

Chapter – 1: Introduction

1.0 INTRODUCTION

Commerce has evolved over time, but it all began in the period of the apes, when self-reliance was the sole means of existence. Initially, commerce was nothing more than buying and selling on a huge scale. It refers to business and commercial operations such as the exchange of products and services from the producer to the end consumer.

The evolution of commerce is mentioned below:

- Development of Commerce
- Household Economy
- Primitive Barter Economy
- The Rise of Trade
- Town Economy
- International Trade
- Globalization

The market has undergone a lot of changes with the changing economy. In a home economy, work was divided between family members, with males doing things like hunting and fishing and females doing things like fruit picking and land cultivation. Their secret to success was self-sufficiency. Then came the barter system, in which things were exchanged for goods. As a result, commerce evolved from providing items at a fixed location in exchange for commodities to selling them during religious festivals or areas where a large number of people gathered, eventually giving birth to trade centres. The Town Economy was the next phase, where local marketplaces were formed and production began. Then came international commerce, which is defined as trade between two or more nations with geographical coverage. Last but not least, globalisation has created a borderless globe, providing businesses a competitive advantage. As a result, we are now living in a multinational market^[1].

But first, let's take a look at the market. A market may be defined as an infrastructure where people exchange goods and services. Markets make

commerce easier. The act of buying and selling products and services is known as trade. It allows for product distribution in a society.

A market is a physical location where buyers and sellers come together to sell and buy products and services. A buyer is someone who wants to buy a product or service, whereas a seller is someone who wants to sell a product or service. Any transferable or exchangeable thing may be evaluated and priced in a market. The value that a seller places on his products in the market, or the sum or amount of money at which a thing is valued to be sold, is referred to as the price. The market might differ depending on the product, service, product differentiation, selling procedure, sale length, taxes, subsidies, government restrictions, pricing, targeted buyers, sales location, and other factors. Markets may vary in many forms, scales, locations and types of participants, as well as the types of goods and services traded. Money is the most prevalent means of exchange between them for buys and sales.

Markets can be of the following types:

- 1. Consumer Markets** : Companies that sell mass consumer goods and services.
- 2. Business Markets** : Companies that sell business goods and services.
- 3. Global Markets** : Companies that sell in the global marketplace.
- 4. Non-profit and Government Markets** : Companies that sell to non-profit organizations.

Marketers are those who aim to market something. A person whose job is to identify what things and services people want and sell such goods and services on behalf of businesses. Marketers are skilled individuals who excel in generating demand for their products. Demands are different from needs and desires. Human beings have fundamental needs.

Needs are something essential for survival, such as food, drink, clothes, and shelter.

Want, on the other hand, is a desire for something such as dining out, going to the movies, wearing expensive clothing, or getting a manicure.

Demands are definite product desires backed up by financial resources.

For example, many people want a Mercedes; but only a few can buy it.

According to Philip Kotler, Eight demand states are possible:

- **Negative Demand:** A product faces negative demand when its target market as a whole dislikes it.
- **Non-existential Demand:** A product faces non existential demand where the consumers are unaware or uninterested in this type of product.
- **Latent Demand:** A product faces latent demand where there is hidden or invisible demand.
- **Declining Demand:** A product faces declining demand where there is less of a demand for products and services than there was earlier, considering the present supply.
- **Irregular Demand:** A product faces irregular demand when there are fluctuations in demand continuously.
- **Full Demand:** A product faces full demand when the supply is equal to the demand.
- **Overfull Demand:** A product faces overfull demand when the demand is greater as compared to the supply.
- **Unwholesome Demand:** A product faces unwholesome demand when a consumer wants the product but does not desire to make a buying decision.^[2]

With technology advancement and digitalization, this market can further be divided into two:

- Traditional Market
- Modern Market

Traditional marketplaces are also known as "Offline Market". The term "modern markets" refers to the online marketplace. Consumers can buy goods or services based on their preferences from various platforms, such as the internet or offline market, depending on the features desired. With the advancement of technology, sellers have more chances to reach consumers in a faster, easier and more cost-effective manner. In recent years, online buying has exploded in popularity. Hundreds of millions, if not billions, of people buy

online. The buying of products from conventional markets, on the other hand, has persisted for years. Many clients prefer to buy products offline so they can inspect and hold them. have possession of the merchandise immediately upon payment.

Consumer loyalty is dependent on the consistency of quality, value, and satisfaction. Some people prefer physical buying, while others prefer internet buying, and many people prefer both. The study focuses on the consumer's final decision to buy. Whether you're buying in the Modern Market or the Traditional Stores. However, there are certain advantages associated with online buying. It is more convenient for consumers and less expensive than offline buying. When making any buy decision, the first question should be whether the transaction will be conducted online or offline. Consumers should choose the channel that best meets their requirements and desires and can satisfy them.

In today's competitive business environment, understanding how a consumer chooses a certain medium for buying products is critical from a managerial point of view.

E-commerce, or electronic commerce, is the buying and selling of products and services via electronic networks such as the internet and other computer networks. The internet has acquired a huge edge on the internet, and online buying is now one of the most popular things to do on the internet. The way of acquiring information about the product, the method of obtaining the product, the method of payment for the product, the risk associated with its procurement, the ease of availability, the return option, and so on are some of the significant differences between them.

1.1 CONCEPT OF BUYING

"To buy" is a term that refers to the buy or acquisition of an object or service that is often paid for via the exchange of money or another asset with another person or entity. In order to buy anything of value, buyers must first determine what that item or service is worth in monetary terms. ^[3] Buying roles relate to the tasks that one or more people may do in the process of making a buying decision. There are six distinct buying roles that might be identified:

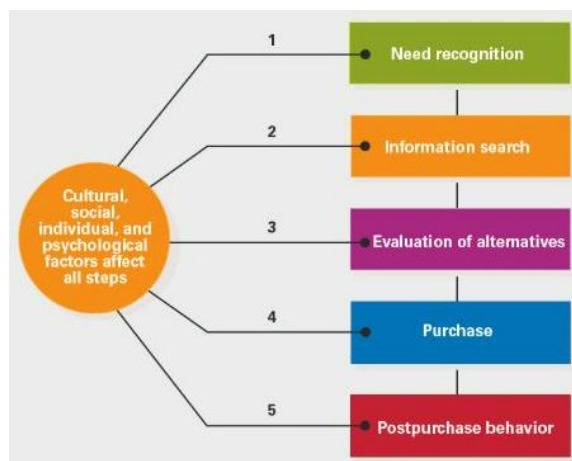
- **INITIATOR:** The initiator is the one who suggests or thinks of the idea of buying a certain good or service for the first time.
- **INFLUENCER:** A person whose opinions can influence the ultimate choice made by other people in a buying group.
- **DECIDER:** A decider is a person who finally decides any element of or the whole buying intention, including whether to buy, what to buy, how to buy, and where to buy.
- **BUYER:** the one who oversees the paperwork associated with the actual buying.
- **USER:** The person(s) who consumes or utilises the product or service is referred to as the user.
- **GATEKEEPER:** The person(s) who controls information or access, or both, to decision makers and influencers are referred to as gatekeepers. [4]

1.2 BUYING PROCESS

A buying process is the series of steps that a consumer will take to make a buy decision. A standard model of consumer buy decision-making includes the following steps:

1. Need Recognition
2. Information Search
3. Evaluation of Alternatives
4. Buy Decision
5. Post Buy Evaluation

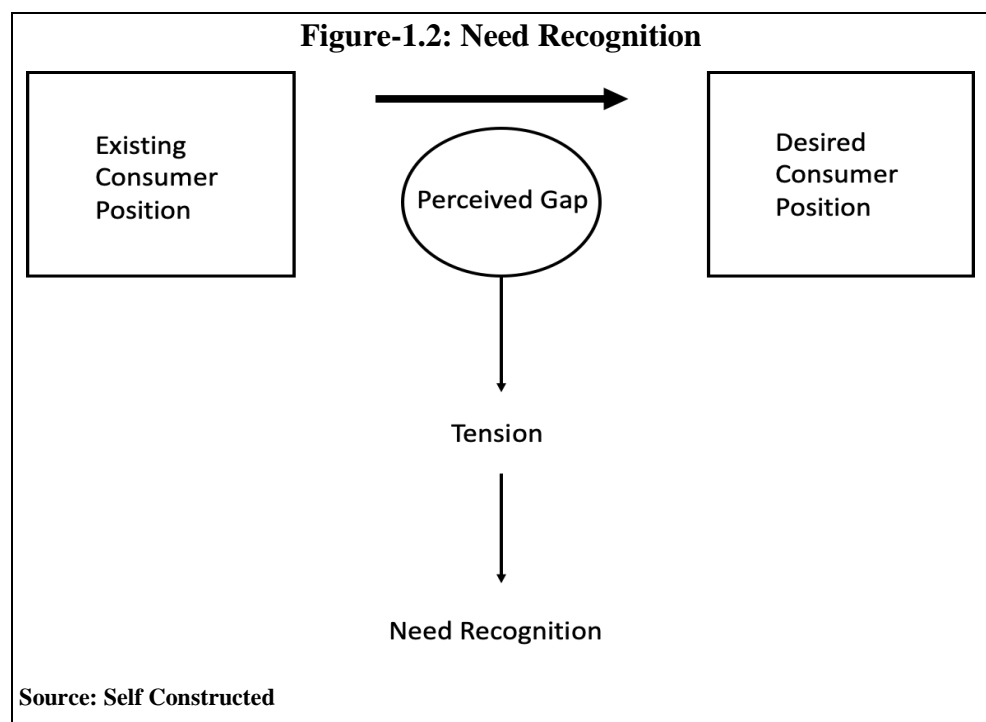
Figure-1.1: Consumer Decision Making Process



Source: www.chegg.com

1. Need Recognition:

This is often identified as the first and most important step in the consumer's decision process. A buy cannot take place without the recognition of the need. The need may have been triggered by internal stimuli (such as hunger or thirst) or external stimuli (such as advertising or word of mouth). The first stage of the buyer's decision process is that the consumer recognizes a problem or a need. Need is the most important factor that leads to buying of products and services. The recognition of a need caters to the decision making of an individual. Before a customer can make a buy, they must have a strong reason to believe that what they want, where they want to go, or how they see themselves or a situation is different from where they really are. In this case, the consumer is faced with a dilemma since their desires differ from their realities.



2. Information Search

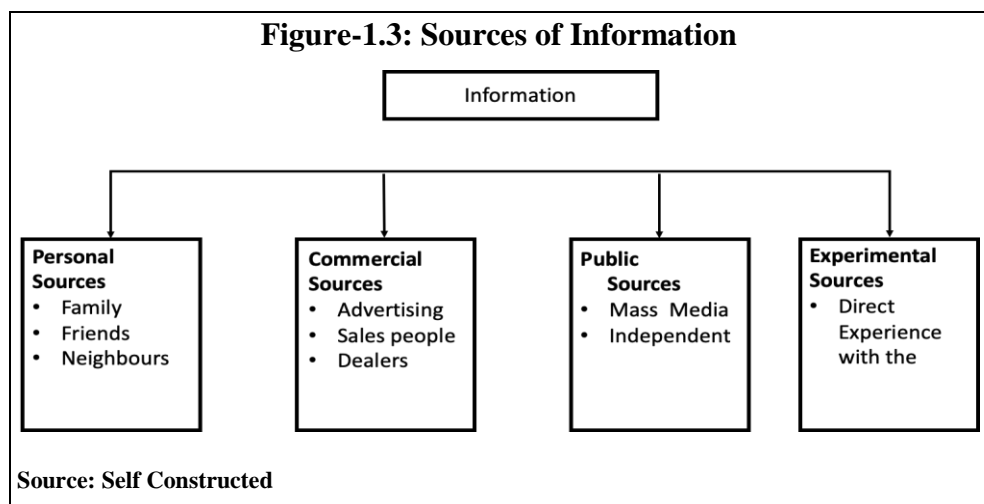
Once the consumer has identified a problem, they search for ways and means to rectify the problem. The sources of information include experience, personal sources and public and commercial sources. The tendency of consumers to collect information on products, makes it possible for researchers to predict the behavioural pattern of consumers using brief descriptions of interested products. An interested consumer

will try to seek information. Now, he will read newspapers and magazines, watch television, visit showrooms or dealers, contact salesmen, discuss with friends and relatives, and try all the possible sources of information.

