

ONLINE SHOPPING:
AN INNOVATIVE TOOL OF GOOGLE SUCCESS

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Abstract

Today online shopping is widely accepted in the developed countries due to various factors like convenience, product comparison, time saving, ease of use, 24x7 availability etc. In the present scenario, internet is not only a source of communication and entertainment but increasingly, a medium of business transaction for the entrepreneur's as well. The most popular advent of internet is online shopping (E-shopping/internet shopping) which is a innovative tool of entrepreneurs. In the paper the study aims to find the reasons of Google success and the role of online shopping in today's scenario. The trend of online shopping is slow in India. Hence there is a need to explore the reasons and the market potential of online shopping.

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OBJECTIVES OF THE STUDY

The study has been conceived with the following objectives:

- To examine success factors of Google.
- To analyze the potential of online shopping.
- To analyze the reasons of shift in buying channel vis-à-vis traditional channel
- To find the reasons due to which potential consumers do not prefer online shopping.

INTRODUCTION TO GOOGLE & ONLINE SHOPPING

Google is one of the most visited sites on the worldwide web. The google's journey began in 1998 as a small start-up company by **Sergey Brin and Larry Page**. They created a billion dollar company that has revolutionized the world. This California-based Google Inc. has become the Internet's most popular search engine with revenues of over \$6 billion yearly.

Brin and Page could not find anyone who wanted their product at such an early stage of development. They decided to improve the product themselves and then take it public. This strategy ended up working very well. Next, Brin and Page decided to change the name to Google, chosen from the word googol, which is a mathematical term coined by Milton Sirotta, nephew of American Mathematician Edward Kesnar for a number that represents a 1 followed by a 100 zeros. This large number represented the company's mission to organize the immense amount of information available on the World Wide Web.

REASONS FOR GOOGLE SUCCESS

- **Father of all Search Engines:** Google has become a leader in terms of volumes of information generated per search, relevance, and quickness of the search results.
- **Unique Technology:** Technology is the backbone and strength of any web based service company. The 'uniqueness' and 'impossible to replicate' factors are critical for the success of any technological application and Google has mastered these factors.
- **Google's Innovative Spirit:** Google's indomitable innovative spirit holds a lot of significance in making it such an undeniable part in the life of any individual today. Be it Gmail, You tube,

Business Suite, ad sense , ad words, Google news or Google Maps ,they all facilitate comfort and convenience in one's life.

- **Exceptional Business Model:** Google has a unique business model where 99% of its revenue is generated from ads. It popularizes its products (or rather services), which increases traffic, reigning in more advertisers, who are the primary source of revenues for Google.
- **Human capital:** 'It is easier to get into the CIA than Google' is an old Silicon Valley joke. The quality of human capital of Google can be easily assessed with the numerous (7-10) rounds of interviews that an individual is subjected to before promising him a post in the coveted 'Googleplex'.
- **Employee oriented:** Dry cleaning, fancy haircuts, laundry service, massage parlours, gyms, fine dining, and commuting services are just some of the amenities made available to Google employees. This makes Google the dream workplace which in turn translates into more dedicated and committed employees.
- **Empowering employee creativity:** The fact that creativity can only be nurtured and not forced out of an individual has been aptly understood and adopted by Google. An instance of this would be the 20% of the paid time that Google employees can devote for their own pet projects and research. A manifestation of such creativity can be seen in the form of 'Google News'.
- **Leadership:** Since Eric Schmidt joined Google as CEO and Chairman in 2001, Google has grown exponentially under his stewardship. Good leadership is an indispensable factor for the success of any company.
- **Responsive to change:** With the launch of products like Gmail, Google news, Google maps, Android, Orkut, Youtube, and Google business suite, Google has demonstrated its inherent adaptability to the changing needs and environment.
- **Addictive to use:** Unlike its competitors, Google websites are more user-friendly, clutter free and devoid of any annoying ad banners. It creates an understated appeal and a rich experience which drives in users again and again.

The online consumer marketplace has grown at an exponential rate. E-Marketing is the hot topic and an exciting area for research due to its relative novelty and explosive growth. Technology has enhanced the capacity of online companies to collect, store, and transfer and analyze vast amount of data from and about the consumer who visit their Web sites for shopping. Just as the Internet

creates many exciting new opportunities, it also introduces many new questions that warrant careful study. Increasing Internet usage also raises questions about how best to protect consumer privacy.

