

A Literature Review on Impact of E-Marketing on Consumer Buying Behaviour in Rajasthan

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Abstract

The main purpose of this paper is to review the literature of impact of e-marketing on consumer buying behavior in Rajasthan. Consumer behavior is analysed in relation to the e-marketing activities. This literature review tries to explain the fundamental psychology of consumers what drives them to buy online. The review shows that consumer behavior about online shopping is influenced by endogenous and exogenous factors. Conclusion of the analysis suggests that the study of consumer behavior helps in the understanding of their behavior in respect of online shopping. Online shopping is the part of e-marketing where consumers purchase products and services directly from the sellers through internet. It is observed from the various studies that the young generation from age group 20-35 years is very much interested to shop online.

Keywords: E-marketing, Consumer behavior, Internet, Shopping, etc.

Introduction

Internet makes life simple and innovative. People are doing business online and trade has become more easy and fast due to e-marketing. Internet provides new ways to promote business. Website becomes the essence of online business as to show their services and products and Internet gathers all competitors and consumers in one place. It brings new ways to promote, advertise products and services in market.

E-marketing (Electronic Marketing) is also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. E-marketing is the process of marketing of goods and service using the Internet. It not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers. E-marketing refers to the application of marketing principles and techniques via electronic media and more specifically the internet. The terms e-marketing, internet marketing, online marketing are being interchanged frequently and can be considered synonymous.

Internet shopping or online shopping is the important part of e-marketing. Consumers find internet a great market place for shopping. Here products are available at lower prices than brick and mortar stores. Convenience, time saving, product variety, low prices and satisfaction are the key factors for consumers in the online shopping. These factors drive consumers to purchase the goods through internet. According to the Business News report there are 97.30 crores mobile consumers in India up to December, 2015. And 32.73 crores internet users and 34% consumers use internet on mobiles. There are 5,39,41,944 mobile phones in Rajasthan on January, 2015.

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. Study of consumer behavior is very important because intentionally or unintentionally we are consumer. Marketers should understand consumer behavior very well. In this study we have tried to

review the various studies related with the e-marketing and consumer behavior. Consumer behavior in marketing is a new issue and the study of consumer behavior has grown significantly in recent years. "Consumer behavior include mental activity, emotional and physical activities that people use during selection, purchase, use and dispose of products and services that satisfy their needs and desires" said (Kotler, 1999).

Literature Review

Literature review helps the researcher to get used to the related material on the study and avoid unnecessary and unintentional duplication of other researchers projects. It will help to contribute to knowledge. Literature review helps to summarize the results of previous studies in order for you to use them as data base for our findings. A literature review is a text of a scholarly paper, which includes the current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic. Literature reviews are not new or original works but these are based on second sources.

The Literature Review

A Focused reading.....

With Specific Purpose

(Diagram Source : Internet images)

Studies of various literature reviews shows that the wide acceptance of internet technology in the field of business has changed the traditional retail format to the new form popularly known as internet shopping or online shopping. Internet is a platform that provides the consumers with purchase characteristics as no other medium. There are certain characteristics which make internet a more convenient and attractive place to shop for consumers as compared to the traditional way of shopping.

Tonita p.y. Monsuwe, Benedict G.C.D., and Ko De Ruyter in their study "What drives consumers to Shop Online? A Literature Review" (2004) says that a large number of consumers shop on the internet. They presented a framework to increase researchers understanding of consumers attitudes towards online shopping and consumers intentions to shop on the internet. The framework is called Technology Acceptance Model (TAM). Their review shows that consumers behaviour towards online shopping and consumers intention to shop on internet is influenced by ease of use, usefulness, and enjoyment and also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

John B. Horrigan (2008) in his research on "Online shopping" findings examined that American internet users accepted online shopping because it is convenient and a time saver. Consumers are worried about giving their personal or credit card details and information over internet. Sometimes consumers feels confused and frustrated by lack of information they encounter while shopping online goods and services. Generally consumers shop online goods if they have trust in online firms. Low income consumers feel more risk when they buy online goods than rich

consumers. Research about online shopping has grown sharply since 2000. Shopping on the internet has become commonplace among internet users. Internet users like convenience, time saving and low prices but worry about security of their financial information. The number of online users either buying or searching information about products has doubled since 2000.

