

E-Commerce: A Study of Consumer Behaviour Specific to Purchase of Lifestyle Products Online

Dr. Jyotsana Thakur

Associate Professor, Media Studies, Amity University Gurugram, Haryana

ABSTRACT

The world is changing and the technology is driving it. The technology and the internet have already drastically changed the e-commerce industry and made it increasingly popular. And while the e-commerce industry is offering massive variety of products available on the internet, the purchase of lifestyle products has become a matter of happiness to consumers that is convincingly regulated by the desire. Online shopping for lifestyle products has taken off as an increasing number of consumers purchase increasingly diversified products on the internet. And because life became so busy and people don't have time to spend like before, they start to purchase items online by simply sitting in their homes and purchasing items and products through the web which turned them to digital consumers. And if we take a deeper look into the reasons behind the rapid developing of the lifestyle online shopping which mainly due to the benefits that internet provides. First of all, the internet offers different kinds of convenience to consumers and obviously, consumers don't need to go out looking for product information as the internet can help them to search from online sites and it also helps to evaluate between different sites to get the cheapest price for purchase. Furthermore, it provides product information with mixture of images, sound and very detailed text description to help the consumer for choosing the most suitable product. The study will review closely the consumers' behavior towards online shopping for lifestyle products and their impression about it. Hereby, the aim of this research is to find out about e-Commerce industry and consumer behaviour about online shopping of lifestyle products. The present survey has been done on the random sample of the population of Delhi, NCR who buy lifestyle products online.

Keywords - Buying Decision, Consumer Behaviour, Marketing, Promotion, Social Media, e-Commerce, Lifestyle Products.

Introduction

The increase of globalization has been an economic force throughout the last century, but economic interdependency is not its only by-product. At its core, globalization is the lowering of economic and cultural impediments to communication between countries all over the globe. Globalization in the sphere of culture and communication can take the form of access to foreign newspapers (without the difficulty of procuring a printed copy) or, conversely, the ability of people living in previously closed countries to communicate experiences to the outside world relatively cheaply. Many companies now use the Internet to leverage word-of-mouth social networking. The expansion of corporations into Facebook has given the service a big publicity boost, which has no doubt contributed to the growth of its user base, which in turn helps the corporations that put marketing efforts into the service. Putting a corporation on Facebook is not without risk; any corporation posting on Facebook runs the risk of being commented on by over 500 million users, and of course there is no way to ensure that those users will say positive things about the corporation. Good or bad, communicating with corporations is now a two-way street. The Internet has made pop culture transmission a two-way street. The power to influence popular culture no longer lies with the relative few with control over traditional forms of mass media; it is now available to the great mass of people with access to the Internet. As a result, the cross-fertilization of pop culture from around the world has become a commonplace occurrence. We find that globalization leads to both greater scope of e-commerce use and improved performance, measured as efficiency, coordination, and market impacts. Scope of e-commerce use also leads to greater firm performance of all three types. Globalization has differential effects on business to business and business to consumer e-commerce, however, such that highly global firms are more likely to do business to business but less likely to do business to consumer. The process of globalization creates new challenges and opportunities for firms. The opportunities include access to new markets that were previously closed due to cost, regulation, or indirect barriers, the ability to tap resources such as labour, capital, and knowledge on a worldwide basis, and the opportunity to participate in global production networks that are becoming prevalent in many industries such as automotive, electronics, toys and textiles. Challenges come from foreign competitors entering firms' domestic markets, and from domestic competitors reducing their costs through global sourcing, moving production offshore or gaining economies of scale by expanding into new markets. Globalization challenges firms to become more streamlined and efficient while simultaneously extending the geographic reach of their operations. Relationship between globalization and e-commerce is complex and varied. Among firms that use the Internet to conduct business, global firms use the technology more intensively, engaging in a wider variety of e-

commerce activities than less global firms. However, when e-commerce is broken down in terms of the type of business relationship involved, we find a very different picture for business and business and business to consumer e-commerce, with global firms more likely to engage in the former and local firms in the latter.

Internet and Social Media

In 1980s, home computers became more common and that was one of the reasons that helped the social media to arise to the public in 1990s. Social media are forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages and other content (such as videos). The social media began and started to be recognized in 1997 when the website Six Degrees was launched which was considered to be the first of the social media websites as it allowed people to sign up with their e-mail addresses and create individual profiles and add friends to their personal network. And after the impressive development of the social media website and the launch of so many new social media websites like Myspace, Facebook, Twitter, WhatsApp, YouTube, Instagram and TikTok, the social media started to have a big impact on our daily personal lives and on the society generally. For individuals, the social media is a tool which is used to keep them in touch with their friends and extended family members, network for career opportunities as LinkedIn.com, find people from each and every single part of the globe who share and common interest, share content and more. Those who engage in these activities are part of the virtual social networks. For individuals, social media is used to keep in touch with friends and extended family, network for career opportunities, find people from all over the globe who share a common interest, share content and more. Those who engage in these activities are part of a virtual social network. For businesses, social media is an indispensable tool for finding and engaging with customers, sales, advertising and promotion, gauging trends and offering customer service. Nowadays social networks have a role in influencing the behaviour of consumers in the virtual environments, particularly when the degree of exposure of messages and the relation created between the variety of information given and the customer who is about to make a purchase which means that social media networks plays a big role in the E-commerce industry and they are counted as one of the major reasons of its growth.

E-Commerce

The fast and dramatic changes in information technology specially in last one decade has given new concept of marketing in which buyer and seller do not see each other face to face nor see the goods physically; the whole transaction is carried out with the help of 'on line' communication. The entire deal is carried out with the help of computer, telecommunication and net working with associated hardware. In the e-commerce internet provides information about goods and services, it is a way of conducting imaging and executing business transactions and services through electronic media and networking in computers and communication network, websites, e-mail are resorted. Customers know about goods and services sitting at home. The manufacturers, distributors, suppliers and services providers let the consumers know about their products quality, price, size, colour etc. through multi-coloured catalogues on website. The consumers can 'surface various web sites and compare their relative prices, quality characteristic, features etc. These details can be obtained from suppliers around the globe. The websites are available beside for goods for direct selling, context selling, financial and other services such as hospitals, education, training, advertisements, property, entertainment, product demonstrations, bill payment, exchange and all other services which one can think of.

Marketing Promotion through Social Media

Each industry needs marketing and for the E-commerce industry one of the most effective ways of marketing and advertising is the online marketing especially social media marketing promotions because social media networks help in improving the marketing of organization to new insights about the brand, which offers innovative ways to implement the basic marketing programmes, as well as new methods to win in online discussions of important business. Social networking sites are the source of almost inexhaustible views of clients and situations, and the challenges is to control this information in an appropriate manner and in a meaningful way for the company and that brings real benefits for them. Social networking is also a suitable frame work for core activities in marketing on the Internet and also the social networks provide the opportunity to talk with customers on a personal level, which usually difficult to achieve or impossible through traditional channels. So now, the new web technology and social media networks have made it easy for anyone to create and distribute their own content. A blog, post, tweet, or YouTube video can be produced and viewed by millions virtually for free. Advertisers don't have to pay the publishers or distributor's huge amount of money to embed their messages and now they can make their own interesting content that viewers will flock to.