Mostly, the consumer can try one or more of the following sources of information:

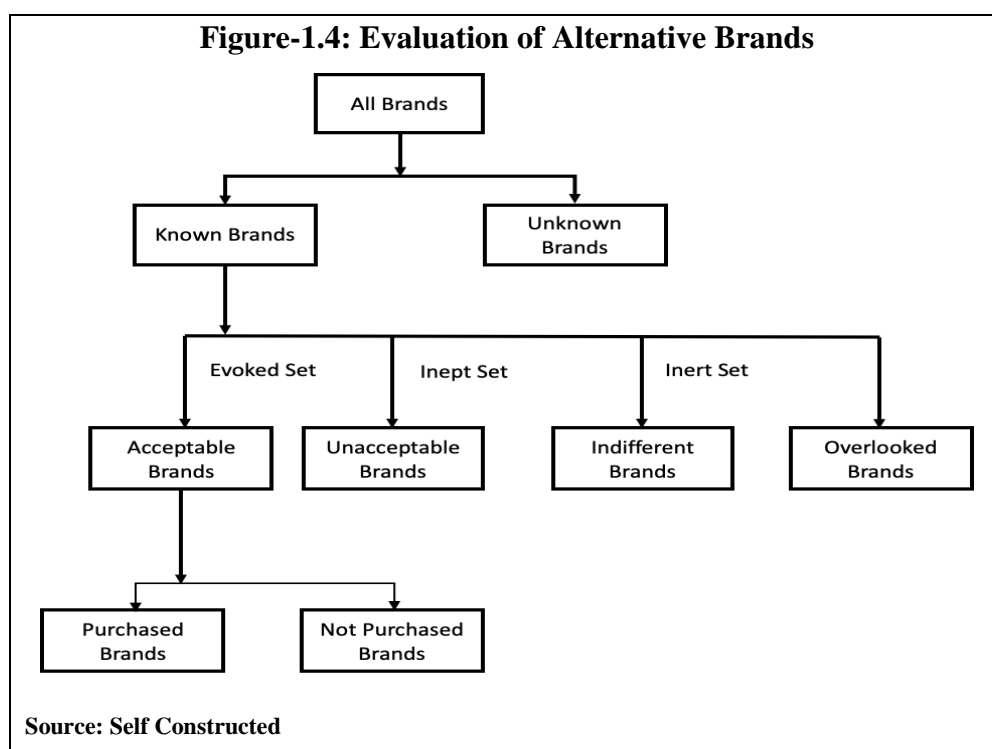
- i. **Personal Sources:** They may include family members, friends, packages, colleagues, and relatives.
- ii. **Commercial Sources:** Advertising, salesmen, dealers, packages, trade shows, displays, and exhibitions are dominant commercial sources.
- iii. **Public Sources:** The mass media (radio, TV, newspapers, magazines, cinema, etc.), consumer- rating agencies, etc., are the main public sources.
- iv. **Experimental Sources:** They include handling, examining, testing, or using the product.

Selection of sources depends upon personal characteristics, types of products and the capacity and reliability of sources. Each information source performs different functions in influencing buying decisions. By gathering information from relevant sources, the consumer can learn about different products and brands available on the market.



3. Evaluation of Alternatives

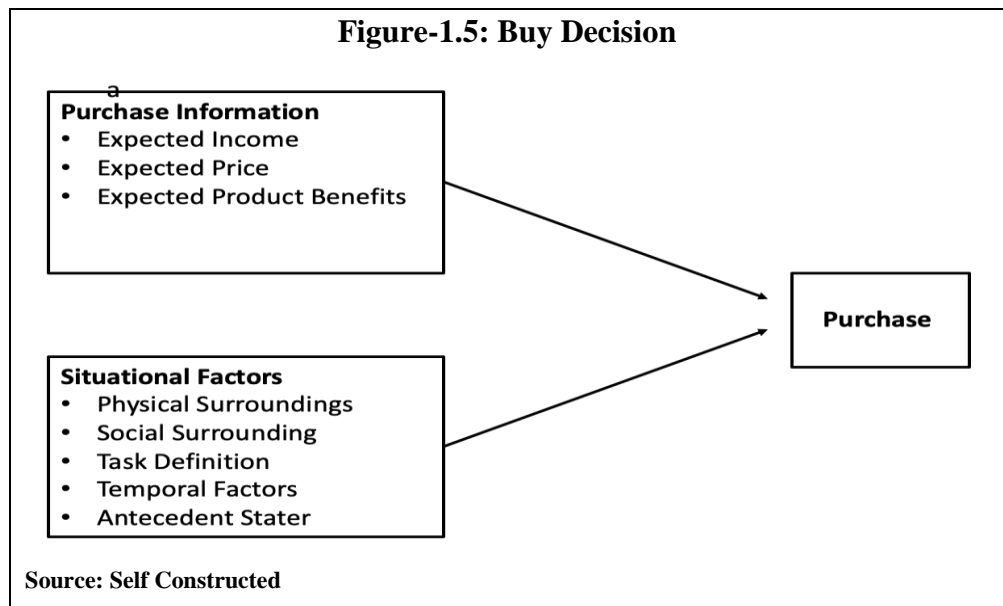
During this stage, consumers check the products and brands that are in their "evoked set." The number of options that consumers think about when making a choice is called the "evoked set." Consumers decide between options based on how well they work and how they make them feel. The consumer has collected information about certain brands. Now, he undergoes an evaluation of brands. He could not buy all of them. Normally, he selects the best one, the brand that offers maximum satisfaction. Here, he evaluates competitive brands to judge which one is the best and most attractive. Evaluation calls for evaluating various alternatives with certain choice criteria.



4. Buy Decision

Once the options have been taken into account, the consumer is ready to decide whether or not to buy. But it doesn't mean that someone will buy something. Here, the marketing organization's job is to make it easier for the consumer to act on this decision in a number of ways. You can get more consumers to buy by giving them credit or give them time to pay. A sales promotion that gives the buyer a discount or lets them enter a contest can also get people to buy right away. Integration is an important

psychological process that has to do with making a buy decision. Once this is done, it will be easier for the organization to have an effect on the decision to buy.



5. Post Buy Decision

A consumer buys the product with certain expectations. Though he decides very systematically, there is no guarantee of complete satisfaction. There is always the possibility of variation between the expected level of satisfaction and the actual level of satisfaction. His subsequent behaviour is influenced by the degree of satisfaction/dissatisfaction.

A customer may suffer dissatisfaction after the buy as a result of specific unsettling aspects or hearing positive things about competing products. The consumer will be attentive to information that supports his or her buy choice after it has been made.^[5]

Figure-1.6: Post Buy Decision

Actual Performance	Expected Performance	Ultimate Outcome
Same	Same	Neutral Feelings
Better	Worst	Satisfaction
Worst	Better	Dissatisfaction

Source: Self Constructed

1.3 BUYING PATTERNS

Consumers' buying behaviours are examined. Each customer may have his or her own set of buying habits. Nonetheless, there are certain common traits that allow for the differentiation of the following consumer behaviour patterns:

1. **Place of Buy:** Consumers who have access to a variety of buys are less likely to be loyal to a business . Consequently, even if everything is offered in one location, individuals may choose to split their buys over several stores.
2. **Items to Buy:** There are two factors to consider, the kind of goods that consumers buy and the amount of that product. People buy necessities in large quantities. Luxury things, on the other hand, are more likely to be acquired in limited amounts and not on a regular basis. The quantity of things that individuals buy is influenced by a variety of variables, including:
 - ⇒ Product durability
 - ⇒ Product availability
 - ⇒ Product price
3. **Buyer's buying power:** The number of people the product is designed for. The analysis of a buyer's buying cart may provide many valuable insights about buyer behaviour.
4. **Time and frequency of buy:** With the growth of e-commerce, buying has become as simple as a few cursor clicks away from being completed. In any case, marketers should be aware of how often and at what times of the year or day consumers are most likely to buy more things. The frequency with which a product is bought may be influenced by the following factors:
 - ⇒ Product type
 - ⇒ Consumer's lifestyle
 - ⇒ Product necessity
 - ⇒ Consumer's traditions and customs

- 5. Method of buy:** People buy products in a variety of ways: some prefer to visit a buy, while others prefer to order stuff online. Some people pay with cash, while others pay with a credit card. Consumers who buy items from online businesses vary in their payment preferences. Some want to pay upon delivery, while others prefer to pay immediately after placing an order. The manner in which buyers opt to acquire things reveals a lot about the nature of their group of consumers.
- 6. Consumer Buying:** Consumer buying often involves the buy of consumer products, which are completed commodities that are acquired through retail stores or online. The following are examples of the sorts of things that people may wish to buy:
- ⇒ Food
 - ⇒ Clothing
 - ⇒ Jewellery
 - ⇒ Furniture
 - ⇒ Electronics
 - ⇒ Books and magazines
 - ⇒ Personal hygiene products
 - ⇒ Household cleaning products
 - ⇒ Tools and other outdoor equipment^[6]

1.4 BUYING BEHAVIOUR

Buyer behaviour refers to the decisions and actions people undertake to buy products or services for individual or group use. It's synonymous with the term "consumer buying behaviour," which often applies to individual consumers in contrast to businesses.

A consumer's buying behaviour may be divided into many categories. Consumer goods can be either durable or non-durable. Non-durable consumer products may be distinguished from long-lasting consumer goods. Appliances and vehicles are examples of durable items, which have a life expectancy of more than three years on average. Non-durable items are often eaten or used on the same day they are buy. Consumables such as food and clothes are examples of nondurables.

Consumers' buying behaviour may also be divided into two categories: buying for necessities and buying for pleasure. Consumer staples are buys that are made out of necessity and include items such as food, paper towels, toilet paper, and other things that are required on a daily basis.

Buying that people make because they want to is not necessary and is called "consumer discretionary expenses." Consumer discretionary expenditure includes items such as the buy of an iPhone or the cost of a trip. Buying services, such as a tax preparer or a haircut, falls under the category of consumer buying.

1.4.1 TYPES OF BUYING BEHAVIOUR

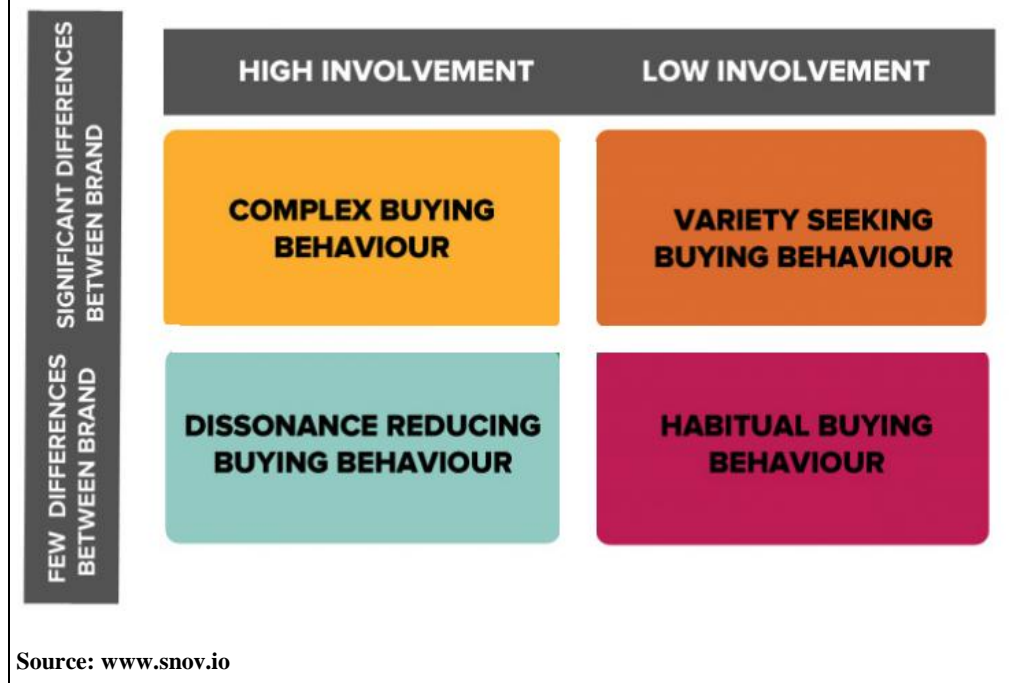
Consumer behaviour is constantly influenced by how involved a client is in their choice to buy a product or service and by whether the buy is considered risky. The higher the price of a product, the higher the risk, and the more involved The customer has to be in the decision to buy. Consumer buyer behaviour may be classified into four groups based on these determinants:

- 1. Complex Buying Behaviour:** This kind is sometimes referred to as comprehensive. Because of the high level of economic or psychological risk, the client is deeply involved in the buying process and does extensive research before making a buy. For example, acquiring costly items or services such as a home, a vehicle, or a training course, among other things, is an example of this sort of buying behaviour. For example, acquiring costly items or services such as a home, a vehicle, or a training course, among other things, is an example of this sort of buying behaviour.
- 2. Dissonance-Reducing Buying Behaviour:** Similarly, to Complex Buying Behaviour, this kind requires a high level of participation in the buying process owing to the high cost or infrequent nature of the buy. People find it difficult to pick between different brands and are concerned that they will later come to regret their decision (thus the term "dissonance"). They often buy products without doing much investigation, based on convenience or available funds.

