

Study on Recent Trends in Online Shopping in India

Abhishek Chilka
Research Scholar, MCA
Thakur Institute of Management Studies, Career
Development and Research, Mumbai (MS), India

Sandeep Chauhan
Research Scholar, MCA
Thakur Institute of Management Studies, Career
Development and Research, Mumbai (MS), India

Abstract -- Online Shopping or internet shopping consists primarily of the distribution, buying, selling, marketing, advertising and servicing of products with the help of internet and other computer networks. India is witnessing the tremendous growth in online shopping. This paper studies about recent scenario, recent trends in online shopping in India. For example, the interested categories of product, preferred way to pay online. Today's online shopping platforms provide many offers to consumers which attracts the consumers and drives their business. Along with that there are also problems in online shopping like quality, security etc. India's online shopping market is constantly growing at good phase.

Keywords -- Online shopping, digital payment, security

I. INTRODUCTION

Online or Internet Shopping: It's a type of web based business in which customers can purchase merchandise or administrations straightforwardly from the vender utilizing a web program. Different words utilized for web based shopping are e-shopping, web shopping. Online Shopping was invented by Michael Aldrich in the year 1979. In 1980, Redfin's Office Transformation was propelled by him, which empowered the merchants, suppliers, consumers and operator to interface with the corporate framework over the web and portable exchanges electronically [1]. In June 1999, K Vaitheeswaran and five of his friends including V S Sudhakar, Vipul Parekh, Hari Menon, V S Ramesh and Sundeep Thakran founded India's first online departmental store. The website Fabmart.com was launched in September 1999 which then offered only music CDs for sale. Between February and October 2000, the website introduced additional categories including books, movies, watches, and groceries [2]. Today, online shopping has become the booming industry in India, some of market leader's in India are Amazon.com, Flipkart.com, Myntra.com etc.

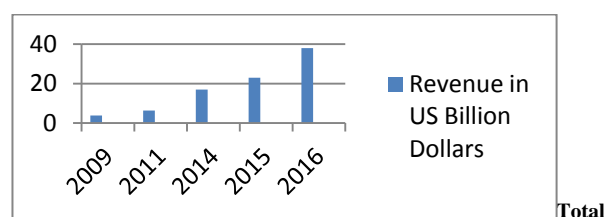
Trends: general direction in which something is developing or changing. Recent Trends in shopping can be what type of categories products are on demand, who are buying the more products male or female, as India is marching towards digital payment the which is most preferred payment method in India.

II. RECENT SCENARIO IN ONLINE SHOPPING

A. Recent Online Shopping Statistics

India has an internet users base of about 450 million as of July 2017, 40% of the population. Despite being the second-largest userbase in world, only behind China

(650 million, 48% of population), the penetration of e-commerce is low compared to markets like the United States (266 million, 84%), or France (54 M, 81%), but is growing at an unprecedented rate, adding around 6 million new entrants every month[3]. In 2016, about 69 million consumers purchased online and the number is expected to cross 100 million by 2017 with the rise of digital natives, better infrastructure in terms of logistics, broadband and Internet-ready devices to fuel the demand in e-Commerce. In 2017, mobile commerce will become more important as most of the companies are shifting to m-commerce. Mobile already accounts for 30-35% of e-commerce sales, and its share will jump to 45-50% by 2017," adds the report-commerce is big business and getting bigger every day. Online shopping has been embraced by Indians with close to 25-30 million adults making a purchase via the internet in the last year. The year 2017 will see or is seeing large scale growth in the Indian e-commerce sector with increased participation from people across the country [4]. India's e-commerce market is estimated to be USD 33 billion in the financial year 2017 NASSCOM's latest estimates [5]. This industry will continue to drive more employment opportunities and contribute towards creating more entrepreneurs through the e-commerce marketplace model, noted the study [4].



Sales from 2009 to 2016
(Fig 1)

The (Fig 1) represents total sales in online shopping from 2009-2016. As we can see growth of sales constantly, from less than \$ 5 billion dollars in 2009 to \$38 billion dollars in 2016. We can say online shopping in India is unstoppable [6].

B. Leading online stores in India in 2016

Companies	Annual web sales in million us dollars
Amazon.in	\$437.7
Flipkart.com	\$398.9
Snapdeal.com	\$258.7
Myntra.com	\$198.3
Jabong.com	\$175.7
Bigbasket.com	\$98.3

Ebay.in	\$69.6
Shopclues.com	\$37.1
Infibeam.com	\$36.6
Firstcry.com	\$34.8

(Fig 2)

In fig 2 we can see Amazon tops the chart with \$437.7 million followed by Flipkart \$398.9 million, Snapdeal by \$258.7 etc [7].