People's Buying Decision

The consumers' buying decision is variable and different from one consumer to another. There are some consumers who may buy more quantity of certain items and very low or no quantity for other items. For example, teenagers may spend so much money on certain products like cell phones and branded wears and may not spend on general and

academic and on the other hand we could find the middle-aged people may spend less on books and academic literature but may invest money in savings or buying properties or spending on insurance schemes. Many factors influence the consumer's buying behaviour. Depending on the consumer's experience and knowledge and with each product the consumers are buying there is a requirement of decision making process which is containing two types of it, the low-involvement and the high-involvement buying decision. The low-involvement buying decision which is called also the impulse buying purchases are made without any planning or previous thought which are often for the low-price products. However, the high-involvement buying decisions carry a higher risk to buyers if they fail which are usually for the products that carry a high price tag or a high level of risk of the individual or group making the decision.

Change in Buying Decisions due to Social Media

For businesses, social media is an indispensable tool for finding and engaging with customers, sales, advertising and promotions. And that is because social media is becoming much more impactful day by day because the majority of the people who are using the internet are having at least one or two accounts on social media. And as I mentioned before, social media allows us to connect with our friends and family who we may not see very often. But the more we use the social media, the more the information we share, and the more the word of mouth technique works. So, the influence is there which means the key for the advertisers to figure out how to take this influence and leverage it for their own business. The presence of businesses on social media has a significant influence on purchasing behavior especially after placing the advertisement became simpler and easier on social media targeting the consumers based on the location segmentation, demographic segmentation, behavioural segmentation and psychographic segmentation. Above of this, in the stages of the consumer's purchasing process the consumer is searching for the information about the product that he needs and the social media is a fertile soil to target those consumers as long as they are social media users because they are likely to purchase after reading positive reviews and the tendencies to share positive or negative reviews and opinions seem to be moderate among the users and that helps in the third stage of the product evaluation and with so many social media platforms the consumer will have varieties of choices and purchasing action.

Lifestyle Products and Brands on the Internet

If we look around us we will find out that we own lots of products that enhance the self-esteem, these products could be even a daily use ones as clothes and accessories but they help us to increase our imagination to put ourselves in the lifestyle that we want to have. Wearing a t-shirt, watch or a handbag or even holding a branded phone gives us the feeling and the sense of belonging to the community or the mid set we admire and wearing or using product from a lifestyle brand also helps us to feel like individuals and say something about who we are to those around us. Lifestyle definition is the way in which a person lives and that means forging a sense of self and create cultural symbols that resonate with personal identity. The lifestyle products could differ between different types such as cosmetics and personal care products, apparel and clothing, electronics such as cell phones and tablets and their accessories, home appliances and tools or even kitchen tools, games and game consoles, books, CDs and DVDs, sports equipment or even pet accessories and many more. The lifestyle brand is the brand that attempts to embody the values, aspirations, interests, attitudes, or opinions of group or a culture for marketing purposes. Usually the lifestyle brands work on the psychographic segmentation which denotes the grouping of people on the basis of psychological make-up, namely, personality and lifestyle. So, brands make emotional appeal by addressing the self-concept and send social role and lifestyle signals and picking a type of person and work day and night to appeal to them.

OBJECTIVES

1. To study the consumers who purchase lifestyle products from online stores.
2. To explore the opinion of those consumers about the e-commerce stores.
3. To identify the lifestyle products purchased through online stores.
4. To analyse the post purchase behaviour of the consumers as well as the future of the e-commerce industry.

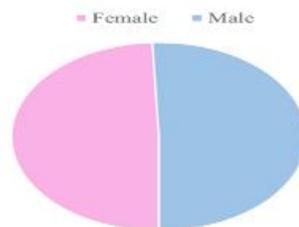
METHODOLOGY

The research design for this study is descriptive, exploratory and explanatory in nature. Descriptive in terms of involving the collection of data through the questionnaire in order to test the hypotheses and to answer the questions concerning the current status of the e-commerce market and its consumers. And it is exploratory because this study conducted into an issue where there are few studies to refer to and it is highly based on the questionnaire conducted with people. As well as this study being explanatory because of the trail of explaining the behaviour of the e-commerce audience besides any deviance if any based on the nationalities conducted the questionnaire. The questionnaire has the following dimensions:

- Socio and economic profile of the respondents such as gender, age, nationality, current location, education, occupation description and income.
- The internet usage, consumers and product influencing the online purchase.
- The reasons of online shopping and the consumers' feedback on the e-commerce websites.

Data Collection

Data is collected through primary sources. A semi-structured online questionnaire was designed to collect the data from respondents online in different parts of the world but majority of the respondents are from Indian nationals based on the country I am located at the time of the study. Data was collected from 142 respondents at the meantime 85 respondents are Indian nationals and the other 57 respondents are from different countries like Egypt, United Kingdom, Jordan, Yemen, Palestine, Nigeria, Republic of Congo and Uzbekistan. The questionnaire contained 35 questions, three questions require short answers like name, nationality and the country where the respondents live, 25 questions are multiple choice where they can choose one answer, four questions are also multiple choice where the respondents can choose more than one answer, and three open questions where the respondents can write their opinions.



Primary Data

This study is based on original data sources in the first place. The primary data was collected through the online questionnaire which was circulated to various respondents such as students, private sector employees, IT employees and housewives either living in their own country or being expats in other countries.

Secondary Data

A small part of this study is based on the results and studies authored by other researchers including their library research and literature reviews.

Period of Study

The study period of this research exercise is from January to March 2020.

DATA STRUCTURE

Data structure is the way of organizing the data collected for the study so that it can be used effectively. In details below are the actual volume of data used for the analysis of this study:

- 1-A semi-structured online questionnaire contains 35 questions.
- 2-142 responses collected for the questionnaire.
- 3-85 respondents are Indian nationals and the other 57 respondents are from different countries like Egypt, United Kingdom, Jordan, Yemen, Palestine, Nigeria, Republic of Congo and Uzbekistan.
- 4-Respondents are located and living in different countries like India, Egypt, Saudi Arabia, United Arab Emirates, Uzbekistan, Romania, Morocco, Qatar, and The United States of America.

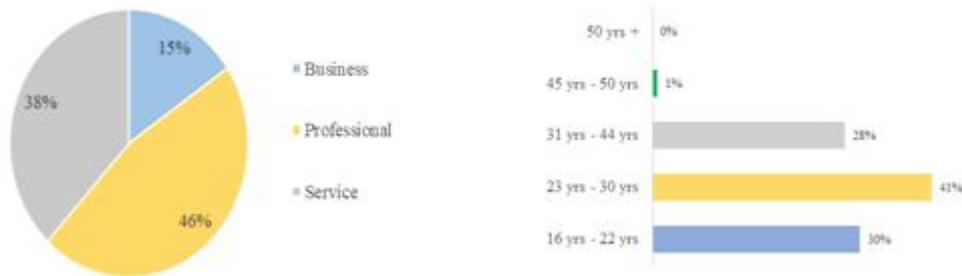
ANALYSIS

Who Are The Online Shoppers?

Based on the results of the questionnaire, the online shoppers are the online consumers who have an internet access and a valid method of payment in order to complete the transaction and mostly they don't put in consideration while practicing the online shipping process any national or international barriers and that is why they are in every part of the universe not concentrated in one continent or one country. And although the study was conducted from India, the respondents were from different countries and continents which proves that the e-commerce industry is not limited to any geography.

