



**CONSUMER BEHAVIOR REGARDING NEW PRODUCTS IN INDIA BUYING
THROUGH ONLINE SHOPPING**

Dr. Janardhan K. Pawar

Assistant Professor

Research Guide

Tuljaram Chaturchand College of

Arts, Science & Commerce,

Baramati,

Dist. - Pune – 413102

Mr. Sudarshan P. Pawar

Research Scholar

Tuljaram Chaturchand College of

Arts, Science & Commerce,

Baramati,

Dist. - Pune - 413102

Abstract

Over the last decade, India has seen a change in digitization and it has created new business opportunities by developing business models like e-commerce. Since recent times, Indian customers are spending their money on different ways of buying online. The use of internet and social media has increased, resulting in the changing of Indian customers' dramatically and logically, companies have changed. Urbanization and online purchasing is a continuous event in India and changing the way of life and shopping behavior of customers. This study is based on the purchasing of customers' beliefs, transactions and solutions through the e-commerce market in the Indian market.

Keywords: *Online Shopping, Buying Behavior of Indian Customers, Urbanization, Perceptions, E-commerce*

1. INTRODUCTION:

In the Indian consumer market, high-disposable income is developing a modern urban lifestyle and all companies are trying to introduce e-commerce. Lakhs of Indians did not get the privilege of technological excellence in the Indian economy, but they were able to use the Internet to take great shopping experience. The world is watching enthusiastically because India becomes the fastest e-commerce player. Due to increased customer awareness, behavior of shoppers in cities, towns and rural areas has affected the behavior of online shopping. By 2025, India is going to be



OUR HERITAGE (UGC Care Journal)



ISSN: 0474-9030 Vol-68, Special Issue-36
INTERNATIONAL CONFERENCE On Global Economic Slowdowns: India's Preparedness to
Meet the Emerging Challenges
Organized BY:- M.C.E. Society's Abeda Inamdar Senior College Of arts, science and
commerce, Camp Pune-411001
HELD on Date :- 14th & 15th February 2020

the world's fifth largest consumer market, and buying products is increasingly buying all the purchases by customers through online purchases.

Increasing access to young people, growing economy, availability of products and easy access to services and credit availability has led to the increasing of new loans through all the customers and increased acceptance of credit, even if it is a mobile phone, credit card, clothing or organized retailers, In particular, in discretionary items which are available in e-commerce and from customers The are available. Credit facilities have increased rapidly in commercial homes.

2. REVIEW OF LITERATURE:

1. **Ayo (2006)**Based on the capacity, motivation and opportunity (AMO) model, the probability of e-commerce has been examined and it is observed that almost all companies have online existence. At least ecommerce has the motivation and opportunity for e-commerce based on the lack of e-payment infrastructure and access to information and communications technology (ICT) admissions.
2. **Basu and Muylle (2007)**, Companies can get two basic benefits from e-business. It is commonly described as: value creation or value addition to one or more company's stakeholder groups; And the low price to provide goods and services in the marketplace. Improvements in internal and external communications through e-marketing, examples of increase in sales through an e-commerce website and improvement in collaborative relationships and increase in productivity (Basu and Miley, 2007) by collaborative sector, among examples under the formulation. And the examples below are Lower Extensions: Reducing communication and travel costs using online visits tools; Shared Sectors and; Advantages of the open source options for the proprietary software license.
3. **Hernandez (2014)** For the past 20 years, e-commerce has gained importance as an industry that 'India's market goes online and insists on that fact.' India's online retail industry is leading e-commerce development because the number of Internet users is



OUR HERITAGE (UGC Care Journal)



ISSN: 0474-9030 Vol-68, Special Issue-36
INTERNATIONAL CONFERENCE On Global Economic Slowdowns: India's Preparedness to
Meet the Emerging Challenges
Organized BY:- M.C.E. Society's Abeda Inamdar Senior College Of arts, science and
commerce, Camp Pune-411001
HELD on Date :- 14th & 15th February 2020

growing. According to the available available data, there are 243 million internet users in India, which is more than the US, but less than China. The main reason for growth is the increase in the number of internet internet users. Banking transactions have become very easy as introduction of banks' applications and digital platforms. E-commerce attracts a lot of talent due to improved pay and operating system. The author explains that the funding of human capital is going to be a major distinction. E-commerce companies have invested in their people due to the increased funding, the only people who brought more innovation and gained more capital from it. This is a formula that will make good use of other companies.

