

Changing Consumer Behaviour with Online Shopping in Rajasthan



Anita Maheshwari

Research Scholar,
Deptt. of Business Administration,
University of Kota,
Kota, Rajasthan, India.



Kapil Dev Sharma

Research Guide & Director
Academics,
LBS Group of College,
Kota, Rajasthan, India.

Abstract

The secret to more sales is as simple as understanding consumer behavior. We are all different, but in many instances our brains are prone to react in a similar manner. Understanding these subtleties in the human mind can help our business find creative ways to ethically move more buyers towards saying "Yes!" to our products or services. The online shopping trend has replaced the traditional trend of shopping in the world. Availability of several online shopping stores, variety of things and designs, fixed price, easy home delivery within no time and the time saving factor etc. are the things that are making online shopping more and more popular day-by-day. Online shopping has reached everywhere and every person with the exception of few places and persons. Rajasthan is not an exception as well. Though a typical state known for its ancient rigid socio-cultural, moral and religious culture, it seems to have accepted and approved the concept of online shopping. As a result, there is a tremendous change in the behavior of consumers. Once there was a phase of time when one would buy the required things through barter system, but now internet and access to android phones have changed the things. The emergence of the nuclear family system, settling down in cities, working conditions, hectic schedule, shortage of time, change in choices and preferences, income status etc. force the people in Rajasthan to go for online shopping.

Designed on the burning issue of online shopping, the paper encompasses all the major aspects of the theme, and is a theoretical study based on the secondary data found available in the various journals and theses.

Keywords: Consumer Behavior, Content Analysis, Literature Review, Consumer Behavior Research, Trends

Introduction

Beginning from the barter system to the online shopping, the shopping has undergone several phases and trends. The most popular shopping trend that is still in existence is the traditional shopping through the retail shops in the local markets that make the various articles of daily and casual needs available to the customers. The shopping trends that emerged from time to time in the various periods of history also reveal the change in the consumer behavior caused by the change in the situation, economic condition, family size, willingness and readiness to buy etc. Barter system was recognized as the first form of the retail. As time passed currency was exchanged with goods and services. Hawkers carried out the first retailing in push carts followed by Kirana stores called 'Mom and pop up' stores. Lastly, manufacturing era necessitated the small stores and specialty stores. It was a seller market still than this point of the time with limited numbers of brands available. Of the various factors that determine the consumer behavior it is the economic factor that includes- 1. Disposal personal Income 2. Size of family income 3. Income Expectations 4. Propensity to consume and save income 5. Liquidity of funds, and 6. Consumer Credit.

Online Shopping

The form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser is called online shopping. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. Online shopping has been around for about twenty-five years. It has grown in popularity significantly. Today, we can purchase nearly anything online. In fact, retail

experts say that online shopping will soon overtake traditional shopping in monetary terms.

Popular Online Shopping Sites in Rajasthan

At present, as in the other parts of India, in Rajasthan, there are several sites that facilitate the online shopping and supply the demanded and purchased articles within no time. Flipkart.com., Amazon.in., Snapdeal.com., Jabong.com., Myntra.com., Localbanya.com., Homeshop18., Infibeam.com. These names are known almost to every literary and conscious consumer.

Obviously, the concept of online shopping has been there for the last two or three decades, but now it has taken such a speed that does not seem to be controllable for years in future. It has caused a threat to the traditional retail shopping for which has ever since been a source of livelihood and income to millions of shopkeepers in India. However, despite all this, the phase of online shopping which seems to have taken every one in its grip, is going to continue for years in future.

Objectives of The Study

1. To attempt to be familiar with the consumer behavior
2. To have a peep into the changes emerging in the consumer behavior at present
3. To explore the causes of the changes in the consumer behavior
4. To have an idea about the market system and its implications
5. To trace the various shopping patterns in Rajasthan that the history has witnessed
6. To concentrate on the shopping patterns prevailing in Rajasthan
7. To analyze the priority of the type of shopping pattern in the modern context
8. To go into the depth of the online shopping pattern in Rajasthan
9. To be familiar with the various online shopping apps that facilitate the shopping made by the consumers all over Rajasthan
10. To find out the articles that are in demand through online shopping
11. To point out the process of online shopping
12. To explore the various causes of the popularity of online shopping
13. To comment on the advantages and disadvantages of online shopping
14. To find out the reaction of the local salesman against the online shopping
15. To explore the problems of online shopping being faced by the consumers
16. To predict the future of online shopping in Rajasthan

