computing, digital streaming, artificial intelligence, and online advertising.

It is regarded as one of the Big Five American tech corporations, along with Microsoft, Apple, Alphabet (the parent company of Google), and Meta (the parent company of Facebook). The business has a number of subsidiaries, including the cloud computing company Amazon Web Services, the self-driving car startup Zoox, the satellite Internet provider Kuiper Systems, and the computer hardware research and development company Amazon Lab126. Whole Foods Market, Twitch, Ring, and IMDb are some of the other subsidiaries. When it paid US\$13.4 billion to acquire Whole Foods in August 2017, the company's market share and physical retail presence significantly grew.

Due to its aggressive capital spending and technological innovation, Amazon has established a reputation for upending entire industries. According to revenue and market share, it will be the biggest online retailer and marketplace, smart speaker provider, cloud computing service provider via AWS, live-streaming provider via Twitch, and Internet firm globally by 2023. Thanks in major part to its paid subscription model, Amazon Prime, which has close to 200 million members globally, it overtook Walmart in 2021 to become the largest retailer in the world outside of China. In the US, it employs the second-largest number of private workers.

With 82% of its traffic coming from the US, Amazon ranks as the 12th most popular website in the world as of October 2023. Through its platforms, Twitch, Audible, MGM+, Amazon Music, and Amazon Prime Video, Amazon also offers a wide range of streaming and downloaded entertainment. It produces films and television shows through Amazon MGM Studios, which includes the Metro-Goldwyn-Mayer studio that it acquired in March 2022, and books through its publishing division, Amazon Publishing. Additionally, it manufactures

consumer goods, including Fire tablets, Fire TVs, Echo devices, and Kindle e-readers.

Amazon has been under fire for its methods of collecting customer data, its poisonous workplace atmosphere, its censoring, its tax evasion, and its anti-competitive actions.



2. **Ajio:** Ajio is a newly developed app by the business tycoon Mukesh Ambani. This app built as an online shopping app that comes with the trust and guarantee from the popular Reliance family, this ecommerce platform is a one-stop destination for all fashion lovers in India. Ajio was launched globally on 1<sup>st</sup> April 2016, at the Lakme fashion week with its headquarter located in Bangalore, Karnataka, India. An Indian retailer, Reliance Retail is a division of Reliance Industries. In terms of income, it is the biggest retailer in India, having been established in 2006. Foods, groceries, clothing, shoes, toys, home decor, electronics, and agriculture supplies and tools are all available at its retail locations. It employs more than 245,000 people at 18,000 shop locations throughout 7,000 towns as of 2023. In addition to its physical storefronts, the company sells its products online. The corporation is valued at \$100 billion as of August 2023. In August 2021, Reliance Retail declared that it would pay ₹24,713 crore (US\$3.34 billion) to acquire Future Group's retail, wholesale, logistics, and warehousing operations. However, following a protracted legal battle between Future Group and Amazon, the agreement was cancelled in April 2022.

It was revealed in September 2020 that American investment firm Silver Lake had paid ₹7,500 crore (US\$940 million) for a 1.75% interest in Reliance Retail, valuing the company at ₹4.28 trillion (US\$54 billion). It was revealed on September 23 that KKR had acquired 1.28% of the company for ₹5,500 crore, valuing the business at ₹4.28 trillion, or \$58 billion. The firm and 7-Eleven announced their agreement on October 7, 2021, with the aim of opening outlets in India. The news was made one day after Future Group declared that it was terminating its joint venture with 7-Eleven, citing its failure to open outlets by the deadline and pay franchisee fees. Mumbai saw the opening of India's first 7-Eleven. Reliance Retail made a \$200 million investment in Dunzo on January 6, 2022, acquiring a 25.8% share.

Reliance Industries paid ₹22 crores to acquire the Campa Cola soft drink brand in 2022. Reliance Retail Ventures (RRVL) subsidiary Reliance Consumer Products (RCPL), which specialises in fast-moving consumer goods, announced in March 2023 that Campa Cola will be relaunched in three flavors—cola, orange, and lemon—at specific retail locations. Reliance Retail started taking the Digital Rupee, India's central bank digital currency (CBDC), in February 2023. The Qatar Investment Authority paid \$1 billion for a 0.99% share in Reliance Retail in August 2023, when the firm was valued at \$100 billion. The Abu Dhabi Investment Authority invested around \$600 million to purchase a 0.59% share in the business in October 2023.

3. **Flipkart:** Flipkart Private Limited is an Indian e-commerce company, headquartered in Bengaluru, and



incorporated in Singapore as a private limited company. Flipkart was founded in October 2007 in Mumbai by Sachin Bansal and Binny Bansal, alumni of the IIT Delhi and former Amazon employees.