In this study the responses from males were 72 comparing to women who I got from them 70 responses and that indicates that men are shopping as women online as it could not be for the same products but for other products that might grab their interest. And this result did not shock me much despite the fact of women being addicted to shopping because driving to a retail store takes time, costs money for gas, and there may be parking fees too as well as it takes time to browse the store and ask for help and the trend is women still care for traditional in-store shopping however, men are willing to purchase online because they value time saving and convenient shopping above of this also they don't like to waste time dealing with shopping errors and want their buying journey to be quick and straightforward which is offered and facilitated by the e-commerce industry.

Online shopping does not restrict its buyers to a certain age as buyers should only have the ability to use the internet and valid method of payment and that is why in my questionnaire I did not mention below 16 years old because they are considered as minors who can't create an order online and pay for it without a help of a guardian. And as per the results the heavy users of e-commerce websites are aged between 23 - 30 years old which are the youth who just started their career and able to pay for what they buy but still the group of people aged between 16 – 22 years old are buying online and that could be because they know how to use the internet but still this aged group was the highest to choose the method of payment as cash on delivery which means that the restriction of having a bank account is making them lesser than the group of people aged between 23 – 30 years because they are financial decision makers. If we look at the group aged between 31 – 44 years old the percentage is fair based on the fact that they grew up in those times when the e-commerce revolution did not arise yet and that is why they are still practicing the old ways of traditional shopping and trying to adapt with the new technology at the same time. In other words, this group of people doesn't always buy online but sometimes they do whenever it is needed. The group aged between 45 – 50 years old the percentage is 1% and also the group of the people aged from 50 years old and above they did not respond to this survey which means both groups are rarely or never shopped online and it is because of the clashes between thee-commerce industry and their cultural traditions of shopping that still winning the battle plus, the people in those two groups are not confident enough in their ability to use the internet or they might not be able to use at all. When it comes to the occupation, the majority of the e-commerce shoppers was from the professionals which shows that generates 46% and that is because the professionals and having an internet access available all the time in the work place and the access for the e-commerce is there most of the time whenever they get the idea of buying any product online. Vis-à-vis 38% are working in service sector and 15% are in business.



Based on income category 35% of the total respondents are the highest percentage of online shoppers who are earning between 10,001 to 30,000 but still I can't rely 100% on the data for the total respondents because the international respondents are answering this question based on the currency rate of their own country or any other country where they live as expats. Besides, the income enquiry was not a mandatory question based on the fact that this enquiry is a personal privacy. But looking at the Indian online shoppers who are all using the same currency which is Indian Rupees, people who earn 10,001 to 30,000 are still the highest number of online shoppers and in this category only 21 respondents out of 29 are aged between 23 – 30 years old which contributes 72% of the total respondents for that income category. Also, looking at the second highest category based on the income in India is the people who earn between 30,001 to 70,000 Indian Rupees who contribute with 15% of the e-commerce consumers, and digging deep into the age in this category based on the questionnaire brings that five respondents out of 13 which makes 38% are also aged between 23 – 30 years old and that certifies the data collected that the heavy users of e-commerce websites are aged between 23 - 30 years old.

Total Respondents			Domestic (India)			International (Outside India)		
Income bracket	Percentage	No of respondent	Income bracket	Percentage	No of respondent	Income bracket	Percentage	No of respondent
1,000 - 5,000	14%	20	1,000 - 5,000	7%	6	1,000 - 5,000	25%	14
5,001 - 10,000	13%	18	5,001 - 10,000	8%	7	5,001 - 10,000	19%	11
10,001 - 30,000	35%	49	10,001 - 30,000	34%	29	10,001 - 30,000	35%	20
30,001 - 70,000	11%	16	30,001 - 70,000	15%	13	30,001 - 70,000	5%	3
70,001 - 100,000	6%	8	70,001 - 100,000	7%	6	70,001 - 100,000	4%	2
100,001 and above	8%	12	100,001 and above	12%	10	100,001 and above	4%	2
Not declared	13%	19	Not declared	16%	14	Not declared	9%	5
Total Respondents		142	Total Respondents		85	Total Respondents		57

The next pie chart shows the education level of the respondents have and it shows that mostly people have a university degree or a postgraduate degree. As 63% of the respondents have completed university or obtained equivalent degree and the second highest percentage goes for the people who complete a postgraduate degree (Master’s or doctorate) which is 20%.

The percentage decreases parallel with the level of education as it becomes 14% for the respondents who have completed high school or obtained an equivalent and it becomes lower as 2% for the people who hold some primary or secondary education and only 1% for the people who don’t have formal education. The results indicate that the higher education people have mean more usage of internet and mean also better jobs hence higher salary. And the respondents who have completed high school or obtained an equivalent or even have lower education level might be minors and shop online under the supervision of the parents and the financial decision is controlled by them only.

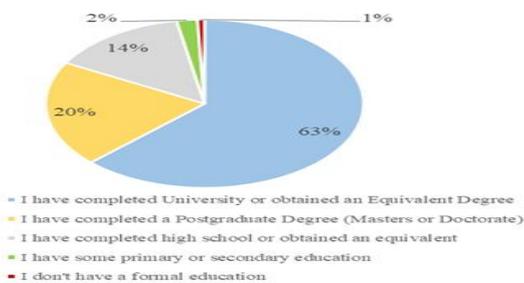
Internet Usage Frequency

Based on the research study out of the total of 142 respondents, 138 respondents are using the internet daily and out of the balance 4 respondents 50% use the internet 2 – 4 times a week only and the other 50% only once a week. Surprisingly, all the four respondents who don’t use the internet on daily bases are international respondents. And that could indicate that the usage of internet is very high all over the world and this behaviour is not restricted to a developed country or a developing nation. The major factor is the increase in smartphone penetration and low data tariffs. Besides it indicates that the internet consolidated itself as a very powerful platform that has changed forever the way of doing business as the technology of the internet has helped building a platform which has enabled the businesses to cash in on huge population and market that is now accessible over the internet and sell to them. With the millions of internet users all over the world who are actively looking for various products, there is a huge opportunity for the businesses to jump on to the internet bandwagon and those businesses believe that their success at present strongly depends on internet marketing as well as e-commerce but still e-commerce is a wider concept that internet marketing because e-commerce looks from the shopkeeper perspective. While e-commerce is conducted over smartphones, computers, and tablets the demand for the internet is required to be able to connect to those online stores. So, the internet is the backbone for any e-commerce business and it will fail without internet.

