

PEOPLES NEW TREND OF SHOPPING IN MODERN ERA “ONLINE MARKETING”

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1.1 INTRODUCTION

We all can agree that technology has changed our lives in so many ways. Indeed, over the past two decades, technology has advanced at such rapid rate most individuals have a hard time keeping up with the latest trends and gadgets. It should come as no surprise then, with each technology break through, our lives are quickly transformed into new ways of doing things. The Internet's popularity has dramatically escalated over the past one decade and has become an integral part of daily life. Within the next few years the potential and capabilities of the Internet are endless. With that in mind the following research will examine a continuously flourishing component of the Internet, Internet shopping. Now the days are gone when shopping was only done at brick and mortar stores. Internet has emerged out as the new source of shopping. According to the British survey of Consultancy Foundation Online shopping is the second best innovation of the Decade. Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. If an intermediary service is present the process is called electronic commerce or E-commerce. Growth in the E-Commerce has resulted from the growth in the penetration of computers and internet technology in various parts of the world. Internet as a platform offers various opportunities to its users. A user can use internet to search for new products and services, compare the prices and features at the same time. It saves money, energy, time and resources.

Electronic commerce, commonly known as e-commerce or e-commerce, is a type of industry where the buying and selling of products or services is conducted over electronic systems such as the Internet and other computer networks. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web at least at one point in the transaction's life-cycle, although it may encompass a wider range of technologies such as e-mail, mobile devices, social media, and telephones as well.

Electronic commerce is generally considered to be the sales aspect of e-business. It also consists of the exchange of data to facilitate the financing and payment aspects of business transactions. This is an effective and efficient way of communicating within an organization and one of the most effective and useful ways of conducting business.

1.2 ONLINE SHOPPING-AN OVERVIEW

English entrepreneur Michael Aldrich invented online shopping in 1979. His system connected a modified domestic TV to a real-time transaction processing computer via a domestic telephone line. He believed that videotext, the modified domestic TV technology with a simple menu-driven human-computer interface, was a 'new, universally applicable, participative communication medium - the first since the invention of the telephone.' This enabled 'closed' corporate information systems to be opened to 'outside' correspondents not just for transaction processing but also for e-messaging and information retrieval and dissemination, later known as e-business. His definition of the new mass communications medium as 'participative' [interactive, many-to-many] was

fundamentally different from the traditional definitions of mass communication and mass media and a precursor to the social networking on the Internet 25 years later.

In March 1980 he went on to launch Redifon's Office Revolution, which allowed consumers, customers, agents, distributors, suppliers and service companies to be connected on-line to the corporate systems and allow business transactions to be completed electronically in real-time.

During the 1980s he designed, manufactured, sold, installed, maintained and supported many online shopping systems, using videotext technology. These systems which also provided voice response and handprint processing pre-date the Internet and the World Wide Web, the IBM PC, and Microsoft MS-DOS, and were installed mainly in the UK by large corporations.

The first World Wide Web server and browser, created by Tim Berners-Lee in 1990, opened for commercial use in 1991. Thereafter, subsequent technological innovations emerged in 1994: online banking, the opening of an online pizza shop by Pizza Hut,^[6] Netscape's SSL v2 encryption standard for secure data transfer, and Inters hop's first online shopping system. Immediately after, Amazon.com launched its online shopping site in 1995 and eBay was also introduced in 1995

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app.

An online shop evokes the physical analogy of buying products or services at a bricks-and-mortarretailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Alabama, Amazon.com and eBay. Retail success is no longer all about physical stores. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of online shopping, comes a wealth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements.

Online shopping is becoming increasingly popular for a variety of reasons. There are certainly outside factories such as increasing gross prices, difficulty getting to traditional stores and the hassles after associated with shopping in mails and other traditional stores may contribute to the increased interest in online shopping.

