



VIRTUAL SHOPPING PRACTICES OF INDIANS: BIBLIOGRAPHIC STUDY

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ABSTRACT

E-retailing business growth in India has made an indelible impact on the country i.e., on the economy and the consumers. Wide variety of products are demanded by the consumers across different segments i.e., life style products, home-decor and furnishing, personal care and hygiene, consumer durable and non-durable goods luxury goods fashion clothing and accessories to basic essential goods. India online shoppers expects a hyper convenient, hyper price value and superfast delivery of products. Nearly 70 published research articles both online and in print forms (concept discussion, statistical analysis and empirical findings made by the research scholars) were collected by the author, out of which nearly 30 literatures were short-listed for construct of this article and they are headed into different topics. The online shoppers are found to be price consciousness, ensure shopping convenience, prefer to buy from the wide range of variety of product range available, easy payment options available, 24X7 shopping, use of price offers, delivery options, trust in delivery system, frequency of purchase, product quality superiority etc., are identified as the reasons especially influenced their online shopping. The shoppers are also found to be motivated to shop more online influenced by online retailers' promotion various benefits offered to the shopper and feasibility of payment option i.e., COD (Cash on Delivery). As per the literature review tier II cities consumers are considered as the potential buyer population on online. In the past years online shopping is conducted for purchase of electronic goods, cosmetics fashion items, but in recent years consumers prefers are shift to purchase of food and groceries from online retail stores. Online shoppers prefer to shop on Amazon, flipkart, Mintra and on sanpdeal sites. Past studies also provided evidences that though the shoppers had expressed satisfaction towards the product available on online retail stores, convenience experiences in shopping and product /service delivery mode, yet they were found to be patronages of traditional mode of shopping. Those number of studies conducted in the past that discussions on the online shopping preferences, attitude, perception and satisfaction of the shoppers, not much studies have documented concrete evidences on the reasons stated by the consumers for shifting from physical store to virtual stores.

KEY WORDS: Virtual Shopping, Online Shopping, Factors Influencing Shoppers, Shoppers Perception and Satisfaction.

INTRODUCTION

E-retailing business growth in India has made an indelible impact on the country i.e., on the economy and the consumers. It has changed the way consumers were shopping their products of need and necessary. E-retail penetration and its growth are very prospering in India. Online retailing business is fast growing in India and it is valued between US\$ 57-US\$ 60 billion in 2023. Increase in digital and physical virtual facilities i.e., internet and data has made feasible for 230-250 million (23 to 25 crore). India's to shop virtually in the year 2023. Consumer segment of online shoppers is diversified i.e., consists of consumers belonging to different income classed metros tier II cities and tier III. Cities and generation Z (Consumers born after 1997). As on date, 80 per cent of e-retailing and shopping business in India are focused on 10 big cities and the consumers segments in other cities and zones are fast growing. Realising this fact the Indian e-retails have to scale-up their capacity of operation actively product their e-retailer stores build in strong SCM (Supply Chain Management) facilities and infrastructures, establishing close relationship with e-shoppers, offer flawless and timely services and be more price sensitive and offering safe and every payment channels adopt to multi logistic communication application and develop knowledge on consumers hailing in different knocks and corners of this vast spread country. Wide variety of products are demanded by the consumers across different segments i.e., life style products, home-decor and furnishing, personal care and hygiene, consumer durable and non-durable goods luxury goods fashion clothing and accessories to basic essential goods. India online shoppers expects a hyper convenient, hyper price value and superfast delivery of products.



Focused Theme -Rationality

Online shopping or say virtual shopping is completely different from the traditional shopping practices. Modern day digital shoppers experience more advantages and benefits in term of price concessions, reviewing product quality, assessing product features, buying international brands at domestic market, experiences time and shopping conveniences compared to the traditional offline retail shoppers. Physical shoppers have to spend both time and energy to shop a product of their desire, whereas, a virtual shopper on a mouse click can spend number of hours in reviewing a product and can shop at ease sitting in their cozy room. Ease, economic and conveniences are three primary benefits realised by the virtual shoppers. Based on the above discussion this bibliographic study aims to analyse the online shopping practices of Indians.