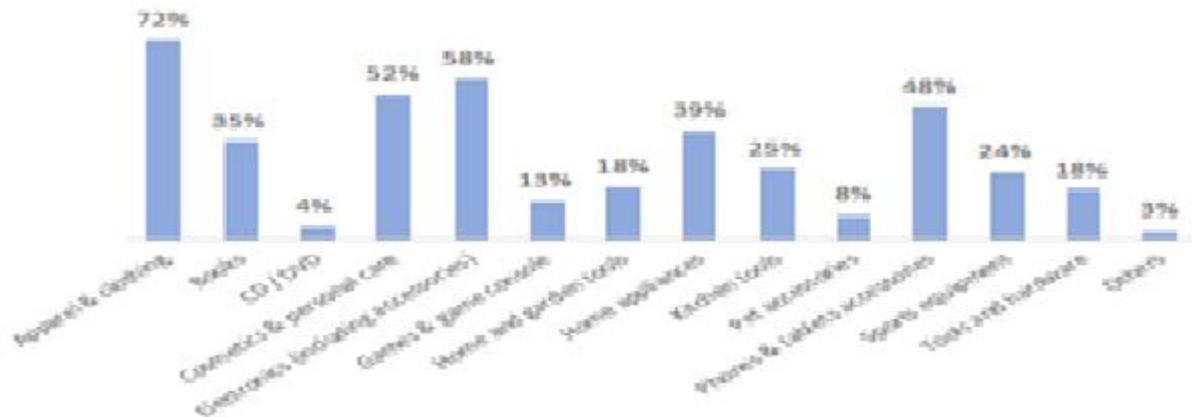


Do The Consumers Understand The Concept of Lifestyle Online Shopping

People are always buying despite their knowledge of the meaning of the lifestyle online shopping or not. The result of the questionnaire shows that 88% of the respondents understand the meaning and the concept of lifestyle online shopping and 12% replied as they don’t understand however, they are still buying lifestyle products from e-commerce stores.



	Yes	No
Domestic	79	6
Male	38	3
Female	41	3
International	46	11
Male	22	9
Female	24	2



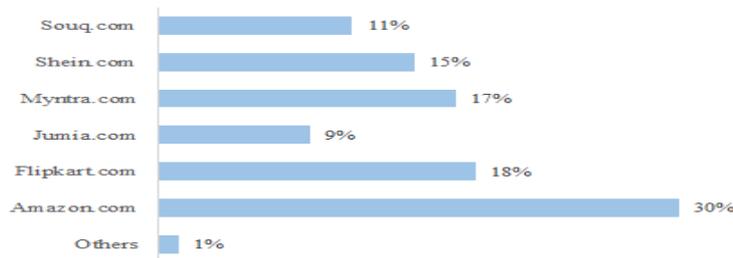
With reference to the given table the results came as six respondents from India don't understand the lifestyle online shopping but from the international respondents 11 don't understand but the majority was in the male respondents which were nine out of eleven. That means people from other parts of the world may not be aware of the meaning of the lifestyle products, but they still shop online. That could be based on the language barrier and understanding that term or because they shop online but they don't care much about it.

According to Mitchell and Walsh (2004), males and females want different products and they are likely to have different ways of liking and that is why different genders respond differently to content and this can vary based on the product categories as females always focus on new products, value, and trends whereas men prefer to learn more about products. In virtually every society in the world, women usually find themselves looking forward lifestyle shopping more than men and that would be the reason behind understanding that term based on the study more than the men responses.

What Do Consumers Look for on The E-commerce Stores

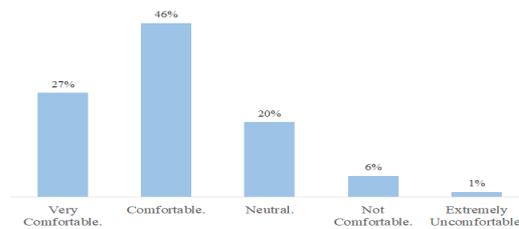
It can be hard to believe that a generation ago most people bought almost everything from a local retailer. However, the internet and e-commerce have drastically changed the way people around the world research and shop for the things they need. Nowadays, online stores allow consumers to have the chance to decide whether they could be window shoppers or take the buying decision. As per as the results of the questionnaire and referring to the diagram, apparel and clothing is the highest category of the lifestyle products that the consumers buy online 72% and the second highest category of product with 58% is electronics (including accessories) and 52% for cosmetics and personal care and 48% for phones and tablets accessories and 39% for home appliances. And if we take a look on the lowest category of lifestyle products to be sold online we find that CD and DVD is getting only 4%. The reason behind the apparel and clothing category to be the highest is that consumers can find different products and brands from various sellers in the same place and view all the latest trends without spending much efforts as well as the much choice of sizes and colours. Above of this, it is easy for the consumers to compare and research items and their prices in online shopping and get reviews and information about a particular item or piece. Online stores are also convenient to the buyers because most of them provide the return service and refund the money if the item is not fitting or if the customer did not like it. Also, online stores provide lots of discounts and sales to their customers. Electronics (including accessories) come in the second position after apparel and clothing and that because the customer would have enough time to read the specifications of the product and compare it with other brands along with the process before buying as well as online stores usually offer free shipping for the product so the customer can easily avoid the hassle of moving the product from the physical store to home. Also, when buying electronics online, the consumer does not need to buy anything if the product doesn't fit his requirements and will avoid compulsion shopping which happens usually in physical stores. Moreover, online stores have a simple and effective replacement process and if the customer is not satisfied with an electronic, he/she can request a product replacement and the replacement policies of the online retailer are not only applicable to the products with any manufacturer fault or defects but also if the customer is not happy with it he/she can request to return the product and get refund. While the third highest position of the lifestyle products that consumers buy online goes for the cosmetics and personal care it shows that this category is one of the most demanded products in the world and with the high demands, buying the right ones might be a bit challenging to many people but buying cosmetics and personal care products online helps consumers to buy them anytime that they feel convenient as well as collecting enough information about the product before buying rather than getting the information from the physical store seller. The lowest percentage was for the DVDs and CDs and that is because the market has changed and people

are watching movies and listening to music through streaming legitimate sources online instead of buying CDs or DVDs. Some respondents also give an answer as 'Other' where they mentioned other products like cars, grocery and even anything I need in life.



E-commerce Websites Which Consumers Buy From

E-commerce means the sale and purchase of services and goods over an electronic medium like internet. Simply, it is the online shopping through websites. Through the questionnaire I tried to gather information about the most visited e-commerce websites and based on the fact that the respondents are from different regions. Amazon.com is the most famous and visited website for lifestyle shopping which was selected by 30% of the respondents. East which gets 11% only by the international respondents hence, we can conclude that Amazon worldwide is the most preferred e-commerce website with a total 41% respondents. The second highest chosen answer for the preferred e-commerce websites is for Flipkart.com with 18% which indicates that people usually buy from the e-commerce websites that sells more than one category of products.



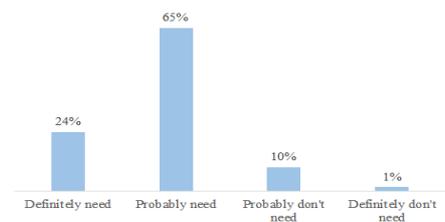
How Comfortable Consumers are Buying Products From Online Stores

Depending on the data collected, 46% of the respondents are comfortable buying products from online stores and 27% are very comfortable comparing to 20% choose neutral and 6% are not comfortable and the lowest is 1% who are extremely uncomfortable. With online shopping, people don't waste the time they consume to visit a physical store they also avoid the crowd, people can shop online from any place and anytime because the online stores are available 24/7. Online stores keep the shopping private and people are finding it easier to deal with the return policy with the e-commerce rather than the physical store as well as online stores make it easy to send gifts to others.