Dr. Seema Agarwal in her research on “A study of factors affecting online shopping behavior of consumers in Mumbai region”(2013) observed that factors affecting online shopping are time saving, money saving, easy transactions, easy comparison of products and services and in time delivery of goods. Online shopping has increased in India. There are some consumers who are not interested towards online shopping.

Maryam D. Tarbyat in “Impact of e-payment system on consumer buying behavior” said that e-payment is the part of e-commerce transactions. Maryam suggested that convenience and accessibility are generally associated with online shopping and e-payment system. Consumers can compare the products, features, availability and prices more effectively than the brick and mortar shopping system. The use of internet makes it easy for consumers to shop online. Internet plays important role in the shopping and consumers will use more e-commerce in the near future.

Dr. Bimal Anjum and Rajesh Tiwari (2011) in their research on “Economic and Social impacts of E-commerce” explained that the recent trends in e-commerce is seen as online travel industry contributes 76% of total net commerce, online book buying is back in the consumers, there is consumer delight, e-ticketing is growing, electronic goods, mobile phones, cameras, computers, home and kitchen appliances, flowers, and gifts are generally purchased through online shopping. There is a growing trend of online advertisement. China has shown that there is a high positive correlation between broadband penetration and growth of e-commerce. Average annual growth in B2C e-commerce sales registered @64% growth during 2006-10.

Rasad Y., Melissa Venpin, W.F. Yusouf and M.R. Islam in their study “Internet Marketing: The new Era of Innovation in E-commerce” (2011) suggested that the purpose of internet marketing is shopping by consumers and it is a new style for advertisement of goods and services. Mostly firms and advertisers need this new way to be successful in business. Decision about what type of products and services consumers like, what type of advertising best suits consumers can be taken through internet. Nowadays internet is the important innovation in the field of shopping.

Dr. Sanjay hooda and Sandeep aggarwal (2012) in their study “Consumer behavior towards e-marketing: A study of Jaipur consumers” analysed the online shopping behavior of jaipur consumers. They suggested that most of the respondents irrespective of gender difference, age group of 18-30 years find e-shopping more convenient, time saving and prefer credit card as the convenient mode of the payment followed by debit cards and cash payments. Consumers prefer the E-ticketing as the most popular service followed by e-booking and e-billing. They observed that @68% consumers find shopping from shop more easier and convenient. There is a strong relation between income, occupation and purchase decision of respondents. They find that people are still tradition bound and have doubt in mindset as far as issue of online shopping is concerned. Future of online shopping is bright in Rajasthan.

Monika Pathak and Gagandeep kaur in their study 'Role of Innovation and Technology in Popularity of Online shopping' (2014) says that Innovation technology plays important in the popularity of

online shopping format of business. Online shopping is increasing these days hugely due to the increasing penetration of internet. A number of factors makes products attractive to customers. These are external environment, geographical factors, personal characteristics, product qualities, brands, consumer satisfaction, and payment options. With the rapid development of technology and innovation in the field of online shopping, there is a great change in the shopping pattern.

Sumangla Rathore and Avinash Panwar in "A Study on Internet usage Pattern with Special Reference to B2C E-commerce in Rajasthan"(2014) Revealed that respondents below the age of 35 years use internet more frequently as compared to the people in higher age groups. It is found that 89% use emails, 85% search for information and 39% shop online than followed by reading news, pay bills, use for recreation and use internet for other purposes. It was found that about 19% internet users buy products and services regularly, 29% buy occasionally, 36% buy very rarely and about 16% said that they do not buy anything on internet. It is observed that internet usage is becoming a regular activity and it is becoming popular among consumers. The most popular mode of payment on internet is through credit cards, followed by net banking, debit cards and cash on delivery.

Poonam Chahal in her study "A Study on the role of consumer gender and age on online shopping"(2015) concluded that internet has become a new way of online shopping. The findings suggested that young generation from the age group of 20-25 is more interested in online shopping and male consumers like online shopping more than female consumers.