A waffle maker, for example, may be an example of a buying activity that reduces dissonance. In this instance, a buyer will not give much thought to which model to utilise, instead opting for one of the few brands that are offered.

3. **Habitual Buying Behaviour:** This form of consumer buying behaviour is defined by a low level of involvement in the decision-making process. A customer does not see a substantial difference between brands and buys the same items on a regular basis over an extended period of time. Buying for necessities on a regular basis is one example of habitual buy behaviour.
4. **Variety Seeking Behaviour:** When a consumer moves between brands for the purpose of variety or curiosity rather than dissatisfaction, this suggests a low degree of interest on the consumer's part. If they buy soap, for example, they may not pay much attention to their buy. They will use a different brand the next time they want to switch up the fragrance. ^[7]

Figure-1.7: Types of Buying Behaviour



1.5 CONSUMER BUYING BEHAVIOUR

Consumer buying behaviour refers to the selection, acquisition, and consumption of products and services by consumers in order to meet their needs. Various processes are involved in the decision-making process of the consumer. A variety of factors impact an individual's decision-making process, buying habits, buying behaviour, the brands he buys, and the stores to which he chooses to go buying. Each and every one of these considerations contributes to the final buying decision. Initially, the consumer attempts to identify which commodities he would want to consume, and then he picks just those commodities that seem to provide the most potential benefit. Following the selection of the items, the customer produces an estimate of the amount of money he has available to spend. Finally, the consumer examines the current pricing of commodities and makes a choice about which commodities he will buy and consume. In the meantime, there are a variety of additional elements that influence customer buys, including social, cultural, economic, personal, and psychological factors.

Some eminent authors defined consumer behaviour as :

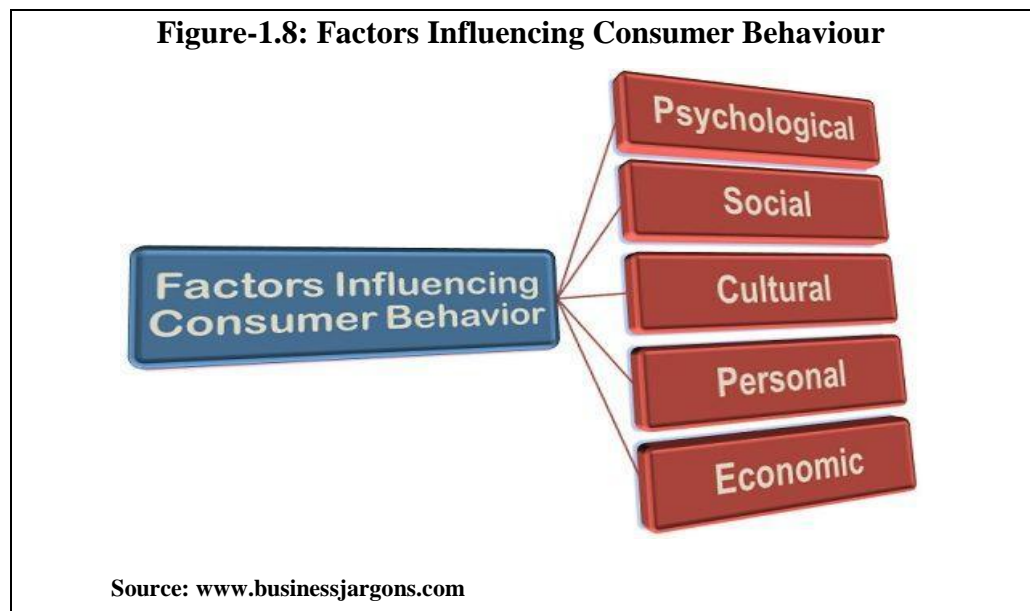
1. **Kotler & Armstrong** - "Consumer buying behaviour refers to the buying behaviour of final consumers - individual and households who buy goods and services for personal consumption." [8]
2. **Webster** - "Buyer behaviour is all the psychological, social and physical behaviour of potential consumers as they become aware of, evaluate, buy, consume and tell other people about products and services." [9]
3. **Engel, Blackwell and Kollat** - "Consumer behaviour refers to those acts of individuals directly involved in obtaining and using economic goods and services, including the decision processes that precede and determine these acts." [10]
4. **E.J.F. Engel** - "Consumer behaviour can be defined as the activities and actions of people and organizations that buy and use economic goods and services, including their influence on these activities and actions." [11]

Consumer buying behaviour is the art and science of recognizing the requirements and desires of consumers and gaining knowledge of how

potential buyers decide to spend their resources, such as time, money, and effort, at various phases of the buying process.

1.5.1 Factors Influencing Consumer Buying Behaviour The consumer behaviour or buyer behaviour is influenced by several factors or forces. They are:

- a) Internal or Psychological factors
- b) Social factors
- c) Cultural factors
- d) Personal factors
- e) Economic factors



a) Internal or psychological factors: A number of internal or psychological variables have an influence on the buying behaviour of consumers. One of the most important is motivation, and the other is perception, both of which are important.

- i. Motivation** - "A motive can be defined as a drive or an urge for which an individual seeks satisfaction." It becomes a buying motive when the individual seeks satisfaction through the buy of something. According to William J. Stanton, " It becomes a buying motivation when the person seeks satisfaction via the buy of something." When a person seeks satisfaction via the buy of something, this

becomes a buying motivation. " In order to fulfil two categories of desires: core desires and secondary desires, when a person acquires something, he or she is driven by an inner need (or need to buy) to do so. As previously stated, motivation serves as the driving force behind goal-directed behaviour. In order to achieve his or her requirements, an individual's motivation acts as a driving force that motivates them. to action. Because of this, it is listed among the internal factors that have an impact on consumers' decision-making. When a need becomes attractive enough, it becomes a convincing motive to take action. A demand that is sufficiently strong to urge a person to do an activity is referred to as a motive. In terms of needs, there are several categories to consider:

1. Biogenic needs -The requirements of a biogenic being's physiological state of tension conditions such as thirst, hunger, and other similar sensations are the source of their emergence.
 2. Psychogenic needs - Psychological states of tension such as the need for respect, acknowledgement, and so on give birth to them.
- ii. **Perception** - Human beings are blessed with far more sense than the five listed . There are other senses outside the fundamental five senses (touch; taste; smell; sight; and hearing) that include things like orientation, balance, and a clear knowledge of which way is downwards, among other things. When you pay attention to your senses, you are constantly supplying information to your brain, and the quantity of information being gathered would considerably overwhelm the system if you were to take it all in at the same time. A consequence of this is that the brain selects information from the environment around the person and filters out undesired background noise. So the information that gets into your head doesn't always provide you with a

complete picture of the situation in which you find yourself. As soon as a person has formed a worldview, he or she proceeds to piece together the remaining information in order to construct a map of what is occurring in the external environment. Filling in the gaps (and there will be many of them) will be accomplished via imaginative and practical application. The cognitive map does not exist as an "image," but rather as an imagined construction based on the information provided by the user.

A number of variables will have an impact on this map, including:

- 1. Subjectivity** - This is the existing worldview that exists inside the person, and it is exclusive to that individual.
- 2. Categorization** - In this case, information is being categorized, and events and items are being prejudged. This may be achieved using a technique. This is known as "chunking," in which a person organizes information into groups of similar objects. An example: a photograph taken during the performance of a certain piece of music may be chunked together as a single memory entry, such that the photograph triggers memories associated with that piece of music, and vice versa.
- 3. Selectivity** - The ability to be selective This indicates the extent to which the brain is making choices based on the surroundings. It is a result of how much is happening in the environment surrounding the person, as well as how selective (concentrated) the individual is about the currently assigned work. Selectivity is also a matter of personal preference: some people are far more selective than others.

4. Expectations - Individuals are more likely to perceive subsequent information in a certain manner as a result of these. It would be viewed as the brain's expectation of what is about to happen.

5. Previous work experience- As a result, we interpret subsequent experiences in light of what we already know. This is referred to as the law of priority by psychologists. We may react inappropriately when we see, smell, or hear anything from our past. For example, the scent of bread baking can evoke memories of a rural bakery from twenty years ago, but the fragrance might have been manufactured artificially by an aerosol spray near the supermarket's bread counter.

The following is an example of cognitive mapping applied to the perception of product quality that could be useful to you. The consumer makes use of the source choice to choose clues and assign values to each of these clues. When it comes to quality, the most common indicators are price, brand name, and merchant name. In most consumers' judgments, there are substantial positive correlations between price and quality, as well as between brand name and quality; while the retailer's name is less relevant, it nevertheless carries considerable weight in certain cases.

b) Social Factors: Man is a sociable animal by nature. As a result, the people in our lives have a significant impact on our behaviour patterns, likes and dislikes, and other aspects of our personality. We constantly seek validation from others around us and seldom engage in behaviour that is not considered socially acceptable. The social factors influencing consumer behaviour are

- i) Family,
- ii) Reference Groups,
- iii) Roles and status.

i. Family

Members of the family: There are two sorts of families in the buyer's life: nuclear families and joint families. Nuclear families are the most common. Nuclear families are those in which the family size is small and individuals have more freedom to make choices, while joint families are those in which the family size is large and collective decision-making is given greater importance than individual decision-making. Family members may have a significant impact on the buying behaviour of consumers, especially in the Indian market. The interests, likes, dislikes, lifestyles, and other characteristics of the individuals are reflected in the buying habits of the family. Individual personality traits, characteristics, attitudes, and evaluation criteria, as well as the influence of the family on the buying behaviour of a member, can be identified in two ways:

- i) The family influence on the individual's personality, characteristics, attitudes and evaluation criteria
- ii) The influence on the decision-making process involved in the buy of goods and services.

In India, the decision to acquire a home is made by the family's head/senior member, either alone or jointly with his wife. In order to better understand consumer behaviour, marketers should investigate the relative effect of the husband, wife, and children in the buy of products and services. The average person goes through two families over his or her lifetime. The family into which a person is born is referred to as the birth family. The buying habits of individuals are heavily influenced by the effects of their parents and their upbringing. For example, a person who

comes from an orthodox Tamil or Gujarati vegetarian household may abstain from eating meat or eggs, despite the fact that she may recognize the nutritional benefits of both. A procreational family is a group of people who reproduce. Individuals build families with their spouses and children, and this is what we call a nuclear family. In most cases, following marriage, an individual's buying habits and priorities alter as a result of the influence of their spouse. As a marriage matures, the individuals normally become more comfortable in their respective positions. For example, a father generally makes economic choices, but a woman makes judgments for the health of her children.

ii. Reference Group:

A group of people who serve as a reference group is comprised of two or more individuals who belong to a common set of rules and whose closeness makes their actions interdependent. A reference group is a collection of people with whom an individual has a close relationship. It refers to a group of individuals who have a significant impact on a person's beliefs, values, and behaviour, either directly or indirectly. Reference groups may be divided into a variety of categories, none of which are intended to be comprehensive (i.e. non over-lapping).

iii. Roles and status:

A person is a member of a variety of groups, including families, clubs, and organizations. The position of a person within a group may be described in terms of their function and their status. A role is comprised of the actions that a person is required to carry out on a regular basis. Each position is associated with a certain status. People pick things that express their social position and role in the

world. Marketers must be mindful of the potential for goods and brands to become status symbols.

c) **Cultural factors:** Kotler discovered that human behaviour is largely the result of a learning process, and that, as a result, individuals grow up learning a set of values, perceptions, preferences, and behaviour patterns as a result of socialization, which occurs both within the family and through a variety of other key institutions. From this, we may construct a set of values that decide and drive a huge number of behavioural patterns in a very specific way. According to Schiffman and Kanuk, values include achievement, success, efficiency, progress, material comfort, practicality, individualism, freedom, humanitarianism, youthfulness and practicality. Following that, different subcultures such as nationality groups, religious groups, racial groups, and geographical locations are impacted by this wide set of values, each of which exhibits varying degrees of ethnic taste, cultural preferences, taboos, attitudes, and ways of life. Cultural elements are divided into three categories:

- i) Culture,
- ii) Subculture.
- iii) Social class.

i. **Culture** - The culture of the country is the most basic influence on a person's desires and actions. It is their cultural background. With the help of his or her family and other important institutions, the developing youngster develops a set of values, perceptive preferences, and behavioural patterns. The pattern of consumption and the pattern of decision-making are both significantly influenced by cultural factors. When it comes to increasing the sales of their goods or services, marketers must investigate cultural influences and develop marketing tactics that are specific to each kind of culture that they encounter. Culture, on the other hand, is not permanent and evolves through time, with

such changes being gradually absorbed into society. A group's culture is defined as a collection of ideas and values that are held by the majority of the members of that group. The groups deemed to be part of culture are often rather vast, although a culture may be shared by just a small number of individuals, at least in principle. In groups, culture is carried down from one member to another, and in particular, it is passed down from one generation to the next; it is taught, and as a result, it is subjective and arbitrary. For example, food has a deep association with culture. Whereas fish is considered a delicacy in Bangladesh, and the Bengalis can brag about several hundred distinct types, fish is viewed as a mostly unsuitable food item in Gujarat, Rajasthan, and Tamil Nadu, among other places. Rather than being described by random variations in taste between individuals, these variations in taste may be explained by cultural differences; the behaviours are shared by people who come from a certain cultural background. Culture may change over time, though such shifts are often gradual due to the fact that culture is strongly ingrained in people's behaviour.