The online growth rate indicates that the online channel will play a more profound role in consumers' shopping activities. Inarguably, online channel present different experiences even when the same product are purchased. Additionally, the Internet is praised for its capabilities to provide interactivity (chat, e-mail), personalized experiences (registration, user input, personalization), multimedia (flash animation, movies), shopping tools (virtual sales assistant, search engine, order tracking), increased selection and information.

The Indian Internet access market grew by 35% in 2006 to reach a value of \$1,921.2 million. In 2011, the market is forecast to have a value of \$5,715.7 million, an increase of 197.5% since 2006. The market grew by 42.3% in 2006 to reach a volume of 85.4 million users. In 2011, the market is forecast to have a volume of 274.6 million users, an increase of 221.6% since 2006. India accounts for 5.5% of the Asia-Pacific Internet access market's value. (Datamonitor, 2007)

E-Marketing is the process of marketing product/services using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. E-Marketing is the short form of Electronic Marketing. Electronic-Marketing is the lifeblood of modern business. E-Marketing may be defined as the process of building and maintaining customer relationship through internet activities and to satisfy the goals of both buyers as well as sellers. As far as traditional marketing is concerned ***“Marketing is human activity directed at satisfying needs and wants through exchange process”*** (Kotler and Turner, 1981). Marketing is the function of management responsible for identifying, anticipating and satisfying customer requirements profitability. The basis of marketing remains the same planning to deliver the right message to the right people at right time. What has changed is the number of options.

The web is now established in India as a mass-market media channel for the wealthy. Email has become a mass-market media channel for office workers and professional classes, but the use is more fractured than in Europe. The main changes in internet access both at home and at work

have happened in the last five years and have seen the internet has become an essential part of office life. The number of people with access continues to rise, but it is still only 5% of the country. The time they spend online is rising too and the frequency of use is rising: people who have access use it a lot and continue to use it more and more. In this report we have collated together a market snapshot of how internet access and use in the country is developing. Internet access growth started accelerating in 2002 and both the web and email have now mainstreamed as both a consumer and business tool. Email has become an important business tool for both domestic and international firms, and the ability to overcome the geographic challenges of such a large country have made it a quick replacement for fax services. However the role of the web goes far beyond business. For a new generation of consumers it's become a key lifestyle and entertainment channel, with many strong nationally created entertainments, sport and news sites traceable back to the mid nineties. The strong home-grown content industry India has had, complemented by a strong IT sectors in Bangalore, Mumbai and Delhi have fuelled internet development. In terms of international access, there is an additional pattern of strong use of UK and US websites as well as international sports websites. The internet advertising industry remains young in India and behaves in a similar way to the Western European internet advertising industry 5-8 years earlier. It is enjoying fast growth, albeit from a low base. The sector is dominated by financial services, IT/mobile and recruitment, with consumer package goods and motoring accounting for only small shares of the national online advertising market. However Indian consumers have experienced web advertising from the start of their use of the web so there is greater acceptance than in some of the Western European markets at a similar stage in their growth. The market is nationally driven with extra campaigns coming from global brands, but most of the budget confined to national businesses. The internet is a gateway to world knowledge as well as a massive platform for national media and documentation. Once people start using the internet their behavior changes permanently and already in India over two thirds of people with access use it several times a week or more. Work audiences account for significant amounts of the online total population. Access from internet cafes remains extremely high, averaging 30% on working days (Digital Strategy Consulting, 2009).

With the outburst of internet growth, internet marketing has started becoming very popular. It is said that Internet marketing first began in the beginning of 1990 with just text-based websites

which offered product information. With growth in internet, it is not just selling products alone, but in addition to this, information about products, advertising space, software programs, auctions, stock trading and matchmaking. A few companies have revolutionized the way; internet can be used for marketing, such as Google.com, Yahoo.com, Amazon.com, Alibaba.com and Youtube.com. Internet marketing has brought forth so many strategies such as affiliate marketing which consists of pay per click, pay per view, pay per call and pay advertising. Affiliate marketing also includes banner advertisements. In addition to this e-mail marketing, viral marketing, interactive advertising, blog or article based marketing are also popular. Companies are inventing new techniques to find better ways to make revenue and establish their brand on the internet. Consumers are becoming more and smarter. They don't want to be a party to the internet advertising campaigns made by companies unless they get some incentive in doing so. They would be quite keen in participating in campaigns provided they are compensated in some way by the companies. There are usually 2 or 3 parties involved in internet marketing. It is companies and end users or companies, internet marketing companies and end users. If it is a two party model then companies themselves directly gets revenue from the end users. If it is a three party model then internet marketing service providers acts as intermediate revenue providers for companies. In order to attract end users they can share a part of their revenue which they receive from the companies with them. Internet marketing serves three business models. They are the B2 B model, B2C model and P2 P model. The B2B model deals with complex business to business transactions and internet advertising helps bring revenue to both. B2C model involves direct interaction between the business and customer. P2 P model involves distributed computing which exploits individual exchange of goods and services. P2 P model was mostly useful for distribution of video and data. But due to copyright problems P2P models have had troubles. (Panchanathan et al, 2005)