C. Other Highlights

- [1] The market's largest segment is the segment "Fashion" with a market volume of US\$6,821m in 2017[6].
- [2]User penetration is at 13.2 % in 2017 and is expected to hit 23.9 % in 2022[6].

III. 3. RECENT TRENDS IN ONLINE SHOPPING

A. Most Demanded Products in India

Category	Interest in %
Apparel	85%
Mobile Phones	68%
Cosmetics	25%
Watches	75%
Artificial Jewellery	65%

(Fig 3)

In 2016, it demonstrated that a higher sum was being spent all things considered for prevalent classifications, for example, attire by 85 for each penny, cell phones by 68 for each penny and beautifiers by 25 for each penny, with regards to web based shopping. There was additionally a noteworthy increment in spending on classifications, for example, watches by 75 for every penny and counterfeit adornments by 65 for every penny. PC and purchaser gadgets, alongside clothing and embellishments, represent the greater part of India's retail online business deals [4].

B. Top 3 City Statistics of India

As per the findings of the joint study (Assocham India), Bangalore has left behind all other cities in India shopping online in the year 2016. While Mumbai ranks second, Delhi ranks third in their preference for online shopping.

- In other cities like Bangalore, 69% of its population chose to buy daily routine products through e-shopping in 2015-16, which will go to 75% this year for apparel, gift articles, magazines, home tools, toys, jewellery, beauty products & sporting goods categories.
- Likewise, Mumbai share was 65% in the last year, which might go up another 70% in this year for electronic gadgets, accessories, apparel, gifts, computer peripherals, movies, hotel booking, home appliances, movie tickets, health & fitness products and apparel gift certificates etc.
- Delhi, 61% of its population chose to buy daily routine products through e-shopping in

2015-16, which will go to 65-68% by the year end [4].

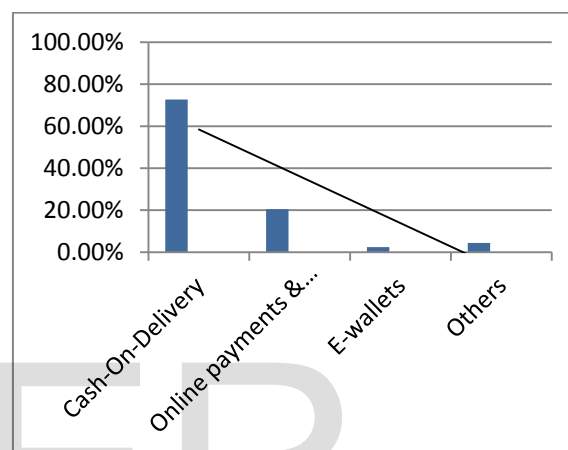
C. Most Interested people in shopping online

	Male	Female
Number Of Purchases (in %)	76	24
Average Order Value(in Rs)	1430	1177

(Fig 4)

From (Fig 4) it is concluded from table that 76% male and 24% female purchases online. Which means male purchases 3 times more than the female [8].

3.4 The Most Preferred way by Indian customers to pay online.



(Fig 5)

The less preferred way is e-wallets with less than 5% followed by credit and debit cards with 21% and the most preferred to pay online is COD with 71% [8].

IV. DRIVERS OF ONLINE SHOPPING IN INDIA

[1] Increased access to internet services has made it possible to make their purchase online. Better and faster 4g services have boosted the accessibility.

Abundant choices of shopping sites provide wide range of products and services [9].

[2] Online shopping operates on a huge scale and thus the products are offered at discounts.

For e.g Amazon great Indian Festival, Flipkart's Big Billion days etc.

[3] Behaviour of Indian Consumers has also changed over the years. Consumers are not only using internet for booking their air, movie or railway tickets, but are purchasing a number of other products such as mobiles, home décor, apparels, and electronics [9].

[4] Busy Lives leave people with less time to visit markets, malls or other conventional stores. Online shopping has made buying things very easy [10].

[5] Online shopping these days provide various facilities such as exchange or return policy which are very useful [11].

[6] Marketers are using social platforms like Facebook, Twitter, Google plus, to promote their products which lead's in consumer having more

information. This has increased online shopping as these platforms are very famous.

[7] Special cashback policies offered by online shopping websites.

[8] 24hrs Customer Care services by many shopping websites helps solving customer queries. As a result, customer's trust is gained.

[9] Better and safer online banking services helped in gaining trust of consumers who earlier hesitated in sharing their details with shopping online [9].

[10] Various pages on Facebook and Instagram offers stylish and latest clothing, foot wear, fashion accessories, bags, mobile accessories and various products at affordable price which has made online shopping famous among the young consumers [9].