Before diversifying into other product categories like consumer electronics, fashion, household basics, consumables, and lifestyle items, the company first concentrated on online book sales. Amazon India and local rival Snapdeal are the main competitors of the service. Flipkart accounted up 39.5% of the Indian e-commerce market as of March 2017. In Amazon and Flipkart were reportedly "neck and neck" in the sale of electronics and smartphones. Flipkart holds a strong foothold in the fashion market because to its acquisition of Myntra. Flipkart Wholesale introduced a digital marketplace for MSMEs and kiranas in 2020. For US\$35 million in July 2020, Flipkart purchased a 27% share in Arvind Fashions Limited's recently established subsidiary Arvind Youth Brands. The Flying Machine brand is owned by Arvind Youth Brands. Additionally, Flipkart disclosed that it will launch Flipkart Quick, a hyperlocal 90-minute delivery service for a variety of product categories, including groceries,

stationery, cell phones, home goods, and more.

For US\$204 million in October 2020, Flipkart purchased a 7.8% share in Aditya Birla Fashion and Retail. For an undisclosed sum, Flipkart purchased the intellectual property of game firm Mech Mocha the next month. The acquisition was a component of Flipkart's strategy to attract and keep users by providing casual gaming. Eight regional Indian languages—Gujarati, Bengali, Odia, Hindi, Telugu, Kannada, Marathi, and Tamil—were supported by the Flipkart app as of 2021. Flipkart announced in April 2021 that it will be acquiring the travel booking website Cleartrip. For the Indian and international markets, Flipkart also made a foray into the hotel sector. Cleartrip API is used by Flipkart Hotels. Flipkart signed a deal with Wego, an online travel marketplace that serves the Middle East and North Africa, to purchase Cleartrip's Middle Eastern business. Among them was the Flyin.com website sale. Flipkart opened its first grocery fulfilment centre in Guwahati, Northeast India, in April 2022. According to reports, the institute was administered by women to assist Flipkart's female employees in advancing their careers.

4. **Myntra:** Myntra is a major Indian fashion e-commerce company headquartered in Bengaluru, Karnataka,



India.<sup>[1]</sup> The company was founded in 2007-2008 to sell personalized gift items. In May 2014, Myntra.com was acquired by Flipkart. In May 2022, Myntra launched an express delivery service on its app to offer one of a kind of experience by fashion & beauty platform. This service allows shoppers to receive their orders for products marked with 'M -express tag' on the listing page within 24–48 hours of purchase.

Myntra shifted its focus from customization to fashion and lifestyle products in 2011. By 2012, 350 Indian and international brands were available on Myntra. Being Human and Fastrack Watches were introduced on the website.

In 2014, Flipkart paid ₹2,000 crore (US\$250 million) to acquire Myntra. Accel Partners and Tiger Global, two sizable common shareholders, had an impact on the acquisition. Myntra runs and functions on its own. Under Flipkart's ownership, Myntra is still a stand-alone brand that caters mostly to "fashion-conscious" customers.

Approximately 1,50,000 products from over 1000 brands were available on Myntra in 2014, and the platform covered about 9000 pin codes in India. Ananth Narayanan took over as Myntra's chief executive officer in 2015.

Myntra declared on May 10, 2015, that it would close its website and start only accepting orders through its mobile app on May 15. In favour of the app, the service has already stopped operating its mobile website. Myntra used the statistics indicating mobile devices accounted for 95% of website traffic and smartphones for 70% of purchases to support their conclusion. Sales decreased by 10% as a result of the decision, which was met with mixed reviews. Myntra purchased the management rights of Esprit Holdings' fifteen offline stores in India in September 2017. Myntra declared a rupee 151.20 crore net loss for the 2017- 2018 fiscal year.



5. **Purplle:** Manish Taneja, co-founder and CEO of Purplle, Rahul Dash, co-founder and CEO, and Suyash Katayani, co-founder and CTO, formed the company in 2012. Purplle is an Indian multi-brand beauty shop with headquarters in Mumbai, Maharashtra, that was founded in 2011 and sells wellness and cosmetic products. Pooja Acharya holds another key designation of Purplle, who works as the Chief Beauty Officer of the company. In the digital age we live in today, everything from clothing to medications is at our fingertips with a few clicks. The

same holds true for cosmetics, fragrances, and skincare and haircare items. The markets for cosmetics, skincare, haircare, and beauty products are expanding at extremely rapid rates. As a result, an increasing number of businesses are entering the beauty market with their own products.