- 1979 - Micheal Aidrich invented online Shopping.
- 1981 - Thomson Holidays UK,1st B2B Online Shopping.
- 1984 - First B2C Online Shopping and MRS Snowball.72 is the 1st Online Home Shopper.
- 1990 - Tim Berners-Lee writers the first Web Browser.
- 1994 - (1st online Book opens)Pizza Hut Officers online ordering on its web page.
- 1995 - EBay& Amazon are founded.
- 2000 - The Dot.com Bust.
- 2002 - EBay acquires PayPal for \$1.5 Billion.
- 2004 - Deals direct founded.

2012 - Super market deals have a new home, at Deals Direct.com.

1.3 ONLINE SHOPPING IN INDIA

If the Internet is anything to go by, India's technological and economic growth has moved into the top gear. With more India's online shopping registering a phenomenal 100 per cent annual growth, many retail chains and consumer durable companies are joining the Web bandwagon to tap the e shopping market. "The online shopping industry in India is fast catching on, not just in the larger metros but also in the smaller cities. At present the market is estimated at Rs.46,000 crore and is growing at 100 per cent per year," Ajit Chauhan, managing director, Synergy Promotions and Marketing Services, said. According to Google, India has more than 100 million Internet users, out of which around half opt for online purchases and the number is growing every year. With such a large market size, companies, right from retail shops to consumer goods, are entering the Web space to attract potential customers. Even traditional retailers like Shoppers Stop, Westside and Pantaloons are looking at the online shopping space for growth.

According to the Associated Chambers of Commerce and Industry of India (Assocham), the size of the online retail industry is expected to touch Rs.7,000 crore by 2015, up from Rs.2,000 crore now, at an annual growth rate of 35 per cent.

According to industry leaders, portals offering daily deals and discount offers with good delivery services attract the largest number of online shoppers.

"The companies that provide daily deals or discount offers are doing brisk business. People are looking for value shopping that saves their money as well as time," Chauhan said. He added that the company's Synergy discount cards offer 15-90 per cent discounts on deals from about 2,000 dining, movie and retail chains in various cities - for movie tickets, dining, hospital bills or for shopping for local brands.

"The customer behavior is changing dramatically. People are not only using the Web to book air tickets and movie tickets but also do not hesitate in placing orders for mobiles, laptops and other consumer electronics and home appliances," a senior marketing executive from Flipkart. Com, an online shopping portal, told Mail Today. "Seeing this bold consumer behavior, more companies are collaborating with such daily deal and discount sites. All the top consumer electronics and home appliances companies are listed with us. In the growing competition space companies with good delivery services score points over others," the executive said. Keeping in mind this growing potential, not just large brands but even general retail chains are upgrading their sites for ecommerce, making it more convenient for customers to place online purchase orders.

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. Category-wise lifestyle products, such as cosmetics, jewelry, watches, fashion products and fitness equipment contribute over 45 per cent to eBay's sales in India.

1.4 TREND TOWARDS ONLINE SHOPPING

The normal scene of walking into a store and looking through their inventory in order to purchase a product or products that you need is getting more and more outdated. There are many reasons why this is going away, and all of the reasons centres around the Internet.

The first reason people are moving from shopping in physical locations to shopping online is comfort. With the introduction of the Internet, people now have the ability to shop from the comfort of their own home. They can even stay in their pyjamas if they want! The convenience and comfort of shopping while sitting on your couch, is much more appealing than getting all ready and driving to a store that may or may not have what you are looking for.

And that brings me to my next point, selection. Physical store locations often have aisles and aisles of products for customers to choose from, but that does not always mean they have what you are looking for. When you drive to a store, you are going in the hopes that the product you need will be in stock, but unless you call ahead, you have no way of knowing whether or not it will be there. When shopping using online stores, you never have to waste your time by risking a drive to a store just to find out your product is not there. Online stores have a ton more products for you to choose from.

And one of the most important points driving people to purchase on the Internet is price. Online stores do not have to accrue the costs of sales associates, rent on a physical location, or bills for that physical location. So without these overhead costs, online stores have the ability to charge lower prices; prices that stores with physical locations just cannot afford to match.

