Abstract: E-Commerce service where internet is used by the consumer to directly buy goods or services from the seller is referred as online shopping. Over the past few years there is a rapid change in the aspects of our lives and that is actually due to the fast telecommunication technology development. Online shopping instills a thrill among the customers. It creates a craze among them as they are able to shop many items at the same time by just a click. And this thrill makes them to forget the impact on their wallet. If the addiction increases it may result in drastic effect in one’s life. The data was collected among 100 online shoppers through social networking sites and by distributing questionnaire. The collected data was analyzed using percentage analysis and are represented using pie graphs. The findings of the study reveal that majority of the shoppers shop online at least weekly once. This shows a sense of addiction. The shopping is overdosed due to product promotion and credit cards usage.

1. Introduction

E-Commerce service where internet is used by the consumer to directly buy goods or services from the seller is referred as online shopping. Consumers have the opportunity to view range of products of a particular retailer and through the search engine they get a chance to view the different products offered by different e-retailers. Over the past few years there is a rapid change in the aspects of our lives and that is actually due to the fast telecommunication technology development. Although retail shops still exist, e-commerce (selling and buying goods and services through electronic channel) is growing more important. A well known form of e-commerce is business to consumer e-commerce which is online shopping.

In the modern business world, online shopping is gaining more importance. The study by Internet and Mobile Association of India has estimated that the e-commerce sector is expected to reach Rs.211,005 crore by December 2016. And by the year 2020, the revenue of online retail stores will be 100 billion dollars, out of which 35 billion dollars will be through fashion e-commerce. The growth of e-commerce is at a rise of 30 percent from December 2011 to December 2015. And by the end of 2016 online shopping is expected to yield revenue of Rs.76,396 crore.

Electronic goods and fashion owe to a contribution of 49 percent of overall e-retail. Indian e-commerce flipkart has high sale from mobile phones and electronic categories. Zivame, Limeroad and Roposo have raised 40 million dollars, 30 million dollars and 20 million dollars in the year 2015 alone. To go in line with the competition many retail stores have started selling through online. They include shoppers stop, life style, GRT, Dive, etc. Nearly 48 percent of the shoppers buy apparels, mobiles and foot wears online. And 70 per cent of the shoppers prefer cash on delivery. Foreign investors like Japan’s Soft Bank and Alibaba of China are more into opportunities online. Even Tata group is making up into online opportunities. These companies are trying to invest in e-commerce start-ups that includes Paytm, Snapdeal, Urban ladder, Bluestone, Zivome and Kaaryah. This shows that the e-commerce of India is growing at a faster rate.

2. Online Shopping Addiction

Online shopping addiction has become more common due to the increased use of internet in our daily lives. The addiction affects the financial, professional and personal lives of people. Online shopping makes person top spend more money than offline shopping as credit cards are used instead of cash. Customers get an illusion of spending less money. Addiction occurs when online shopping becomes an overdose. People may start it as a hobby but over a time it will begin to take their daily lives. Even when they are offline, they may think about online shopping. Customers will start spending money on items which is not required. In fact unknowingly customers may purchase items which they actually have. This may result in hiding the purchased products from their relatives, leading to isolation. And the major result of addiction is accumulation of massive debt. When they are more addicted then even if they think to stop purchasing online, they will be not able to resist it. It has negative impact on family, friends, work and financial status.
Now-a-days internet is available in all areas. That is we can access internet at home, office and in all locations. Due to the increase use of smart phones, people get the opportunity to do shopping wherever they want. This increases the impulse of shopping. This will automatically trigger the shopping frequency, resulting in the increase of addiction. Online shopping instills a thrill among the customers. It creates a craze among them as they are able to shop many items at the same time by just a click. And this thrill makes them to forget the impact on their wallet. If the addiction increases it may result in drastic effect in one’s life.

While shopping the customers may get satisfaction as if they will be happy. But actually it is temporary, this happiness and a sense of goodness will provoke them to do it again and again. According to a report of American psychological association eleven million people suffer from addiction. People use online shopping as a tool to be away from depression, anger, stress and loneliness. But actually it is just a temporary relief. The addiction may result in drastic impact on one’s life. Online shopaholics have the same of the people who consume alcohol. Initially they may feel good but the addiction creates an illusion among the customers which creates a feeling of not spending money.