According to Kotler (2000) in the field of business, change is occurring at an accelerating rate. Today is not like yesterday and tomorrow will be different from today. Continuing today's strategy may be risky; so is turning to a new strategy. There is a continuous push by the global forces on everyone's business. Technology will continue to advance and amaze us. About 15 years ago, commercial use of internet was restricted to only few organizations. In 1994-1995, internet commercial explosion took off. Over 150 million people worldwide have become internet

users since 1994(Hanson, 2000). The increased availability of information on the internet is generally a significant benefit to consumers and induces them for internet shopping. The coming of internet really transformed the way business was being done, especially in the field of marketing. The internet offers the marketers a lot of benefits as a new communication and distribution channel. The development of the Internet has strongly impacted the worldwide marketing environment. The Internet is used every day by a wide variety of people for several functions. More and more people gravitate towards using the Internet more intensively as the accessibility of technology, the availability of information, and the ability to interact through the Internet increase and evolve. Obvious capabilities of the Internet include avenues for gathering information, purchasing a product, or rendering service. But today it has taken a new shape. It has not only created the awareness among the people in a nanosecond pace but its evolution of technology has changed the traditional way of buying. The arrival of the internet as a multifaceted tool has changed the buying behavior of the individual. The Internet, and, more specifically, the Web, has provided a brand new space in which exchange relationships can be developed in computer-mediated environments that allow two-way interactive communication both between the parties themselves and between each of the parties and the medium itself. This technology gives the consumer an unprecedented transcendental role in the final result of the exchange relationship, since he is actively involved in the firm's value creation process.

The Internet has evolved into a worldwide accessible marketplace for information exchange and e-commerce. Earlier, people used it as a source of information and communicating. The Internet is used every day by a wide variety of people for several functions. More and more people gravitate towards using the Internet more intensively as the accessibility of technology, the availability of information, and the ability to interact through the Internet increase and evolve. Obvious capabilities of the Internet include avenues for gathering information, purchasing a product, or rendering service. But today it has taken a new shape. It has not only created the awareness among the people in a nanosecond pace but its evolution of technology has changed the traditional way of buying. The arrival of the internet as a multifaceted tool has changed the buying process of the individual. The Internet, and, more specifically, the Web, has provided a brand new space in which exchange relationships can be developed in computer-mediated environments that allow two-way interactive communication both between the parties themselves

and between each of the parties and the medium itself. The latest expansion of internet is driven by marketing initiatives as it provides product and product information to the potential customers. As there has been a paradigm shift in the lifestyle of consumers. Today consumer is busy and it is not possible for them to shop physically. Internet taught the marketers, how to sell the product electronically. The Internet has also generated enough interest in buyers for online shopping because it is easy and convenient way of shopping.

- The latest expansion of internet is driven by marketing initiatives as it provides product and product information to the potential customers. Internet applications have played an important role in the developments of online shopping in the last decade. It offers convenience, choice, availability and lower prices. And each one of these elements remains a valid reason why the majority of consumers are attracted to **E-shopping**. An important application of the Internet, that also unifies the market virtually, is Electronic Shopping/Internet-Shopping/Online-Shopping. *Electronic shopping is defined as a computer activity/exchange performed by a consumer via a computer-based interface, where the consumer's computer is connected to, and can interact with a retailer's digital storefront to purchase the products or services over the internet.* With one click, customer can glance, the information regarding the product and services. Buyers today are only a click away from comparing competitor's product and attributes. Today a person can order almost anything over the internet. The popularity of this medium of exchange has allowed the existence of a free market with intense competition. With the success of online retailers like eBay and Amazon.com etc combined with low start up costs, the industry has expanded rapidly. Electronic Shopping have begun to demand market information that allows them to focus their marketing efforts to maximize traffic and consumption. Specifically, to identify the motivating factors that lead to online buying and retaining the customers.

