

Impact of online shopping on family budget

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ABSTRACT

In this paper an attempt has been made to highlight the impact of the increasing trend of on line shopping over the various fixed price shop. Advent of e-stores with their attractive incentives and wide varieties has increased the family budget on the other hand. This study looks into the various aspects about the on line shopping and its direct and indirect effect on family budget. This paper also unravels the effect upon the profitability of the various concerns due to increasing trend for online shopping. Although the periodicity of the study is less yet an effective attempt has been made to enlighten the scenario along with concrete suggestions

Key Words : Online Shopping (or e- tail from electronic retail or e- shopping)- it is a form of e-commerce which allows consumers to directly buy goods and services over the internet through a virtual shop

INTRODUCTION

Retail shopping has certainly gotten a new definition since the arrival of the internet. Because of what the internet has to offer, that is, any person or company from any part of the world who is able to post and sell goods on the internet via a website is able to sell. What's more, any consumer does not have to worry about having to find means to exchange monetary paper because not just online banking is made available; the consumer is given the option to pay through different payment methods. These days, it is even easier to find the most difficult of all products, by easily typing in the product or item that you are looking for. One doesn't have to worry about location because logistic companies are also joining the bandwagon, so to speak, and helps in making sure that their products would be available to any and all destinations in the world. Purchasing products or services over the internet, online shopping has attained immense popularity in recent years mainly because people find it convenient and easy to shop from comfort of their home or office and also eased from the trouble of moving from shop to shop in search of the good choice. Online shopping is a form of e-commerce which allows consumers to directly buy goods and services over the internet through a virtual shop. Some of the leading online stores currently in India are Amazon,

Flipcart, Snapdeal, Homeshop 18, Myntra etc.

METHODOLOGY

The study was done on 100 house wives of Udaipur city which are post graduate. A questionnaire was prepared with both open and close ended question.

RESULTS AND DISCUSSION

The table-1 gives a clear picture that around 38 per cent respondents prefer on line shopping while 62 per cent did not prefer on line shopping. Some feel that there is difficulty in selection on items as same items are available at many sites at different prices, thus it create confusion in their quality. Mode of payment is also different on different sites. While others find it easy and time saving mode of shopping.

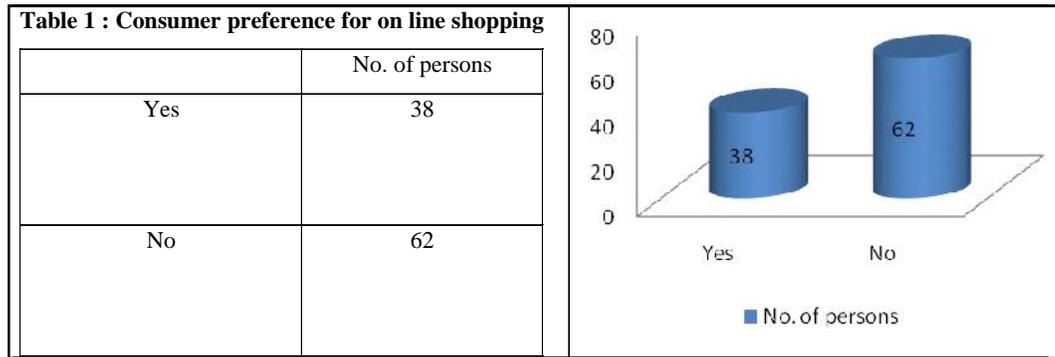


Table 2 reveals 74 per cent women find it time saving, 43 per cent feel that the prices of the product are low as compared to the market. Comparison of product is easier by on line shopping as reported by 37 per cent respondents, while 64 per cent feel that they will get more options for the product selection and 36 per cent reported that quality of the product is very good thus they are getting worth of their money.