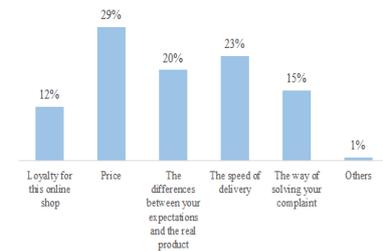
Main Reasons for Online Shopping

The logic behind switching from traditional retail shopping to online shopping is because of so many factors, the highest percentage of the responses from the questionnaire is 36% for the online shopping is being very convenient and time saving and that is because people could just place and order or check an item online while doing the daily activities, however, 26% of the respondents are shopping online because of the product variety that online shopping offers. There are other reasons like low price which has 21% responses from the survey. 17% of the people are shopping online as they find rare products which could not be available easily in the traditional shopping. Some respondents mentioned other reasons as there is no sales person to disturb and that could be a valid reason to go towards the online shopping as the consumer will have the time to choose from the variety and for the price as he wishes.



How Often People Buy Online

Based on the respondents' answers, 36% of them buying quite often and regularly and that points out that online shopping became a life style and a trend, on top of that 13% answered as extremely often and they are shopping online so heavily. But still 26% of the respondents answered as slightly often and 21% answered as not often at all which shows that there are people who are still going for traditional shopping.

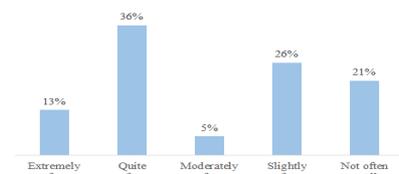


Is Online Shopping Primary in Our Daily Life

Apparently, online shopping is part of our daily life in many ways however, the need can be assessed through the survey results. 65% of the respondents have shown that there is a probable need for online shopping. A good 24% respondents have a definite need for online shopping and mostly its part of their daily necessity fulfilment. Only 1% respondents don't have any definite need for buying online and the balance 10% online shopping for them is not a prime objective. Hence, due to our busy lifestyle and lots of work it is really hard to get time for retail shopping as it takes both time and energy. The need for online shopping arises here which fulfils all the limitations of retail shopping like the online shopping is available 24/7 with no need to stand in long queues. Along with that with online shopping you also get to be part of multiple loyalty based programmes and high discount offers which comes during specific seasons like Black Friday Sale and festival based discount programmes.

Factors That Affect The Satisfaction While Shopping Online

When the respondents were asked about the factors of their satisfaction during the previous shopping online experience the highest number of respondents indicated that price is the most important while there is lack for bargaining like traditional shopping and that is because price is the first thing that many people consider when purchasing a product. Also, the chart reveals that 23% of the respondents consider the speed of delivery is important as well since the retail shopping offers the product receiving instantly and online shopping doesn't provide this option to its consumers so they are still looking forward to get the product as fast as they can. Also, 20% of the online shoppers look at the differences between their expectations and the real product as an important factor and that might be because they don't want to go through the replacement or the refund process because the online consumers are saving their time by shopping online and they don't want to waste the time that they saved in the replacement or the refund request. However, 15% feel the way of solving their complaint is important and that is when the customer service plays a big role in the e-commerce industry because of the lack of the face to face handling and only 12% of the respondents are loyal for the online shop and that loyalty could come from special discounts offers or discounts coupons or even free shipping whenever buying for specific amount and that is how the online shops will keep their customers loyal to them.

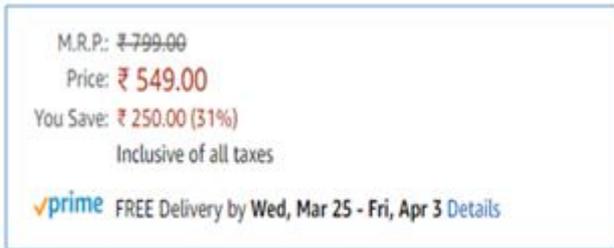


Speed of Delivery

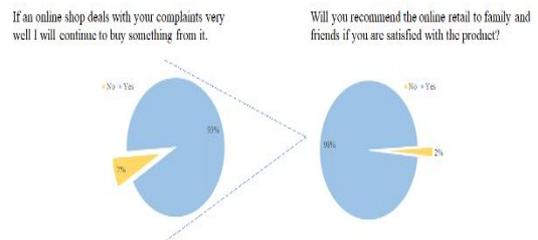
Online shopping has a high dependency on delivery speed as it is not similar to traditional shopping, which is instant as compared to online shopping. Consumers who choose to shop online have to wait at least for few hours in case of the same day delivery and up to weeks to receive the product hence, the speed of delivery is very important. In the survey conducted 95% of the respondents have highlighted that the speed of delivery is important for them. To measure the current satisfaction level on the speed of delivery, a subsequent question was asked in the survey to measure the current consumers' satisfaction, where 84% consumers have highlighted that they are satisfied with the speed of delivery. Which shows how consumers feel after the primary transaction of purchasing from online. This also resonates that these satisfied customers will keep coming back to online shopping as their satisfaction levels are high and they are hence, confident of their purchase decision of online. Speed of delivery is one of the key factors that consumers keep coming back and choose online shopping as their preferred mode of shopping. Any e-commerce business that hopes to succeed must commit itself to build customer trust and establishing a loyal consumer base and the provision of accurate and reliable delivery dates goes a long way towards achieving these goals by offering an exact date of delivery and communicating with the customer on the progress of their shipment at every stage, the business proves its reliability and commitment to consumer satisfaction. This proactive stance by a business proves to customers that they care and reduces the chances of an ordered being cancelled. On the other hand, providing an estimated delivery date and failing to meet it can have serious repercussions for a business as the consumer expectations go unfulfilled and that leads to that the brand value and image drop and negative word of mouth can cause a substantial erosion of value and revenue. And that is why while consumers are shopping online, they always find the notification beside the product image that tells how many days it takes for the delivery based on their physical location and this option has been

improved in most of the online shopping websites after the e-commerce industry realised the importance of speed of delivery for its consumers. Referring to the screenshot from Amazon.com it shows that Amazon uses the technique of showing the delivery date to its consumers when shopping for the product and that gives the customer the opportunity to decide whether he could buy the product if the date is suitable or he can drop the idea based on the delivery dates.

Importance of Pricing

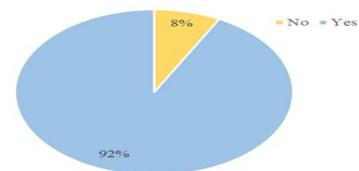


The study revealed that 94% of the respondents consider the product price important for them because as consumers, those respondents know that one of the main factors that influences them at the time of buying a product is the price and they are price sensitive and try to find the most attractive offers that meets all the requirements they seek at the best possible price. Online shopping gives the advantage to its consumers of being able to compare the prices between dozens of stores and products within no time and the customer has the control for his choices. And because e-commerce websites don't give the option for the customer to bargain like what they can do while shopping in physical stores they can only capture those bargain hunters by giving better prices than the prices of the market as the customer in this case would think also about the shipping fee and would add it to the actual price of the product. At the time that online shoppers don't have the option to bargain on the price, 82% of the total sample mentioned that they are satisfied of the pricing of the e-commerce websites as the cost might be low because the product is sent directly from the manufacturer to the customers but, 18% said that they are not satisfied with the prices that they find online and that could be because of maybe they don't have the option to practice bargaining while shopping online or because of some online stores might be giving products higher than the common price in the market. To overcome the pricing challenge, the e-commerce industry need to offer aggressive pricing by considering other additional services added prices like shipping as well as some e-commerce platforms promote discount offers or propose the 'deal of the day' system to reduce prices and that to attract more customers who are well known as having low loyalty and some other websites such as Ebay.com offers consumers an auction or the best deal, thus providing them a good deal for their product. And because customers expect online stores to offer their products and services at the lower price in comparison to traditional stores, the discounts while purchasing influence consumers to believe in prices and ultimately, they affect their satisfaction. As showing, Amazon.in uses the technique of showing the actual price before discount and after discount and how much the consumer is saving with the percentage.