The advancement in Internet technology allows for the expansion of options beyond the traditional methods that may be more time consuming. For instance, instead of having to physically visit different stores to compare prices or relying on circulars, pamphlets in newspapers, the consumer is able to search and retrieve the needed information through the Internet. With the number of hosts on the Internet having grown, the Internet users have a wide variety to choose or to satisfy their needs. As Internet usage rises, firms are beginning to realize the importance of better understanding their online customers. Today electronic shopping plays a

major role in the world's economy and is expected to continue in the future. Internet shopping has grown almost five-fold since 2000. The growth of broadband access has been an important drivers of change both for consumers and for business. Higher computer literacy makes internet shopping more attractive. Convenience of use is an important factor in purchasing online but concerns about security of payment and delivery arrangements are seen as negative aspects of the internet. The speed of response available has been an important factor in the growth of search engines and price comparison sites. Traditional retailers have responded to the growth of internet sales by successfully developing their own online businesses. Their familiarity with the internet also makes them better placed to identify and take advantage of lower priced products. The internet provides an alternative shopping channel to traditional retailing.

E-Shopping is one such marketing service which is available to the consumers uninterrupted 24 hours a day/ 7 days a week from any location where you have the internet access. The popularity of this medium of exchange has allowed the existence of a free market with intense competition. With the success of online retailers like eBay and Amazon.com etc combined with low start up costs, the industry has expanded rapidly. Electronic Shopping have begun to demand market information that allows them to focus their marketing efforts to maximize traffic and consumption. Specifically, to identify motivating factors that lead to online buying and customer retention. The advancement in Internet technology allows for the expansion of options beyond the traditional methods that may be more time consuming. Having to physically gather information is alleviated and the customer is better able to efficiently use their time. For instance, instead of having to physically visit different stores, to compare prices or relying on circular pamphlets in newspapers, the consumer is able to search and retrieve the needed information through the Internet. As Internet usage rises, firms are beginning to realize the importance of better understanding their online customers.

According to eBay, Indian online shoppers remain brand savvy, even when they are shopping online. The eBay India Census has found that brands such as Sony, Nokia, Samsung, Apple and Reebok continue to top buyers' charts.

REVIEW OF LITERATURE

- **Maigan and Lukas (1997)** studied on the consumer perception towards e-shopping. The study found that internet shopping involves more uncertainty and risk than traditional shopping. Consumers' unwillingness to provide their credit card information over the web has been cited as a major obstacle to online purchases.
- **Kargaonkar, Wolin (1999)** explored a study on multivariate analysis of web usage and it was found that gender and age to be significantly correlated to online shopping. In this study it was found that online shoppers are more male and often young. Males were also found to use the internet for downloading and purchasing activities to a greater extent to females.
- **Lohse and Spiller (1999)** studied on the online shopping and it was found that online shopping is a result of convenient access to greater amounts of information that enhances customer decision making and increases market penetration for the merchants.
- **Chase and Franson (2000)** in one of their study claimed that internet shopping is no different from any other innovation. It is simply a new/innovative method of purchasing products. Companies with online stores might be very interested to learn how innovative their customers are.
- **Lee and Turban (2001)** studied on trust in internet shopping and it was found that lack of trust is one of the commonly cited reasons as to why the consumers do not prefer an online purchase and it plays a significant role in facilitating online transactions. This might be because in an online environment the consumers have no physical interaction with the seller. So website plays an important role to gain customers trust online.
- **Blackwell(2001)** studied the customer investigation on e-shopping and his study revealed that the study of consumer behavior is a complex and broad subject which encompasses the factor such as demographics, lifestyles, personality, values, culture and family which play a part in consumer behavior decision making process.
- **DiMaggio and Louch (1998)** show that, particularly for risky transactions, consumers are likely to rely on social ties as a governance mechanism. Such ties are more likely to exist between geographically proximate buyers and sellers, suggesting that there may indeed be a preference for doing business with firms that are already physically present in the local market.