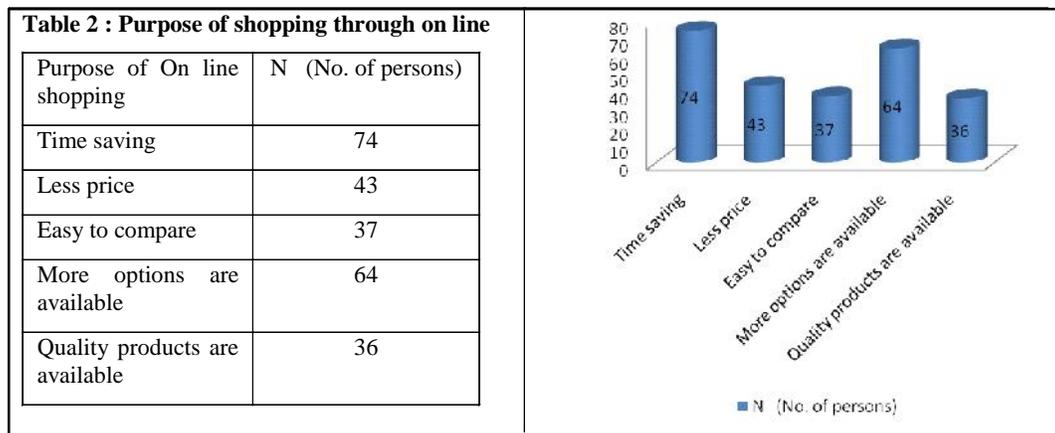


Table 3 showed that 82 per cent respondents reported that their family budget increases due to on line shopping only 5 per cent stated that budget decreases while 13 per cent reported that there is no effect of on line shopping on their family budget.

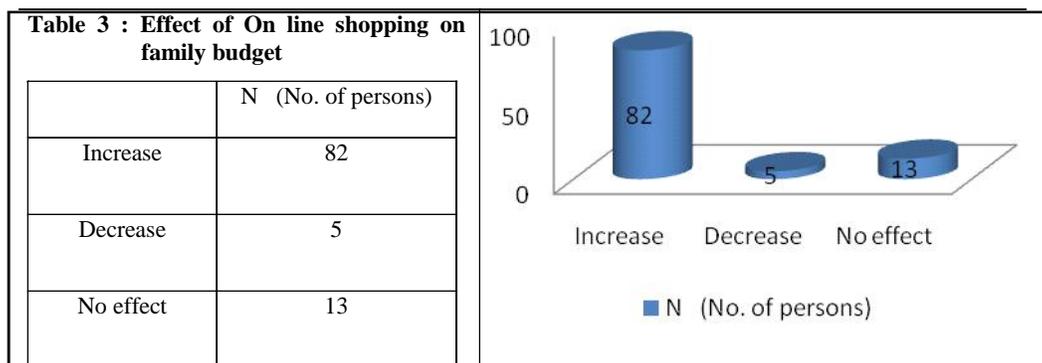


Table 4 gives a clear picture that maximum people prefer furnishings, garments, cosmetics and accessories *i.e.* 51, 43, 50 and 48 per cent respectively. No one prefers to buy furniture through on line shopping and the preference for the purchase of mobile and electronics is also very low.

