



ANALYSING THE STRATEGIES OF ONLINE SERVICE PROVIDER AFFECTING ONLINE SHOPPING BEHAVIOR

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ABSTRACT

The aim of this research is to find out what factors affect consumers in the context of electronic commerce, also to see the relationship between e-satisfaction and e-loyalty. As Internet has become a channel where online transactions have been done, and this created need for companies to understand how consumers perceive online buying. First thing done in this study was integrating relevant literature, and then testing which variables are affecting consumers' decisions to buy online. Seven hypotheses were formulated regarding to consumers previous experiences with e-commerce. Data gathering was carried out by the survey which was sent online to 200 randomly selected citizens, from which 104 responded. Through the survey, the results of this study pointed out the relation between satisfaction with online service and consumers' intention to buy in the future which generates customer loyalty. So, the main point of the study was achieved successfully. Introduction the paper has been divided into 5 sections, named as; Introduction which will provide all information regarding the background of the study, purpose, research objectives and hypotheses. Literature review which provides information of what other think and write about the online shopping behavior of consumers.

Keywords: - Online Shopping, Customer, E-Commerce, Marketing, Service.

I. INTRODUCTION

The strategies used by e-commerce service providers have been evaluated in this chapter. In two stages, the information is gathered from top employees of e-commerce enterprises. Three senior employees from the three largest online retailers are contacted in the first phase, and a thorough dialogue is tested using an unstructured inquiry form. Recognizing online businesses' rules is the idea. This made it easier to train the structured inquiry form that is used to gather data from 25 online shops. A structured inquiry form was used to collect data from fifty workers of 25 online merchants.

II. MARKETING STRATEGIES OF ONLINE SERVICE PROVIDERS

A company's attempt to seize its target markets is accomplished via the use of a marketing plan. The basis of marketing strategy is market research, which evaluates consumer preferences and formulates strategies for distribution, advertising, and promotion. The main focus of marketing strategy is on providing customers and the company with more for less money. A company must divide its marketing function into key components and have a system in place to monitor communication between those components if it wants to increase the effectiveness of its marketing strategy. Thus, the decision-makers will at long last be able to describe marketing tactics. The operation of the following marketing factors, such as product differentiation, price promotion, quality, research, advertising, price variation, site, and packaging, will result in higher profits for the company.

1. Profile of Employees

50 people from 25 different firms provided the data. Annexe 3A contains a list of the organizations that were contacted. 70% of the respondents' workers work in middle management for their company. Only 4% are in lower level management, while another 26% are at the highest levels. Because of their hectic schedules, reaching the top executives is difficult. However, trustworthy, competent, and accountable middle and lower level personnel are called in order to get the most trustworthy and accurate information.

2. Profile Of Online Retailers

The business profile of the e-commerce company under investigation is shown in Table 1. 20% of businesses provide services online, while 80% of businesses sell things online.

Experience	N (%age)
Upto 2 years	9 (18%)
2-5 years	21 (42%)
5-10 years	14 (28%)
Above 10 years	6 (12%)

3. Competencies of Online Retailers

Wernerfelt (1984) asserts that resources and goods are two sides of the same coin for the company. The businesses should thus concentrate on the resource rather than the rivalry in the

product and market. Online retailing companies, according to Oinas (2013), may be seen of as resourceactivity bundles that need certain types of technology solutions across several skill areas. The four resource kinds that Oinas (2013) suggested have been examined in the research. Technical, economic, organizational, and institutional capabilities make up these four categories.

4. Retail Strategies of Online Retailers

Online shops often use one of four kinds of marketing strategies: bricks (along with an information website), combined bricks and clicks, exclusively e-commerce, and e-commerce for virtual communities. The following is a basic description of the four tactics: The frequency distribution of the tactics used by various online shops is shown in Table 4.20. The enterprises in the research that took part in the poll were all e-commerce businesses. They do all of their product sales online, without any help or support. Other types of internet shops are very uncommon and difficult to get in touch with. In India, there isn't an e-commerce company for online communities.

5. Factors Important For Online Retailing

A list of seven factors of substantial significance in online retailing strategy is found from the literature review. These seven factors are requested to be ranked by respondents in order of significance, with 1 being the most important and 7 being the least important. Table 4.21 shows the frequency of respondents ranking various aspects in accordance with their perceptions of their significance. 13 respondents ranked information security first, whereas 11 respondents ranked price/discount first. Ten respondents ranked price/discount second, while nine respondents ranked information security second. Similar to how they rate other criteria according to how important they are to them.