Richa Devgun and Dr. Parul Agarwal in their study "A Study of E-marketing -its Impact on Consumer Behavior in Ajmer, Rajasthan"(2014) found that e-shopping is more convenient and time saving. 65% consumers agree that online shopping is easily accessible. Young consumers of age 18-30 years are more attracted towards discounts and special offers in online shopping. 47% consumers are concerned about disclosing personal information and mostly consumers shop from shops and 32% shop from online. There is a positive relation between income, young age and online shopping. Both the genders, male and female, use internet frequently in Rajasthan.

Dr. Parul Upadhyay and Jasvinder Kaur, in their study "Analysis of Online Shopping Behavior of consumers in Kota City" revealed that consumers (approximately 80%) mostly purchased tickets and 8% purchased clothes. According to study on mode of payment consumers generally pay through cash on delivery than followed by credit cards and debit cards. It was found that information and quality of products, time saving, convenience, security, timely delivery and mode of payment are important factors in the online shopping. It is suggested that for more usage of online shopping consumers should be educated, government role is important, e-marketers should think about consumer interests and banks should promote credit card and debit card facilities in online shopping.

Menon and Kahn (2002), **Childers and Mathwick** says that consumers' perceptions also depend on hedonistic dimensions like enjoyment. Enjoyment embodies the hedonic aspect. Enjoyment shows consumers' perceptions about the potential entertainment in Internet shopping. Exogenous factors also influence consumer attitudes and online shopping behaviour. Exogenous factors are explained by **Burke, 2002, Dabholkar and Bagozzi, 2002, Brown et al, 2002** 'consumer traits'. By **Wolfenbarger and Gilly, 2001, Avery, 1996** 'situational factors', by **Grewal et al 2002, Elliot and Fowell, 2000**, 'product characteristics', by **Shim et al, 2001. Eastlick and Lotz, 1999**, 'previous online shopping

experiences' and by **Yoon, 2002, Lee and Turban, 2001**, 'trust in online Shopping. These utilitarian aspects and hedonic aspects are interlinked to each other. These factors ultimately affect consumers attitude and intentions towards online shopping.

Devis (2002) in his study examined that if more attractive online stores were developed this raises the issue of examining what factors drive consumers to shop online. This study shows that they make a framework based on previous research on consumer adoption of new selfservice technologies and internet shopping. The research suggests that consumers perception towards internet shopping depends on internet shopping features.

Khalifa and Limayem (2003) in their study showed that the intentions of online consumers are influenced by the perceived consequences of online shopping, the consumers attitudes towards online shopping and social influences.

Kim and park (2004) in their study examined the relationship between salient features of online shopping and consumer buying behaviour. They find that quality of information and user interface and security concepts influences information satisfaction and relational benefit. All these factors are significantly related to each consumers commitment and actual buying behaviour. **Smith and Rupp (2003)** identified that the evolution of ecommerce is considered to be the most significant contribution of the information revolution. They stated that consumers never have access to many goods suppliers and there is stiff competition in the market. Due to this competition internet has evolved in to a new shopping medium for consumers. **Hollensen (2004)** says that that the internet has developed into a new distribution channel for goods and services.

Rox H. (2007) in his study explained that consumers shop online due it is always open, it saves time and money, consumers can compare shops and can try for lower prices, it is easy to find required products and get information and there is no crowd or weather problems in online shopping. He also suggested that free shipping is important factor for online shopping. He reported that cost and time efficiency is important in internet shopping. Because online shopping customers are often offered a better deal, they can get the same product as they buy at store at a lower price. **Zhang (2009)** stated that Intrinsic motivation for internet shopping is captured by the 'enjoyment' construct in our framework. Intrinsic value is determined from the experience of its own sake.

Menon's (2010) study suggests that if consumers are happy about their online shopping experience, they are more positive towards online shopping medium. Escapism, pleasure and arousal are the parts of the enjoyment construct. Escapism refers to the engaging in activities that are absorbing to the point of offering an escape from the demands of the day to day world. Pleasure is the degree to which a person feels satisfied, happy joyful about his online shopping. Arousal is the degree to which a person feels stimulated, active and alert during the online shopping experience

(Morrison, 2011). Acceptance of online marketing by consumers is based on the awareness and adoption of internet and not on knowledge of traditional channels. The main factors that are important for adoption of online marketing are same as for adoption of internet. **Kim and Kwon (1999)** stated that progressive, assertive and modern lifestyle of consumers leads them to

the more use of internet. **Sohn and Ahn (1999)** suggested that consumers knowledge is the important factor that influences their adoption of e-commerce. **Liang and Huang (1998)** found that consumers experience is the key factor in online shopping. **Khalifa (2003)** added that consumers innovativeness is important factor which affects internet shopping. Websites good characteristics also affects consumer purchasing over internet.