It's an online store featuring a sizable selection of skincare, haircare, and fragrance products. It offers a selection of the greatest items at the lowest costs from the world's top companies. By giving customers the option to have a personalised shopping experience that takes their skin and hair type into consideration, Purplle Cosmetics hopes to radically transform the way that people purchase. In addition, Purplle has partnerships with over 6,000 salons and provides customers on the site with comprehensive price information to help them select the best service. Purplle's website is structured around three primary categories. The first is the Beauty Product Marketplace, which lists goods for skincare, haircare, makeup, and other related categories. The second is the Salon Booking Marketplace, where local salons and spas are listed and reservations are accepted. The third is Purplle Salons, a chain of Premium Economy Salons that they operate with the goal of giving clients an amazing salon experience.

India's personal care and cosmetics industry has grown significantly. This might be attributed to the fact that, prior to the epidemic, the sector was expected to rise by 9.7% between 2018 and 2023 due to India's increasing quality of life. After the coronavirus pandemic epidemic, this expansion has undoubtedly slowed. Growth was observed at a 2.3% annual pace during 2019 and 2020, contributing to the industry's December 2020 market valuation of just over \$15 billion. 1.7% increase was predicted for 2020–2021. Nonetheless, it is anticipated to become better starting in 2022, when revenues are predicted to rise by +2.8%.

According to Purplle's mission statement, "Purplle provides an online space for your wellness and beauty needs." We feature a selection of the top goods from globally recognised brands. It seeks to elevate your purchasing encounter to an entirely new plane. We are aware that shopping gives a unique high." The company's goal is to become one of the most well-known online retailers of cosmetics and beauty products.



**6. Meesho:** IIT Delhi alums Vidit Aatrey and Sanjeev Barnwal founded Fashnear Technologies Private Limited in July 2015 as an on-demand delivery service similar to Swiggy, but for clothing from nearby stores. The launch was unsuccessful. The idea to relaunch the platform as Meesho, which would allow resellers to ship across the nation using social media platforms as marketing tools, was hatched by the founders in 2016. Fashnear Technologies Private Limited, an Indian firm, is the owner of the online shopping platform Meesho. With a strong reliance on third-party social media sites like Facebook and Instagram, it is an online marketplace that makes trading between suppliers, resellers, and customers easier.

In February 2019, Meesho had 209,000 users and 1.2 million orders monthly; in March 2020, the number rose to 563,000 users and 3.1 million orders monthly. It has significant expansion in 2021 and 2022. Between 2020 and 2022, Meesho's monthly transactional user count increased 26 times. In 2021, the Meesho mobile app ranked among the most downloaded globally. Meesho had roughly 120 million monthly users in 2022, and the platform had processed 910 million orders. It quickly rose to the top of India's e-commerce growth charts. In 2022, its gross merchandise value (GMV) reached approximately \$5 billion, having expanded nine times in just two years (in contrast, Flipkart's GMV was \$23 billion).

Time magazine listed Meesho as one of the most significant businesses of the year in 2023. Meesho also broke the 500 million download mark for the fastest shopping app that same year. Meesho's growth in investment, valuation, and scale has kept up with the rate at which apps are being downloaded.

Several investment firms, including Fidelity, Softbank, Prosus, B Capital Group, Sequoia India, and Meta, are funding Meesho. Meesho has conducted numerous financing rounds.

October 2017: US\$3.4 million for Series A. June 2018 Series B: \$11.5 million.

Series C: US\$50 million in November 2018.

June 2019: US\$25 million from Meta Platforms funds Series D. Facebook invested in Meesho, making it the first firm in India to do so.

Series F in September 2021: Fidelity Management & Research Company and B Capital Group led the US\$570



million in fundraising announced by Meesho.

The business declared in 2021 that it has raised over US\$1.1 billion in investment to date and has US\$400 million in cash on hand.



7. **Nykaa:** Former managing director of Kotak Mahindra Capital Company Falguni Nayar launched Nykaa, an online store that offers a selection of health and cosmetic items, in April 2012. The term nayaka, which means actress or "one in the spotlight" in Sanskrit, is the source of the brand name Nykaa. The website was originally made available for purchase in 2013 after being introduced around Diwali in 2012. The company started selling fashion items in 2015 after transitioning from an online-only to an omnichannel business model.

Mumbai is home to the Indian e-commerce business Nykaa. Through its website, mobile app, and more than 100 physical locations, it offers beauty, wellness, and fashion products for sale. It became the first unicorn business led by a woman in India in 2020.

Internationally and domestically created goods are sold by Nykaa. The company started selling products other than cosmetics in 2015 after transitioning from an online-only to an omnichannel business model. By 2020, it will sell 200,000 products from over 2,000 brands on all of its channels. The business also introduced Nykaa Network, an online beauty community, in 2018. Nykaa became a unicorn startup in March 2020 when it raised ₹100 crore (US\$13 million) from Stead view Capital at a US\$1.2 billion valuation. Subsequently, in May 2020, Stead View provided ₹67 crore (US\$8.4 million) in investment.