Methodology and Design of the Article

Bibliographic analysis support researcher in assessing the scholarly articles published in a systematic manner i.e., through collection of relevant research work, sorting the works into different heads and analysis cum discussing the subject matters in detail. Adopting to this concept nearly 70 published research articles both online and in print forms (concept discussion, statistical analysis and empirical findings made by the research scholars) were collected by the author, out of which nearly 30 literatures were short-listed for construct of this article and they are headed into different topics of discussion: shoppers preference for online shopping, influences of demographic and socio-economic status of shoppers on online shopping, factors influencing online shopping products shopped and online sites preferred by the shoppers and the online shoppers perception and satisfaction towards their shopping practices. The extensive literature analysis act as a support tool in understanding the study concepts and behaviour of the shoppers in different time period over a decade i.e., from 2013 to 2024.

review discussion

Discussion of the scholarly articles collected are presented in this section.

Shoppers Preference for Online Shopping

Badra and Sharma (2015) stated that due to the international exposure, technological interface and double income earning by youth have shifted their shopping towards online retail portals. Article Singhal and Patra (2018) found that there exists gender difference in preference of purchasing products through online. The article indicated that consumers are interested to buy in online for various reasons like: various discounts, easy payment facilities, easy return facility, timely and express deliver etc. Kushwah and Singh (2019) study stated that three main factors that mostly influence the consumer shift to online shopping are: e-retailers image, attractive website design and customers relationship with the retailers. Tripathi and Patel's (2021) study concluded that there is huge acceptance of online shopping among the consumer since the outbreak of COVID-19. The prime reason behind changing consumers migration towards online shops are the utmost safety prioritised by the shoppers i.e., not get infected by the Covid virus

Influences of Demographic and Socio-Economic Status of Shoppers on Online Shopping

Saravanan and Devi's (2015) says that in tier II city like Coimbatore, nearly 42.50 per cent of the online shoppers are in the age group of 25-35 years and the online shoppers are wide spread in the city engage in various occupation like professionals, business class people, public and private sector employees. Micro level analysis made by Deshmukh and Joseph (2016) with the support of SEM analysis established significant relationship between demographic status of the consumers and their intention to shop online.

Factors Influencing Online Shopping

Banu et al 's (2014) study indicated that convenience, accessibility, scope, attraction, reliability, experience and clarity are the key factors considered while making online shopping. Ahmed and Sathish's (2015) study indicated that majority of the consumers preferred online shopping for various reasons especially influenced by the mode of payment, wide varieties of top brand products availability, option to assess product reviews, influenced by e-service quality and offer /discount deal extended by the retailers. Study of Thangavel (2015) conveyed that convenience of shopping, time saving features, variety of product availability, experts review and information on the specific products, ease of product selection due to well design webpages, quality of product /services and cash on delivery options are identified as the more influencing features of online shopping that had persuaded the shoppers to shop through this medium. Study of Silpa et al., (2016) discussed that shoppers are motivated to shop more online influenced by online retailers' promotion various benefits offered to the shopper and feasibility of payment option i.e., COD (Cash on Delivery). Rajesh (2018) commented that online shopping is determined by factors like: the conveniences and benefits realised through 24X7 shopping, use of price offers, delivery options, trust in delivery system, frequency of purchase etc.



