

## A Study on E-commerce: Changing Trends in Online Shopping

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### Abstract:

*Change is the rule of nature. There are always changes in the time and with the changing time there is tremendous changes in the needs of society and also the ways to fulfilling these needs and wants are changing. The internet is now a days is considered as one of the basic needs of people. With the introduction of e-commerce there is a change in shopping trends. E-commerce refers to ordering, buying, selling and paying for the products and services using the internet. Four categories of e-commerce are there that is B2B, B2C, C2C, and C2B. In B2B there is exchange between business and consumer. This is a form of e-commerce in which online purchasing is done by people. The present study is conducted to show that why e-commerce is effective in today's time with some of its limitations. It is an attempt to show the changing trends in online shopping .For this purpose, the study is taken on the persons of a specific area. It shows what aspects people considered for online shop and how and why there is changes in the shopping trends online.*

**Key Words:** E-commerce, online shopping, Internet, Mobile phone.

### Introduction

E-commerce is one of the most popular concepts of today. In the past, for shopping there was the requirement of transportation and physical access for purchasing and payment to store . But now the times have gone changed. Today's shoppers don't even need to get dressed. They can shop from the comfort of their home, with their laptop or other device that provides everything a brick-and-mortar store location has to offer. The e-commerce industry has considerably changed the way consumers make purchases and connect with their favorite brands. Mobile devices, including smartphones, tablets and laptops, have made it easier than ever for shoppers to complete transactions from anywhere with Internet access. Majority of e-commerce traffic originated from mobile devices. Experts predict a promising and glorious future of e-commerce in the 21st century. E-shopping is becoming more and more popular and natural. Each year number of e-commerce deals grows enormously. Sales volumes of on-line stores are increasing day by day because people likes to go for online shopping, and the tendency will continue, because a lot of people remains busy by work and household duties, while Internet saves a lot of time and gives opportunity to choose goods at the best prices.

"E-commerce stands for electronic commerce and pertains to trading in goods and services through the electronic medium. B2B, B2C, C2C and C2B are the forms of e-commerce. Electronic commerce or e-commerce refers to a wide range of online business activities for products and services."

### Objectives and Research Methodology

- To know about changing trends in online shopping.
- To know why consumers go for online shopping.
- To give some suggestions for the growth of e-commerce and online shopping.

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For the present study both primary and secondary data has been collected. For primary data has been collected from 100 respondents of Kurukshetra district, Haryana is taken as sample. A structured questionnaire is constructed and from 100 respondents is taken to know about their experiences and views on online shopping. The persons are selected as sample that are aware and have some knowledge of e-commerce and online shopping. So that useful results could be extracted from them. With that necessary secondary data has been collected from various books, journals and websites.

### **Importance of E-commerce**

Today e-commerce is a remarkable experience. It has transformed traditional shopping beyond recognition. It is so much better than any other way of shopping that it has already attracted a large no. of people. Customers enjoy shopping experiences from the comfort of their own homes, or from any other place by the mobile websites. The some importances of e-commerce are given below:-

- **Transparency in pricing:** Among the more evident benefits of e-markets is the increase in price transparency. The gathering of a large number of buyers and sellers in a single e-market reveals market price information and transaction processing to participants.
- **Ease to customers:** As there are no theoretical geographic limitations. Customers can easily select products from different providers without moving around physically.
- **Low operational costs and better quality of services:** No need of physical company set-ups and easy to start and manage a business.
- **Better Productivity:** It is increasing productivity for both companies and customers. People like to find answers online because it is faster and cheaper.
- **Quick Comparison and better buying decisions:** E-commerce also enables user to compare price among several providers. It leads you to smart shopping. People can save more money while they shop.
- **Economy Benefit:** E-commerce allows making transaction without any needs on stores, infrastructure investment, and other common things we find. Companies only need well-built website and customer service. In this way, E-commerce enables to move better with higher wider access to assistance and to advice from experts and peers.
- **Other benefits:** Save shopping time and money, fast services and delivery, faster buying/selling procedure, buying/selling 24/7, margin for more business safety. It provides more control, time saving and flexibility.

