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## A STUDY OF “CONVENIENCE AND BENEFITS OF ONLINE SHOPPING”, A NEW TREND.

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### ABSTRACT

**T**he research paper aims to provide theoretical contribution in understanding the present status of advantages, accommodation of web based shopping, and investigates the elements that influencing the web based shopping. The Study gives bits of knowledge into buyers' web based shopping practices and inclinations. Additionally, paper likewise distinguishes the advantages that clients' get when they need to embrace web shopping as their primary shopping medium. Introduce study is a spellbinding review in light of the definite survey of prior important reviews identified with the different ideas of internet shopping to investigate the idea of web based shopping. Discoveries uncover that web based shopping conveys ideal comfort to the buyers. Protection and security hazard rises oftentimes as an explanation behind being careful about web shopping. Shopping accommodation, quick ownership, data looking for, social collaboration, and assortment influences the purchaser state of mind towards

internet shopping.

**KEYWORDS:** theoretical contribution , online shopping behaviours and preferences.

### INTRODUCTION :

An online shop brings out the physical similarity of purchasing items or administrations at a blocks and-mortar retailer or strip mall; the procedure is called business to-shopper (B2C) web based shopping. The biggest of these internet retailing organizations are Snapdeal, flipkart, Amazon.com, and eBay .Retail achievement is no more extended about physical stores.

This is clear in light of the expansion in retailers now offering on the web store interfaces for Consumers. With the development of web based shopping, comes, the ideas of fulfillment and Loyalty for site which required in giving administrations on the site and executing on the web. Organizations before utilizing compelling advertising procedures examine different elements to change over Potential clients into dynamic ones. The five predominant variables which impact buyer Perceptions of internet shopping are Information, Ease of utilization, Satisfaction, Security/Privacy, Proper Utilization.

There is doubtlessly Indian Consumer Internet space is without a doubt on a rise.

The proof for that development is as per the following,



Year	Internet users	Penetration (%)
2016	462,124,989	34.8%
2015	354,114,747	27%
2014	233,152,478	18%
2013	193,204,330	15.1%

Source: - Internet Live Stats

## LITERATURE REVIEW

White and Rao (1999) found that customers who are fundamentally persuaded by comfort will probably make buy on the web.

Wolfenbarger and Gilly (2001) recommend that two thought processes, i.e., looking for the sake of entertainment (hedonic) and shopping in view of an objective (utilitarian) are commonplace of online customers.

Alice and others concentrates that, the five measurements of internet shopping comfort are: get to, hunt, assessment, exchange, and ownership. Online retailers can utilize the five element estimation instrument to evaluate the level of client saw web based shopping comfort. This instrument can help the supervisors in recognizing the defeating key impediments to the conveyance of exceedingly advantageous web based shopping administration to clients, furthermore helps them grow their devoted client base.

As indicated by Anil Bilgihan and others, comfort is an imperative predecessor of steadfastness, when clients have positive recognitions towards the accommodation of online innovation, then their devotion increments.

## OBJECTIVES OF THE STUDY

1. To find out how frequently the respondents access the internet for online shopping.
2. To find out the impact of online shopping on consumer behaviour of the selected respondents.
3. To know the consumers awareness and perception about the products and services provided on internet.
4. To know how customers enjoy the convenience benefit through online shopping.

## SCOPE OF THE STUDY

- o Higher incomes driving the purchase of essential and nonessential products
- o Evolving consumption patterns of Indian customers
- o New technology and lifestyle trends creating replacement demand
- o For maintaining of easy and luxurious life

## HYPOTHESIS

- Consumer Propensity to use the Online Channel for Research and Purchasing
- Consumers attitude towards online shopping
- online shopping provides the various benefits to the customers
- Various factors affect the consumers decision making while purchasing the products over internet.

## CONCEPTUAL STUDY

### FACTORS AFFECTING THE ONLINE SHOPPING

Kotlar P, Keller et al., (2009) advocate that consumer shop online because it is convenient. Gordan A and Bhowan K, (2005) examined factors that encouraging online shopping

1. Convenience (no traffic, crowds, 24 hr. access)
2. Better Product Selection
3. Useful Delivery Mode

Hirsst Alan and Omar Ogenyi, (2007) expressed that comfort, value, usability and proficiency are certain attributes of web based shopping. Jush and Ling, (2012) proposed that web based business encounter, item recognition and client benefit have critical association with state of mind towards web based business buys through web based shopping. As indicated by them buyers who buy online will probably purchase garments, book and make travel booking. Delafrooz Narges et al. (2009) found that utilitarian introductions, accommodation, cost and more extensive determination are a critical determinant of buyer's state of mind toward internet shopping. Customers are searching for more comfort (time and cash sparing), less expensive costs and more extensive choice when they shop on the web. Buyers who esteem the comfort, costs and more extensive determination of web shopping tend to buy more on the web and all the more frequently. Michal Pilik, (2012) expressed that Logistics, Security and protection of data, Timeliness, Availability, Convenience, Customer administration were criteria utilized by clients while web based shopping.

Zhou et al., (2007) recognized nine sorts of purchaser components, 1) including socioeconomics, 2) Internet encounter, 3) regularizing convictions, 4) shopping introduction, 5) shopping inspiration, 6) individual qualities, 7) online experience, 8) mental discernment, and 9) web based shopping background in influence customer on the web. Smith and William, (2003) analyzed the elements impacting purchasers towards web based shopping are advertising endeavors, socio-social impacts, mental elements, individual inquiries, post-choice conduct and experience.