3. Literature Review

According to Oxford dictionary (2013) e-commerce is referred as commercial transactions conducted electronically on the internet. Compulsive buying is defined by Mc Elroy et al 1994, is frequent impulse or preoccupation to buy. And it is irresistible, intrusive and senseless. So these individuals are referred as shopaholics. The internet era has altered the process of shopping over the past few years. Online shopping has attracted the customers in terms of information search and purchase behavior (Rose and Samoual, 2009). Broekhuizen and Huizingh (2009), in their research revealed that the customers experience a feeling of enjoyment on ordering and receiving products through online shopping. The research conducted by (we are social, 2012) more than two billion people use internet worldwide which contributes 30 per cent of the population. And the individuals use 5 per cent of their total time in online shopping. Mikolajzak-Degrauwee et al 2012, in their research found that shopping addicts are less curious and less adventurous and actually put less emphasis on abstract thinking than others.

The Web MD Medical News (Oct 2, 2006), revealed that compulsive buying result in bankruptcy, suicide attempts, embezzlement and divorce. A compulsive buyer will have great pleasure in shopping and buying. This leads to senseless and impulsive purchases, the consumers get a feeling of depression due to uncontrollable buying behavior (Koran 2006). According to the research of Dittmar, 2004 the compulsive buyers cannot limit their shopping habit and they lose control over the buying. They neglect the social, personal, financial and occupational consequences due to their addiction. Park and Burns 2005, revealed that compulsive buyers shop products which they cannot afford and do not need due to the issue of credit card.

4. Research Methodology

The data was collected using questionnaire comprising of five questions. The questions were framed using Kotler consumer behavior model. The data was collected among 100 online shoppers through social networking sites and by distributing questionnaire. The collected data was analyzed using percentage analysis and are represented using pie graphs.

5. Data Analysis and Interpretation

A. Frequency of Shopping

From the graph it is revealed that most of the customers shop at least weekly once.
B. THE PRICE SLashes ATTRACT TOWARDS ONLINE SHOPPING

From the analysis it is interpreted that 47 per cent of the shoppers strongly agree to price attraction. 31 per cent agree, 14 per cent of shoppers have neutral opinion, 3 per cent disagree and 5 per cent of the shoppers strongly disagree to price slash attraction.

C. THE VARIETY OF PRODUCTS AT A SINGLE CLICK HELPS IN DOING A RELAXED SHOPPING

The analysis reveals that 39 per cent of the shoppers strongly agree to product variety. 25 per cent agree, 21 per cent of shoppers have neutral opinion, 9 per cent disagree and 6 per cent of the shoppers strongly disagree to product variety.

D. THE PROMOTION E-RETAILERS MAKE THROUGH NEWSPAPERS AND INTERNET TEMPT ME TO VISIT THE SHOPPING WEBSITE

It is inferred from the graph that 52 per cent of the shoppers strongly agree that they are tempted through promotion to shop online. 45 per cent agree, 1 per cent of shoppers have neutral opinion, 1 per cent disagree and 1 per cent of the shoppers strongly disagree that the promotion tempts them.

E. AS I HAVE CREDIT CARD, I HAVE NO WORRY ABOUT MONEY WHILE SHOPPING

The analysis interprets that 60 per cent of the shoppers strongly agree that they credit cards permits easy shopping. 35 per cent agree, 2 per cent of shoppers have neutral opinion, 1 per cent disagree and 2 per cent of the shoppers strongly disagree that to the same.

F. I FEEL IT IS EASIER TO SHOP ONLINE AS THERE IS NO NEED TO FACE CROWD, TALK TO RETAILER AND BARGAIN.

It can be inferred from the analysis that 29 per cent of the shoppers strongly agree that it is easier to shop online. 32 per cent agree, 19 per cent of shoppers have neutral opinion, 12 per cent disagree and 8 per cent of the shoppers strongly disagree that to the same.

6. Conclusion

The findings of the study reveal that majority of the shoppers shop online atleast weekly once. This shows a sense of addiction. The shopping is over dosed due to product promotion and credit cards usage. Shoppers may actually log on to a site to purchase some book but the site promotion attractiveness will provoke the customers to land up in buying many items as they are just paying through cards. In fact they will forget the product for which
actually they have logged in to buy. The customers who are also social networking freaks will be happy in posting their products in the site. The more likes and comments will provoke them to buy more products. Online shopping is gaining great importance in the current modern environment. The potential growth of the online shopping has motivated the researcher to undertake the study. Online shopping is like a knife. We can use a knife to cut a cake as well as to kill a person. Everything depends on how we use it.

7. References