6. Garrett Ranking Method

It is used to gauge the general significance of several factors. One of the effective techniques for estimating the overall rankings according to significance is the Garrett approach. According to the Garrett method, information security is the most crucial factor for online shops. The price or discount of the goods is the second-most crucial factor. Through product diversity, the third position is attained. Advertising and website quality are at fourth and fifth position, respectively. Retailer brand and word of mouth are in sixth and seventh position, respectively. The most important area for retailers to concentrate on is information security, next price and discounting, and last expanding the range of products.

III. FACTORS AFFECTING OFFLINE SHOPPING BEHAVIOUR

Since the dawn of humanity, online purchasing has existed. Online purchasing offers a variety of advantages to the consumer. The following are some elements that have an impact on offline shopping:

Time consuming: Shopping at a store takes a lot of time. It takes time to go a long distance to the store from home or work. Additionally, putting on clothing at a shop or simply looking through other things takes time. Offline shoppers walk from one location and store to another in pursuit of the goods they want.

Information: The information offered by a retailer is often inaccurate. Additionally, we don't always require this information. Customers purchase goods in accordance with their level of product understanding. These transactions rely on the trustworthiness of the shops they are familiar with.

Taste and preference: The customer's taste and preferences fluctuate throughout time. When purchasing any item from a shop, we have the freedom and option to try on clothes. But this option is not available to us when purchasing any thing from a website. Therefore, purchasing offline better accommodates consumers' shifting tastes and inclinations.

Bargaining: at contrast to internet buying, a buyer may physically haggle with the vendor at an offline store. A buyer cannot haggle while purchasing online since the product's price is set. Some customers prefer to buy in person rather than online because they believe internet shopping is more expensive than going to the market.

Less number of choices: When it comes to offline purchasing, the options are few. There aren't many different kinds. The merchandise selections at the stores are limited. The stocks may sometimes be out-of-date and on sale or discount. at general, we have fewer options at offline stores since they need physical labor.

Authenticity: Compared to internet purchasing, offline shopping is more genuine. We may touch the merchandise and experience its texture before purchasing it. When making an offline purchase, we are well aware of what we are purchasing. However, while shopping online, we are not always sure of what we are purchasing.

IV. LEGAL FRAMEWORK FOR ONLINE PAYMENT MARKETS OF INDIA AND E-COMMERCE

The effective development of a digital society depends on the acceptance of online payments and payments received online. Payments are handled in an online setting with little human involvement in a digital payment system. The administration of digital currencies must also

adhere to specific technological legal criteria, such as those related to cyberlaw, e-commerce law, foreign exchange management, export restrictions, and import laws. Additionally, an online payment platform must be kept safe from cyber assaults and cybercrimes, which are rampant in today's world.

The Information Technology Act of 2008, which was largely passed to control and expedite transactions via the e-commerce platform, establishes guidelines for privacy and data protection. The IT Act of 2008 lists rules for punishment in circumstances of confidentiality breach and privacy infringement.

Furthermore, the IT Act's Section 66 C imposes penalties for identity theft and states that anyone who fraudulently uses another person's electronic signature, password, or other Unique Identification feature shall be subject to either a term of imprisonment of either description for a term that may extend to three years or shall also be subject to a fine that may extend to rupees one lakh.

V. CONCLUSION

According to the examination of the aforementioned data, the majority of survey respondents (334, or 66.8%) were men. The majority of respondents (148, 29.6%) who were over 20 but under 30 utilized internet shopping to make purchases. The respondents who have jobs (165, 33%) and respondents from Punjab's metropolitan districts (324, 64.8%) use internet shopping the most often. According to the respondents' internet use profiles, the majority of them (381, or 76.2%) use the internet often. The most common place from which they access the internet is at home (208, or 41.6%), then at work (142, or 28.4%).

The majority of respondents (136, 27.2%) reported using the internet during the previous one to two years. Mobile phones (n = 82, 16.4%), shoes (n = 57, 11.4%), clothes (n = 52, 10.4%), and computers (n = 42, 8.4%) were the most common items bought online. The three services that were most often bought online were bill/fee payment (n = 44, 8.8%), movie tickets (n = 71, 14.2%), and train tickets (n = 62, 12.4%). Other, less in-demand goods and services were also bought.

The degree of customer satisfaction with internet buying has also been evaluated. Out of 309 respondents who made an online purchase, the majority were happy (n = 102, 33.1%) and extremely satisfied (n = 132, 42.72%). Very few responders (n = 25, 8.09%) and unhappy (n = 16, 5.18%) were both very dissatisfied. The majority of respondents (n=34, 11%) had an indifferent attitude regarding internet purchasing. Customers were generally happy with their internet purchase.

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