- ii. **Subculture** - It is a subculture of a culture. Each culture is made up of smaller sub-cultures that serve to identify and socialise its members in a more precise way than the culture as a whole. A sub-culture is a collection of views that are held by a subset of the main culture, which may include countries, religions, ethnic groupings, and geographical locations, among other things. There are several subcultures that make up key market segments, and marketers must build goods and marketing activities that are specifically customized to their requirements. They will share most of the views held by the major culture, but they will also have beliefs that are different from those held by the main culture, which may be at odds with the beliefs held by the

main culture. For example, Indians are often seen as traditional, conservative people, yet wealthy, upper-class adolescents do not hesitate to attend night-time parties that include alcohol and women.

iii. Social class - Social class is another factor to consider. The socioeconomic class to which a person belongs has an impact on their buying decisions. The categorization of socioeconomic classes is referred to as the Socio-Economic Classification System (SEC System) (SEC). A social class is a somewhat permanent and organized division in a society whose members have values, interests, and behaviours that are similar to one another. Social class is not determined by a single factor, such as income, but rather by a combination of factors, such as income, occupation, education, authority, power, property, ownership, lifestyle, consumption, pattern, and so on. In our society, there are three major socioeconomic classes to distinguish between. They are divided into three groups: top class, middle class, and lower class. The buying habits of these three social classes are distinct from one another. Upper-class buyers need high-quality items in order to retain their social standing in society. Upper middle-class consumers buy with care and gather information to compare various manufacturers in the same line, while lower-class consumers buy in the heat of the moment.

d) Economic Factors - Consumer behaviour is influenced largely by economic factors. Economic factors that influence consumer behaviour are

- i. Personal Income,
- ii. Family income,
- iii. Income expectations,
- iv. Savings,
- v. Liquid assets of the Consumer,

- vi. Consumer credit,
- vii. Other economic factors.

- i. **Personal Income:** The personal income of a person is a significant factor in determining their buying behaviour. A person's gross personal income is made up of two types of revenue: disposable income and discretionary income. A person's real income (i.e., money balance) left at his or her disposal after deducting taxes and things that are required to be deducted from his or her gross income is referred to as disposable personal income . An increase in disposable income is associated with an increase in spending on a variety of different products in the household. A decrease in disposable income, on the other hand, results in a decrease in the amount of money spent on different products. The term "discretionary personal income" refers to the amount of money left over after paying for the necessities of life. This money is accessible for the buy of buying items, durable products, and indulgences, among other things. An increase in discretionary income leads to an increase in spending on buying goods, luxuries, and other items, which results in an improvement in a person's quality of life as a result.
- ii. **Family Income:** The term "family income" refers to the total amount of money earned by all members of a family. The buying habits of a family are influenced by the family's income. It is made possible to buy buying items, durables, and pleasures with any excess family income that remains after the family's essential necessities have been met.
- iii. **Income Expectations:** Individuals' buying behaviour is significantly influenced by their income expectations, which are one of the most important determinants of buying behaviour. The temptation to spend more on retail goods, durable goods, and luxury items increases when a person anticipates an increase in his or her income. If, on the other

hand, he anticipates a decrease in his future earnings, he will reduce his spending on comforts and pleasures and limit his spending to essential needs.

- iv. **Savings:** Individuals' buying decisions are also influenced by their ability to save money. A change in the quantity of savings of a person results in a change in the amount of spending of that individual. The decision to save more of one's current income means that one will spend less on comforts and pleasures in the future.
- v. **Liquid assets:** Liquid assets are assets that can be quickly converted into cash. Those assets that can be swiftly changed into cash without incurring any losses are referred to as liquid assets. Cash on hand, bank balances, marketable securities, and other liquid assets are examples of liquid assets. If a person has more liquid assets, he or she will spend them on comforts and pleasures rather than necessities. Having fewer liquid assets, on the other hand, means he will be unable to spend as much money on comforts and pleasures.
- vi. **Consumer Credit:** Consumer credit refers to the credit facility that is made accessible to consumers who want to buy long-lasting comforts and pleasures on credit. It is made accessible by the sellers, either directly or indirectly, via financial institutions such as banks and other financial institutions. Credit is made accessible to consumers via a variety of means, including hire buy, instalment buy, direct bank loans, and so on. The availability of consumer credit has an impact on consumer behaviour. If more consumer credit is made accessible on favourable terms, spending on comforts and luxuries will rise since it will encourage consumers to acquire these items and therefore enhance their living level.

vii. Other economic factor: Other economic issues, such as business cycles, inflation, and so on, have an impact on consumer behaviour as well.

e) Personal factors - The important personal factors that influence buyer behaviour are

- i. Age,
- ii. Occupation,
- iii. Income and
- iv. Lifestyle

i. Age: A person's age is one of the most crucial personal aspects that influences their buying decisions. People buy various things at different periods of their life cycle. Their preferences, tastes, and other characteristics vary as their life cycle progresses.

ii. Occupation: A person's occupation or career has an impact on his or her buying behaviour. The type of employment has a significant impact on one's lifestyle as well as his or her buying considerations and judgments. For example, the buy of a doctor may clearly be distinguished from the buy of a lawyer, teacher, clerk, merchant, landlord, and so on. As a result, marketing managers must develop various marketing tactics that are suited to the buying motivations of various professional groups.

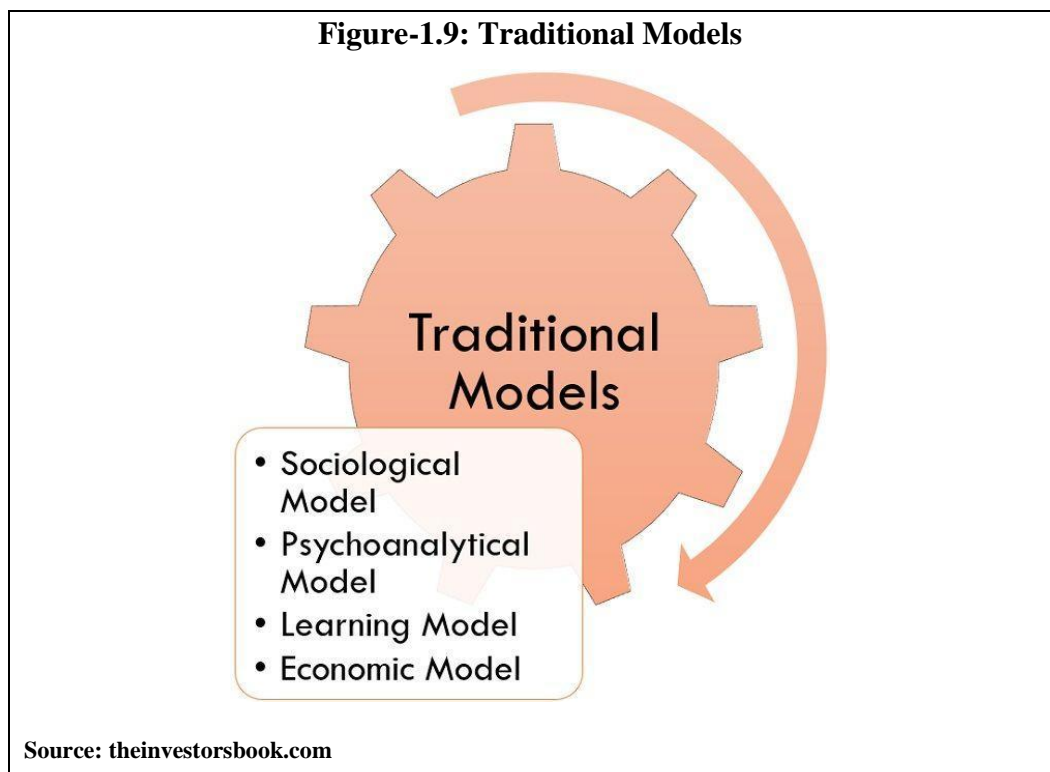
iii. Income: It is also possible that people's socioeconomic status will have an impact on their spending patterns as well. When it comes to buying power, income is a significant source. As a result, people's buying patterns fluctuate depending on their financial level.

iv. Lifestyle: When a person's pattern or manner of living is shown in his activities, interests, and ideas, it is said that he has a lifestyle. This represents the "whole person" interacting with the environment and is called a lifestyle. Marketing managers must develop a variety of marketing techniques that are customized to the lifestyles of their consumers. ^[12]

1.6 CONSUMER BEHAVIOUR MODELS

An organization needs to recognize and accept the consumer's feedback concerning various product features, cost and display interests, along with their impact on the products developing an aggressive limit over the other products. There are two most common models, traditional models and contemporary models.

1. **Traditional models:** Traditional models consist of four different models; they are as follows:



Sociological Model: Sociological model aims attention primarily on the lifestyle and associated product demand of the consumer in the society. According to this model, an individual buyer is a member of an association called “society”, and gets affected by it and consequently affects it in its course of improvement. Here, there are two types of groups which affect the buying behaviour of a consumer; they are the primary and secondary groups.

Primary group: Its members are friends, relatives and family members.

Secondary group: Its members are based on society, personality type, and requirements based on the same.

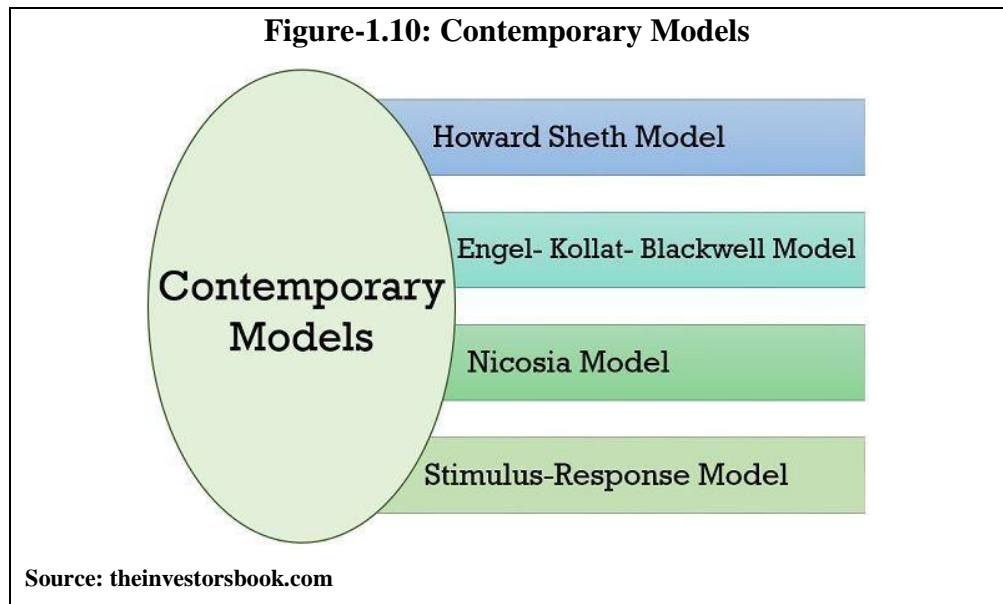
Psychoanalytical Model: This model considers the fact that consumer behaviour is affected by both the conscious and unconscious mind. The three levels of consciousness explained by Sigmund Freud are (id, ego and superego). In which id is an individual's identity with which he/she is born, the superego is formed out of values, and the ego acts as a balance between the id and the superego. All try to affect the buying choices and actions of consumers. The ambiguous figure is a company's name or logo. It may have an impact on a person's unconscious mind and may affect him/her to buy that product rather than a similar product from another company.