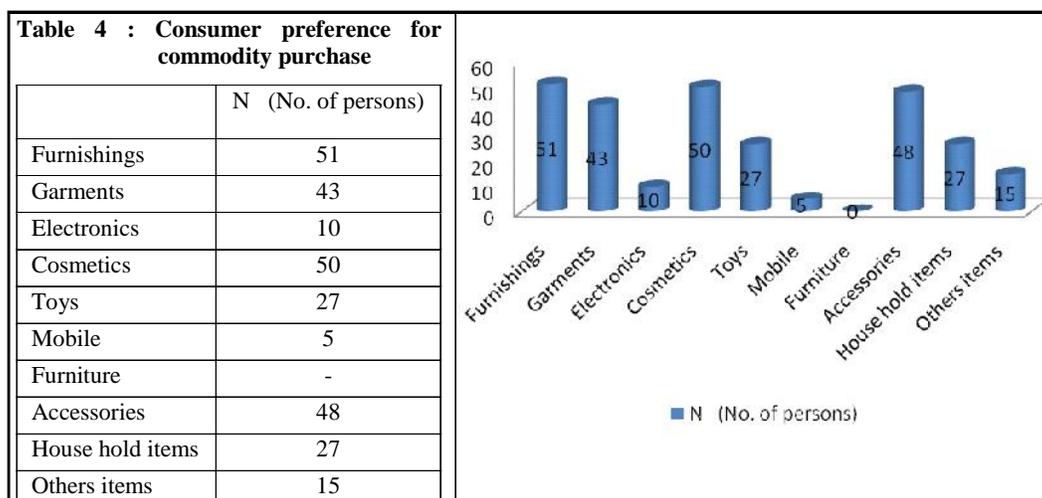
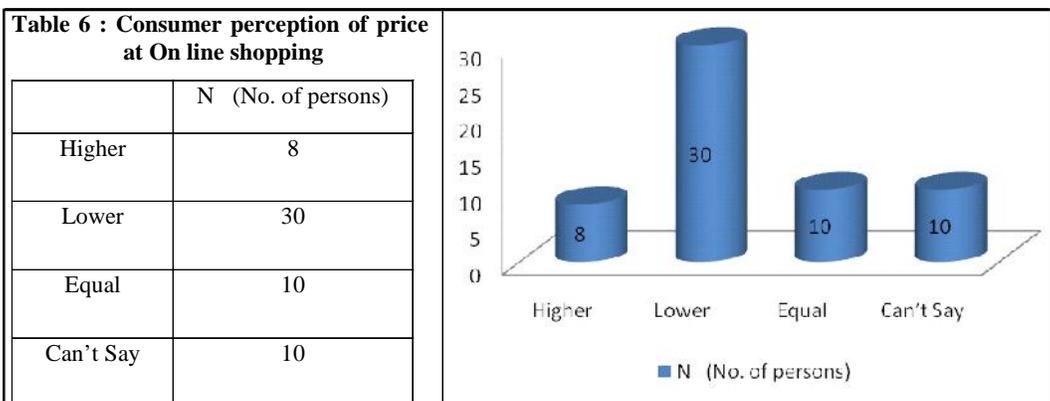
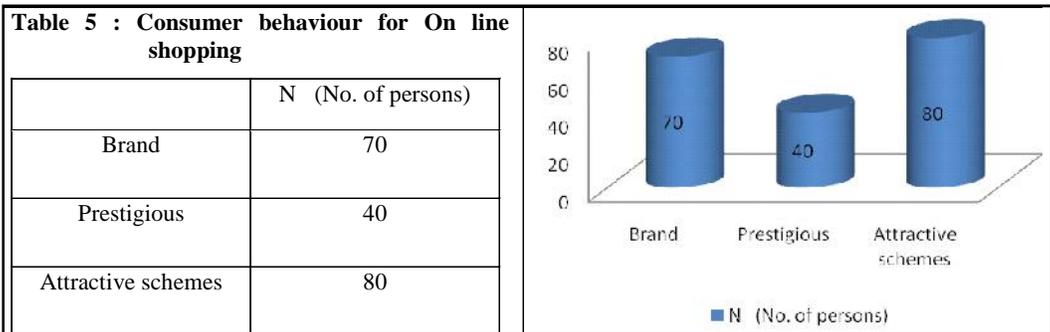


Table 5 revealed that 70 per cent people like to purchase branded items from the on line while 40 per cent find that it is prestigious to do shopping from the on line and 80 per cent purchase due to attractive schemes on the products attracts them which ultimately resulting into the shopping.

Table 6 showed that only 8 per cent respondents find on line shopping to be expensive and 30 per cent find them cheaper just because they make purchase during sales and discounts only. While 10 per cent reported there is no difference in the price and another 10 per cent can't judge the price.



Conclusion :

The research highlighted the fact that the on line shopping culture was gaining popularity day by day specially between the young generations. They find it very pleasant and time saving. The main purpose of shopping through on line was found to be time saving, easy to compare between products, more options are available, and status symbol. As these women remain on line due to social media, the attractive offers on these media like Facebook attract their attention resulting into frequent unwanted shopping shake the family budget drastically. Maximum people purchase furnishing, garments, cosmetics and accessories while some prefer toys, household. Though people feel that prices of the products at on line were low as compared to retail market. This makes the people more brands conscious. So, it is very clear that this on line culture is gaining popularity day by day and factor of **FEEL GOOD** is working in this sector. In India the introduction of “ON LINE” has definitely added an adventure to one’s shopping experience although the these have not been able to replace traditional markets, which are still popular among the pocket conscious people.

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