V. PROBLEMS IN ONLINE SHOPPING IN INDIA

A. *Quality issues*

The most concerning issue while purchasing things online is that you have no certification of an item's quality. With the volume of merchandise web based business organizations handle nowadays, it can be very troublesome for them to direct quality keeps an eye on every single one of the items they're offering. Furthermore, the issue of getting the right size remains a genuine disadvantage for purchasing attire and footwear on the web. Sizes change from brand to mark, and since you can't experiment with the items previously getting them, choosing the size is dependably a bet [9].

B. *Delivery and logistics*

One uncertainty that continually turns up while shopping on the web is the point at which the request will be conveyed. Conveyance faculty regularly turn up at our homes when we're grinding away or out some place as there's no real way to settle a specific vacancy for the conveyance to occur. This same issue exists while returning items.

C. *Digital payment failures*

Regardless of whether a client is paying by credit/check card, net banking, or one of the few computerized wallets that exist today, the disappointment of advanced instalments dependably lingers overhead while making on the web exchanges. A wavering web association or a specialized glitch regularly brings about the payable sum being charged from a client's record without being credited to the offering party. What's more, recovering this sum is definitely not a brisk procedure; one needs to advise the site and afterward stick around 7-10 days before the sum is discounted to their ledgers. However, this circumstance is consistently enhancing as the area is concentrating more on cashless exchanges and clients are getting more educated about making instalments on the web [11].

D. *Additional charges*

How many times has it happened that you've spotted a great deal on a product and when you're one click away from purchasing it you noticed an additional shipping charge. This is commonplace on all e-commerce sites when your order amount isn't high

enough to qualify for free shipping. And even when it is, sometimes these shipping charges are added on each individual product (if you're buying multiple products of course) and not the collective order [9].

E. *Lack of security*

Cyber security, or more precisely the lack of it, is a major problem on the internet today. E-commerce sites record important customer data like name, phone number, address, and bank details. If these sites don't implement stringent cyber security measures, your data is at risk of falling into the wrong hands who can then wreak havoc on your bank account. Most of the big players in online shopping certainly have the best-in-class security measures to protect their customers' details, but the same can't be said about the countless smaller sites who may not have the expertise to do so [11].

VI. CONCLUSION

Online Shopping is a web based platform where people can buy products through electronic medium, India's online market is increasing year by year. India's total sales from 2009-2016 is \$38 Billion dollars. Recent trends in online shopping in India are people are spending high on apparels and mobile phones. Male in India purchase 3 times more than females. And Indian consumers most preferred way to pay for online shopping is COD (Cash on Delivery). Attractive offers from online shopping companies are attracting Indian consumers. While the quality, lack of security, additional charges problems still exist. We can conclude online shopping India is here to stay and will be unstoppable in coming years.

REFERENCES

- [1] Dr.Gagandeep Nagra , Dr.R Gopal, An study of Factors Affecting on Online Shopping Behavior of Consumers, International Journal of Scientific and Research Publications, Volume 3, Issue 6, June 2013
- [2] Kanupriya , Dr. Rita, Anupreet kaur, A Study Of Behaviour Of Consumer Towards Online Shopping, Orbit-Biz-Dictum Volume 1, Issue 1, January-June 2016
- [3] Taweerat Jiradilok, Settapong Malisuwan, Navneet Madan, and Jesada Sivaraks, The Impact of Customer Satisfaction on Online Purchasing: A Case Study Analysis in Thailand, Journal of Economics, Business and Management, Vol. 2, No. 1, February 2014.
- [4] <http://www.assocam.org/newsdetail.php?id=6130>
- [5] <https://economictimes.indiatimes.com/industry/services/retail/indias-e-commerce-market-to-touch-33-billion-this-fiscal-government/articleshow/59808900.cms>
- [6] <https://www.statista.com/statistics/289770/india-retail-e-commerce-sales/>
- [7] <https://www.statista.com/statistics/297355/leading-e-retailers-in-india-ranked-by-annual-web-e-commerce-sales/>
- [8] <https://onlinesales.ai/blog/current-trends-about-indian-e-commerce-industry/>

- [9] "Online Shopping Scenario In India : Brick To Click Journey" –Monika Dahiya ,Feb 2015 Vol 2 Issue 3
- [10] "Online Shopping Scenario In India: Less Bricks And Mortar Retail Space"-R.Rohini, R.Kajapriya,Vol-1 Issue-1 2016 IJARIE-ISSN(O)-2395-4396
- [11] "Recent Trends in E-Commerce Shaji Thomas1", Prince V Jose2 International Research Journal of Engineering and Technology (IRJET) e-ISSN: 2395-0056 Volume: 02 Issue: 06 | Sep-2015

IJSER