Example: In today's market, there are a number of fake products which are true copies of the original brands. Suppose there is a true copy of ABC brand in the market, almost everything is same, packaging, colour, picture, only a little or slightly change in the logo or spelling of the name of the product. But the consumer's unconscious mind believes that the product is a real one, even if it is fake and they buy it. It may be because of their unawareness of the product or maybe the customer is in a hurry.

Learning Model: Every human has an elementary desire such as food, shelter, clothes, etc., and the behaviour of the consumer depends upon the need to captivate such necessary wants. The needs of a customer decide whether they will buy a product or not. If he requires food, then he will not buy clothes or postpone the idea of buying clothes at that point of time or buy them later when his/her pocket allows them to buy.

Economic Model: This model focuses on the "act of buy" of the "average consumer" and describes what a buyer would buy and "in what quantity". Under the economic model of consumer behaviour, buyers try to increase the efficiency of products based on the law of diminishing marginal utility. The needs of buyers to earn the utmost profits by investing a minimum amount act as the foundation of this model.

2. **Contemporary models:** These models also consist of four models; they are as follows:



Howard Sheth Model

Consumer behaviour's Howard Sheth Model defines the difficulties that have to face while understanding the consumer's behaviour, such as their attitude and manner of response.

Howard Sheth Model is positioned on four different variables. They are as follows:

Input variables: Significance stimuli, Symbolic stimuli, and Social stimuli are three important stimuli without which necessary buy decisions cannot be made. Inputs are given by these three stimuli's in Howard Sheth Model. Here, uniqueness, quality, stock availability, price and service effectiveness are the features of the tangible products, which refer to significant stimuli. On the other hand, the opinion of a person about the features of a product is mentioned under symbolic stimuli, whereas, social stimuli by its name only define that they relate to the elements belonging to the social group of the customer, such as family, reference groups and the financial status of the customer in society.

Output variables: After buying the commodities from the market, the level of their satisfaction or dissatisfaction, and the factors affecting consumers' decisions to buy or not to buy products state the output variables in Howard Sheth Model. The more the customer is satisfied, the more brand

value will raise, vis-a versa, dissatisfaction leads to a decline in brand value.

Hypothetical constructs: Attitude, desire, research and perception are the psychological variables which affect the consumer's decision-making techniques. Here, hypothetical constructs have been classified into two groups:

- Perceptual constructs: Perceptual constructs manage the way a person identifies and acknowledges information.
- Learning constructs: They manage the way a buyer forms attitudes, opinions and knowledge, influencing his buying decisions and also evaluating them after buy.

Exogenous variables: Indirect effect on the consumer's decision making such as the financial status of a consumer, essentiality to buy a product comes under exogenous variable of Howard Sheth Model.

Engel-Kollat-Blackwell Model (1978)

This model is constructed to solve the problems faced in understanding the consumer's behaviour; it considers the information collected and the facts about the consumer to come to the conclusion that, on what factors, the customer decides on buying a product. In this model, they notice the consumers' decision-making process and come up with four distinctive activities occurring in their decision-making process. They are as follows:

Identification of problems: The customer identifies the difference between the actual situation and what it should be in that state. This happens because of external stimuli.

Searching facts: There are very high chances that the information a customer already has is based on the other's opinion and assumptions and not the consumer's point of view, as it is challenging for the customer to collect information from various sources.

Assessment of other possible choices: Before buying any product, the customer researches various products of different brands according to their needs and affordability.

Selection: The consumer's choice depends upon two factors; whether he/she may buy a product based on their wish or need or may also buy it with the influence of friends or relatives who suggested it.

Nicosia Model

This model displays the reciprocal relations between the company and the customer and originates among them for bilateral communication. Companies interact with consumers through promotional exercises, although consumers communicate by buying products.

In the Nicosia model, the decision-making process is divided into four areas they are:

Consumer Attitude: Consumer attitudes are formed by news and data gathered from the market. In this area, information flows from the origin of its formation to the recipient.

Research and evaluation: In this area, consumers expect news about explicit products and provide them with value. At the time of evaluation, the consumer assigns relevant emphasis to every piece of news.

Act of buy: After evaluation and analysis, when a customer is delighted with a product, they are motivated to buy that product. They buy the product and use it.

Feedback: Feedback is a form of response that comes after consuming a product. It may be one of two positive or negative.

Stimulus-Response Model

Stimulus-response model of consumer behaviour helps in understanding how consumers build decisions during the buy of a product. Marketing stimulation creates an impact on the consumer's mind to make a decision to buy a product. A good marketer is one who understands the consumer's mind and converts their wish to buy into a real-time buy of a product.

Marketing stimuli involves four P's.

- Product
- Price

- Place
- Promotion

Other stimuli consist of significant forces and events in the consumer's environment, i.e.

- Economic
- Technological
- Political
- Cultural

All these inputs come into the consumer's mind where they become a set of apparent consumer responses, i.e.,

- Product choice
- Brand choice
- Retail Choice
- Dealer choice
- Buy timing
- Buy amount
- Buy frequency

The marketer wants to understand how the stimuli are changed into responses inside the consumer's mind, which have two parts:

- The buyer's traits affect how he/she recognizes and responds to these stimuli;
- The buyer's decision process affects the buyer's behaviour.^[13]

1.7 E-CONSUMER BEHAVIOUR

Electronic commerce, sometimes known as E-business, has had a significant impact on a wide range of industries. Buying and selling have been transformed as a result. It has transformed the mindset of the customer. It has transformed the decision-making of consumers, and the physical activities connected with the choice making process have decreased substantially. Consumers' utilising the internet may enhance the performance of their company. They can develop and exploit commercial possibilities with

increased efficiency and speed. They may create commercial value. Using linked networks increases the consumer's chances of acquiring higher-quality items at lower prices, resulting in happier consumers. It saves time and ensures speedier transactions and delivery. These changes are not only in the mindset of the customer, but also cause huge changes in consumer behaviour. Consumer behaviour is the decision-making process and physical action participated in when analysing, buying, utilising and disposing of products and services.

Information based transactions are thereby offering new business prospects and creative methods of doing business. The demand for E-Business developed for improved computing, better contact between sellers and consumers both within and outside the business organization. A variety of services are done, including advertising, sales, customer service and marketing.

The Web may do numerous activities, including serving current consumers through customer care and support capabilities, finding new markets and new distribution channels for existing companies, producing new information based products. It also covers brand name management, showing product catalogues and sales information and new product releases. It is beneficial in client engagements that would normally be handled by a service agent. It is capable of performing a wide range of customer-facing functions.

Software can be delivered from one machine to another within no time. Consumers may keep tabs on their own bank accounts, including checking their balances and recent transactions, which can lead to quicker and more informed choices.^[14]

1.8 CONSUMER CHARACTERISTICS AND IMPACT OF ONLINE BUYING

Consumer buys are impacted profoundly by social, cultural, psychological, and personal aspects. Dealers, for the most part, have no control over these matters, but they should take them into account. Location, social, economic, situational, and technical factors all have an effect on consumer behaviour. Included in the internal factors that have an effect are motives and needs,

personality, beliefs and learning, point of view, attitudes, and qualities. A consumer's lifestyle is both an external and an internal factor that affects a consumer's buying behaviour, since it is made up of parts of both. A consumer's personality would be incomplete without an understanding of their personal history. These are the items that consumers refer to themselves and the method they tag others. These characteristics are permanent characteristics of a consumer's lifetime. Background characteristics include things like a person's sexual orientation, ethnicity, and age. Consumers use behavioural processes, which are instruments for seeing things and motivating themselves to take action, to carry out the tasks necessary to meet their objectives, which in turn fulfils their needs. Unlike background characteristics, Behavioural processes might be affected by the environment of a person for the reason that they are advantageous in certain conditions. The backdrop exhibits the impact and difficulties of Behavioural processes. Dealers and public policy performers are majorly worried with these procedures for the reason that they deal opportunities for them to employ their effect on clients and thus an attitude is easier to modify compared to beliefs or ideals. For this investigation, "Consumer Buying Behaviour" is brought to light as a critical component in the selling process, and the many theories around consumer buying behaviour are examined along with the many factors that contribute to it. This study examines the relationship between the buying characteristics of the customer and the variables that influence the buying process and the buy decision of the consumer. Additionally, it separates the variables into different categories.

1.9 ONLINE

Online buying is a type of electronic commerce that enables buyers to transact with sellers directly over the Internet using a web browser or a mobile app. Consumers can find a product of interest by going to the retailer's website directly or by utilising a buying search engine to search for alternative vendors. The search engines show the availability and price of the same goods at several e-retailers.

1.9.1 ONLINE BUYING

In common language, we may describe online buying as the act of acquiring things or services via the Internet. In other words, online buying may be described as a kind of electronic commerce where consumers directly buy products or services from a seller through the Internet without an intermediate provider.

Online buying or e-buying is a kind of electronic commerce that enables consumers to directly buy products or services from a vendor over the Internet using a web browser. Alternative names are: e-web-store, e-buy, e-store, Internet buy, web-buy, web-store, online store, online storefront and virtual store. Mobile commerce describes buying through an online retailer's mobile optimised internet site or app.

1.9.2 ONLINE BUYERS

In simple terms, internet buyers are those individuals that buy different products and services routinely online. In other words, online buyers are those consumers who utilise the internet capacity to buy different products and services to suit their needs.

In today's dynamic period, everyone expects speed, convenience, accuracy, perks, pricing and comparison facilities when buying on internet platforms. Some of these elements are also accessible with traditional techniques of buying. However, with the shift in lifestyle, the thinking and perception towards buying criteria and methods have been modified. Now it has become a status symbol for the young to buy online and not via the traditional manner of in store buying.

This has resulted in a new technique of buying with all the tech savvy benefits, i.e., online buying, also known as e-commerce or electronic buying. This new idea works on the internet and it has been proved as breakthrough shift in the thinking of the buyers regarding their wants like speed, convenience, accuracy, advantages, price and comparison facility when buying. It also enabled the marketers to better understand their consumers and provided them with a brand new style of engagement or connection building with their target population. One

other benefit of digital buying is that manufacturers may directly sell their products to their consumers without the intervention of retailer/wholesaler or distributor.

It is the notion of an electronic transaction, which is why it is also known as E-buying.

Electronic buying is described as a computer activity/exchange done by a customer using a computer-based interface, where the consumer's computer is linked to and may interact with, a retailer's digital storefront to acquire the products or services via the internet. An e-buy enables the consumer to explore the whole range of products or services offered by an e-vendor, examine photographs of the items, and get a comprehensive description of the product specs, including features and pricing. With the aid of search options, e-buyers may quickly seek particular models, brands or goods. An online buy is often referred to as, e-buy, e-store, internet buy, web-buy, web-store, online store, or virtual store.” In modern times, every seller is selling their products online, i.e., e-tail and these retailers are termed e-tailers. Online buying is a component of electronic commerce that enables consumers to directly buy products or services from a vendor over the Internet using an internet browser.

Consumers find a product of interest by either exploring the website of the buy directly or by seeking amongst alternative vendors by utilising a buying search engine, which shows the same product's availability and cost at different e-retailers. As of today, consumers may buy online using a number of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

Online retailers frequently enable consumers to utilise "search" options to identify unique models, brands or goods. Online clients need to have access to the Internet and a legitimate way of paying in order to complete a transaction, such as a credit card, debit card, or a service such as cash on delivery. For physical things (e.g., mobile phones, books or clothing), the e-tailer delivers the products to the consumer;

for digital products, such as digital audio files of music or software, the e-tailer generally transmits the file to the patron via the Internet. The largest of these on-line selling businesses are Flipkart, Amazon, and eBay.

1.9.3 HISTORY OF ONLINE BUYING

In 1979, English businessman Michael Aldrich came up with the idea of online buying. His system linked a modified home TV to a computer that handled transactions in real time through a home phone line. He thought that videotext, which was a changed version of home TV with a simple menu-driven human-computer interface, was a "new, universally applicable, participatory communication medium" and the first one since the phone was invented. This made it possible for "closed" corporate information systems to be opened to "outside" correspondents, not just for processing transactions, but also for e-messaging, information retrieval, and information sharing. This became known as "e-business" later on. His idea that the new form of mass communication was "participative" was very different from the traditional definitions of mass communication and mass media. It was also the beginning of social networking on the Internet, which came about 25 years later.