This transformation from shopping at physical locations to shopping online can be seen in almost any industry; the lighting industry is following this new societal norm. Now consumers, both residential and commercial, are searching for their products on the Internet. Home grown, local lighting stores are suffering because they cannot compete with the convenience, selection, and prices of online stores.

The most important point in all of this, though, is that consumers are getting better deals. People are shopping more conveniently, are offered a better selection, and are getting better prices.

Online shopping is something many people enjoy immensely, since you don't have to get dressed up and get out of the house, and you can do it at 3 AM if you want to. Plus, there are some amazing sales, bargains, and discounts that you can take advantage of on the Web from your favorite brick and mortar stores as well as stores that exist solely on the Internet. There are many kinds of shopping portals that offer different experiences; this article will touch on just a few of the most popular.

- Google Shopping. Google's shopping engine is a great resource. Just type in anything you are trying to find, and it will bring up a whole plethora of search results, complete with price comparisons.
- Bizrate.com. Bizrate.com bills itself as the "world's best shopping engine". They have a huge index of search results to choose from (over 30 million product offers from more than 40,000 stores).
- MySimon.com. MySimon.com, the winner of "Forbes Favourite" and "Best Internet Shopping Service" Eppy awards, is a prime Net shopping engine.
- Yahoo Shopping. Yahoo's shopping page is simply laid out and easy to use. A nice feature is the "Top Searches" on the top of the page.
- Amazon.com. With millions of offerings to choose from, Amazon has evolved from a small bookstore to a mammoth Internet presence.
- Overstock.com. Ever wondered what stores do with the stuff they over-order? Well, check Overstock.com and find out.
- Pricerunner.com. Price runner is Europe's leading comparison shopping site. You can search by product or by product number/model name.
- Shop.com not only allows you to search for thousands upon thousands of different products, but they have an outlet store full of discounted products and bargains galore. For this cheapskate, this feature alone merited a bookmark.
- Shop from more than 25 million products from over 45,000 stores at Shopzilla. Navigate to the bottom of the home page to see their shipping widget; just enter in your zip code and from then on out your shipping will be automatically calculated should you choose to purchase anything.
- PriceGrabber is a excellent choice for anyone who wants to find something quickly with a minimum of fuss. PriceGrabber's simple layout and fast delivery of results makes it very easy to find, compare, and buy.
- Not only can you compare prices for any product you're looking for at NexTag, but you can also compare mortgages, travel, cars and more.
- Originally started to supplement a Pez collection, eBay has grown into the world's largest online auction site. You can find pretty much anything here, or you can become an eBay seller, which can be a nice source of additional income (plus you can get rid of a lot of extra junk).

- UBid.com has an immense product list. It might be a good idea to go through the uBid Tutorial in order to get the most out of this large auction site.
- Half.com is owned by eBay, and you can find some great deals on books, music, CD's, and movies, video games, and textbooks here. The best place to go at Half.com is the Bargain Bins.
 - Go shopping and help somebody at the same time by bidding on items sold at GoodWill.com. The product listings are straightforward and cover a lot of eclectic ground, plus, you're helping a good cause every time you buy something here.

1.5 IMPORTANT REASONS FOR PEOPLE PURCHASING ONLINE:

Because of the numerous advantages and benefits, more and more people say they prefer online shopping over conventional shopping these days. It's important to understand the psyche of the online shopper. Cater to this and you'll have them flocking to your online store. Here's what they say are important to them -- and here's how you can get a leg up by catering to these desires and fantasies. Know what the consumer wants and play to it -- plug into your thinking all the ways that you can meet these desires, through your competitive intelligence, competitive pricing, customer service, and more.

From shopping in their pyjamas to convenience for elderly and disabled, the consumer comments below highlight what's positive about online shopping for them. Also because of wider choice, not subject to upselling or impulse buying, better prices, good for the environment, and more.

