

## EVOLUTION OF ONLINE SHOPPING AND ITS UNPRECEDENTED GROWTH IN INDIA

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### **Introduction:**

The Indian retail business is booming, and internet shopping, which has been around over the last decade, is gaining traction. Online purchasing is growing popularity among Indian retailers because it offers numerous advantages. There are no real estate costs, better customer service, mass customisation, global reach, niche marketing, and specialty storefronts, to name a few. Many websites have started celebrating mega sale days and selling large quantities of their merchandise. In this study, I looked into the evolution of internet shopping in India, as well as the benefits and drawbacks of doing so. In addition, I researched the numerous elements that influence the rise of internet shopping in India. Due to shifting markets, advancements in information technology, growing prevalence of credit cards, quick and secure payment gateways, and easy access to computing, online commerce is expected to grow even more in the future years. It is referred to as online shopping when you purchase a product or service on the internet rather than visiting a typical brick-and-mortar store. This trend of purchasing via the internet is expanding not only in India, but globally as well. People are increasingly purchasing via the Internet due to its convenience. Christmas and New Year's shopping is expected to exceed \$20 billion this year. In today's world, you can buy almost anything on the internet. You may buy practically anything online, including groceries, medication, clothing, furniture, gadgets, books, greeting cards, even cell phones and ringtones for cell phones. Many people still choose to get their groceries from the corner store, while many others use the Internet to book trains, plane tickets, and vacation destinations. Not only that, but many individuals and businesses are using the internet to purchase a variety of services such as stockbroking, banking, and job search.

### **2. Objectives**

1. To study about the Evolution of online shopping in India and how it has been growing continuously.
2. To study the pros and cons associated with online shopping in brief.
3. To explore the factors that amount for the growth of online shopping in India.

### **3. Evolution of online shopping in India**

In India, the evolution of online retailing In India, online shopping has had a delayed and unorganised start; it has not grown as quickly as it should have, owing to a lack of internet penetration and, more crucially, a lack of client awareness. Furthermore, people are unwilling to incur the risk of purchasing a thing without first seeing it in person. Indians have traditionally been conservative when it comes to buying. Before buying anything, they want to touch and feel the things and test their qualities. When the internet was first introduced in India in 1995, it ushered in a new era of online shopping. With the well-known auction site baze.com, online shopping became popular during the Internet boom in 1999-2000.

Soon after, Jeff Bezos' online bookstore, amazon.com, made history by becoming the first bookstore to exist only on the Internet. Following Amazon's breakthrough, numerous other bookstores with physical locations established an online presence on the Internet. After that, in 2005, ebay purchased baze.com. Many new portals such as amazon, flipkart, snapdeal, yebhi, gadgetsguru, myntra, iBibo, makemytrip, yatra, craftsvilla, and others have sprung up as a result of the online shopping craze. For the Indian customer, many home portals such as Yahoo.com, Indiatimes.com, and Rediff.com have developed online shopping services.

It is more convenient, faster, and, in certain cases, less expensive than traditional purchasing. Buying a train ticket, a bus ticket, or an airline ticket may all be done online these days. People are finding it easier to go on to a website and purchase a ticket rather than standing in a lengthy line and waiting for their turn. You may have to pay a premium for an online purchase in some cases, but it is still preferable because of the convenience component. For example, if you want to buy movie tickets online, you may have to pay a premium over the actual ticket price, but people prefer it because of the convenience. When you need to send a gift to a friend who lives in a distant city or country, you can buy or place an order online. You can, for example, send flowers, cake, and chocolates to a buddy in New York on his or her birthday by ordering them online from your house in Mumbai.

1 Jan 1995	<ul style="list-style-type: none"><li>• Indiatimes, Yahoo, Sify, Rediff set the ball rolling!!</li></ul>
16 Jan 2005	<ul style="list-style-type: none"><li>• website giant ebay acquired Baazee.com, it was doing good business at that point of time</li></ul>
15 Jan 2007	<ul style="list-style-type: none"><li>• Flipkart!!( nobody knew it would grow so BIG)</li></ul>
1 Jan 2010	<ul style="list-style-type: none"><li>• Niche websites like Yebhi , gadgetsguru, myntra, iBibo, makemytrip, yatra, craftsvilla joined the fleet</li></ul>
1 Jan 2011	<ul style="list-style-type: none"><li>• Groupon bought the Indian deal-of-the-day website sosasta.com point of time</li></ul>
1 Feb 2012	<ul style="list-style-type: none"><li>• Amazon has entered the online market with Junglee.com</li></ul>

#### 4. Pros of online shopping in India

- **Saves Time and Money:** Shopping online can help you save both time and money. Because you can shop from the comfort of your own home or workplace rather than having to travel to a specific location to purchase a product, you save both time and money. To begin with, travel expenditures are reduced because you are in your own home and the things are available for cash on delivery. Second, when you shop online, there are frequently amazing discounts and offers available, which saves you money. Furthermore, you may be able to earn even greater savings by using additional discount / promo codes.
- **You can do it at any time:** You are free to shop whenever it is convenient for you. You have the option of purchasing a new mobile phone at 3 a.m.
- **Shopping and Review Comparisons:** While shopping, you can compare the features, prices, and other aspects of the products. You may compare items and read customer reviews before deciding whether or not to purchase.
- **Within a few clicks, you can access a wide range of stores:** You have access to a large range of products with just one click, as well as the ability to search for products by size, price, design, and other factors.
- **There will be no nagging. Guys in sales:** When you buy online, you may do so without feeling rushed because no one is trying to sell you things you don't need. Of course, there are recommendations and such, but there is no one speaking directly to **you and giving you the annoying sales pitch. You are liberated in this manner.**