- **Steinfeld and Whitten (2000)** focused on the opportunities for firms to combine their physical presence and e-commerce channels to 1) build trust, 2) meet diverse consumer needs and preferences, 3) exploit natural complementarities between virtual and physical capabilities to enhance value for buyers, and 4) use their greater knowledge of the local community to offer more targeted products and services.
- **Pan et al.(2002)** report in his paper that even when entry of a pure e-retailer occurs, they have a weaker market position compared to the hybrid retailer and therefore they set lower prices.
- **Na Li and Ping Zhang (2002)** published a paper in Eighth Americas Conference on Information Systems entitled “CONSUMER ONLINE SHOPPING ATTITUDES AND BEHAVIOR: AN ASSESSMENT OF RESEARCH”, studied that consumers intention to shop online is positively associated with attitude towards Internet buying, and influences their decision-making and purchasing behavior. And the features of products like variety of goods, product quality/performance/product uncertainty, product availability, price, social presence requirement, product presence requirement, dependability of product, possibility of customized products, and brand etc also affect the consumer behavior towards online buying.
- **Chiang et al. (2003)** point out that, as a result of this trade-off, customers self select into using either the online or the store channel taking into account their shopping convenience, relative product valuations, and the online and store prices (which can be different). Since both of these channels are operated by the same retailer.
- **Shi(2005)** in his paper explained that 75% of the firms spent significant time in managing cross channel coordination and conflicts, about 18% of the firms shared information across channels in an effective way, and about half of the firms had taken initiatives in adjusting management performance targets and incentives to encourage cross-channel collaboration.
- **Liu et al. (2006)** focus in his paper on how the decision to introduce the online channel can be strategically used by a store retailer for deterring the entry of a pure e-retailer. The study found that online channels are now widely used by store retailers.
- **Brynjolfsson et al., Overby and Jap (2009)** found that in order to leverage the online channel effectively, retailers must recognize that the customers have different value propositions from transacting on store and online channels. Past empirical studies show that the products that are either comparatively rare or have low quality uncertainty sell better in the online channel On the other hand, common products or products with high quality uncertainty sell better on the physical

channel. Products with high quality uncertainty sold in the online channel have a price discount whereas those with low quality uncertainty do not have such a discount. The fundamental reason for such behaviour is that the customers may find it hard to evaluate products in the Internet channel.

- **Grashaw (2010)** in his paper revealed that adopting Internet as an additional channel for offering products is not an easy decision for traditional brick-and-mortar retailers because it faces the challenge of store sales cannibalization.
- **Lobaugh (2010)** conducted the study an executive remarked: “The idea that store-only sales will decrease as multi-channel sales increase, scares me. Our store based costs seem to increase at a constant rate; if that is out of line with our growth, or how customers behave, I’m not sure of the impact. The result will be an imbalance in our investment model.” According to the same report, organizations continue to think that the purpose of multi-channel retailing is to drive traffic into the store and not away from it. This is because many stakeholders are anxious about rationalizing the prior and substantial investments in real estate needed for the brick and mortar business.
- **Zhang et al. (2010)** conducted the study and found that retailers are now realizing the need to have an integrated approach towards store and online channels to exploit the growth potential of multi-channel retail.
- **Demery (2010)** reports, the advantage of the online channel is that some customers find it convenient, think that it saves their time, and observe that it is easier to find a particular item in online store.

RESEARCH METHODOLOGY

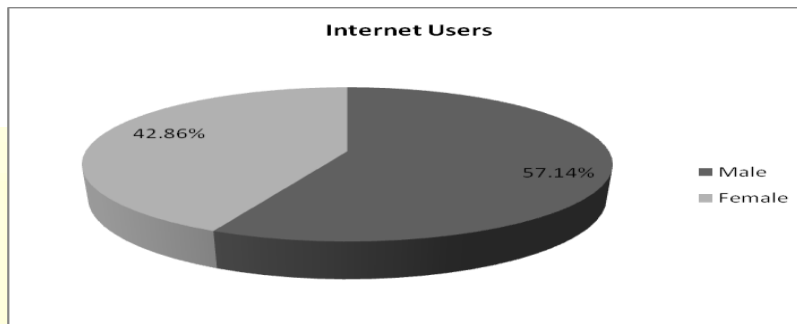
For the study, exploratory research and descriptive design was used to obtain the results regarding the topic. Accordingly, the primary data was collected with the help of structured close ended questionnaires from a sample of 210 respondents residing in two districts of Punjab i.e. Jalandhar, Chandigarh and Patiala. To select the sample, convenience-non probalistic sampling method was used. Subsequently, the data was arranged in the cross-tables and illustrative graphs and charts were made.

DATA ANALYSIS AND INTERPRETATION

Table 1. Gender of the respondent who are Internet users

Gender of the Respondent	No. of People	%age of People
Male	120	57.14
Female	90	42.86

Figure 1. Percentage of males and females among Internet users



As table 1 shows the percentage of Internet users among males and females. It depicts that the percentage of males is more in comparison to females in the concern of Internet usage. Among the respondents who answer the questions of questionnaire 57.14% males are found of Internet facility. Internet is only one of the possible channels for retailing and that not all consumers are likely to embrace online shopping. The females in comparison to males are not interested to go for Internet activities (see Figure 1).

Table 2. Number of people who are Internet shoppers

Gender of respondents	Number of people	%age of people
Male	105	50
female	81	38.57

Figure 2. Percentage of Internet shoppers among Internet users



Table 2 shows the percentage of people who prefer to shop online among males and females. As from the study it has been observed that 50% males among the Internet users like to go for online shopping and 38.57% females prefer online shopping than traditional shopping (See Figure 2).

