CUSTOMER ADOPTION OF ONLINE SHOPPING SITES

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Abstract

The study titled "Customer Adoption of Online Shopping Sites" comprises of the experiences and adoption process with respect to online shopping sites. The growing use of internet in India provides a developing prospect for online shopping. If E-Market knows the factors and the types of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existing online customers. This study focuses on factors which online Indian buyers keep in mind while shopping online. This study will be measured the adoption process on the attributes like information perceived and its usefulness, ease of use, perceived enjoyment and security/privacy which influence consumer for online shopping.

Keywords: Online shopping, E-Marketing

Introduction

Now a day, Customers mostly prefer 'Online Shopping Sites' for buying any consumable products by available shopping sites. Customers find a product by visiting website of the retailers which displays the same product's availability and pricing at e-retailers. These sites are more comfortable for the people who help them to finding any goods or services from different vendors and different prices as well. Today's scenario of the market is that no one is interested to buy any products from retail shops, because everyone are aware about online shopping and mostly prefer online sites for their shopping. This system is more comfortable and useful to everyone; it attracts to shop anything from anywhere and anytime. Online shopping is attractive to not only Youth Generation but also Senior Citizen because, it is very easy and comfortable as compare to trade from retailers and outdoor shop keepers. Online shopping is broadly spreading in all over the world because of its convenience and better services are available. Here, various companies are involving to provide electronic services to their customers, like availing needy and important goods, reducing marketing costs, proving

goods at reasonable cost, discount offers, money back offers, various selling offers, home delivery, etc. Online shoppers are individually decides the prices as per their research and convenience and compete against each other with respect to the products. Online shopping is a trend which is spreading into the world and maximum people are aware about it.

Online Shopping Site's Profile

There are Five E-commerce companies which are competing against each at global level across the world are taken into consideration for the study. These companies are proving various services to their customers and marketed goods with convenient and reasonable rate at individual level. Below are the companies which are taken for further study:

• **Flipkart :**

Flipkart is an Indian electronic commerce company based in Bengaluru, India. Founded by Sachin Bansal and BinnyBansal2007, the company initially focused on book sales, before expanding into other product categories such as consumer electronics, fashion, and lifestyle Products. The service competes primarily with Amazon's Indian subsidiary, and the domestic rival Snap deal. As of March 2017, Flipkart held a 39.5% market share of India's e-commerce industry.

• **Amazon**:

Amazon is the most valuable public company in the world ahead of Apple and Alphabet. It is the largest e-commerce marketplace and cloud computing platform in the world as measured by revenue and market capitalization. Amazon.com was founded by Jeff Bezos on July 5, 1994 and started as an online bookstore but later diversified to sell video downloads, MP3 downloads, audio book downloads, software, video games, electronics, apparel, furniture, food, toys and jewelry.

• **Paytm Mall**:

Paytm Mall is a platform provided by Paytm for user to shop it works just like any other E-Commerce website or Application. Pay TM Mall is a privatized business firm, which is a type e-commerce business site. It was founded in 2010 by Vijay Shekhar Sharma (Founder and CEO), it' she adquarter established in Noida, Utter Pradesh, India. This company is basically focusing on to provide online shopping service, payment systems, digital wallets etc.

- **Myntra:**

Myntra is an Indian Fashion, e-commerce Company headquartered in Bangalore, Karnataka, India. The company was founded in 2007 to sell personalized gift items. The starters of the Myntra e-commerce company are Mukesh Bansal, Vineet Saxena and Ashutosh Lawania. The company is in private type of business. Jabong.com, fitiquette, roadster etc. these are three subsidiaries in the company. In May 2014, Myntra.com was acquired by **Flipkart.**

- **Home Shop 18**:

HomeShop18 is an Indian online and on-air shopping channel owned by the Network 18 Group division of Reliance Industries. Key peoples are Sandeep Malhotra (Founder of the company) and Manish Karla (CEO). GS Home Shopping 18 has a 15% stake in Home shop 18. Network 18 has a 51% stake in Home shop 18.

Objectives of the Study

- To know customer's responses from their online trading.

- To collect the information of how customers are dealing with shopping sites and it's trading.

Scope of the Study

- Online shopping makes use of digital technology for managing the flow of information, products, and payment between consumer, site owners and suppliers.

- The scope of study is only limited to Wardha city, not involved in another area.

- It can serve as a reference to the researcher as level of knowledge and skills among the customers.

Conclusion

Before of e-commerce trend, the scenario was buying any products from retailers or offline store. It was too much time consuming and not sufficient for everyone to buy any product from retailers. But after some decade, technical world had captured innovative techniques and come forward with e-commerce sites. E-commerce industry has changed with buying any product or service from online shopping sites through using the internet. E-commerce industry involved various shopping sites and competes with each to provide online shopping service. Now a day, customers can purchase any product from their place, at convenient time and with the help of internet. It successfully includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services.

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