Review of Literature

Shweta Tanwar (2009) in her study entitled: "Online Shopping: A New Generation of Shopping" (A Study in Indian Perspective) enlists the following features of online shopping-1. It is based on the concept of flexi time, 2. It can be accessed from anywhere, 3. One can evaluate many online shopping stores at a time, 4. There is provision of replacement of product if it is not as per the aspiration of the customer, and 5. Casual shopping

Susmit Jain (2011) in A Critical Study of Consumer Preferences Towards Organized Retail in Jaipur finds out that after years of unorganized retailing and fragmented 'kirana' stores, the Indian retail industry has finally begun to move towards modernization. New marketing formats like departmental stores, hypermarkets, supermarkets and specialty stores are spearheading the modernization drive. In Jaipur, Rajasthan, Retailing concept is fast catching up the minds of the consumers and organized retail sector is expected to rise in the next five years. But the consumer retailing needs differ from region to region and across different cities. The consumer decision processes depend on the consumer behavior. Consumers are often studied because certain decisions are significantly affected by their behavior or expected actions.

Dr. Shiv Prasad, Dr. Amit Manne and Dr. Veena Kumari (2014), in their study entitled Changing Face of Buyers' Behaviour Towards Online Shopping of Financial Products in India (A Case Study of Rajasthan State) observe that due to the vast usage of Internet, the buying patterns have been changed. It has changed the way goods are purchased and sold, resulting to the exponential growth in the number of online shoppers. However, a lot of differences concerning online buying have been discovered due to the various consumers' characteristics and the types of provided products and services. Attitude toward online shopping and goal to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by other factors like consumer individuality, situational factors, product distinctiveness, previous online shopping understanding and faith in online shopping.

Aishwarya Goyal (2015) in her research paper entitled Rising Trends of Online Shopping In India observes that the rising use of internet in India provides an impetus to online shopping. Now Consumers are increasingly adopting electronic channels for purchasing their daily needed products. The increasing use of Internet by the younger generation in India is creating opportunities for online retailers. To stay ahead in highly competitive market these days most of the companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in the markets. Companies are also using the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers perceive benefits of online shopping not only in the form of buying product but also to compare prices, product features and after sale service facilities they will receive if they purchased the product from particular website.

Mohamed Sa, Ali & Ramya N. (2016), in their study Factors affecting consumer buying behavior observe that consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a consumer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc.. and is influenced by cultural trends as well as his social and societal environment. By identifying and understanding the factors that influence their customers, brands have the opportunity to develop a strategy, a marketing message (Unique Value Proposition) and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target consumers, a real asset to better meet the needs of its customers and increase sales.

Kit Smith (2016) in How to Understand and Influence Consumer Behaviour states that the study of consumer behavior includes:

1. How consumers think and feel about different alternatives (brands, products, services, and retailers)
1. How consumers reason and select between different alternatives
2. The behavior of consumers while researching and shopping
3. How consumer behavior is influenced by their environment (peers, culture, media)
4. How marketing campaigns can be adapted and improved to more effectively influence the consumer

Deepak Jain (2017) in Analysis of Consumer Buying Behavior Towards Online Shopping: A Case Study Of Kota City- Rajasthan observes that online shopping refers to the process of purchasing products or services via the internet. The process consists of five steps similar to those associated with traditional shopping behavior. In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the internet and search for need related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need. They evaluate alternatives and choose the one that best fits their criteria for meeting the felt need. Finally, a transaction is conducted and post sales services are provided.

Dr. Satyam Pincha, Avinash Pareek & Kusum Lata Joriya (2017) in their jointly written article entitled An empirical study on online purchasing behaviour of women find out that 1. online customers use computer and Internet more often than others, 2. There are three main hurdles regarding online purchase which all women face whether they purchase online or not. In order of importance these are: Difficulty in exchange of money i.e. suspicious mode of payment, Botheration about online deception

and misuse of personal information, 3. the main advantages to consumers regarding online purchasing were more opportune, followed by time saving and availability of various products at affordable rate which could not found in nearby stores, 4. To attract women for online purchasing there are three main aspects viz. Price, Catalogue and Advertisement services provided.

