



### A Study of Consumer perspective towards online shopping.

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#### Abstract:

*In today's commercialized world the consumer has gained very high significance on economy. Every element in economy is relied on spending ability of consumers. Indian consumer has evolved over a period of time and now changed his approach from traditional conservative approach of spending to liberal approach towards spending. The difference between need and luxury has been reduced and many articles have been shifted from luxury class to daily need category. Recent change on markets, introduction of e-commerce has also encouraged this change and now consumer are not restricting their spending to physical markets. Online shopping has phenomenal revolution in Indian market and its impact has attracted various multinational brands for online shopping. a*

#### Introduction

Online shopping in India is getting a noticeable growth. Busy lifestyle in urban area and limited options in rural areas are the revolutionary factors that are facilitating this growth. Today with the improved infrastructure of internet and handy mobile instruments have increased the use of internet among urban & rural population. More usage of internet facilities, high educational standards, changing life style, more women employment and economical growth are major reasons for increase in use of various e-commerce techniques and tools. Among these techniques online shopping has a vital role.

Indian middle class of 288 million people is equal to the entire U.S. consumer base. This makes India a real attractive market for e-commerce. To make a successful e-commerce transaction both the payment and delivery services must be made efficient. There has been a rise in the number of companies' taking up e-commerce in the recent past. There is no doubt about it that e-commerce has made the transactions smooth, quick faster and easier. As we all are aware that Commerce and Business are the backbones of a country's development, if they were supported by the electronic technology and tools like e-commerce, it will make wonders in the economical growth of the country. More usage of internet facilities, high educational standards, changing life style, more women employment and economical growth of the country are the few major reasons for the demand of e-commerce techniques and tools.

#### Objectives

The study covers following objectives

1. To study Consumer trends towards online shopping in India.
2. To identify the key factors in growth of online shopping.
3. To focus on the e-commerce initiatives to attract buyers.