### ONLINE SHOPPING A CONVINCENCE

#### Convenience is a context-based concept.

Seiders et al's. (2007), Prior writing on online administration, quality has recognized a few administration accommodation highlights exceptional to virtual shopping demonstrating a portion of the fixings constituting on the web benefit quality, for example, usability, Interactivities, data look, the profundity and wealth of data, and security

### DIMENSIONS OF CONVENIENCE

**Yale and Venkatesh (1986) Characteristics of convenience Goods are:-**Time usage, availability, conveyability, fittingness, handiness, and evasion of obnoxiousness. They exactly find that administration accommodation significantly affects clients' Overall fulfillment. Different analysts have additionally recognized some key components of Convenience that is helpful for consumer loyalty, for example, visual plan, Information quality and conveyance benefit (Koo et al., 2008; Yang et al., 2005). Later,

Beauchamp and Ponder (2010) look at the key contrasts between in-store and online store, clients in view of the accompanying four sorts of retail accommodation: get to, hunt, exchange, and ownership comfort. They find that, contrasted with traditional In-store shopping, purchasers see web based shopping as being more advantageous for Purposes of get to and look comfort, yet not as far as

exchange Convenience. .

There are various types of conveniences such as

### Dimension Description

- Access convenience (1) Time flexibility (2) Space flexibility (3) Energy used (4) Accessibility of web sites (5) Availability of products and brands
- Search convenience (1) Download speed (2) Web design (3) Search engine capacity (4) Search function (5) Product classification (6) Average number of items per product menu listing (7) Number of lists that have to be scrolled down
- Evaluation convenience (1) Product information (2) Standardized and branded products (3) The presence of price information in product listings (4) Product categorization
- Transaction convenience (1) Check-out process (2) Payment methods (e.g. check and cash) (3) Changes in purchase (4) Confirmative reply (5) Price inconsistency
- Possession convenience (1) Delivery offered (2) On-time delivery (3) Delivery change notification (4) Product undamaged (5) Attitude and performance of deliverymen
- Post-purchase convenience (1) Keep promises (e.g. product return and reward delivery) (2) Customer protection (3) Self-protection tips (4) Personal data security (e.g. e-mail address)

### BENEFITS OF ONLINE SHOPPING

- 24/7 shopping
- Saves time
- Comparison shop
- Price comparison
- Third party shopping sites keeping merchants competitive hence offering the best products and prices. So, it not only encourages customer for online shopping but also helps in relationship management.
- Consistency between advertised price and site price.
- Sometimes no cost delivery even to third party receiver
- ease in merchandise cancellation or return
- sometimes tracking of shipping available
- large online shopping site offering store comparison and sometimes no taxes

### NEED FOR INTERNET SHOPPING

Few developments have altered India's lifestyle more quickly and more completely than the Internet. Online get to has empowered individuals from varying backgrounds to bring whole libraries, stimulation settings, post workplaces and money related focuses to a working environment, to a desktop or to a shirt stash. The Internet's biggest and most significant effect might just be en route purchasers look for everything from endowments, devices and basic needs to apparel, autos, and travels. The simplicity and determination that the Internet gives to customers has changed the substance of retailing. To an ever increasing extent, buyers visit a store's Web to settle on their decisions before going to the store itself; and in a quickly swelling tide, numerous customers are bypassing the store inside and out and requesting on the web straightforwardly from the Web locales of their most loved brands and outlets. Organizations like Sephora, Sears and Crate and Barrel have expanded the range and amount of items accessible at their online stores and are sending on the web

coupons and deal declarations by means of email straightforwardly to their clients. Since online stores are open 24 hours a day, seven days a week, and their inventories are regularly more total than those of their physical partners, the Internet makes it simple for customers to think about items inside or between stores, to peruse item audits from different clients, to get to merchant return arrangements and to discover guarantee data.

## RESEARCH METHODOLOGY

Here the inductive research methodology is applied. The study is done on the basis of secondary data collection such as journals, articles, websites, research papers etc.

## CONCLUSION

Above discussion clearly indicate that online shopping has turned into a normal piece of our lives, fundamentally on the grounds that it is so advantageous. Consistently, a large number of individuals go online to do look into about items and make buys from a great many diverse online vendors. The web permits clients to examination look for the best arrangements and find items that may some way or another be hard to discover. In any case, while web based shopping furnishes with an abnormal state of accommodation, it likewise gives chances to cybercriminals to take customer's cash and data through different online tricks. That is the reason it is so imperative for clients to know how to remain safe while shopping on the web. Along these lines, web based shopping is a fun and helpful approach to find hard-to-discover things, to make buys and find deals, additionally with some level of hazard. Internet shopping can be simple and charming with a few safety measures. India's online market is at an early stage yet is required to see tremendous development throughout the following four to five years. Retailers have a sizeable open door as the online populace spends progressively and purchase all the more oftentimes on the web. Online customers hope to see great arrangements online joined by free or minimal effort shipping. Purchasers are searching for trust, Security and protection of data, opportuneness, accessibility, comfort, client administration, costs and more extensive choice amid web based shopping.

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