There are many reasons for online retailers to be sanguine about the future of online retail. Here are some consumers' reasons for buying online, in their own words:

1) Convenience:

Where else can you do shopping, even at midnight, wearing your jemmies'? You don't have to wait in a line or wait till the shop assistant helps you with your purchases. You can do your shopping in minutes even if you are busy, apart from saving time and avoiding crowds. Online shops give us the opportunity to shop 24 x 7 and also reward us with 'no pollution' shopping.

2) Better Prices:

I get cheap deals and better prices from online stores because products come to you directly from the manufacturer or seller without middlemen involved. Many online shops offer discount coupons and rebates.

3) Variety:

One can get several brands and products from different sellers at one place. You can get in on the latest international trends without spending money on travel; you can shop from retailers in other parts of the country or even the world without being limited by geographic area... These stores offer a far greater selection of colors and sizes than you will find locally. If you find that the product you need is out of stock online, you can take your business to another online store where the product is available.

4) Fewer Expenses:

Many times when we opt for conventional shopping we tend to spend a lot more than the required shopping expenses, on things like eating out, traveling, impulsive shopping etc.

5) Comparison of Prices:

Online shops make comparison and research of products and prices possible. Online stores also give you the ability to share information and reviews with other shoppers who have firsthand experience with a product or retailer.

6) Crowds:

If you are like me, you would like to avoid the crowds when you do the shopping. Crowds force us to do a hurried shopping most of the time. Crowds also create a problem when it comes to finding a parking place nearby where you want to shop and going back to your vehicle later loaded with shopping bags.

7) Compulsive Shopping:

Many times when we go out shopping we end up buying things which we do not require because of the shopkeepers' up selling skills -- or we'll compromise on our choices because of the lack of choices in those shops.

8) Discreet Purchases:

Some things are better done in privacy. Online Shops enable me to purchase undergarments and lingerie or adult toys without the embarrassment that there are several people watching me and my choices.

Every year, the number of people shopping online -- and the number of purchases they make -- increases. And for good reason. The web offers the ultimate in variety and convenience, as this list attests. (Know someone who *still* doesn't get it? Show them this page, and send them a few links to your favorite online stores!) Plus, how else can you go shopping in your bathrobe (or less)?

1. There's no waiting in line. On the web, it's like you're the only one in the store!
2. You can multitask and fill up a shopping cart over the course of several days, as time permits.
3. You can wear anything -- or nothing! -- and shoes and makeup are entirely optional.
4. Can use coupon codes, easily getting percentage discounts and/or free shipping.
5. There is no need to use public restrooms.
6. You have a much better chance of staying healthy by avoiding masses of people.
7. You don't need to go from store to store with tons of bags.
8. No sore legs and aching feet from walking all over the place.
9. No schlepping bags home from the store.
10. Big, awkward or heavy items are delivered right to your door.
11. You can completely avoid panhandlers and others pushing for a donation.
12. Save money on gas, public transit fares, tolls and parking.
13. No battling for a parking space or need to repeatedly circle the parking lot.
14. It's simple to keep track of your spending and your purchases.
15. There is no need to actively avoid the sweet treats and other impulse buys at the checkout stand.
16. No paper receipts to stash in your wallet/purse.
17. No need to endure pitches from commission-only salespeople.
18. It's relatively easy to find what you want, as Google has yet to develop a completely offline search engine.
19. You can easily check the prices at a variety of stores with just a few mouse clicks.
20. It is simple to research products and to find product reviews.
21. You can read detailed product specs and even check out instruction manuals right in your browser window.

1.6 BENEFITS OF ONLINE SHOPPING:

There are so many advantages to e-commerce or shopping online. Typically, online stores are available 24 hours a day, and with many consumers having Internet access both at work and at home, most can shop when it is convenient for them. As such, shopping online can be faster than browsing the aisles of a physical store and/or alleviate the wasted time jumping around from store to store looking for a product or service.