### **Limitations of E-commerce**

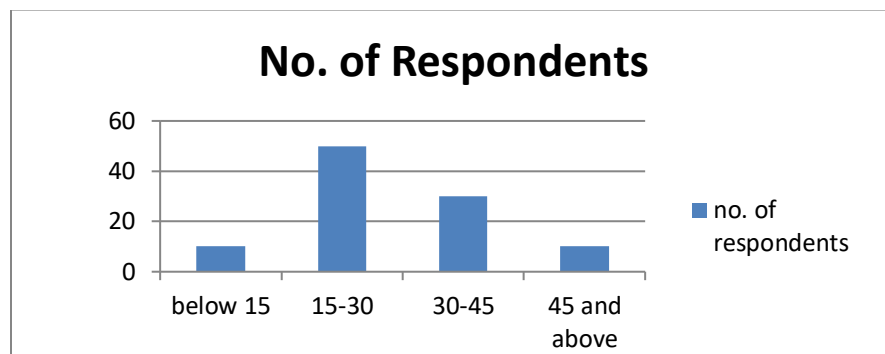
- **Security and Quality:** Some time users have to compromise with the product quality. Customers need to be confident and trust the provider of payment method and Examine on integrity and reputation of the web store.
- **No physical feel of product.**
- **People who prefer to physically check and focus on product, not buy online.**
- **Customer Service and Relation Problem:** As there is minimum chance of direct customer to company interactions, customer loyalty is always on a check.
- **Bad sites:** there are many bad sites which cheat customers.
- **Mechanical problems:** These may create problems in order processing.
- **Hacking:** There are many hackers who look for opportunities, and thus an ecommerce site, service, payment gateways; all are always prone to attack.

### Analysis

A research is conducted by taking 100 respondents of Kurukshetra district, Haryana as sample. Data is collected from them on the basis of structured questionnaire. Respondents are selected as who are conveniently available and have some knowledge of online shopping that is who have gone through online shopping experience at least one or two times. Now, here the responses are presented in the tabulation form with original number of responses and their percentages in each category. Data is also shown graphically for clearly understanding the views.

**Table-1 and Graph-1**  
**Persons interested in online shopping on the basis of age.**

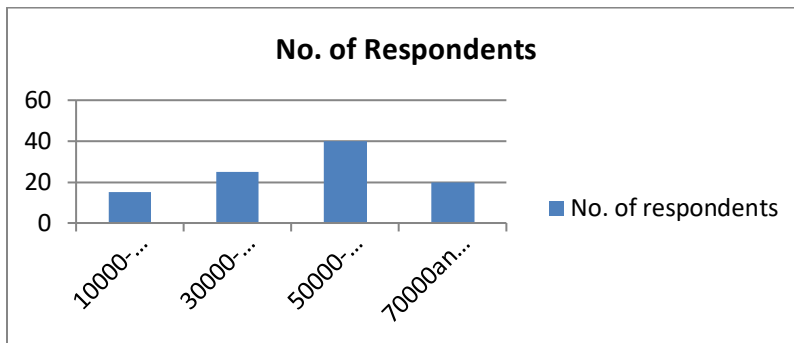
Age	No. of Respondents	Percentage
Below 15	10	10%
15-30	50	50%
30-45	30	30%
45 and above	10	10%
Total	100	100%



It is depicted through the table-1 and graph-1 that age group of 15-30 and 30-45 are more interested in online shopping than other as these age group persons are well aware of e-commerce and they are the persons who plays a vital role in changing the trends in online shopping.

**Table-2 and Graph-2**  
**Changes in shopping trends on the basis of income.**

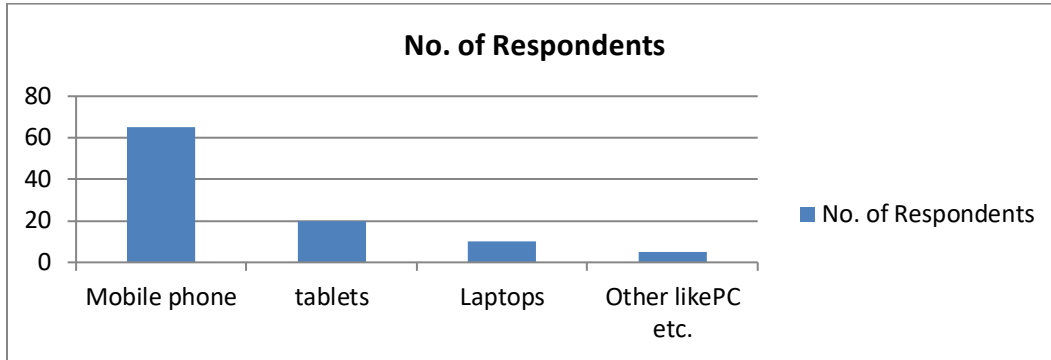
Income	No. of respondents	Percentage
10000-30000	15	15%
30000-50000	25	25%
50000-70000	40	40%
70000and above	20	20%
Total	100	100%



On the basis of above data it is revealed that middle income group whose monthly income is 30000-50000 and 50000-70000 are mostly using the way of shopping through internet.