Products Shopped and Online Sites Preferred by the Shoppers

Mathur and Sharma's (2014) article found that 74 per cent of the online shoppers' samples frequent shop online and they buy different category of products right from clothing, shoes, books, travel tickets etc. Saravanan and Devi's (2015) article aimed Amazon, flipkart and snapdeal are three primary online retail sites where the sample shoppers prefer to shop to buy electronic, cosmetics, jewellery accessories and food items. Jayaprakash et al., (2016) study declared that online shoppers living in Pollachi taluk prefer shopping at various online sites (like: Amazon, flipkart, snapdeal, myntra, e-bay and other websites). The ethnographic study of Vyas and Bissa (2017) stated that most of the consumer prefer to shop on Amazon (55 per cent), Flipkart (40 per cent) and on ebay (15 per cent). According to Bodla and Saini (2017) customers preferred to buy more electronic items fashion apparels and recharge services. They prefer to shop on Amazon, flipkart and on sanpdeal sites. Rajesh (2018) claims that consumers shop for multiple products on online like: apparels of various categories for both men and women, food wear accessories and jewellery accessories. Study Kapoor et al., (2022) observed differences between online shopping preferences between men and women shoppers. Women in general prefer buying apparels and men buy electronic goods through online retail sites.

Online Shoppers Perception and Satisfaction towards their Shopping Practices

Rudresha et al., (2018) claim that shoppers feel that shopping online is very simple, time saving, large assortment of products available, convenient for shopping and flexible, still they prefer to shop in traditional retail stores as they can personally verify the products before they buy. Vidyashree et al., (2018) inferred that the shoppers' perception towards online shopping varies from one individual's opinion to the others. Kailash (2020) article exposed that demographic factor of online shoppers (such as their education, occupation and annual family income) were found influence their perceptions on online shopping. Article of Goswami (2013) confirmed that consumers expressed satisfactions towards wide range of products available on online, secure payment procedures, time value, cost the delivery, quality, on-time delivery and able to buy desired products. Nagra and Gopal (2013) concluded that demographic status of the shoppers (their gender, age level, income capacity, family size and marital status) and their frequency of purchase on online influences their satisfaction. Rajesh (2018) says that shoppers had expressed satisfaction towards online product quality, products return policy and various services (payment and delivery) offered by the retailers. Vidya and Selvamani (2019) study revealed that the online shoppers are satisfied with all the product dimensions. The study also informed that consumers feel that they are benefited with online facilities like: convenience, less procedure, timely delivery, product offers, low cost etc. Prabhu and Priya (2021) concluded that online shoppers have expressed satisfaction towards product descriptions, quality, transparency in revealing product related details and competitive price deals offered by the online e-retail stores. Research paper of Frederick (2022) states factors like: shoppers understanding on the value of time, money and product, understanding on the nature of service quality offered by the retailers and online shopping system quality are the factors that influences customer satisfaction towards online shopping. Singh (2024) article claims that consumers awareness towards online shopping influences their buying behaviour and satisfaction towards their shopping activities.

Conclusion (Research Gap)

Bibliographic analysis strengthens the author's knowledge on the nature of online shopping practices carried by the Indian consumers and the shoppers' perception cum satisfaction towards it. The literature analysis provides understanding that different age, income group and segment of consumers have different understanding towards online shopping. Certain studies provided evidences that consumers have exhibited a greater shift in their shopping behaviour i.e., transition from shopping at local retail store to online stores. Research scholars have identified three main factors that mostly influence the consumer shift to online shopping are: e-retailers image, attractive website design and customers relationship with the retailers. The online shoppers are found to be price consciousness, ensure shopping convenience, prefer to buy from the wide range of variety of product range available, easy payment options available, 24X7 shopping, use of price offers, delivery options, trust in delivery system, frequency of purchase, product quality superiority etc., are identified as the reasons especially influenced their online shopping.

The shoppers are also found to be motivated to shop more online influenced by online retailers' promotion various benefits offered to the shopper and feasibility of payment option i.e., COD (Cash on Delivery). The above-mentioned factors also influence the online shoppers and satisfaction towards their shopping behaviour. And consumers consider these factors as the prime benefits realised from online shipping. As per the literature review tier II cities consumers are considered as the potential buyer population on online. In the past years online shopping is conducted for purchase of electronic goods, cosmetics fashion items, but in recent years consumers prefers are shift to purchase of food and groceries from online retail stores. Online shoppers prefer to shop on Amazon,



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