There are several authors who have studied the perceived risk in online shopping by consumers. **Koller (1988)** found that risk is determined by the importance of situation. Consumers unwillingness or reluctance to complete the online shopping is due to the risk problems (**Hoffman, Novak,1999**). So, perceived risk is the important bottleneck in the consumers online transactions. **Wirtz, Kimes et al. (2003)** found that perceived risk is due to the unfairness of pricing by companies. **Kolsaker, Kelley et al. (2004)** found in their study that perceived risk and convenience are the main reasons for the reluctance of consumers in buying online air line services. This research also shows that cultural factors are also responsible for online e-tickets buying. **F. Cunningham and H. Gerlach (2005)** found that perceived risk is present in all the online shopping. Economic risks and other risks are the important risks in perceived risks. Demographic factors like age, income and education are considered in the research of internet shoppers behavior (**Fram and Grandy, 1995**). Internet buyer has changed over the time. Professionals, specially males with higher income and higher education has revolutionized the retail channels (**Ernst & Young, 2001; Mahajan, Muller & Bass, 1990**). There is a diversity of education and income in the shopping behavior of internet consumers (Department of commerce of USA, 2003). Gender, age, income, education, residential location and marital status are important determinants of internet purchasing (**Fram and Grandy, 1995; Kunj, 1997; Mehta and shivdas, 1995; Sultan and Henrichs 2000**). **Sultan and Henrichs (2000)** found that consumers willingness towards internet and preference to adopt internet is positively related to income, family size and innovativeness. **Pew research center report (2001)** reported that 58% female consumers bought online products and 42% male bought products. Among them 37% women enjoyed shopping but 17% men enjoyed shopping. **Akhter (2002)** reported that younger, educated males and rich people generally liked to purchase goods over the internet.

Vijay, Sai. T. & Balaji, M. S. (May 2009) in their study revealed that consumers are now shifting from brick and mortar to online shopping channel. Online shopping offers convenience, time saving and money saving but it has not been accepted as a most preferred shopping in India. They conducted a survey among online and non online shoppers to determine why consumers shop online or not shop. They found that time saving and convenience in shopping are the drivers for consumers for online shopping and privacy and security concerns are main hurdles in buying goods online.

According to the IAMAI-IMRB report on "Internet in India 2016" internet users in India is expected to reach to between 450–465 million by June, 2017 (from 432 million in December 2016). There are 269 million internet users in Urban India and 163 million internet users in Rural India in December, 2016. Findings of report reveals that urban India has 60% internet penetration while rural internet penetration is only 17%. This gap between rural and urban areas must be filled by adopting suitable strategies. IAMAI-IMRB reported that 51% internet users uses internet daily and 90% of internet users uses internet once in a month basis. In rural India, 48% uses internet daily and 83% uses once in a month.

D. Richa in her study “Impact of demographic factors of consumers on online shopping (2012)” has examined that demographic factors have a significant influence on consumers online shopping. She found that income and education have no significant influence in online shopping of consumers. Her study indicates that women shops more over internet than males. Female consumers shops 5-4 times over internet while males shops 1-2 times in a month. She also says that Pew research center in a report in 2001 found that 58% women bought goods over internet and males bought 42%. Women buy goods 16% more than males. It is found that family size influences the online shopping of consumers. Families with more than two children spend more money on online shopping than families with less than two children. Children are considered hidden persuaders of parents to buy more items for their use.

Upasana Kanchan, Naveen Kumar and Abhishek Gupta (2015) in their research paper “A Study of Online purchase behaviour of Customers in India” stated that online shopping is increasing in India and it is popular in young generation nowadays. Consumers of higher income groups and educated people are shopping online through the internet and online websites. Costumers hesitate to shop online because of security concerns and at the same time consumers afraid of complexity of technological process of online buying. It is advised in research that firms should make trustworthy relationship between marketers and customers.