The firm opened India's first multi-brand men's grooming e-commerce store, Nykaa Man, in October 2020. The business entered the fashion industry by starting Nykaa Design Studio, later known as Nykaa Fashion. Nykaa Fashion went omnichannel in December 2020 when it opened its first store in Delhi.

On October 28, 2021, Nykaa launched its first public offering (IPO). At a valuation of US\$7.4 billion, the IPO raised ₹5,352 crore, or US\$670 million. On November 10, 2021, Nykaa went public on the NSE and BSE. On opening day, the company's value increased by 89.2%, making it worth around US\$13 billion. On the day of the offering, Falguni Nayar, the company's founder and owner of a 53.5% share, became the wealthiest self-made female billionaire in India. With warehouses in Mumbai, New Delhi, Pune, Haryana, Kolkata, and Bangalore, Nykaa operates on an inventory-based business model. 2020 will see it expand its physical presence with 76 brick-and-mortar stores nationwide in addition to its main online operation. Nykaa Luxe, Nykaa on Trend, and Nykaa Beauty Kiosks are the names of its three offline retail formats. Together with Nykaa Beauty, the in-house line of beauty goods, the Luxe format offers international premium beauty brands including Huda Beauty, MAC, Dior, and Givenchy. Only Nykaa offers national best-sellers like Soulflower, Lakme, and plum alongside international brands like elf, Charlotte Tilbury, Tonymoly, Becca, Sigma, Limecrime, Dermalogica, and Murad in India



8. **eBay:** eBay Inc., sometimes known as EE-bay or just eBay, is a multinational e-commerce corporation established in San Jose, California, that facilitates retail and customer-to-customer sales through online marketplaces in 190 markets across the globe. The company charges seller's commissions after sales, whether through online auctions or "buy it now" rapid sales. In September 1995, Pierre Omidyar established eBay. It

conducted \$74 billion in transactions in 2022, with 49% of those taking place in the US. It boasts 134 million active buyers annually throughout the globe. The company's take rate, or revenue as a percentage of volume, was 13.25% in 2022.

Governments, businesses, and people can buy and sell nearly any legal, non-controversial goods on eBay. A sealed-bid (Vickrey) auction proxy bid method is used in eBay auctions. Following every transaction, buyers and sellers may evaluate and rate one another, creating a reputation system. Websites and mobile apps are available for accessing the eBay service.

Early in 1996, Jeffrey Skoll was appointed as the company's first president. In September 1997, the company renamed its service from Auction Web to eBay, taking the name of Omidyar's consulting firm, Echo Bay Technology Group. The gold mining company Echo Bay Mines had already registered the domain name echobay.com, so Omidyar shortened it to eBay.com. Benchmark provided \$6.7 million in venture capital funding to the startup in 1997. Public relations manager Mary Lou Song made up the widely circulated tale in 1997 that eBay was started to assist Omidyar's fiancée in trading Pez candy dispensers in order to appeal to the media's human interest and attract attention from toy collectors.

Beanie Babies, the hardest toys to find in physical stores, were the most bought and sold goods on the website in 1997, making up 10% of all listings. The maker, Ty, had created a website whereby Beanie Babies could be traded. There were too many listings that could not be sorted, though. eBay's user-friendly interface helped it gain popularity among collectors. Meg Whitman took over as CEO and president in March 1998. The company made \$4.7 million in US sales at the time, with 30 workers and 500,000 subscribers.

During the dot-com bubble, in September 1998, eBay went public through an IPO headed by CFO Gary F. Bengier. Omidyar and Skoll both became billionaires following the initial public offering, which was priced at \$18 per share and closed for trading on its first day at \$53 per share. eBay's reliance on the sustained success of the Beanie Babies industry was highlighted by Omidyar in the risk factors section of the 1998 annual report that was submitted to the U.S. Securities and Exchange Commission.



**Snapdeal:** An Indian e-commerce business called Snapdeal is situated in New Delhi. In

February 2010, Rohit Bansal and Kunal Bahl launched it. Among the top ten online Marketplaces in India is Snapdeal. Value e-commerce is Snapdeal's primary focus; according to Bahl, this market is three times bigger than that of branded items. Most of the goods offered by the more than 500,000 vendors on Snapdeal are in the categories of fashion, home goods, and general retail. Over 3,700 Indian locations are represented among the buyers on Snapdeal.

Initially established as a daily deal's platform on February 4, 2010, Snapdeal expanded to become an online marketplace in October 2011. In the second quarter of 2016, rumours circulated that the SoftBank Group was working to arrange for Snapdeal and Flipkart to merge. Among the reasons given were disagreements on valuation and suggested special payments to early investors, Nexus Venture Partners and Kalaari Capital.