In March 1980, he launched Redfin's Office Revolution, which connected consumers, agents, distributors, suppliers, and service companies online to corporate systems and made it possible to do business transactions electronically in real time. During the 1980s, he used videotext technology to design, make, sell, install, maintain, and support many online buying systems. These systems, which also had voice response and handprint processing, came out before the Internet and the World Wide Web, the IBM PC, and Microsoft MS-DOS. They were mostly put in place by large companies in the UK. Tim Berners-Lee created the first World Wide Web server and browser in 1990. They were first used for business in 1991. In 1994, new technologies like online banking, Pizza Hut's first online pizza buy were introduced. Either Net Market or Internet Buying Network did the first secure

transaction over the Web in 1994. After Amazon.com opened its online buying site in 1995, eBay also came out that same year. ^[15]

1.9.4 The Evolution of E-Commerce Websites

- 1969: CompuServe was founded.
- 1979: Michael Aldrich invents electronic buying.
- 1979: In the United Kingdom, Michael Aldrich pioneered internet commerce.
- 1981: Thomson Holidays, based in the United Kingdom, was the world's first B2B internet buying destination.
- 1982: Boston Computer Exchange launches.
- 1982: Minitel was introduced by France Telecom and is now in use across the country in order to place a buy over the internet.
- 1984: Mrs Snowball, 72, is the first online buyer from a B2B company, and Tesco is the first B2B internet retailer, a customer who buys from home.
- 1985: Nissan UK offers automobiles and financial services to buyers online, without conducting credit checks on the stock of dealers.
- 1987: Swreg, an online payment processor that is the finest PayPal alternative for small businesses, was founded for global corporations to provide software services.
- 1990: Tim Berners-Lee writes the first web browser, called www, using a next-generation browser in the United Kingdom.
- 1992: Book Stacks Unlimited launches as the first online book marketplace.
- 1992: In this bulletin board, Terry Brownell introduces the world's first entirely graphical and iconic navigation system. using Robo board.
- 1994: The Navigator browser is released by Netscape, a US-based computer services company. Mozilla is the code name for the month of October.

- 1994: Netscape 1.0 released SSL encryption, which made transactions more secure and safe.
- 1994: Pizza Hut offers online ordering on their website.
- 1995: Amazon.com and the first Amazon Echo are introduced by Jeff Bezos, CEO of Amazon Inc., USA.
- 1997: Business.com Buy or sell items on the internet from anywhere in the globe is a resource for small-to-medium-sized businesses determining how to compare and buy items in addition to services for business in order to manage their businesses.
- 1998: Electronic postal stamps for people who live in the United States may be bought and replicated for a small fee, by printing directly from the web.
- 1998: PayPal launches as an ecommerce payment system.
- 1999: Alibaba launches.
- 2000: e-Bay was started by a computer programmer.
- 2000: The dot.com bust.
- 2000: Google introduces Google AdWords as an online advertising tool.
- 2001: Alibaba.com achieved widespread success.
- 2004: Shopify launches.
- 2005: Amazon introduces Amazon Prime membership.
- 2005: Etsy launches.
- 2009: BigCommerce launches.
- 2011: Google Wallet is introduced as a digital payment method.
- 2011: Facebook rolls out sponsored stories as a form of early advertising.
- 2011: Stripe launches.
- 2014: Apple Pay is introduced as a mobile payment method.
- 2014: Jet.com was launched.
- 2017: shoppable Instagram is introduced.
- 2017: Cyber Monday sales exceed \$6.5B.
- 2020: COVID-19 Drives Ecommerce Growth. ^[16]

1.9.5 ONLINE BUYING BEHAVIOUR

Consumer decision making in online commerce is referred to as "online consumer behaviour." The behaviours themselves, such as identifying a problem or choosing to buy something, are based on constantly changing wants and expectations. Additionally, while every buyer has different demands, the new expectations that today shape online consumer behaviour are firmly rooted in commonality.

Consumers' decisions to buy products online are influenced by expectations such as product accessibility, delivery transparency, reasonable shipping, and, more lately, an easy buying process.^[17]

1.9.6 SPECIFIC FEATURES OF ONLINE BUYING

Online buying or e-buying is a kind of electronic commerce that enables consumers to directly buy products or services from a seller over the Internet using a web browser. Alternative names are web-store, e-buy, e-store, internet buy, web-buy, web-store, online store, online storefront and virtual store. Mobile commerce describes buying through an online retailer's mobile website or app. The practice is termed business-to-consumer online buying. In the scenario when a company buys from another business, the practice is termed business-to-business internet buying.. With the development of online buying comes a variety of new market footprint coverage options for retailers that can effectively respond to offshore market needs and service requirements.

- ⇒ It is built on the notion of flexible time.
- ⇒ It can be accessible from anywhere.
- ⇒ It allows you to compare many online buying sites at the same time.
- ⇒ Comparison may be done in real time.
- ⇒ There is a provision for replacement of goods if they are not as per the desire of the consumer.
- ⇒ Casual buying.

1.9.7 FACTORS AFFECTING ONLINE BUYING

In the last decade, only online buying came into existence and has become highly popular. The sort of discounts and promotions consumers see on online platforms is evidence that online sellers can give additional benefits to their consumers, which is not available for physical businesses.

Some of the things which impact online buying are as follows:

- a) **Risk:** When consumers buy products via online buying, they do not touch or feel the object in a physical sense . Hence we see that plenty of danger is involve while buying an internet product whether it will reach us on right time or not is also a worry and also there may arise a risk of product size and colour as it may vary in actual view or sense. Sometimes the thing ordered is sort of damaged.
- b) **Convenience:** Online buying is far more convenient than offline buying. Instead of going out you're on your vehicle and visit store to buy you may simply sit at your house and do the buying. It is easy to sit at one spot and buy the product of our choice without going from place to place. Once you have decided on what you want to buy the payment procedure is easy. Online buying makes things more convenient. We may have a lot of option over there in whatever sort of thing we desire to deal with it too without any worry of dealing with any distributors.
- c) **Nervousness:** People's anxiety about browsing the sites and experimenting with them is also a topic of concern. Sometimes people who are not very familiar with any sites like flipkart, myntra or any sites just feel like it's a tough kind of activity over the net and it's complicated in its sense as they are not very fond of doing online buying as it takes time to even understand the product in its details. This specific action makes people furious and anxious over any sort of deadly internet deal.
- d) **Previous online experience:** What has been a person's experience in the past as far as internet buying is concerned is a big tale of

concern. One is about being nice and the other is about being terrible. Both have their unique and varied influences on the thoughts of buyers. So these characteristics also impact online buying or e buying.

- e) **Pricing Policy:** Online merchants obtain an inherent edge in pricing since they don't have to incur expenditures like buy rent, bills, etc. They may transmit their pricing straight to the client and often give a cheaper price to the customer than the offline market. Even when buying costs are added, it is still better than offline buying. Hence, it influences the amount of internet buying. The price of any product also determines the buying power of any single customer. Consumers normally like mild or average prices with high quality and do not want to spend much for any type of product. So, buying and selling are both simultaneously impacted by the price of goods.
- f) **Quality:** The quality of goods at online sites and offline buys differs a lot, and hence this impacts the frequency of online buying. Quality also has an excellent influence on any type of buying. As customer or buyer desire to have an excellent quality of goods as they spend their significant quantity of money. In general, quality is a main demand over any sort of buying as it somewhat secure or offer a good experience of buying or kind of guarantee about the goods desired.
- g) **Online trust:** Perception of the consumers towards a certain website and brand counts a lot in online buying which eventually useful in generating trust for the store. Hence, the frequency of online buying also depends upon whether they trust a certain site or not.
- h) **Tangibility of the product:** At the buy, the customer gets to touch and feel the product they buy before they buy, which allows the customer to make the choice to buy the product or not. Whether the product will fit the consumer's requirements or not , we can see that the product is also a cause which impacts whether a person's wishes to go buying or not. The tangible nature of any good also

influences internet buying. Without touching the preferred or desired item, nobody can gain assurance regarding the worthiness, quality, or feeling of any selected good.

- i) **Delivery time:** The product requested by the consumer in online buying takes a minimum of six to seven days to deliver to the customer. But with offline buying, the ownership of the products is instantly transferred to the customer. So this is a big issue that impacts internet buying. People demand a good delivery time; they want to get a forecast at a specified time or in a short length of time. Duration is the second important factor impacting the demand for goods.
- j) **Income:** The individual whose income is higher conducts more online buying as opposed to the one whose income is lower. Income plays a key factor in acquiring online items.
- k) **Taste and preference:** The taste and preferences of the client change from customer to customer and time to time, taste and preference are a factor which impacts online buying. Taste and preference of age group also counts in internet buying. Old people acquire or buy products for their own sort of usage. Young generation or teens utilise to buy their taste of product. Taste and preference move in the direction of age and choices. Every client or buyer's choices are diverse in nature as per their ages. Every client or buyer choices are diverse in nature as per their ages. In such circumstances, clients do not have access to the entire product information linked to the product characteristics or quality, which may impact their buy choice.
- l) **Information:** In the case of online buying, consumers have just the website as the source of information, which is sometimes not authentic and reputable. In such circumstances, consumers do not have the entire information linked to the product characteristics or quality, which may impact their buy choice. "Information offered by the chosen sites may not be the same concerning the specifics of the product. Maybe with the offered information and details, consumers are not very happy. Sometimes it occurs that even many

consumers use to buy the goods after their complete awareness of information as they like the details are accurate and good in idea. Information connected to goods may differ in its genuine meaning when it arrives or is supplied to the relevant customer. "

- m) Choice:** The sort of choice that a buyer gets online is impossible to match with any product bought offline. The online retailer carries items from the full range of brands, and a consumer may find any product in their listing no matter how hard to find it is in the offline buy. Online and offline both give a diversity of choice from different manufacturers. Variety on its own is the principal dealing component which affects the market. The larger the variety of items in store, the higher the sales and vice-versa. People often want to relocate to areas where they have a greater choice of things.
- n) Discreet buying:** While buying certain things, buyers don't feel comfortable buying them in an offline store. Buying online is confidential and certain web portals also enable discreet buying. The buy of feminine materials is quite handy in offline buying as it is not confronted with any type of unpleasant circumstance. There is no one who is to ask for any sort of personal goods, client can easily deal with this offline as they can go and acquire their useable products without any kind of hesitation.
- o) Deals:** Apart from giving products at a lower price, most online buying routinely comes up with discount offers in collaboration with banks, brands, etc., which involves consumers gaining more discounts when buying things online. Offline retailers only provide offers or discounts during stock clearing or when the product makers offer the discount on the products. Online buying constantly delivers deals all day and all night. In every transaction, we receive some incentives, even if there is no festival or carnival. Offers are a fantastic way to encourage consumers to buy online. An offer carries a major effect on buying.
- p) Available products and services:** Online buying provides clients with a greater advantage by giving them a greater variety of

products and services that they have a choice of There are certain things which a client can only find online. ^[18]

1.9.8 ADVANTAGES OF ONLINE BUYING

Consumers can buy items from the comfort of their own homes or workplaces. Through the internet, buying is made easier and more convenient for the customer. It is also easy to cancel the transactions. The major advantages of online buying are as follows:

No pressure buying: Generally, in physical stores, the sales representatives try to influence the buyers to buy the product. While in online buying, you're free to do as you will.

Online buying saves time: Consumers do not have to stand in queues at cash counters to pay for the products that have been bought by them. They can buy from their home or workplace and do not have to spend time travelling.

Comparisons: There is a wide range of products online. The sellers display all the stuff they've got. This enables the buyers to choose from a variety of models after comparing the finish, features, and price of the products on display.

Availability: The mall is open 365 days a year. So, time does not act as a barrier wherever the vendor and buyers are.

Online tracking: Online consumers can track the order status and delivery status. Tracking of shipping is also available.

Online buying saves money: To attract consumers to buy online, e-retailers and marketers offer discounts to the consumers as they have cut down on real estate and maintenance costs. The sellers won't back out of giving huge discounts.

1.9.9 DISADVANTAGES OF ONLINE BUYING

Ease of use is the prime reason that drives the success of e-commerce. Though the internet provides a quick and easy way to buy a product, some people prefer to use this technology only in a limited way. Some

people also fear that they might get addicted to online buying. The major disadvantages of online buying are as follows:

Delay in delivery: Long duration and lack of proper inventory management result in delays in shipment. Though the duration of selecting, buying and paying for an online product may not take more than 15 minutes; the delivery of the product to a consumer's doorstep takes about 1-3 weeks.

Lack of significant discounts in online buys: Physical stores claim to give significant discounts when compared to online stores. This is a huge disadvantage for the older generation.

Missing the buying experience: The traditional buying exercise provides a lot of fun in the form of showroom atmosphere, smart sales attendants, scents, and sounds that cannot be experienced through a website. Indians generally enjoy buying. Consumers look forward to it as an opportunity to go out and buy.