**Table-3 and Graph-3**  
**Preference of devices used for shopping**

Devices Used	No. of Respondents	Percentage
Mobile phone	65	65%
tablets	20	20%
Laptops	10	10%
Other like PC etc.	5	5%
Total	100	100%

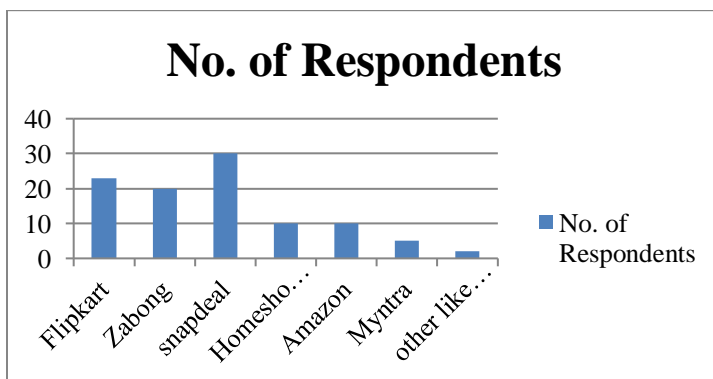


With the help of table-3 and graph-3 it is shown that mobile devices smart phone, tablets, laptops and some other devices like home pc etc. are used by the shoppers which are changing the old ways of shopping after the introduction of e-commerce. Now a days most of the persons in the city having the smart phones and they make use of it for online shopping. Thus with the growing pace mobile commerce is getting popularity. Mobile phones that is smart phone are now used by people to purchase online.

**Table-4 and graph- 4**

**Persons interested in visiting the sites for online for getting online different products of their use.**

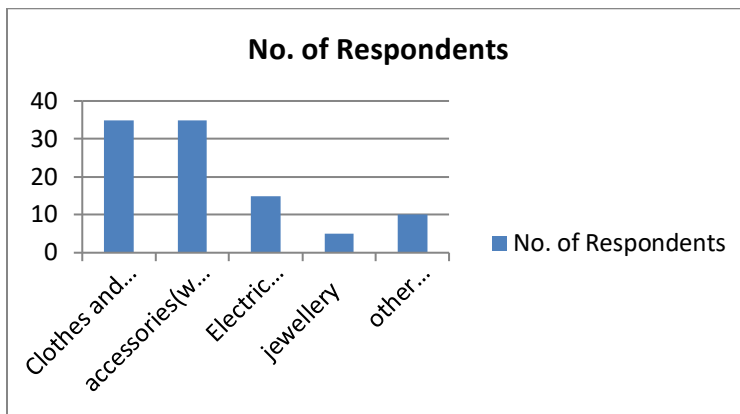
Various websites for online shopping	No.of Respondents	Percentage
Flipkart	23	23%
Zabong	20	20%
Snap deal	30	30%
Homeshop18	10	10%
Amazon	10	10%
Myntra	5	5%
Others like nykaa, naaptol, starcj, craftsvilla etc.	2	2%
Total	100	100%



Different e-commerce sites have been visited by respondents as shown above. Preferred sites for purchase are snap deal, flip cart and amazon. Persons looks for branded products, pricing, product delivery charges, time taken in getting order and new styles with products pic mostly when they visit the site. Thus users adopting different criteria to visit a site and make purchases over there.

**Table-5 and Graph-5**

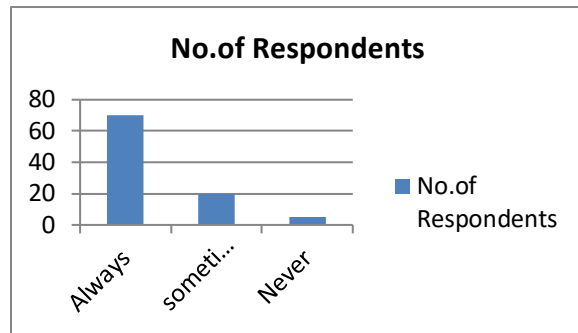
Articles or Products	No. of Respondents	Percentage
Clothes and Kids wear	35	35%
Accessories (Watch, Shoes etc).	35	35%
Electric Gadgets (Camera, mobile etc.)	15	15%
Jewelry	5	5%
Other Households	10	10%
Total	100	100%



People purchases different things like clothes, electric gadgets, accessories and other household things from these sites. As shown below accessories like shoes, watch, mobile phone etc. and clothes are mostly purchased then other items. So people are interested nowadays in visiting different sites for different things.