After the failed attempt to combine with Flipkart, Snapdeal adopted a fresh approach known as Snapdeal 2.0. As part of the plan, Snapdeal sold off two non-core businesses, Freecharge and Vulcan Express, to free up resources for its primary operation, the e-commerce platform. The tactic produced excellent outcomes. At its peak, Snapdeal's revenue increased by 74% [citation needed] between 2017 and 2021, while losses were reduced by over 95%. The number of unique users on Snapdeal's platform tripled to 27 million over the fiscal years 2018 and 2020. Over 90% of Snapdeal's orders originated from individuals outside of urban areas. In order to cater to the value e-commerce market, Snapdeal 2.0 developed an asset-light operating model with decentralised logistics and limited inventory, which kept operating costs down.

Because of Snapdeal's emphasis on the value e-commerce market, Indian FMCG businesses like Godrej and Himalaya are using the platform to market their brands. The companies have arranged for authorised dealers to offer their items directly on the site. In order to serve consumers in non-metropolitan areas, Snapdeal has also partnered with other businesses like The Man Company, Mamaearth, and Ustraa. Snapdeal has declared its intention to enter the physical retail market in smaller Indian cities in 2021. Snapdeal, Unicommerce, and Stellaro Brands were merged into one official group structure, called AceVector Group, which the firm unveiled in July 2022.

With an emphasis on India's non-metropolitan areas, Fortune India published a story in March 2023 about Snapdeal's integration with the government-led Open Network for Digital Commerce (ONDC). These sectors

account for more than 86% of the company's revenue. In order to better meet the demands of its clients in smaller cities and towns, Snapdeal has integrated and increased the range of products it offers to include fashion, personal care, and home goods.



**9. Shopsy:** In July 2021, Flipkart, an Indian e-commerce company owned by Walmart, introduced Shopsy, a business-to-consumer platform.

In July 2021, Flipkart released Shopsy, a mobile application that enabled Indians to start their own online reseller companies. The app had switched to a zero-commission marketplace model by August 2021. Shopsy then turned its emphasis to become a business-to-consumer business. The app introduced e-grocery services in 700 Indian towns in December 2021. The Indian star Sara Ali Khan was named a brand ambassador for Shopsy in March 2022. Up until July 2022, Flipkart's SVP of Growth & Monetization, Prakash Sikaria, oversaw Shopsy. Shopsy had 100 million users as of August 2022.

To cater to the non-English speaking population, the corporation finally implemented a vernacular search after launching Grand Shopsy Mela in September 2022 for direct clients. The smartphone app has 11 lakh merchants as of December 2022, and 68% of its users were from Tier-2 Indian cities. Flipkart revealed in February 2023 that Shopsy constituted 40% of their new clientele. Shopsy is an Indian marketplace platform that offers \$0 commissions to sellers. Flipkart, an e-commerce business based in Bengaluru and owned by Walmart, has launched a digital commerce strategy. As of FY 2022, the company's yearly revenue has exceeded US\$7.7 billion. By 2025, there will probably be 900 million internet users in India, mostly due to increased usage in rural areas. People use the internet for chatting, social media networking, and video watching for about three hours per day. These folks seldom ever shop online due to a lack of trust and the intricacy of the technology.

"We aim to create a community that genuinely democratizes trade in the nation, as the next 200 million digital customers will come from Tier 2 and Tier 3 cities. The nation's social commerce scene is changing quickly, and with Shopsy, we are creating a long-lasting platform supported by our technological expertise. Shopsy's platform offers, which range from free delivery to 0% commission, are extremely beneficial to small businesses and sellers, according to Prakash Sikaria, senior vice president of growth and monetization at Flipkart.

250 categories and 2.5 lakh sellers offer 150 million products on the marketplace, according to the business. By 2023, it is expected to empower more than 25 million virtual business owners.



## **II. Research Methodology**

### **2.1 Sampling Techniques:**

**a) Sampling Framework:** -Cluster sampling is used for analysis based on respondents Gender, Age, Educational qualification, Geographical area and Income level of in Kangra district of Himachal Pradesh. Approximately 100 respondents are selected for research work that, who are familiar with online shopping of electronic gadgets. Respondents of online shopping of electronic gadgets are considering for research work.

**b) Sampling Size:** - 100 Respondents are selected for research work. Nurpur, Jassur, Jawali, Indora, Shahpur, Dharamshala, Dehra Gopipur, Jawalaji are consider for research purpose which belongs to Kangra. The



respondents' demographic factors such as Gender, Age, Educational qualification, Geographical area and Income of respondents are considered for study

**c) Research Design:** - The present study is descriptive research.

### **1.1 Sources of Data Collection: -**

**a) Primary Data:** - The primary data is collected through a survey with a structured questionnaire, observation and direct interaction with the respondents.

