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AN EMPIRICAL ANALYSIS OF ONLINE SHOPPING PLATFORMS IN INDIA

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Abstract:

Since June, 2012; 137 million people of India using internet for their respective intents [1]. With ongoing change in consumer behavior and increased internet and mobile penetration, the last decade has witnessed significant changes in Retailing and Digital Communication in the country. In India most of the people depends on online shopping platforms for shopping purposes.

Introduction

With ongoing change in consumer behavior and increased internet and mobile penetration, the last decade has witnessed significant changes in Retailing and Digital Communication in the country. Website named foreseegame.com is considered as the strongest example, that how appropriate Indians consider to use the digital

communication to understand the pulse of Indian consumers on the pattern of shopping. About 15000 participants have contributed from all parts of India; however the limitation of this sample is that it is from the group of people who are users of internet

Now all the traditional corner shops are moving further to a corner and the majority prefers Modern Retail shop followed by online shopping. The online shopping format is gaining sharp ground. The first preference of Indians is Electronic Gadgets for shopping online followed by books and clothes. Freedom of choice and atmosphere are the major attractions for modern retail shops while ease of shopping is liked in online shopping. Low choice of selection and absence of benchmarking in quality are taking away customers from the traditional

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corner shops, while long queue in modern retail format is not liked by a majority of the customers. Only 31% participants are in favour of 26% Foreign Direct Investment

limit in Multi brand retailing. The Popular sentiment is in favour of higher Foreign Direct Investment in the same.

List of online Platforms in India as per respective categories [2] (Table 1):

Apparel	Multiple Stuff	Ethnic Wear	Home Furnishing
www.jabong.com	www.flipkart.com	www.dress365days.com (Lucknowi Chikan)	www.urbanladder.com
www.myntra.com	www.snapdeal.com	www.lucknowisuits.com	www.fabfurnish.com
www.yebhi.com	www.naaptol.com	www.utsavfashion.in	www.urbandazzle.com
www.pepperfry.com	www.ebay.in	www.chhabra555.com	www.zansaar.com
www.fashionara.com	www.futurebazaar.com		www.bedbathmore.com
www.fashionandyou.com	www.infibeam.com		www.furniturestreet.ii
www.shoppersstop.com	www.indiaplaza.com		www.mabelkart.com
www.cilory.com	www.homeshop18.com		
www.zovi.com	www.tradus.com		

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List of online Platforms in India as per respective categories [2] (Table 2):

Personal Care	Mom and Kids Care	Shoes Only	Jewellery only
www.purplle.com	www.bundlebaazi.com	www.bestylish.com	www.jewelsnext.com
www.goodlife.com	www.babyoye.com	www.metroshoes.net	www.juvalia.in
	www.firstcry.com	www.libertyshoesonline.com	www.gitanjaligifts.com
	www.hoopos.com	www.bata.in	www.bluestone.com
	www.hushbabies.com	www.fashos.com	www.tanishq.co.in
	www.allshoolstuff.com (School Stuff)		www.johareez.com
	www.1click1call.com (School and Office Stationary)		www.jewelskart.com
	www.koolskool.in (School Stuff)		www.yes2fashion.com
	www.yellowgiraffe.in (Toys only)		

List of online Platforms in India as per respective categories [2] (Table 3):

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Grocery Stores	Health and Lifestyle	Books Only	Sports Goods Sites
	Only		
www.bigbasket.com	www.healthkart.com	www.bookadda.com	www.sports365.in
www.towness.co.in	www.naturalmantra.com	www.landmarkonthenet.com	www.mysportcart.com
www.zopnow.com		www.crossword.in	
www.bigbazaar.com		www.uread.com	
www.aaramshop.com			
www.foodesto.com			

We tried to capture as many as possible since there are plenty of such online shopping sites and we can't cover all. Here are few in which we are seeing some traction. This is just a list of online shopping companies in India. Whether you call it best shopping sites in India, cheap online shopping sites in India.

As per our survey Most of the people prefer to buy electronic goods, the electronic good's online consumption is 28% in India which leads it to the top of the chart. The table given below expresses the rest of story about consumer's interest in online shopping.

(Table 4)

List of Items	their % as per Indian online consumer's
	interest

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Electronic Goods	28%
Clothes	16%
Books	16%
shoes	9%
Home furnishing	6%
Kitchen appliances	6%
Bags	5%
Toy and games	5%
Others	9%

After knowing the consumers interest, it's time to check the most viewed and most visited websites of Indian online market. We have made a list of top 10 websites of India

with their respective details. Table 5 is explaining its details about total number of hits per day on individual websites and their turnover for last year ^{[3] [4]}.

Name of Website	Global ranking	Revenue US\$
Ebay.com	21	14.07 billion
Fashionandyou.com	3,728	30.0 million
Flipkart.com	164	77.00 million
Mygrahak.com	214,954	2.424 million
Futurebazaar.com	24,004	2.465 million
Homeshop18.com	1,087	36.37 million
Myntra.com	518	120 million
Snapdeal.com	333	96.978 million
Letsbuy.com	153,705	6 million
Mydala.com	7,379	3.7 million

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Above Table 5 is making it clear that there is an immense influence of online shopping websites on Indian society. A big part of Indian urban society is depending on eshopping, because of their lifestyle. There are several other reasons, why online shopping platforms are getting famous and becoming consumers' first choice. Some of them are mentioned below:

- 1) Convenience: Where else can you do shopping, even at midnight, wearing your jammies? 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

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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' upselling 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.

Other reasons for choosing online shopping platforms:

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

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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 way 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 is 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. I love online shopping because my dog is not allowed in a lot of stores, even though he is well behaved. I hate crowds and lines too.

Conclusion:

In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon

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online shopping, which will allow it to remain a tremendous success in the future.

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