Table 3.

Geographical region	No. of People	%age of People
Rural	63	30
Urban	147	70

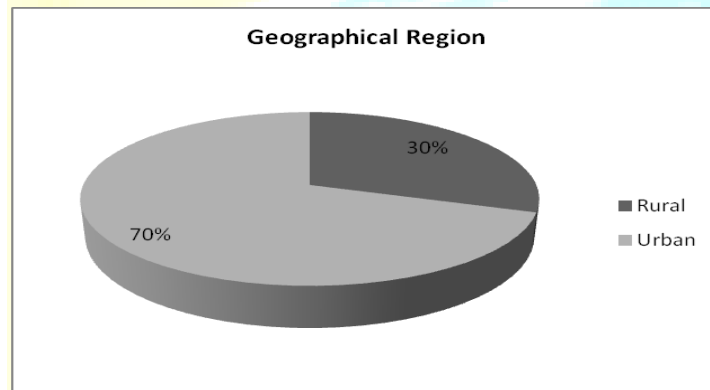


Figure 3 shows the percentage of online shoppers among which 70% are from urban areas. It shows empirically that the ease of moving to stores personally, the ease of travelling, and the people no awareness of online shopping behavior are some of the main reasons Internet has not been displaced the traditional shopping channels in small areas.

Table 4. Occupation of the Respondents

Occupation	Number of people	%age of people
Business	3	1.43
Service	12	5.71
Housewife	3	1.43
Student	192	91.43

Figure 4. Occupation of different respondents

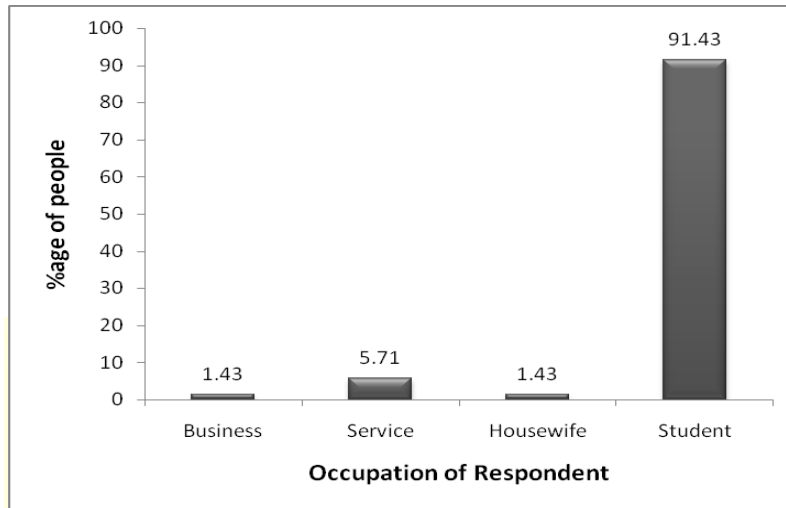


Table 4 shows the interests of people who belong to different occupations. The people who run their own businesses are not interested for online shopping and the same attitude lies in the case of housewives also. Only 1.43% business persons and 1.43% housewives go for online shopping. Among the respondents who are from students categories are not interested for traditional shopping. Maximum numbers of respondents (91.43%) are the students. With the use of new technology students and the service people (5.71%) are having online shopping attitude (see figure 4).

Table 5. Age group of the respondents

Age of people	Below 18	18-30	30-45	Above 45
Number of people	3	186	18	3
%age	1.43	88.57	8.57	1.43

Figure 5. Respondents from different age groups and the buying behavior

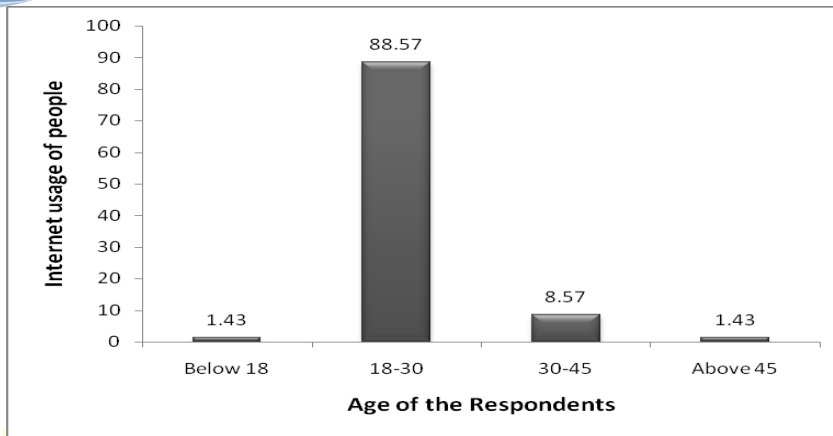
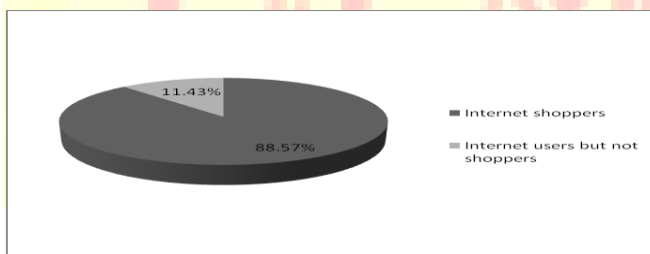