**b) Secondary Data:** - The secondary data is collected through published sources like Journals, published reports, Books and E-sources etc.

**c) Tools for Analysis**

**d)** For data analysis, the tools and techniques are used such as pie chart and bar diagrams etc.

### **1.2 Need of the Study**

Millions of individuals are online at any given time, and each one of them represents a potential customer for a business that offers online sales. Due to the quick growth of internet-related technology, a business interested in selling products through its website will continuously need to look for a competitive advantage. Because there are so many prospective customers, it is crucial to be able to grasp what they need and want. Analysis and identification of the variables that affect a consumer's decision to make an online purchase are crucial. Because the internet is a new medium, customers have new expectations. The factors that affect online customer behavior differ from those that affect traditional consumer behavior, thus online businesses need to be aware of these factors.

### **1.3 Objective of study**

- To examine how socio-demographic factors affect Consumer attitude towards online shopping.
- To find how the pattern of Online buying influences consumer's attitudes towards online shopping.
- To investigate the factors that played a role of barrier to the consumer's attitude towards online shopping.
- To know about the purpose of using internet.
- To find popular e-tailing websites.
- To know about the most popular category of item purchased online.
- To study the impact of demographic characteristics of customers on their online purchase pattern.

### **1.4 Scope of the study**

Online Shopping have some scope i.e., customers do the web research about the products he needs finds the products listed on the sites of different market or stores. He can check specification of products and features of the products, such as price, quality, delivery status etc. Various studies have conducted in urban and rural area, the present research study particularly emphasizes on consumer behavior of online shopping, factors influence on consumer about online shopping, brand choi towards buying home appliances. There is a huge demand and scope for online shopping in glo market. The present study is focused on only Bangalore North region to found what are the problem faced by customer during online shopping of electronic gadgets.

### **1.5 Limitations of the Study**

1. The study is restricted to only online shopping of electronic gadgets.
2. The study is limited to only Kangra district and it can't be generalized.
3. Time and other resources are limited during the study period.
4. The study is focused more on Factors influencing of consumer behavior towards online shopping of electronic gadgets, Problems faced by consumers during online shopping and Post purchase. Behavior of consumers towards online shopping.
5. The respondent's opinion may differ due to poor memory power or bias which would not be eliminated.
6. Negligence of respondents due to a busy schedule at a workplace or other personal reasons.

### **1.6 Challenges before online shopping in India**

- Cash on delivery problems Many Indian customers still do not reply on online payment. They prefer the

'cash on delivery option. Cash on delivery option is perilous and laborious.

- **Slow Internet Connectivity in India**, still, internet connectivity is slow in many village areas. This creates problems for online shopping growth. However, this issue can be lesser in upcoming years.
- **Return Policies** Many Indians return the product after buying online. Still, there are many new customers on the online shopping site and they sometimes just try to purchase online and return it. Return policy expensive for eCommerce retailers. They suffer a loss due to the return policy.
- **Supply Chain Issues in rural areas** In India still, infrastructure facilities are underdeveloped as compared to western countries US, UK, etc. Therefore, online product delivery within time becomes difficult. In cities there are such facilities are available but in rural areas such facilities are underdeveloped. As per the reports published by Statista, In India, almost 65% population lives in rural areas but due to insufficient infrastructure facilities, the supply chain is not easily available in rural areas therefore online shopping is not deliverable in rural areas Since the rural population is higher compared to urban, E- Commerce business miss this higher market of rural areas.
- **The majority of internet purchasing platforms are only available in English**, which has presented a significant challenge for potential customers. In a nation like India, where the majority of people speak their native tongue or a regional language instead of English, the widespread usage of the internet frequently leads to issues because of customers' lack of comprehension. Even those with an education in Indian languages are unable to access the internet because most of it is written in English. Some websites have recently launched a Hindi edition as well. It might rise, but the majority of respondents said that language barriers made internet buying challenging. It is well known that India has 22 officially recognised constitutional languages.
- **A lesser use of credit cards is one of the key reasons why consumers are staying away from this contemporary method of purchasing.** Even though a lot of websites also accept bank demand drafts, checks, and cash on delivery, a bigger portion of the service provider still relies on this plastic money. People in urban areas use bank cards, and using plastic money has been ingrained in their habits; in rural areas, this is a relatively small percentage. The dissemination of the newest purchasing techniques is hampered by incorrect security measures, inadequate internet access, ignorance, and malfunctioning plastic money encashment machines.
- **There have been several reports of quality problems, broken or subpar goods, delayed deliveries, and even examples of fraud where the goods were never shipped.** The much- heralded ease and convenience comes at a high cost, and customers are generally dissatisfied with the outcomes of their online purchases. The supply of commodities is not extended to smaller cities such as Tehsil places, and delivery of goods is limited to major cities.
- **The majority of things are costly, and those that are priced reasonably often have subpar quality.** Other than that, there are no features such as amazing discounts, shipping guarantees, replacement warranties, or after-sale support. The shipping costs add to the items overprice. A customer can purchase things for their base price if they employ the traditional shopping approach.
- **Since the decision to acquire any items is based on a brief description or a photograph, the person who purchases goods online has additional rights to return them if the item isn't exactly what they were expecting.** Customers have up to 14 days from the day they receive their products to return a purchase under the Consumer Contracts Regulations. This is extended even further by many online shops, so make sure to thoroughly check the terms and conditions as you might have more time to return undesirable things. However, issues arise when individuals are unaware of the need to return it. Refunds may be delayed if merchandise is returned. It is frequently discovered that funds have not been reimbursed. Personalized items are non-returnable; some goods are non-returnable for hygiene reasons. Please note that this does not affect your statutory rights. Although there is a consumer protection court, the costs for filing a complaint or case are not always affordable for the general public. In certain cases, refundable money is less than court costs. As a result, people chose not to shop online. Another issue arises when material is delivered to a customer and, because of family obligations, the customer does not have time to return goods within the recommended timeframe.