Frauds in online buying: Sometimes, there is a disappearance of the buying site itself. In addition to the above, online payments are not very secure. The rate of cyber-crimes has been increasing, and consumers' credit card details and bank details have been misused, which raises privacy issues.^[19]

1.10 OFFLINE

Offline buying is **the traditional way of buying being present at the counter or buy or store**. Consumers can find a product of interest by going to the retailer's buy directly or by visiting alternate vendors.

1.10.1 OFFLINE BUYING

In popular language, offline buying is the activity of buying, selling, or exchanging things; services or information is tangible, usually with the presence of a real store. In other words, traditional or offline buying implies you may just go to the store, buy or mall and get what you need.

1.10.2 OFFLINE BUYERS

Offline consumers are comprised of the continually diminishing number of people who do not utilise the resources of the internet either for information gathering or for buying reasons. ^[20]

1.10.3 OFFLINE BUYING BEHAVIOUR

In broad terms, offline buying is the activity of buying, selling, or exchanging things; services or information are tangible, usually with the presence of a real store. In other words, traditional retail or offline buying means consumers may simply go to the store, buy or mall and buy what they need. Offline consumers consist of the continuously diminishing number of people who do not utilise the resources of the internet either for information gathering or for buying reasons. If you look at the on the other hand, there is another traditional way to buy that people like. This is buying in a store, such as a mall, mart, or plaza. The best thing about this kind of buying is that you can actually touch or feel the item. When you buy online, you can't try on the clothes to see if they fit. This is something you can't do when you buy in person. Sometimes it's very important that a product be available right away, which can only be done with offline buying. One more positive impact is that you can spend your free time buying at malls and markets, which can be a good way to spend time with your kids, family, and friends in this busy world of work. A retail store is a place where goods are bought and sold to consumers. It can also be any business whose main source of income is from selling goods to consumers. Retailing is also all the things that are done to sell goods or services directly to end users for their own personal, non-business use.

1.10.4 SPECIFIC FEATURES OF OFFLINE BUYING

Offline buying is a form of commerce that enables consumers to directly buy products or services from a seller over the counter. The practice is termed business-to-consumer buying. In the scenario when a

company buys from another business, the practice is termed business-to-business buying. A few features of offline buying are:

- ⇒ Experience of Buying.
- ⇒ No need to wait for the delivery
- ⇒ One can feel the product before buying.
- ⇒ Personalised recommendation from the sales staff
- ⇒ Effective bargaining is possible.
- ⇒ Can't rely on online for Immediate buy needs

1.10.5 FACTORS AFFECTING OFFLINE BUYING

From the beginning of humans on the planet, there has been an existence of offline buying. It gives distinct advantages to its users, and there are various reasons for picking this option for buying.

There are numerous criteria for picking this choice. Some of them are as follows:

- a) Less number of options:** There are restricted numbers of alternatives when it comes to offline buying. The number of variants is restricted. The variety of items provided in the stores is restricted. Sometimes, the items are outdated and are offered for discount and sale. Basically in offline or any store we get smaller numbers of alternatives since it comprises of manual effort.
- b) Time consuming:** It takes a lot of time to go buying at a store. The distance from your house or job to the buy is time consuming. It is also time consuming when trying on clothes at a buy or even browsing through other things. In offline buying, clients go from one site to another and from one store to another in search of their desired product.
- c) Information:** What frequently occurs is that the information supplied by a merchant isn't accurate. Also, this information doesn't always fit our wants. And we buy items according to what they say while we ourselves don't have an appropriate understanding of the products. Such buys are based on goodwill when we happen to know the merchant.

- d) **Taste and Preference:** Like many other things, the tastes and preferences of human beings vary from one another with regard to time. When we choose offline buying/ in store buying we have a chance to sample the outfit and it gives greater freedom in decision. But if we look at the same thing in internet buying, it is not conceivable there. Therefore, buying offline better accommodates the changing tastes and preferences of consumers. Therefore, buying offline accommodates better to the changing tastes and preferences of consumers.
- e) **Authenticity:** Offline buying is more genuine than internet buying. While buying the thing we can feel the texture of it and know what it's like. We absolutely know what we are buying when buying anything offline. But with internet buying, we don't always know precisely what we are getting. This is because what we see on websites is not necessarily what we buy when the goods reach us.
- f) **Bargaining:** In an offline store, a buyer may perform physical bargaining with the seller, unlike when buying online, where a buyer cannot undertake bargaining since the price of the goods is set. Some of the consumers bought products based upon bargaining. Therefore, they do not opt for online buying as they consider buying online to be pricier than in the market. ^[21]

1.10.6 ADVANTAGES OF OFFLINE BUYING

- a) **Touch and Feel:** The first and greatest benefit of buying products offline is that you can touch the products or commodities in real form and you can feel them by utilising them. That delivers a genuine hand experience to the consumers.
- b) **Bargaining:** In offline buying, consumers may be able to engage in physical bargaining with the shop keeper and acquire goods or services at a fairly acceptable price.
- c) **Instant Availability :** Being able to take items home straight away is another advantage of offline buying . After consumers have made the choice to buy the thing and made a payment, the

consumer may right away carry the product or commodity with them.

- d) **Better quality product:** As with offline buying you can see and use the product before buy. You can inspect and be confident in the quality of the product. This encourages consumers to obtain higher quality products and services.

1.10.7 DISADVANTAGES OF OFFLINE BUYING

- a) **Time Consuming:** Offline buying involves lot of time to drive, locate a parking place, go to the store or mall, pick the goods etc. So offline buying is quite time demanding in nature.
- b) **Sometime merchandise is out of stock:** Many a time it occurs that the products or commodities are out of stock, and thus, in such cases, consumers have to wait for a lengthy duration to acquire their product.
- c) **Limited variety of option:** Compare to internet buying with traditional buying users will have restricted possibilities for selecting. Except at malls or major showrooms little range of possibilities are offered to the consumers for buying.
- d) **Fixed cost and no better discounts :** In offline market, the cost is fixed and discounts are offered only on occasions, as compared to internet buying where it is almost year around.

1.11 ONLINE AND OFFLINE CHANNELS HAVE IN COMMON

When compared to offline buying, online buying has an effect on all stages of a consumer's decision-making process. For example, the way you search for information online is different from how you search for information on a traditional channel. In a traditional store, consumers are usually limited to a small set of results, but the internet makes it easier to find information. The fact that the internet is interactive also makes it easier to find information about products and compare their features. This makes online buying more efficient. The Internet makes it easier to search because it gives you more product options and doesn't cost much more to do so. Variety is another thing about online channels. Online buying is also convenient because people don't have to travel to and from stores. This means that people can buy when and

where they want. Another benefit of the internet for making decisions is that it can be used to access and control information about products in a way that is engaging and can be done from more than one place at any time of day or night. Because of this, researchers say that the Internet is the thing that can replace traditional ways of looking. There is a chance that consumers will pay more attention to the features of a product than to the information or qualities of a brand. There are a lot of great things about the offline channel, like assurance, responsiveness, liability, quality, control, customer service, ease of movement, variety, empathy, and how easy it is to return a product. But one of the best and most important parts of buying in a store is that you can't get when you buy online is get a chance to look at the product in person." Because you can't touch a product, you can't look at things like texture that consumers think are important. Clothing has the highest return rate of all the things that are bought online, and the return rate for things that are bought online is higher than the return rate for things that are bought in a store. Because of this, the online channel has changed to include product virtualization technologies, such as 3-D rotation views and Virtual Try-on, to make up for the fact that you can't touch or try on the clothes. It has been found, though, that consumers see product virtualization technologies as more entertaining than useful.

1.11.1 ONLINE BUYING VS TRADITIONAL BUYING

The traditional buying involves individuals strolling to the streets or marketplaces and choosing whether to buy or not by utilising their senses. All the merchandise in the buys is visible to buyers. Several elements impact the way people search, sell, and buy in the real world. The first factor that comes into play is the location. A customer must be physically present in the buy to be able to make a buy. Contrary to this strategy, online buying relies on the internet, but that too has developed to include mobile buying. We could locate several buying websites like eBay and Amazon to buy what we need without going out. The product information is conveyed to the consumer via the photographs or descriptions, while pricing online is substantially cheaper than traditional buying. Consumers don't experience the variety in consumption that buying in the actual store gives. This is the

reason, after a time, why consumers need to go buying in the supermarket to acquire inspiration for more variety and to test new products.

1.12 PATH OF INDIA FROM OFFLINE BUYING TO ONLINE BUYING

Buying has seen a massive change in India in the last several years. What was essentially a social activity involving a trip to the Indian markets has now changed into a digital pastime for many Indians who are buying at online marketplaces.

E-commerce in India witnessed a huge adoption when the Indian railroads gave the opportunity to order tickets online, far back in 2002. From train tickets, we noticed consumers advancing towards buying books, cinema tickets, etc. online. Back then, even early adopters would have hesitated at the concept of buying personal products like shoes and garments online, claiming that they needed to be tried on before being bought. With greater confidence to buy online among tier 1 and tier 2 cities, the path from 'brick to click' has been so swift that what was once an alternate manner of buying has now virtually become universal.

Today, individuals buy books, clothes, home items, and even their food online. And why not, when you can have your things delivered to your home within hours of buying them? Moreover, consumers are not only buying tickets but also going all out and buying their pricey wedding lehengas and bridal jewellery online.

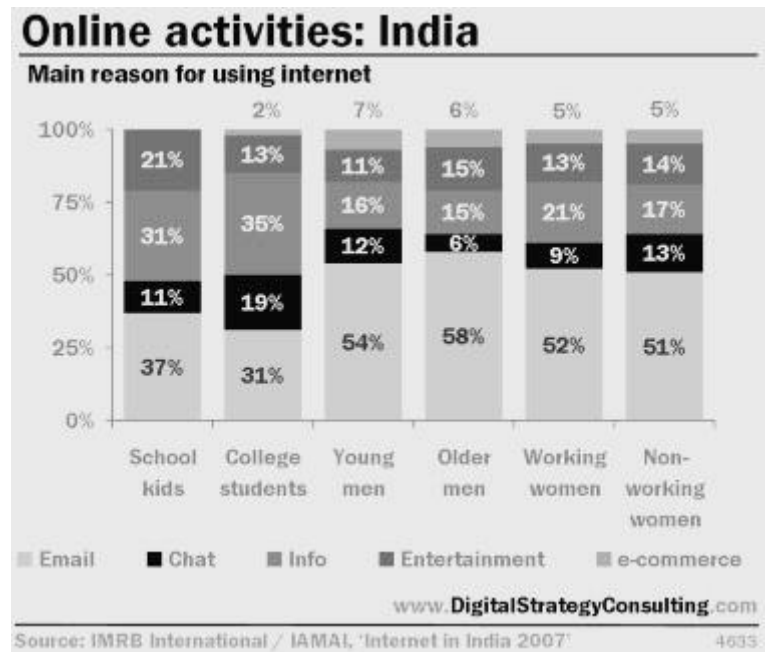
Proof resides in the sales graph of our firm, which continues to surge higher month on month. India lies on the threshold of significant development in the internet and e-commerce activities. Many of these users will now be women and "digital natives," born during or after the emergence of digital technology. As a consequence, the retail environment and buying patterns of daily Indian consumers will alter in ways that older generations will find hard to conceive, generating huge potential. In a manner, it is greater than the E-commerce sector that attracts significant investment owing to the expanding numbers of internet users and computer penetration in the nation. If one wishes to build a

strong relationship between E-commerce and the retail sector, then we can claim that the offline market is here to stay. As compared to the retail industry, there is an obvious and compelling necessity to develop a bridge between the e-commerce and retail area. The influence of mobile technology on India's online growth and its changing Online demographics are being strengthened by the mobile internet, as low-cost mobile phones and tablets give easy and inexpensive online access to many who might not be able to afford a PC or a wireline internet subscription. Smartphones now cost less, while 4G and 5G network infrastructure is increasing quickly, boosting connection quality and speed and cutting data prices. Data plans are already half the price they were only four years ago.