Chandini A.V. and Nagendra (2016) in their research “An exploratory study on consumer attitude towards online grocery shopping” it is revealed that earning consumers, females and undergraduate consumers are buying groceries online. Results show that 87% respondents are preferring online shopping for groceries and have positive attitude towards online information of groceries. They want to purchase goods from trustworthy websites. Findings of the research also explained that there is no positive influence of refund policies and website design on consumers online shopping.

Dr. Sonal Kala and Rajesh Kumar Sharma (2015) in their study “Behavior of customers’ towards online shopping in India” revealed that there is no significant difference found between male and female students regarding online shopping attitude in the graduation level. Online shopping has gained popularity during the last decade among consumers. The research results shows that respondents have liked online shopping positively. Online shopping has a bright future in India.

Dr. Gagandeep Nagra et al (2013), in their research conducted the study to know what is the influence of demographic factors on online shoppers. Consumers have understood the difficulties of online purchasing processes and get accustomed how to deal with it. There is a shift towards cash on delivery method of payment and convenient delivery timings according to the consumers choices. Results revealed that demographic factors influences online shopping in India. Demographic factor gender plays important role in online shopping of women as gender influences female frequency of shopping over internet.

Price Water Coopers' Global Retail and Consumer practice (2015), in union with the International Survey Unit (ISU), conducted a global survey regarding online behavior of consumers in all nineteen countries including India. Total 19068 online interviews were conducted. According to this survey the most important factor emerged as driving force for consumers online shopping was price (with discounts). Middle class consumers of India prefer value for money. Marketers are

adopting new strategies to attract customers to shop online. It is revealed that the physical store will continue to have its preferred shopping stores with the online stores. Everyday consumption items like milk, eggs, bread,

general grocery items and daily use consumer goods consumers still prefer to go to the nearest stores.

Dr. Sunanya Khurana and Ms. Baljinder Kaur (2015) in their research found that e-commerce and e-marketing are mostly influenced by demographic and psychographic factors. Online marketers now know that who are shopping online, what are their preferences, how consumers get information and use it to buy online products. Most influential factors of online shopping are convenience, ease of use, security cost saving and time saving. Educated and younger age consumers are the most important shoppers online. Marketers have to modify their online marketing strategies according to the consumers' likes and dislikes.

Vidhi Baheti and Leena Ajit Kaushal (2015) in their study found that there was no significant difference between perceived cost and various demographic characteristics of consumers. But there was a difference in consumers who are aware of online shopping of grocery and not aware of it. Other factors like perceived risk, convenience, and perceived enjoyable factors and demographic characteristics influence different factors. The study was conducted to examine the influences of various characteristics of consumer attitudes towards online shopping of grocery.

Priyanka Sharma (2017) in her research article explained that online shopping has changed the lifestyle of consumers in the world. People of developing countries like India and developed countries are using internet for online shopping. Consumers having income of 2,50 lacs prefer cash on delivery payment method and above 2,50 lacs income using internet banking method for payments. People whose income is under 4.50 lacs spend approximately Rs.2000/- and people of income more than 4.50 lacs spend Rs.3000/- per month over online shopping. Consumer between age group 15–25 years likes quality of products and age group more than 25 years prefer price of goods for online shopping. It is found that price is the important factor for consumers in online shopping. Most important items consumers like to shop online in order of preference are electronic items followed by movie tickets and clothes. The difficulties in online shopping are risk, security and privacy concerns.

R. Anantha Laxmi and K. Arun Sarath Kumar (2016) in their research "Awareness and attitudes of consumers in using internet for online purchasing" have examined and analyzed the consumers' awareness of internet use, consumer behavior and attitude about online shopping, and what type of goods consumers buy over internet. It is found that mostly respondents prefer cash on delivery payment method and mostly consumers shop online goods through computers. Monthly income and age does not influence the online shopping of consumers in last 6 months. It is concluded that consumer first preference is to buy mobile phones and then followed by electronic items, clothes, books, camera, etc. Consumers mostly like to buy mobile phones through online shopping.