## **1.7 Online Shopping vs Offline Shopping**

Online and offline purchase based on certain parameters:

- i) Convenience:** Now, that's one of the benefits of purchasing through online medium. Online shops are open 24\*7 and products are delivered to the residences or offices of the customers according to their choice. So, a consumer can just wake up in the middle of the night and place an order for a smart phone or some apparels. This is one of the major reasons for the popularity of online shopping.
- ii) Variety:** An online shop is a customer's delight. No offline shop can offer as much variety in different product categories as an online shop can. Since online shops do not have to bother about space crunch, they can

make available large varieties of product at the same place. This large variety gives consumers vast choice which was not available before the advent of this medium.

**iii) Consumer review:** This is one of the benefits of the online shopping which helps the prospective customers to learn about the performance of products from somebody like them even before they can lay their hands on the products. Once a product is purchased by a customer through an online store, the customer is requested by the shopping company to upload their experiences with the product on the portal so that customers other customers can read that and decide for themselves if they want to purchase it or not. That helps customers to choose the best products for themselves.

**iv) Comparison shopping:** As customers, we like to visit few shops before purchasing a product. In case of offline shopping, that means physically traveling to each and every shop to check out the products. That's both time consuming and physically demanding. But in case of online shopping, we can effortlessly pull up number of online shopping sites on our devices and compare the products on them.

## **1.8 Perceived Risks towards Online Shopping**

### **Perceived Risk**

When it comes to online buying, perceived risk is the possibility of losing money while pursuing a desirable end; it is a mix of ambiguity and the potential for a serious outcome.

#### **i) Financial Risk**

1. When to shop online, credit card information can be compromised.
2. With credit card information in their possession, the retailer may overcharge.
3. Credit card information seems to have been hacked.

#### **ii) Product Risk**

1. It's possible that the goods receive is flawed.
2. Sometimes it may have a feeling that what ordered could not be what actually get.
3. Evaluating quality and other aspects online is difficult.

#### **iii) Delivery Risk**

1. It's possible that customer won't get the thing in time.
2. It might not get the online-ordered item.

#### **iv) Time Convenience Risk**

1. It takes a lot of time to find the perfect product online.
2. Order cancellation is a difficult process.
3. It might run into issues when trying to return an item.

#### **v) Privacy Risk**

1. The shop may provide my preferences and decision information to other businesses.
2. Email addresses are abused by other businesses.
3. Some businesses would misuse phone numbers.

#### **vi) Social Risk**

Possible social group status loss as a result of using a product or service, appearing dumb or unpopular. the likelihood that a consumer will purchase a particular good or service.

### **III. Conclusion**

Online shopping is becoming popular by the day. Marketers find understanding customer's need for online selling a challenge. In particular, understanding attitude of the consumers towards online shopping, improvements in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

Though online shopping is very common outside India, its growth in Indian market, which is a large customer market, is still not in line with the global market. According to Indian Commerce Report 2013, e-tailing accounts for less than 1 percent of the overall retail market in India in 2012. While it accounts for over 5 percent in the total retail market in China in the UK and the US. This shows that only a small fraction of internet users in India are currently online shoppers. The reason could be that it is not the technology but the way feels about high-tech purchasing that is holding back the development of the industry (Reda, 1995). Hence this is imperative that marketers understand the depth of customer interest this medium of retailing.