Today, even a person with some vague knowledge about buying online would tell you that things acquired online are cheaper than those in the Indian marketplaces. Sellers that save on showroom and employee expenditures are able to sell their items at reasonable pricing online. Since manufacturers may save massive amounts by not having a physical facility, there are many businesses that have now launched items only online and end up providing their consumers greater value for money than established brands that have a traditional supply chain in place. Above this, marketplaces even burn their own cash and give discounts in a bid to attract more and more consumers. In such a case, a client would naturally cash in on the savings online rather than pay out all that additional money by buying offline. Given the large discounts that are provided on items online, people are now turning to a new phenomenon termed showrooming - visit a showroom, trying on a thing for fit and then buying it online just because there is a better bargain there. It is evident that a decade ago, nobody thought that online buying in India would experience an acceptance of this size. The incredible number of individuals using the Internet to buy continues to amaze traditional company owners even today, as their revenues decrease, little by little, owing to the expansion of e-commerce in India. Given the trend, merchants are waking up to the possibilities of ecommerce in India and are steadily switching to digital channels to reach out to their consumers. As the internet use in the nation continues to develop, we are positive that the number of individuals adopting

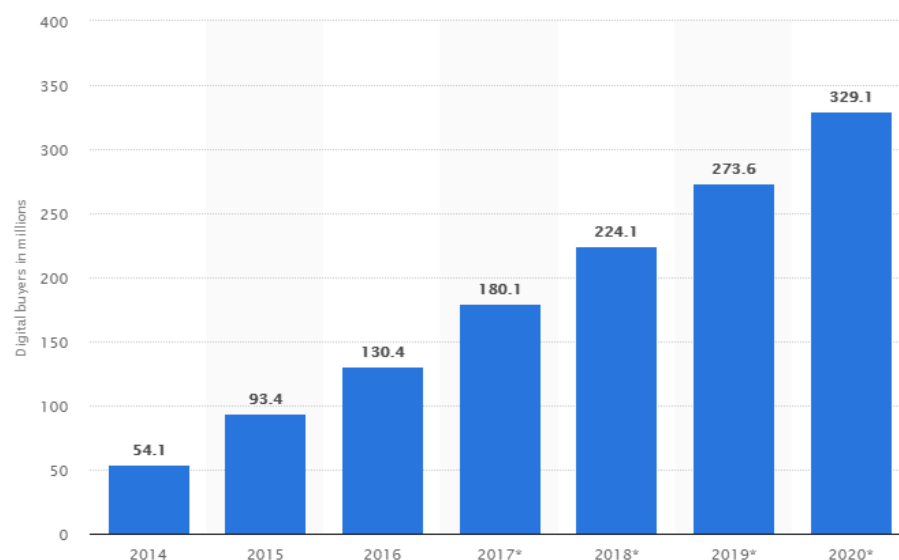
online buying in India and spending online will continue to climb. We believe it is a tremendous boost for the economy - greater expenditure that is accounted for in the system is usually good news. Not only has that, but growing e-commerce in India implied the development of additional employment in the nation - a win-win for the economy.

Graph-1.1: Online Activities: India



Source: www.digitalstrategyconsulting.com

Graph-1.2: Number of digital buyers in India from 2014 to 2020



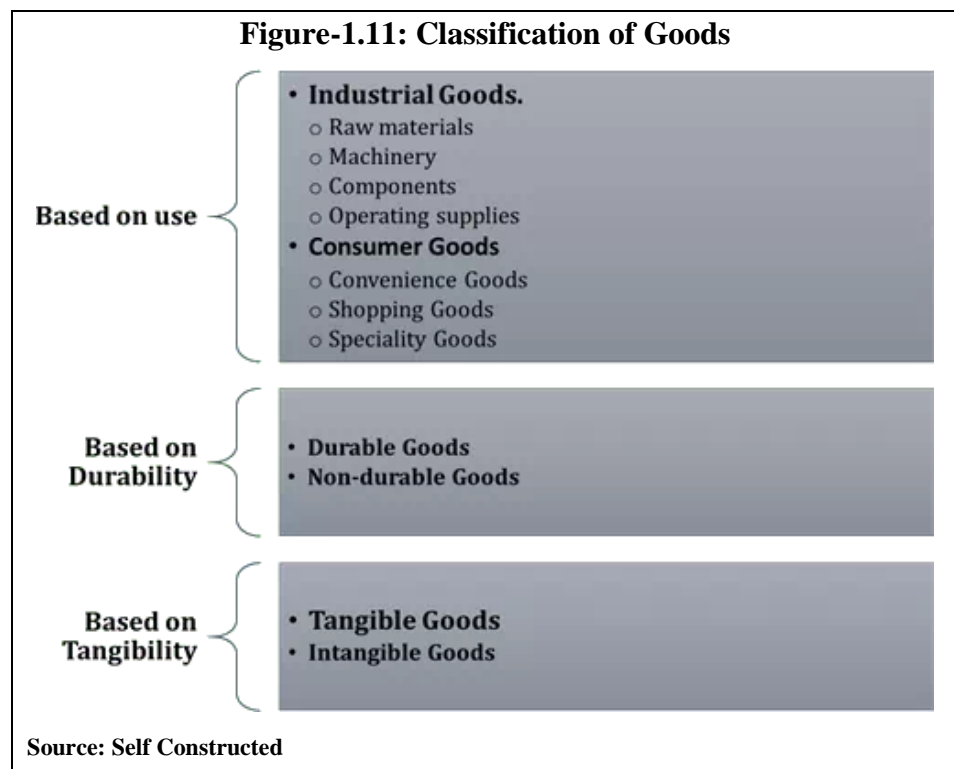
Source: www.statista.com

1.13 PRODUCTS

Products refer to the goods and services that are provided for sale by the firm in the market. When items are offered for sale the consumers are not only interested in the physical qualities of a product but a collection of tangible and intangible elements that meet consumer demands. William J Santon described a product as "A product is a set of tangible and intangible attributes including packaging, colour, price, manufacturer's prestige, retailers' prestige and manufacturer's and retailers' services which buyer may accept as offering the satisfaction of wants and services" Hence the word product refers to anything that may be supplied to a market for attention, acquisition, or use to meet a consumer's needs.

1.13.1 CLASSIFICATION OF GOODS

Goods may further be broadly classified depending on their utility, durability, and tangibility.



1. Based on Use: A product may be consumed by both people and industry. According to its usage, a product is further classified into industrial products and consumer products.

a. Consumer Products: Products that are utilised by households or consumers for personal use are termed

consumer goods. It includes food, clothing, toiletries, etc. Based on the buy habits of consumers, consumer products are further categorised as Convenience Goods, buying goods, speciality goods, industrial goods, etc.

Based on consumption, it might be further classified into :

i. Convenience Goods

ii. Buying Goods

iii. Specialty Goods

iv. Industrial Good

i. Convenience Goods: Those products that are bought regularly without much planning or effort and are likewise easily consumed. Choosing such things also does not require preparation. For e.g.: Butter, etc.

ii. Buying Goods: Those products that are bought less often and are utilised slowly. A buying decision demands a substantial amount of time and work to finish. It is considerably more expensive as compared to convenience goods. For e.g.: Clothes, etc.

iii. Specialty Goods: Those products that are easily accessible but might demand time and effort to discover the supplier. Due to particular traits in the items, buyers are eager to make extra efforts to buy them. For e.g.: Tv Sets, etc.

iv. Industrial Goods: Those products that are utilised as inputs for the manufacturing of other products or some service. They are non-personal and for commercial usage. It is usually bought in a great amount or is pricey. For e.g.: Machinery, etc.

The same product might be categorized as a consumer product or an industrial good depending on its eventual purpose.

2. Based on Durability: Based on Durability, it might be further separated into Durable Products and Non-Durable Products.

- a. **Durable Products:** Durable Products are those products that are utilised for a longer duration. I.e., for months or years together. Such products feature high-profit margins and require personal efforts in marketing. Important drivers of the buying choice for such items are the seller's reputation, pre-sale and post-sale services. For ex: Cars, cars, washing machines, etc.
 - b. **Non-Durable Products:** Non-Durable Products are those products that are consumed in one go or last just for a few usages. Such products include low-profit margins and are heavily made to attract buyers for trial and usage. For ex: Soap, Pickle, etc.
- 3. Based on Tangibility:** Based on Tangibility, it might be further categorised into Tangible Products.
- a. **Tangible Products:** Products that are either consumer products or industrial products, and whether they are durable products or non-durable products fit into this category since they have a tangible quality that can be seen or touched. For ex: Groceries, types of machinery, etc.
 - b. **Intangible Products:** These are services that are supplied either to consumers or industry. Services are fundamentally intangible since they fulfil a need or desire. For ex: Banking services, medical treatment. ^[23]

1.13.2 The following are the products that are in the highest demand and are most often bought and sold online in India:

- 1. Apparels** – Among all things sold online in India, apparel, namely dresses accounts for the majority of sales. Apparel and dress materials account for over one-third of all income produced by internet sales, according to industry estimates. Ladies' clothing, men's clothing, and children's outfits are all examples of apparel.
- 2. Mobile Phones** - Mobile phones are among the most popular commodities for sale on eCommerce platforms. All of the brands and models that are available on the open market are also

accessible for buy via internet retailers. Consumers may easily compare several models on the internet before buying the phone of their choosing.

3. **Book** - A book might be very time-consuming to buy if it is bought on the open market. It is simple for a buyer to compare the prices of their preferred titles across many eCommerce websites. Books from Indian and international publishers, including educational, fictional, and reference works, are accessible on a variety of eCommerce Books from Indian and international publishers, including educational, fictional, and reference works, are accessible on a variety of eCommerce.
4. **Electronics** - Buy and sale of consumer electronic items, such as laptops, tablets, and digital cameras, may be done via eCommerce websites.
5. **Footwear** - Searching for and buying footwear online is, without a doubt, the most convenient option. It is impossible to include all of the many types of shoes, slippers, sandals, and sneakers available for both women and men. People will be able to pick from a variety of prominent brands from across the globe.
6. **Jewellery** – Buying high-end jewellery pieces that are not readily available at other stores might be difficult. The full process of picking desired things and making buys from worldwide leaders is completed in the comfort of one's own home via eCommerce websites.
7. **Fashion Accessories** - It goes without saying that fashion accessories are the most popular product category offered online, second only to jewellery. Belts, handbags, purses, wallets, headbands, and watches are just a few of the products that Indians buy in large quantities online.
8. **Beauty Products** - Online sellers of beauty goods are seeing an increase in demand for items such as creams, lotions, face masks, moisturisers, and fragrances, among other things. Hair care goods such as gel, cream, colour, shampoo, and dryers, among other things, are commonly available for buy on eCommerce websites.

- 9. Computer Hardware** - Computer hardware, software, and accessories are all included in this category. The computing products and accessories that Indians buy online include desktop computers, disc drives and storage devices, printers, scanners, mice and switches, to name a few examples. A wide range of market-leading brands is accessible to clients at significantly reduced costs.
- 10. Video Games** - eCommerce sites in India are often utilised to buy video games, particularly for children's birthday presents. Games such as FIFA World Cup, Grand Theft Auto, Call of Duty, and other popular titles are all accessible on online gaming platforms.
- 11. Toys and Games** – For children's toys and games, the internet is a treasure. Whether you like classic games such as snakes and ladders or scrabble, or more modern toys such as remote-controlled vehicles and helicopters, e-stores provide everything you could possibly want.
- 12. Home Decor Items** – Rugs, carpets, wall-hangings, and other home decor items are available for buy at online retailers. Drapes and cushion coverings are among the items offered.
- 13. Kitchenware** - Online markets are often used for the buy of kitchenware items such as utensils, crockery, cutlery, storage jars, and other similar products.
- 14. Sports goods and fitness equipment** - These commodities have recently seen a significant increase in the number of online consumers. Bats for cricket, tennis, and badminton, footballs and basketballs, carom boards, football boots, cricket gear, hockey sticks, and other sports equipment are widely accessible for buy on the internet.
- 15. Baby Care Products-** When it comes to online sales, consumer products for baby care are a big source of money. Products such as soap, powder, cream, oil, linen, and diapers are widely available for buy on the internet retail websites. Feeding bottles, teethingers, soothers, and pacifiers are among the many items available for buy.

16. Dietary Supplements and Health Foods - Food and health supplements have just been added to the range of products available for buy online. As a result of their changing lifestyles, more Indians are turning to food and health supplements, resulting in a rise in the market for these products. When it comes to buying such items, eCommerce websites are the best alternative.

17. Provisions - Items of everyday usage such as rice, lentils, salt, sugar, cooking oil, spices, and toiletries are now available for buy online at a lower cost than they would be in the market. Such an online alternative is ideal for folks who don't have much spare time to go to the market on a daily basis.

18. Handmade Items - The selling of handcrafted items such as costume jewellery, antiques, scarves, footwear and other accessories, as well as items such as table mats and handbags, is progressively rising in popularity as commodities for online sale in India.

19. Subscriptions – Buyers may now buy subscriptions to digital media channels including music channels, sports channels, movies and other entertainment channels, which is an innovative online service that caters to a wide range of interests. ^[24]

The eCommerce industry in India is booming, with new goods being added to the list of available commodities daily.

Figure-1.12: Fastest Online Sales Products



Source: www.statista.com

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