

Online Shopping With Special Reference to Mumbai

Dr. Bharat M. Pithadia

Associate Professor, Dept. of Commerce, Nagindas Khandwala College, Mumbai.

Abstract

Online shopping has been steadily growing and challenging the traditional retailer. This study reviews the phenomenal growth of online shopping in Mumbai. The researcher tried to identify what attracts shoppers to online retailers. The study found that the magnet of online shopping was the greater choice that it provided to the consumers

Key words: Online shopping, Traditional shopping, Consumer preferences

Introduction

Shopping is one of the essential parts of our daily life. We're using different types of shops to buy different kind of things everyday. In general, there are two types of shopping: traditional shopping and on-line shopping. Both of them have some merits and demerits respectively.

Traditional shopping involves the buying of merchandise from a static location for direct consumption by the consumers for their personal, family or household use. Such shopping could either be from larger business or smaller. Owing to their cultural instinct, customers buying behavior is still traditional. Indians prefer to have a feel of the product and spend time in buying. There is also an impact on the basket size because of non-availability of personal transport facilities, due to which the consumers prefer to buy smaller quantities from stores conveniently located near their homes. Thus, the concept of traditional shopping is difficult to replace.

With times, catalog shopping has gained momentum enabling customers to place order after viewing products in a catalog. It not only prevents shoppers against getting into frustrating traffic jams or shoulder brushing aisles but also relieves retailers from the need of physical stores for product distribution. The cycle of change in shopping today is accelerating faster than ever. The past decade has witnessed a revolution in virtual world.

Online shopping involves buying of merchandise online. It is a convenient shopping alternative not only to the consumers, but it also lends ease to retailers in terms of lower distribution cost and less human capital. The new retail business model given below helps us to know how modern retail shop function in some parts of the world. Traditional and online retailers are not competing rather complementing each other.