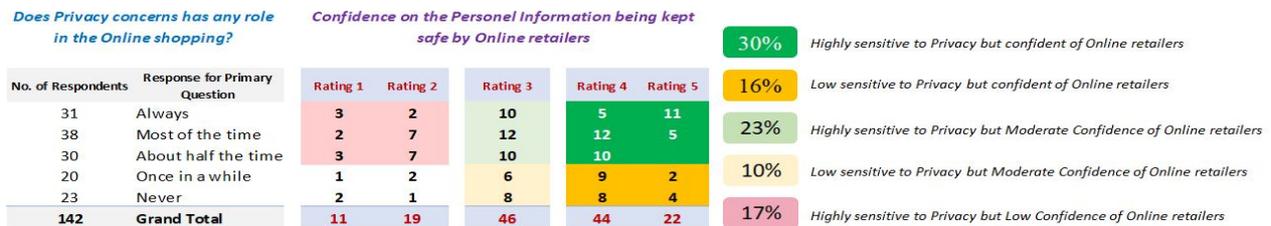
The Quality of The Product

While shopping online, customers cannot see or test the product; hence, they are not certain that the delivered product is identical to the one on the website. The survey results show that 92% of the respondents consider the differences between their expectations and the real product would influence their purchase decision which indicates strongly that the quality of service determines whether the customers will develop strong loyal relationships with online retailers or not because the customers can switch to the competitor if they don't find the quality or the expectations that they are looking for in the product. Online retailers are now trying to give a full description about each product explaining the size and the material used along with high quality pictures of the product and other information as required as well as e-commerce websites usually allow their consumers to give feedback about the product and the online retailers are exercising all of that because they are aware of that if their products are not measuring up to the customers' standards, they won't even be a factor in the final stages of their buying decision.



Customer Satisfaction and Its Impact

Out of the total 142 respondents 132 consumers are stating that if their grievances and complaints or queries are handled well and are resolved as per their satisfaction, 129 consumers have stated that they will promote the online retail to their friends and families. As per the statistics there is a very high correlation between customer satisfaction and their chances of promoting the online to their friends and families. Customer satisfaction is the result of both the expectations and the experience; in other words, the consumer is pleased when the delivery meets or exceeds the expectations.



Customer satisfaction elements depend on so many factors such as variety of the products, price, speed of delivery, security of information and even after sale service and how the retailer will handle any issues that pop up after sale. The e-commerce stores don't have a direct face to face contact with their own customer and that's why the electronic services are based on mutual flows of information between customers and the service providers and that is what making them different from traditional stores. E-commerce stores should always look forward to have a good customer service that is able to sort any query for the customers as it will be the only link between the retailer and the consumers because it is the only way to satisfy customers and retain them and when satisfaction and loyalty are the key elements determining the success of the market concept implementation, Satisfied customers are the ones that will repeat the purchase if the service provider reached or exceeded their expectations and they won't try the service with the competitors and that is why the sense of loyalty instilled by the exceptional level of services provided by the e-commerce store persuades customer return to the website. While the e-commerce industry depends much on the word of mouth, it needs to maintain the customer satisfaction as in e-commerce, the purchase decisions if consumers are often strongly influenced by people who consumers know and trust and word of mouth is very important in people's buying decision which confirms that the e-commerce retailers should maintain customer satisfaction to build a community of loyal customers and organic brand ambassadors.

Personal Data Privacy and Security

In the survey conducted, the objective was to measure the sensitivity of the online shoppers towards the privacy maintained by the online retailers and would that be a point that they keep in mind while shopping. The results have given some very powerful insights. Respondents who have answered to Primary Questions as:

1. Always; most of the time and about half the time - have been classified as highly sensitive to privacy.
2. Once in a while and never - have been classified as low sensitive to privacy.

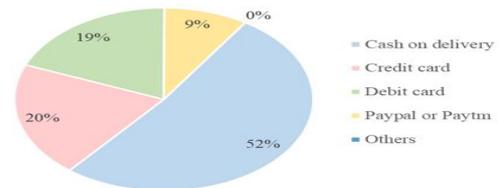
Furthermore, there is a 5-point survey on a related questionnaire on which consumers have to rate their confidence on their perception on safety standards of the online retailer with respect to their personal information and privacy because some businesses are collecting this data and sell it for other businesses like the name and phone number. In this scale of study the answers are ranging from 1 point to 5 points, where the 1 is denoted with least confidence to 5 as highly confident. Key takeaways from the primary question survey are that 22% consumers have rated that privacy is something that they always consider as key factor during their online shopping. 27% of consumers have rated that most of the times they feel that privacy is a key factor for considering online shopping. Then we have 21% consumers who rate it as about half the time and another 14% once in a while they consider privacy as a point of consideration during online shopping. There are 16% consumers who never consider privacy to be deterrent in decision making for online shopping. To analyse further I have clubbed the two relative data sets to look at a combined analysis and classifications of 5 type of consumers:

- Type A: 30% respondents are highly sensitive to privacy but confident of online retailer's privacy policy.
- Type B: 16% respondents are low sensitive to privacy but confident of online retailers privacy policy.
- Type C: 23% respondents are highly sensitive to privacy but moderate confidence of online retailer's privacy policy.
- Type D: 10% respondents are low sensitive to privacy but moderate confidence of online retailers.
- Type E: 17% respondents are highly sensitive to privacy and low confidence of online retailers.



- Type A and B - are those set of consumer types who will be regular and confident online shoppers, who would be promoting this online shopping.
- Type C and D - are passive but still are regular to shop online but have some apprehension around the privacy. They still shop as it would suit their style and help save time, but a bit more advertisements / marketing campaigns by online retailers where they could promote more on their privacy policies and educate consumers to build confidence on privacy policies.
- Type E - are consumers who need to be also educated through marketing campaigns and promotional activities, to make them realize that online marketing is safe, secure and compliant to high levels of data privacy for both transactions and personal information.

Security is defined as the ability of the website to protect consumers' personal data from any unauthorized disclosure of information during electronic transactions. Security is considered to be an important factor perceived seriously by online purchase consumers. It is due to the fact that the issues of security and privacy play a crucial role in creating trust during online transactions. For e-commerce stores, it is important to have robust security protocols for e-commerce websites; so that we can avoid fraudulent situations.



As the saying goes, prevention is better than cure. Hence, the hypothesis of this survey questionnaire was to assess if the consumers are using traditional mode of payment like cash on delivery as they are having low or nil confidence on the security of payment transactions with the online retailers. What is astonishing is to see from the survey is that from the overall payment modes, 52% consumers prefer to pay in cash than use any other electronic medium of online payment. Out of this 81% that is 42% of the overall payments are from those customers who as per the survey shown confidence ranging from moderate 17% to confident 15% to highly confident 11%. Which is a complete on the reverse of the hypothesis. Most of us rely on cash on delivery service as the safest payment option but if I say there is more than just safety we are looking forward to, there are a number of benefits of cash on delivery that make the buyers forgo other payment alternatives.