Table 5 depicts the percentage of online shoppers of different age groups. It has been observed that people in the age group of 18 to 30 years, are the spending more on online shopping than the people of more than 30 years or less than 18 years. The majority of the people who like to buy products though the internet are approximately 89% who belong to the age from the range between 18-30 years.

Table 6. Internet users who do and don't shop online

Type of shoppers	No of people	%age of people
Internet shoppers	186	88.57
Internet users but not shoppers	24	11.43

Figure 6. Percentage of Internet shoppers and non-internet shoppers



The table 6 shows the interests of people in buying products they need through Internet. Among 210 respondents who use Internet 88.57% people are internet shoppers. 11.43% people use the internet but do not opt for internet shopping (see Figure 6).

Table 7. Income of the respondents and online shopping

Income	Below 10,000	10,000-25,000	25,000-50,000	50,000-1,00,000	Above 1,00,000
Number of people	40	8	2	0	0
%age of people	80	16	4	0	0

Figure 7. Income of people and expenditure on buying online products

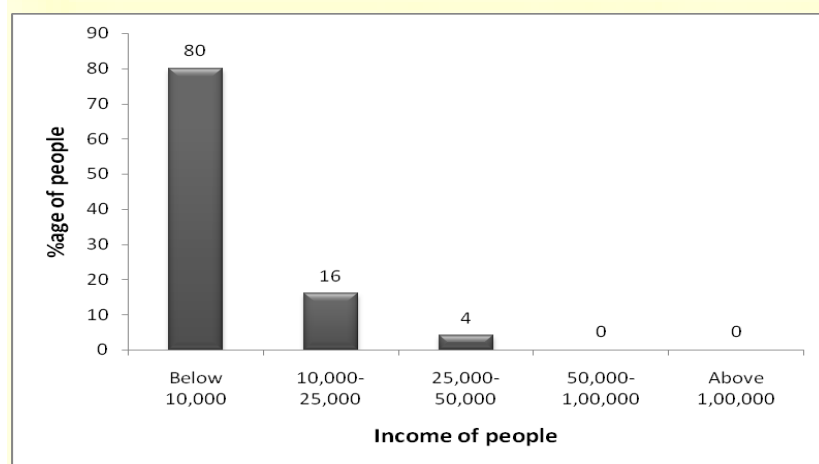
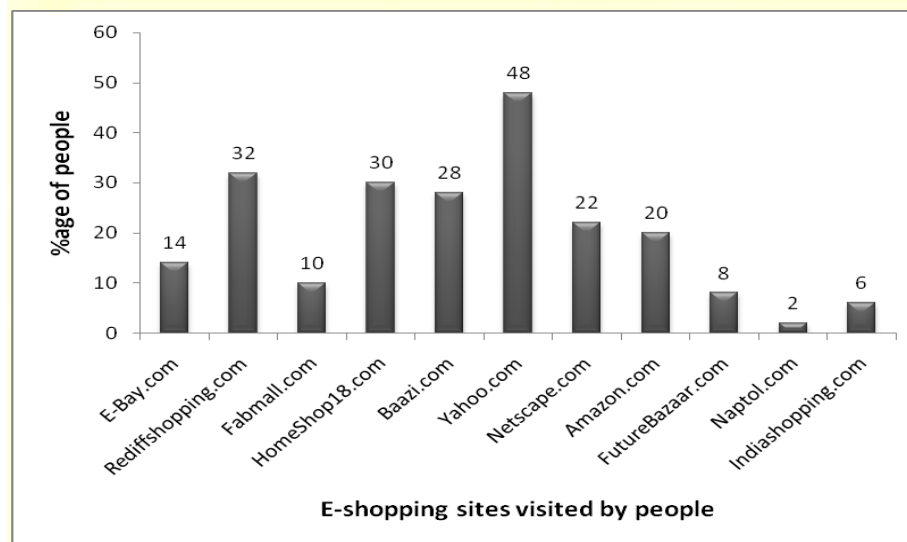


Table7 shows the people with different income. Respondents having a monthly income ranging from10, 000 to 25,000 comprised the 16% internet shoppers. While on the other hand 805 people who are having less than 10,000 income per month are going for internet shopping because of the discounts and gifts offered with the purchases.