4. **Maheshwari (2016)**It concluded that Indian e-commerce market could grow faster than 3 years. According to the study, India achieved a whopping capital of \$ 6.6 billion and private equity in 2015, which increased 50 percent last year. This may have increased significantly for e-commerce companies. The 2015 GMV of the top three ecommerce companies is more than the Top 10 offline retailers in 2015. Opportunities have been created because of the huge potential of the Indian market. By 2025, the per capita income is likely to double and this should increase the high earnings of Indian consumers.
2. **Browntape (2017)**Talks about 'What is the highest sale in Indian e-commerce market'? He says that according to the study of Google e-commerce, e-commerce is growing in India in a big way. In 2012, the number of online buyers in 2014 was 35 million compared to at least 8 million people. E-commerce is an area that becomes an event in India and cannot ignore anything. Electronics attracted the most attractions from consumers, while apparel and accessories are leading the sales charts.

3. OBJECTIVES:

1. Identify different customer types and factors affecting the purchase transaction.
2. Understand the behavior and policies used for e-commerce.



OUR HERITAGE (UGC Care Journal)



ISSN: 0474-9030 Vol-68, Special Issue-36
INTERNATIONAL CONFERENCE On Global Economic Slowdowns: India's Preparedness to
Meet the Emerging Challenges
Organized BY:- M.C.E. Society's Abeda Inamdar Senior College Of arts, science and
commerce, Camp Pune-411001
HELD on Date :- 14th & 15th February 2020

4. METHODOLOGY:

Present study is based on the behavior, transaction and satisfaction of consumers who purchase products through the online purchase of Indian market customers. Secondary data sources are discussed. Secondary data has been collected from company bulletins, business magazines, business newsletters, text books, annual reports, and websites.

5. LIMITATIONS OF THE STUDY:

Studies focus on customer buying business through online purchase. Products are sent online and the customer sending the goods is immediately transferred to the customer. The study is related to e-commerce or online shopping.

6. CHANGING TRENDS IN INDIAN CONSUMER BEHAVIOR ABOUT E-COMMERCE:

Buying urban products and hand-made products at e-commerce is fast pace in India and influences customer lifestyle and purchasing behavior. Working people rely on fast and ready-to-serve services and are provided through the online shopping route.

It seems that big shopping on Hyper Store is trending this day without frequent visits to online shopping websites and online stores. A large number of customers are visiting e-commerce websites to buy products and products are at the customer's door.

TRENDY LIFE STYLE OF THE CONSUMERS:

The practice of purchasing large amounts of consumer purchases has changed tremendously on the existing urban middle and upper-class Indian websites. Western perspectives have increased from a positive perspective. Indian customers have become open and experimental from their perspective. You can buy from the website directly from the mobile phone app for any purchase of the product on the website and it is easy to use for any type of user.



OUR HERITAGE (UGC Care Journal)



ISSN: 0474-9030 Vol-68, Special Issue-36
INTERNATIONAL CONFERENCE On Global Economic Slowdowns: India's Preparedness to
Meet the Emerging Challenges
Organized BY:- M.C.E. Society's Abeda Inamdar Senior College Of arts, science and
commerce, Camp Pune-411001
HELD on Date :- 14th & 15th February 2020

Through the Internet, foreign brands have received extensive customer acceptance in India; Personal care products, audio / video products, clothing and footwear, sportswear, toys and gifts, electronics and accessories are available on the website.

BEHAVIOR OF SPENDING:

In the recent years, Indian customers are spending their money on various items. For urban India, average 30 days of consumer spending was divided into online purchases. There are many customers buying clothes, footwear and other things.