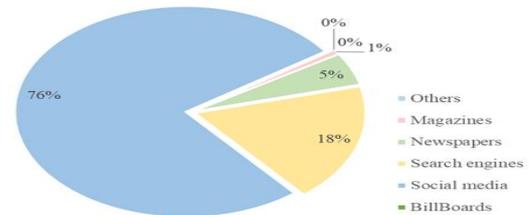
Payment Methods

To maintain the customers' satisfaction and comfortability, the online stores offer different methods of payments to make it easier for their customers and encourage them to buy. With the different methods of payments between creditcard, debit card, Net-banking, Paytm or Paypal, cash on delivery, etc. the customer is having the chance to choose the best and most comfortable method to pay. Based on the questionnaire result 52% of the respondents mentioned that they pay by cash on delivery, comparing to 20% of them preferred to pay by credit card and 19% use debit card and 9% through Paypal or Paytem. And although there are other methods of payments like Google Pay and Apple Pay but people didn't mention any of them while answering this question. Consumers prefer to pay in cash because they reduce the risk of fraud that could happen online, they feel more secured and safe that their banking information is not accessible to anyone in case of fraud or hacking. However, paying by credit card or debit card is always faster and preferable especially if the customer won't be available at the time of the delivery.

Income category	Cash on delivery	Credit card	Debit card	Paypal or Paytm
1,000 - 5,000	80%	10%	10%	0%
5,001 - 10,000	44%	33%	11%	11%
10,001 - 30,000	45%	14%	27%	14%
30,001 - 70,000	50%	31%	19%	0%
70,001 - 100,000	38%	25%	25%	13%
100,001 and above	33%	33%	25%	8%

Based on the data collected from the questionnaire and referring to the table above 80% of the respondents who are falling under the income category between 1.000 to 5.000 are paying in cash on delivery method and also for the respondents who have monthly income between 5.001 to 10.000 I found out that 44% of them also use cash on delivery as the method of payment, and same goes for the respondents whose monthly income between 10.001 to 30.000 which is 45% pay in cash, and again the same trend for the people with the monthly income between 30.001 to 70.000 as 50% of them still pay in cash and that means that those groups as they don't earn much, they don't want to take the risk of loss of money; hence, they want to pay only after they get the product in hand as well as they want to check the product and see whether everything is perfect before paying for it and in case they find that the product is defective or different than what was ordered, they can return it without paying. Additionally, with cash, their spending is limited to what they have in their possession and credit cards on the other hand provide them with additional purchasing power and encourage them to buy beyond the limit of their income. Looking at the other categories of the respondents who earn monthly

between 70.001 to 100.000 and 100.001 and above we can see that the dependency on the cash on delivery method of payment is getting lower which proves the points mentioned above and it could be also that they might be shopping for high value purchases unlike the other categories who would go most of the time for low value purchases as buyers find it easy to pay in cash instead of going through the trouble of entering card details. But cash on delivery will still rule - Even after demonetisation, the majority of the e-commerce players in India had paused the cash on delivery option. But they were also quick to reintroduce it within 2 weeks from the announcement. Which clearly states, that for a country like India, where people are comfortable and accustomed to cash transactions, and getting rid of the cash of delivery method.



How the E-commerce Stores Market for Themselves

E-commerce is like any other industry or business that needs advertising and marketing to survive in the market because this is the window for everyone to see who you are, what you have, and why they should care about it. Although the e-commerce industry is taking place on the internet, still it needs to market offline as well because they can't rely solely on digital media to create high impact on a short span of time especially when reaching out to mass audiences. Based on the data collected from the respondents on the survey 76% of them mentioned that they get to know about the e-commerce websites through social media like facebook, YouTube, Instagram, Snapchat, Tiktok, etc. And 18% of the respondents said that they get to know about the online stores through search engines like Google, Yahoo and Bing which indicates that 94% of the respondents get to know about the online stores from online advertisements only. Looking at the other methods for offline advertising, as per the pie chart of the data collected 5% stated that they know about the e-commerce websites through newspapers and 1% only from magazines. Surprisingly, not a single respondent mentioned billboards nor even any other method. The data presented shows that online advertising is effective and essential for the e-commerce industry and it grabs more customers than the offline mode of advertising. As the average time spends on the internet is 6 hours 42 minutes. On the other hand, daily average time spent on social media is 2 hours 16 minutes in 2019. The reason behind this is the advertisers have a wide variety of presenting their promotional messages including the ability to convey images, video, audio and links unlike many offline ads, online ads also are very interactive. As well as the cost of electronic communication reduce the cost of displaying online advertisements compared to offline ads. Online advertising, and in particular social media provides a low-cost means for advertisers to engage with large established communities and that is why advertising online offers better returns than in other media. Also, online advertising rates are set through a combination of the ad size, ad location, ad performance and market demand. Hence, the e-commerce stores can effectively target the right audience and based on the data generated from the questionnaire they succeeded in that. When e-commerce websites advertise online, they have the ability to reach customizable and narrow market segments for targeted advertising. Online advertising may use geo-targeting to display relevant advertisements to the user's geography and it can reach nearly every global market and because the internet ad is delivered in relative 24/7 so it reaches to most of the targeted audience as it is available all the time and all these reasons mentioned ensures the data collected and the reason behind why online advertising is the most effective way to reach the target audience.

Which Devices Are Used the Most While Practicing Online Shopping

Availability of Internet access was once limited, but has grown rapidly. With no limitation with the access nowadays, people can access from home, school, workplace and internet access may be available from public places such as libraries and internet cafes as well as the technology helped for the internet to be accessible through different devices like smart phones, laptops, tablets, home computers and even smart watches. The study results show that 98% are practicing online shopping through mobile phones and 10% are using laptops when buying lifestyle products online and 1% are using home computer and no one mentioned that he uses tablet for online shopping. As the digital world is changing, the desktop computers are no longer the primary way people access the internet and instead they are turning to their mobile phones and laptops. E-commerce industry understood the new trend of using the mobile phone and started building websites which are mobile ready and mobile friendly and they even went beyond this and design application having same features and providing same services as the websites. The technology reaches that limit as some smartphone brands like Apple I-phone saves the banking information and data to improve the payment experience with just the touch ID option the customer is able to pay for the product online without the need for getting the card and entering the card details manually. Also, mobile phones are more accessible more than any other device that could connect to the internet and that demonstrates why the consumers are using the mobile phones for online shopping.

What Improvements the Consumers Request in Lifestyle Online Shopping Websites

Businesses committed to growth continually improve their customer base as they take a proactive approach to growth are better able to react to change in the marketplace or the fundamental assumptions that affect what they are doing. E-commerce businesses can improve themselves in a number of ways and based on the study the respondents gave their inputs for what improvements they require in lifestyle online shopping websites. Depending on the respondents' answers for the questionnaire after their experience with the lifestyle online stores they are demanding on different categories like:

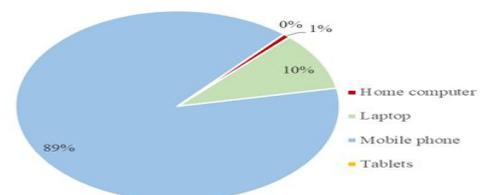
- **Security and Privacy:**

- 1- Respondents are demanding on security in terms of payment methods and payment gate encryption.