Prof. Sanjeev Kumar and Savita Maan (2014) in their research analyzed the different issues. Evolution of internet shopping has started the new opportunities for firms and consumers. It is found that convenience, no crowds, no traffic, 24 hours access, time saving, money saving, better choice of goods and useful mode of payments are the main factors that influence online shopping.

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Hurdles in online shopping are lack of touch and feel, security, delivery time, higher shipping charges, privacy concerns, frauds and many other hurdles. Future of online shopping is very bright in India. FICCI, (2012) stated that "India's large and aspiring middle class of 75 million households or 300 million individuals want products that are value-driven. The country's 500 million people under the age of 25 have access to more money that has additionally resulted in independence, aspirations and a demand for product. The current estimated value of the Indian retail sector is about 500 billion USD and is pegged to reach 1.3 trillion USD by 2020. The penetration level of modern retail (currently 5%) will increase six-fold from the current 27 billion USD to 220 billion USD in 2020."

Dr. Shuchi Singhal and Shashi Shekhawat (2015) in their research "Online and offline consumer buying behavior: A literature review" observed that consumers search information for online shopping but in the end they switch to buy products from offline stores. The various researchers have found that there are many factors that creates positive attitude towards online shopping. These factors are convenience, interactivity of websites, information, twenty four hours availability of products, usefulness, cost and time saving, etc. There are many hurdles in online shopping like perceived security and privacy concerns, complexity of online process, intangibility of goods, and social contacts.

Poonam Chahal in her study "A Study on the role of consumer gender and age on online shopping" (2015) suggested that the consumers of young age group 20-25 years are interested to shop online products. Men are very much interested in online shopping activities than women. She analyzed 14 research papers and concluded that consumers age and gender plays important role in the online shopping. Online shopping is increasing in India day by day and people are very much interested and want to shop online products.

Internet facility was started in **Jaipur** from 18 April, 1999. But this has become a very large e-market within 15 years. Many companies has established their centers here. Young generation is purchasing goods & services from online companies. There are 25 lacs internet & data connection in Rajasthan. Approximately 8 million Indians are shopping online in 2012. Online shopping grew from 40% in 2010-11 to 128 % in 2011-12 and it is going to increase in the future. Approximately goods of Rs.2500/- are being purchased by consumers in Rajasthan state annually (**Source: Open source : Internet**).

According to a study (**of Admap July, 2000**) a majority of purchases over internet takes place for books, travel, financial services software, PCs and gifts. Today the latest reports of surveys of nelson and other survey companies shows that consumers today buys Smart phones, laptops, electronic goods, books, clothes and other products. It shows that the nature of consumers has changed over the time.

India's online population is rising @ 31 % yearly with inclusion of 17.6 million users in 2012 (**ComScore, 2013**). India has become the third largest nation for Internet users in 2013 after USA and China. **McKinsey (2012)** reported that @1.6% contribution of the internet to India's GDP and a consumer surplus amounting to dollar 9 billion. India added 15 million e commerce users. Ecommerce growth in India has been directly proportional to internet penetration. It has been seen that India's e-commerce market rose from about \$2.5 billion in 2009 to \$6.3 billion in 2011, \$8.5 billion in 2012 and further to \$16 billion in 2013 and which is expected to touch \$56 billion by 2023- 6.5 percent of the total retail market (**Industry Chamber Assocham, 2013**). **Comscore.com** presented the digital India report there are 205 million internet users in India as of 2013. Third largest internet

population after China and United States, projected to be the second largest by 2015, with 330 – 370 million users. Internet demographic report of Comscore reported that 75% of India's online population is under the age of 35 years. India's 81% population uses Mobile phones. But there are 97.32 crore mobile users in India on December, 2015. Their numbers are expected to increase in the near future.

Conclusion

There is a large number of mobile users in Rajasthan and India. Mobile consumers in the major cities of Rajasthan are increasing rapidly. Analysis of literature review shows that the consumers' attitude towards online shopping and intention to shop online is influenced by endogenous factors, exogenous factors, demographic and some other factors. This study shows that there is a very bright future for online shopping in Rajasthan because consumers can buy anything, from anywhere and at anytime. The young generation from age group 20 – 35 years is very keen to shop online and male and female consumers are interested for online shopping in Rajasthan.

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