Princy Thomas (2018) in her Ph. D. thesis on An Assessment of Problems and Prospect of Organized Retail through Shopping Malls: A Study With Reference to Rajasthan observes that Rajasthan is also on the cusp of 'Retail Revolution'. The influx of modern retail concepts and modern retail giants like Metro, Wal-Mart, Zara, Decathlon etc. are undoubtedly the game changers in the organised retail scenario of Rajasthan. In Rajasthan, Shopping Malls is an epitome of organised retail. They are one of the most preferred and loved formats of organised retail. Due to natural development availability of retail space and aspiring population the 'mall culture' has made a foray into tier II cities of Rajasthan. In fact, smaller towns like Banswara and Bikaner are also venturing into the 'mall culture' with the development of Shopping Malls.

iResearch Services (April 2, 2018) under the head Five Common Factors Influencing Consumer Behaviour, enlists the following determinants of consumer behavior-

1. Marketing Campaigns that include advertisements
2. Economic Conditions
3. Personal Preferences
4. Group Influence
5. Purchasing Power

Hypothesis

1. Consumer behavior is changeable
2. Demand, price, easy accessibility and quality of the products etc. determine the consumer behavior
3. Commercial advertisements play a dominant role in changing the consumer behavior
4. Conventional shopping is fast being replaced by the online shopping
5. Media plays a vital role in making the online shopping popular in Rajasthan
6. Accessibility of the android phones is responsible for the enhancement of the online shopping in Rajasthan
7. As in the other parts of India, in Rajasthan too, the online shopping is being more and more popular day-by-day
8. Online shopping facilitates the consumers
9. The people in the villages of Rajasthan are less interested in online shopping than the people in the cities of Rajasthan
10. The educated prefer the online shopping to the conventional shopping in market
11. The uneducated prefer the conventional shopping in market to the online shopping
12. Online shopping, though has its own limitations, has caused risk to the conventional shopping through markets

Methodology

The methodology used here involves thorough study of the related literature on online shopping and its impact on the consumer behavior available in the various national and international offline and online journals; selection of some of the relevant studies for the sake of a detailed discussion on the issue of online shopping in the context of Rajasthan in particular; content analysis of the selected studies with a special focus on the objectives of the studies, reviews, alternative and null hypothesis, research methodology, tools and techniques; formulation of hypothesis regarding the places in Rajasthan where the online shopping is tremendously changing the consumer behavior, and about the factors that are responsible for diverting the consumers from the conventional patterns of shopping; adoption of inductive method and historical-analytical approach to arrive at the fruitful findings and conclusion.

Findings & Conclusion

1. There are several determinants of the consumer behavior, but it is the economic factor that plays a dominant role in determining it
2. Since the time man started living in an organized way, and developed a sense of satisfying his needs through buying, several trends have occurred
3. The shopping or buying trend began with the barter system, and the latest trend of shopping known to the people is online shopping
4. Online shopping has caused risk to the traditional pattern of shopping
5. Internet has brought about a revolution in the field of shopping patterns.
6. Internet through various magnetic advertisements, is responsible for the growing inclination of the consumers to online shopping
7. Marketing campaigns made through advertisements are capable of drawing the attention of the consumers
8. Online shopping is the most popular trend of shopping among the educated working persons, businessmen and women who, because of time constraints prefer it to the traditional modes of shopping
9. Online shopping facilitates the customers in getting the required things in time at home, and saves their time
10. Online shopping is popular all over Rajasthan, but the consumers in the cities and towns of Rajasthan are more inclined to it than the consumers in the villages

11. The Digital India Campaign is airing online shopping more and more
12. Online shopping has both the positive and the negative aspects
13. Several online shopping apps are serving the customers throughout Rajasthan
14. Since the shopping delivery centres are not in every city and town of Rajasthan, still there are thousands of customers who fail to shop online despite being aspirants and willing
15. The future of online shopping in Rajasthan is bright

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