- **It is possible to shop in private:** Many people value their privacy at times. Consider the case of someone who has to purchase condoms or underwear. Many people would be too humiliated to purchase these products in a place where at least one other person is aware of what they are purchasing. This embarrassment is reduced when you buy these things online. There's no one to critique you or keep an eye on what you're buying or why you're buying it. Even after you receive the package, there is no indication of what is inside. The right to privacy is fully respected.
- **Discount coupons are more easily found on the internet:** If you're shopping for inexpensive clothing, footwear, electronics, or other items, you may search for promo codes to get even more savings.
- **Online shopping is ideal for purchasing gifts for friends or relatives who live far away:** This is ideal since you may send gifts to your friends or family members by having them wrapped by the service provider.
- **There are no queues to wait in, and no grumpy individuals to deal with:** This usually happens around the holiday season, when there is a lot of foot traffic in the businesses. However, you won't have to worry about it if you order online. You can go shopping without having to worry about standing in line to pay your payment.
- **While shopping online, you can listen to whatever music you want:** You can shop online whenever you want. While shopping, you can listen to whatever music you like. Instead of hearing someone else's child scream, listen to boring music or something you don't want to hear.

#### 4.1. Cons of online shopping in India

- **Surprise, surprise:** While there are numerous advantages to internet buying, there are also some drawbacks. One of them is the element of surprise. It means you placed your order based on the graphics and features described on the website, but when it arrives, you discover it differs from what was described on the website. If you shop from a lesser-known online business whose reputation is questioned, you may be in for a lot more shocks.
- **Chances of delivery delay:** Although this occurs infrequently, there is a potential that the product may be delivered late and in accordance with their message.
- **At a time, you can only see what would fit on one page:** You can notice a lot more goods at a glance when you walk into a local business.

- **Substandard Goods:** In the case of products, particularly electronic items such as chargers and accessories, there is a possibility of duplicate and sub-standard items. You may have ordered a Samsung mobile charger and received one that is identical, yet made in China and is a knockoff. These things do happen, and while the vendor may offer a replacement warranty, the question is whether you would trust a replacement after receiving a defective item. As a result, it's a good idea to buy from reputable stores and read user reviews about the seller and the goods before making a purchase.
- **Poor internet connection:** A poor internet connection can waste your time and prevent you from browsing the products. When it comes to purchasing, if the speed is slow, the payment gateway will expire, making the experience a nightmare.
- **You are not permitted to touch the items:** You won't be able to touch and feel the product like you would in a physical store.
- **It's possible that the fittings are unusual:** When buying online, you may be able to get all sizes, but the fittings of the garments may be strange and different from what you imagined. The garment sizes differ from one company to the next. This can be concerning, and while you can always return it under the seller's terms and conditions, it is still a hassle, and the time saved when buying is offset by the time spent trying to return it and shopping for something else.

**5. Factors responsible for the growth of online shopping in India** The Key drivers of in Indian ecommerce have been:

- ✓ Increasing broadband Internet and 3G penetration.
- ✓ Growing Living standards
- ✓ Increase in affluence
- ✓ Availability of much wider product range
- ✓ Busy lifestyles and lack of time for offline shopping
- ✓ Increased usage of online categorized sites
- ✓ Increase in usage of smart phones
- ✓ Evolution of the online marketplace model with websites like eBay, Flipkart, Snapdeal, shopclues, etc.
- ✓ Technological advancements
- ✓ Improving the delivery experience

- ✓ Improving the payment options and making it more secure
- ✓ Increase in the range of products
- ✓ Enhanced shopping experience

In the current scenario, there is a perceptible transition in the e-commerce sector from the inventory model to the market place model. Let's look at some of the major events that have shaped the e-commerce business in recent years. According to a Google India study, fashion is the subject of every third shopping search (from the country) on the world's largest search engine, with the category rising at a rate of 66 percent year over year. According to Bawankule, the number of Indian internet buyers is expected to increase from 40 million to 100 million by 2016 and 250 million by 2020. By 2018, the country is expected to have 500 million Internet users, with 280 million smart phone users serving as important drivers for ecommerce portals, according to him. With India's rapidly rising internet-connected population and growth in related infrastructure such as payment and delivery systems, according to Flipkart co-founder and CEO Sachin Bansal, the e-commerce market in India is estimated to reach roughly \$50-70 billion by 2020. According to a joint report by KPMG and the Internet and Mobile Association of India, India's e-commerce business was worth roughly \$13 billion in 2013. (IAMAI). Last year, the online travel category accounted for more than 70% of all consumer e-commerce transactions. In India, almost 90% of all internet users are also active internet users on their mobile devices, and this ratio is increasing. To improve the mobile commerce experience for consumers, all authorised internet shops in India have a mobile elevated site, and many have a smart phone app.

Sr. No.	Countries	Speed (Mbps)
1.	Singapore	124.38
2.	Hong Kong	103.35
3.	Japan	89.8
4.	Macau	79.37
5.	Saint Pierre and Miquelon	73.23
6.	Romania	70.69
7.	Sweden	60.89
8.	Lithuania	59.54
9.	South Korea	58.88
10.	Netherlands	52.81

## 6. Conclusion

With the improvement in Information Technology infrastructure and awareness about the use of the internet in both rural and urban areas, this study indicated that there is a significant potential for online shopping in the future. E-commerce and internet buying will become a vital aspect of people's lives in India in the modern era. Consumers are the actual kings, thus online shopping and e-Retailing in India can be a huge success if e-Retailers modify their business strategies and understand their customers better. Because India has a large population, the majority of whom are between the ages of 15 and 35, who could be the primary customers for this e-commerce industry, developed countries are looking at India as a commercial opportunity.

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