Shopping online also has the advantage of quick comparison shopping between products and prices. Individuals now have the ability to become savvy, informed shoppers by utilizing local search engines to quickly seek out deals for items or services with many different vendors. Search engines, online price comparison services and discovery shopping engines can be used to look up sellers of a particular product or service and provide easy access to them.

Lastly, another advantage to online shopping is the freedom a customer has to purchasing items they may, or may not feel embarrassed about in purchasing in a store. This might include some over the counter medications, personal items, [mens underwear](#), and intimate apparel for men or women, etc. By shopping online, customers can have the privacy of product selection without feeling embarrassment of going to a register with an item they would rather keep private

Online shopping is becoming increasingly popular for a variety of reasons. There are certainly outside factors such as increasing gas prices difficulty getting to traditional stores and the hassles often associated with shopping in malls and other traditional stores may contribute to the increased interest in online shopping.

However, there are also many benefits which make online shopping an excellent option for many busy shoppers. Some of these benefits include convenience, comparison shopping capabilities and express shipping options and this article will discuss each of these benefits in further detail.

1.7 THE CONVENIENCE OF ONLINE SHOPPING:

One of the most obvious of online shopping which cannot be overlooked is convenience. One of the most enjoyable convenience of online shopping which is enjoyed by many is the ability to shop for products or services at a time which is convenient for the consumer. Online retailers accept orders 24 hours a day while consumers who wish to shop at traditional stores during normal business hours. This can be a major inconvenience especially for shoppers who work long hours or shoppers who work odd hours. Online shopping eliminates this concern because shoppers can simply access online stores from their computer whenever they have free time available.

Another convenience of online shopping is the ability to order products from around the world. Shoppers are no longer limited to products offered by local retailers because the vast majority of online retailers offer shipping to many different locations. This can make it easy for online shoppers to acquire hard to find items or items which are a regional specialty of a particular area.

1.8 USING EXPRESS SHIPPING OPTIONS WHEN SHOPPING ONLINE:

One of the distinct advantages of online shopping is the shipping methods which are available. These options are especially beneficial to online shoppers who are guilty of often waiting until the last minute to purchase items as gifts or items that are necessary for other reasons. For these online shoppers express shipping is one of the most beneficial features.

Although the shopper will pay significantly more for express shipping options the shopper will have the advantage of being able to purchase an item the day before it is necessary and have the item delivered directly to the necessary party. Other beneficial shipping options often include the inclusion of gift receipts as well as gift wrapping options. This is especially important for online shoppers who are interested in sending gifts to friends and family members. This can serve the online shopper a great deal of time because they can have the gift shipped to having the gift shipped to themselves first and then having to wrap and gift and re-ship to the recipient. The ability

to send gift receipts are also important because it enables the receipt of the gift to return or exchange the item but does not divulge the paid for the gift.

2. CONCLUSION:

Shopping online is so much easier than lugging my daughter around with me, and you can find great deals just about everywhere, that make up for the shipping and handling fees. Online shopping will become a necessity for most of the people in the world. You can easily compare price, features, function, and get the latest updates of any products just by your mouse! Online shopping makes it easy for me to compare sellers before buying. I can get more detail before making a decision to buy or not.

Nowadays the car park charges are so high that it puts me off; and with online shopping I can look at what they have to offer without being bothered or interrupted by shop assistants. With online shopping, we all benefit greatly from this endless competition between online retailers. Another excellent way to save money by buying online is deals offered by retailers, great discounts and savings only for those who purchase specific products online. It is so much easier to sit at home, find my size, color, and style and then it's delivered to my front door. One can shop online from a worldwide selection of a specific product.

Everything is just one click away from you -- and online comparison of prices helps to buy cheapest product within a specific quality range. Online shopping is convenient and hassle free. In India more and more people are shopping online each day. And they are reaping the benefits as well. Some websites are also offering online shopping of grocery products -- which I think is a leap forward from the typical online selling. Better prices are one of the main reasons that online shopping has taken off. The simple fact that the middle men are cut out of the delivery chain leads to a reduction in the cost and thus the final price of the product.

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