In India, high-income groups make more money on luxury goods and trendy products than consumer products in real terms using your internet or online shopping websites. Medium income groups spend more on consumer spending than the rich and they also buy some traditional items for their regular use.

7. FINDINGS:

60% of India's e-commerce GDP is part of the Indian economy of the service sector. However, the luxury brand has to form a unique pricing strategy to take an initiative in the Indian e-market. Indian customers are also associated with the values of nutrition, care and affection. Customers are involved in buying and purchasing the complex purchases when they are involved in the purchase, and at the customer's shop online shopping, keeping in mind the important differences between brands and brands. Consumers are very involved when the product is expensive, dangerous, often purchased and meaning itself, but consumers are thinking that specific product brands and products are available on the website can be unique. In this way the buyer must first think about developing the product on the e-commerce website, then consider and then create thoughtful shopping choices.

E-commerce websites have provided a refund option within the stipulated time and the customer will be given the option for any specific reason eg. For a faulty product, it can return a good product, not an explanation.



OUR HERITAGE (UGC Care Journal)



ISSN: 0474-9030 Vol-68, Special Issue-36
INTERNATIONAL CONFERENCE On Global Economic Slowdowns: India's Preparedness to
Meet the Emerging Challenges
Organized BY:- M.C.E. Society's Abeda Inamdar Senior College Of arts, science and
commerce, Camp Pune-411001
HELD on Date :- 14th & 15th February 2020

CONCLUSION:

E-commerce is also a platform for launching new products, as different companies increase brand awareness, not only to increase sales, but also to increase focus on special offers.

Customer behavior is complex and is often not considered logical. Another challenge is the consumer's personality which will be different across the border and between regions and in other countries too. Unsafe customers, who do not always have access to the same choices as customers, should also be considered. From the market perspective, people in India include different sections of customers based on class, status and income.

An important and recent development in the consumer of India is the rise of rural markets and there is a market for eco-friendly products for many consumer goods. In rural areas three-fourths of the population lives in India and one third of national income is contributed, so they should not be avoided. Ultimately, it is most important to create value when giving customers happiness. We live in digital age and thus need to continue new trends in social media.

References:

- i. Baumgartner, G and Jolibert, A "Consumer Attitudes towards Indian products", (2008), International Business Studies II (spring).
- ii. Bennett, Rebekah, Rundle - Thiele, Sharyn, "Customer Satisfaction should not be the only Goal", (2004), Journal of Services Marketing, Vol.18 (6&7).
- iii. Bhargava S. C. "Passenger Car Industry: Maruti Maintains the Lead" (2000), Facts for You.
- iv. J. S. Panwar, Beyond Consumer Marketing, (Response Books A division of Sage publications, New Delhi 2004)
- v. NinaweArundhati S., Consumer Behaviour, SaiJyotiPublication , Nagpur, 2011.
- vi. Browntape (2015) "What sells most in the Indian Ecommerce market". Retrieved from <http://indianonlineseller.com/2017/02/what-sells-most-in-the-indianecommerce-market/>



OUR HERITAGE (UGC Care Journal)



ISSN: 0474-9030 Vol-68, Special Issue-36

**INTERNATIONAL CONFERENCE On Global Economic Slowdowns: India's Preparedness to
Meet the Emerging Challenges**

**Organized BY:- M.C.E. Society's Abeda Inamdar Senior College Of arts, science and
commerce, Camp Pune-411001**

HELD on Date :- 14th & 15th February 2020

- vii. Maheshwari (2016) “Indian ecommerce market to grow fastest globally over 3 years”.from
<http://economictimes.indiatimes.com/industry/services/retail/indianecommerce-market-to-grow-fastest-globally-over-3-years-morgan-stanley/articleshow/51031652.cms>
- viii. Hernandez (2014) “India's market goes online”. Retrieved from
<https://www.peplematters.in/article/entrepreneurship-start-ups/editorial-indias-market-goes-online-6780>