Along with high rapid growth of online shopping, this rapid growth is impressed to many retailers for selling products or services online which is the important channel to expand their market. The marketing manager should understand the customer behavior in order to make decision to purchase the online products or services that can create better marketing strategies. For understanding online consumption-related consumer behavior has to lead to diversity theoretical approaches. For this study, the buyer decision factor proposed was adopted. This study believes these 9 factors including Search engines, Online shopping malls, Auction websites, Convenience, Price, Brand, Security, Promotion and Refund might be suitable to explore and analyze consumer online behavior. Customers, not only those from well developed countries but also those from developing countries, are getting used to the new shopping channel. Understanding the factors that affect intention, adoption and repurchase are important for researchers and practitioners alike

#### **Findings**

- ❖ 91% of respondents are belonging to the age group of 10- 30.
- ❖ Majority of respondents (60%) are under graduates.
- ❖ 54% of respondents are single.
- ❖ Majority of respondents (52%) belong to income up to 48,000.
- ❖ 97% of respondents are somewhat aware about internet usage, in it 38% are experts.
- ❖ Fear about the breach of personal information and payment details (bank details) are the biggest concern (44:40) of the respondents on online shopping.
- ❖ Only 77% of respondents are frequently conduct online buying.
- ❖ Fear on online fraud and budgetary reason are the major hesitating factor for the online purchase.
- ❖ Only a lower number of respondents have some specific shops for conducting offline shopping.
- ❖ Out of the 77 respondents 61% says offline shopping is good.
- ❖ Most preferred (42%) online shopping site is flipkart.
- ❖ Main products that are preferred by the online buyers are: Dress, Electronics and Accessories and Sports.
- ❖ Major reasons for online shopping are Offers and 24\*7 Availability.
- ❖ Most preferred payment mode is cash on delivery.

#### **Suggestions**

- ❖ It is vital for the B2C E-Commerce sites to keep a client touchy valuing system, to convey client the best incentive for his cash.
- ❖ The quantity of staff, their agreeable nature, and affable conduct to help the customers will lead the store to better development and productivity.
- ❖ online customers are encouraged to carry out a great scope of publicizing communication missions to get more clients.
- ❖ Best technique ought to be carried out so the online customers can get precise criticism from the clients and about their experience in shopping and their significant ideas to improve the B2C sites execution for better shopping.
- ❖ It is recommended to online customers to keep a data framework for creating SMS's and emails to the clients on the offers accessible in the stores.
- ❖ Online customers ought to have a concurrence with associations and different establishments and give off markdown coupons to the representatives in different associations and foundations as workers are the spine for the web-based shopping.

**REFERENCES**

- [1] "SANTHOSH V," 2022, [Online]. Available: [www.ijrar.org](http://www.ijrar.org)
- [2] K. B. Sharma, "Public Full-text 1 GAP GYAN A GLOBAL JOURNAL OF SOCIALSCIENCES A Study of Consumer Attitude Towards Online Shopping in India and Its Impact."
- [3] "A Brief History of Online Shopping - ODM World".
- [4] A. Bhatt, "Consumer Attitude towards Online Shopping in Selected Regions of Gujarat," Online, 2014. [Online]. Available: [http://www.consumerpsychologist.com/cb\\_Atitudes.html](http://www.consumerpsychologist.com/cb_Atitudes.html)
- [5] U. Kanchan, N. Kumar, and A. Gupta, "A STUDY OF ONLINE PURCHASE BEHAVIOUR OF CUSTOMERS IN INDIA," *ICTACT Journal on Management Studies*, vol. 01, no. 03, pp. 136–142, Aug. 2015, 10.21917/ijms.2015.0019.
- [6] R. Sarkar and S. Das, "IJSRST16211 | Online Shopping vs Offline Shopping: A Comparative Study," 2017, [Online]. Available: [www.ijrst.com](http://www.ijrst.com)
- [7] "Perceived Risks towards Online Shopping," 2015, [Online]. Available: [www.ijedr.org](http://www.ijedr.org)
- [8] "ONLINE SHOPPING: A CHANGING SCENARIO IN INDIA." [Online]. Available: <http://www.aarhat.com/amierj/>
- [9] M. B. Rao, "FACTORS AFFECTING FEMALE CONSUMER'S ONLINE BUYING BEHAVIOR," 2018.
- [10] S. Akbar and P. T. James, "Consumers' attitude towards online shopping: Factors influencing employees of crazy domains to shop online." [Online]. Available: <http://www.aabri.com/copyright.html>.
- [11] <https://www.Wikipedia.org>