**Table-6 and Graph-6**  
**Satisfaction through Online shopping**

Satisfaction Level	No.of Respondents	Percentage
Always	70	70%
Sometimes	20	20%
Never	5	5%
Total	100	100%

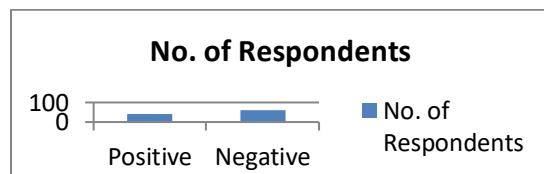


The graph-6 and table-6 reveals that 70 percent respondents are fully satisfied from online purchasing and this data clearly shows why there is a tremendous increase in online shopping with the emergence of e-commerce. But sometimes there is lack of satisfaction remain because people don't found the product with same quality as they considered it. Sometimes extra service charges bother users.

**Table-7 and Graph-7**  
**Is Show Rooming a big factor**

This refers to the supposedly popular practice of visiting a retail store, looking at a product and then finding a cheaper version online. But we see here that this practice is followed sometimes but now slowly there is changes in the mind set of people and they directly visiting the sites without any show rooming. There is only 40 percent responses are positive which shows that changing the trends of show rooming.

Show Rooming	No. of Respondents	Percentage
Positive	40	40%
Negative	60	60%
Total	100	100%



### **Preferred to shop during festive season and special offers**

It is also known from the study that People preferred to buy during festive season and special offers. Also they make purchases during regular timings.

### **Suggestions**

- To attract more customers e-store owners will have not only to increase the number of available services, but to pay more attention to such elements like attractive design, user-friendliness, appealing goods presentation, they will have to opportunely employ modern technologies for their businesses to become parts of e-commerce future.
- Customers need secure access all the time. In addition to it, protection to data is also essential. Unless the transaction can provide it, there will be fears in users mind regarding e-commerce.
- Understanding the need of the moment is also necessary.
- Mobile is driving the new trends. So e-commerce marketers should give every detail including transactional emails like shipping notifications, purchase confirmations, and status updates.
- E-commerce stores should focus on making their on-site experiences as easy to use as possible.
- E-commerce which we are witnessing today brings in so much adventure into our lives that it is enjoyed by the whole online community. It is made by us and meant for us. E-commerce today does have some drawbacks but people should trust the online world and then it will be a better place.

### **Conclusion**

With the study about E-commerce it is come to know that educated people are more using internet who have some awareness about online dealings like students, working persons, educated house wives etc. so with the increase in education there will be more change in the online shopping trends, because more devices can be used by the educated persons effectively. People are interested in e-commerce because they found online purchasing is good, effective and time saving. It provides ease of order processing, special and seasonal offers ,discount etc. which makes the product availability at less prices. Thus people found new styles at reasonable prices. There is something new always which attracts people to go online. But it has some limitations also sometimes people don't found the product same as it is shown in the picture over the site. So satisfaction is a matter to be considered. Some persons are not always satisfied through online transaction. But dealings on internet are considered secure by most of the people. Branded products and well known products are mostly traded. When people visit a site they look at its display, product pictures, prices, ways and terms of order processing etc. Mostly visited sites by the persons in the city are Amazon, snapdeal, jabong, flipcart, nykaa, homeshop18 and myntra etc. Sometimes other sites are also visited by people here. Mostly they buy clothes, shoes, jewelry and gadgets like camera, watch etc.

Thus through the e-commerce there is tremendous increase in business and also the growth in economy. This is beneficial both for the buyer as well as seller, as buyers are getting a variety of things easily at their doorstep with security and satisfaction. E-commerce is getting popularity day by day and with it there is also growth in the concept of mobile commerce as the research shows mobile is the preferred device of online users and these are the changing the trends in online shopping.



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