Table 8. E-Shopping websites most visited by Internet shoppers.

Name of the website	Number of people	%age of people
E-Bay.com	7	14
Rediffshopping.com	16	32
Fabmall.com	5	10

HomeShop18.com	15	30
Baazi.com	14	28
Yahoo.com	24	48
Netscape.com	11	22
Amazon.com	10	20
FutureBazaar.com	4	8
Naptol.com	1	2
Indiashopping.com	3	6



- Table 8 shows the percentage of different online shopping sites. The most liked website which provides online shopping facilities is yahoo.com which is liked by approximately 48% respondents. Then comes rediffshopping.com, through which 32% people got the products without going to the markets. Homeshop18.com which is one of the famous website, which provides more than 450 types of products, is liked by 30% people.

Table 9. Type of Product bought online

Type of the Product	Number of people	%age of people
Cosmetics	4	8
Accessories	14	28
Books/ Magazines/ Newspapers	12	24
Electronic Devices	10	20
Entertainment	13	26
Clothing	14	28
Travel	8	16
\Grocery Items	8	16
Banking	3	6
Computer	3	6
Other	16	32

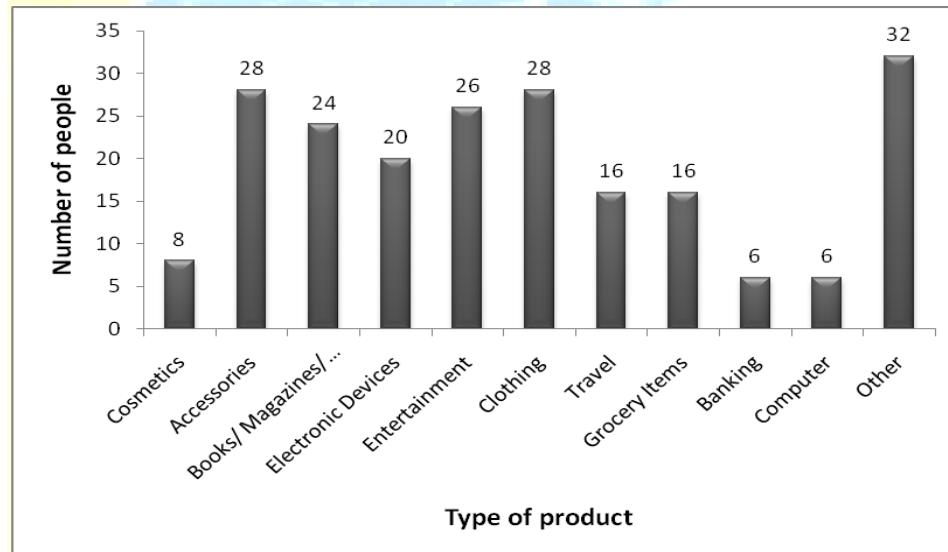


Figure 9 shows the analysis of different websites which provides online shopping facilities with various features, good variety of products, discounts, payment facilities and much more. Naptol.com is used by only 2% of total respondents.

KEY FINDINGS OF THE STUDY

- Male respondents use internet with a good percentage of 57.14% in comparison to female (42.86%)
- 50% males among the internet users are internet shoppers while only 38.57% females like internet facility for buying products
- Geographical region don't have any effect on the internet shopping. As with the advancements and adoption of new technologies, good percentage of people from rural areas (30%) buying online
- Students in this new era don't like to go to the market and buy things. 91.43% students in our survey are buying online
- People in the age ranging from 18 to 30 years are more internet shoppers approximately 88.57%
- 88.57% people who are using internet are also doing online shopping, only approximately 12% people are not internet shoppers
- Income is not having any impact on online shopping. 80% people who are internet shoppers in our study are having less than 18,000 incomes.

CONCLUSION

It is concluded that online shopping is growing phenomenon now a days in the developing countries like India. Online shopping is having great potential in the future for the marketers because of the several reasons discussed earlier. The demographic shift among the Indian population, dual spousal income, busy schedule and ease in placing the orders fosters the online shopping trend in India.

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