- 2- Privacy when it comes to the consumer's personal information.
 - 3- Better seller on-boarding processes to prevent on-boarding of fraudulent sellers.
- **Product Variety:**
 - 1-Lifestyle online stores should have more variety in their products and update the fashion trends.
 - 2-Restock the items as soon as they go out of stock.
 - a. Products should be different comparing to local markets and provide more and new styles to attract more consumers.
 - **Website / Application Improvement:**
 - 1- As the website or the application is the key and the only gate to communicate with the consumers, so the websites and mobile applications should be more user friendly and highly responsive.
 - 2- While showing and displaying the product on the website, the online stores could show the product in three dimensions if possible and provide more high quality picture and videos if possible.
 - 3- Give more details and being precise about the product description.
 - 4- Smart recommendations based on the previous research history of the customer needs and sorting the product as per the average customer interest and tie it to the previous months buying.
 - 5- Websites and mobile applications should display fewer advertisements as they are distracting the shoppers.
 - 6- Provide more product search categories.
 - **Product Pricing:**
 - 1- The respondents suggested that the e-commerce stores could provide comparison with the competitor's websites.
 - 2- Offer lower prices comparing to the offline markets.
 - 3- Bring more offers to grab more customers especially if it's a new website to be able to compete in the market.
 - **Product Quality:**
 - 1- Respondents demand that e-commerce stores should provide the same quality of products as shown on their platforms and deliver same product expected.
 - 2- Sell good quality products.
 - 3- Deliver the right products as ordered as color, size, etc.
 - 4- If the e-commerce website is selling a product through a third-party seller or supplier so they should check and confirm the quality of the product first.
 - **Customer Satisfaction:**
 - 1- User feedback should be considered seriously by the e-commerce stores and serious action should be taken such as blacklisting the vendors if there are common complaints are coming against the products that he is selling.
 - 2- Sufficient track for the orders.
 - 3- Enhance and improve the speed of delivery and adhere to the time given for delivery.
 - 4- Appreciate the loyal customers by providing them extra discounts and coupons.
 - 5- Reduce or remove the shipment fees in case of big orders.
 - 6- Return and refund policy must be easy and smooth and abide by the policies.
 - 7- Hire qualified customer service representatives to handle the customer's issues.

The Future of the E-commerce Industry

Based on the questionnaire conducted between different countries and contents, the respondents left their comments about how they see the future of the e-commerce industry. With all the advantages that are available in the e-commerce industry, the future of the online shopping looks bright and very promising and while the e-commerce industry is competing with the traditional shopping the competition seems a cut throat as the industry is growing and improving day by day. Online stores are improving themselves to match the trends and enhance the customer experience and that is why the respondents see that the e-commerce industry is rapid growing and predict that it might take over the local retail market. In this current fast paced lifestyle, time is something very critical that online shopping is saving for the consumers and that would increase by the time the number of people who would go online to buy. Fifty years back, consumers would never think that online shopping could be the future but here we are, thanks to the technology that makes everything accessible. So, we can say that online shopping is growing to an unexpected area as people are able to buy products without thinking about the boundaries or borders. And while the world is becoming robotic and digital, online shopping is gaining prime importance and shifting from the traditional shopping to online shopping is inevitable. E-commerce industry nowadays is profitable and progressive and that indicates the high potential for its expansion in the future.



The Opinions of the Consumers about the Lifestyle Online Stores

Most of the respondents shared positive feedback and opinion about their current experience in dealing with the lifestyle online stores. One of the feedback came from Mr. Suraj Mehta – India where he has mentioned, *“Online Shopping in India has grown a lot in terms of product availability, the range, variety and quality of products across all verticals from fashion to footwear, electronics and gadgets, home appliances, furniture, food and much more. Marketplace startups have made online ordering easy and comfortable. Homegrown portals like Flipkart, Myntra, Snapdeal and Jabong along with international players like Amazon and eBay are getting you what you need without having to move an inch. Flipkart recently ran its Big 10 Sale from 14th to 18th May, on occasion of their 10th anniversary. From selling books and novels to providing massive discounts on electronics, home decor, fashion apparel, accessories or makeup, lifestyle products and more, Flipkart sure has come a long way at the same time proving the success of online shopping scene of India. India is booming in the e-commerce scene and it shows no signs of slowing down with the acquisition of Jabong by the Flipkart owned Myntra. As the online shopping scene in India grew big and reached out to a wider audience, the shoppers quickly started looking for coupons or offers which would get them discounts and deals i.e. big savings. These demands were met by the coupon discovery portals the likes of GrabOn, Couponraja, and CouponDunia. Now, there are even more competition in the coupons and deals space with smaller companies trying to recreate the success of Ebates and RetailMeNot. These portals and websites offer you just what the doctor ordered: Great offers and deals which help you shop more guilt-free! So, all in all the online shopping scene in India is sorted and will only continue to grow from here.”* There are some more critical feedbacks from the respondents like Mr. Mohamed Osama Abdelhamed – Egypt where he pointed out, *“Satisfied to have the whole market in just simple clicks while staying at my place.”* Some consumers have highlighted advantages of online shopping as it saves time and convenient as well like what Mr. Himanshu – India expressed, *“Online shopping is good for corporates and having hectic work life. online shopping gives them liberty so that don't need to step out and hamper their schedule in order to buy something.”* The voices of the consumers resonate similar in youth like Ms. Priyanshi – India – Age group 23 – 30. She states in her comment, *“I believe that doing lifestyle shopping from online platform gives you excellent options to make choices from. On top of it you don't have to worry if you don't like the product u ordered. You can return back and enjoy your cash back. Then those offers of Myntra, Snapdeal and Amazon increases our shopping excitement level. Plus, I personally have made great shopping experiences.”* When I go through the remarks of the consumers from their answers, a lot of takeaways come in. Consumers generally find the online shopping websites very helpful and convenient which offers a great variety for the products they are searching. Consumers find the quality of the products they ordered to be great and also loved the designs. Female respondents found certain online shopping websites like Nykaa which offers great cosmetics which has good quality. Pricing is something to which all market is very sensitive to and the same has also been voiced out in the survey. Customers find websites giving good discounts and competitive pricing with sound quality, and that is what attracts more and more shoppers to online. Delivery of products is what is next on the mind of the respondents. Speed of delivery and timeline adherence is something which attracts consumers to for online shopping. Respondents have been very vocal about their preferred choices of online websites basis delivery timelines. Amazon stands out as a clear winner which promises a proper date of delivery and has been persistent in meeting timelines. Snapdeal, Shein and Voonik are some other online shopping websites which are in top segment where consumers have highlighted as meeting delivery timelines. Customer service is another area which prompts consumers to prefer online shopping in particular websites like Amazon, which has been considered as a very prominent in customer experience by their policies like No question return, fast delivery and genuine products. Customer experience is very important in today's world in getting repeat customers and hence websites like Amazon grows in the e-commerce business world.

CONCLUSION

E-commerce industry especially for the lifestyle products is the future and it will remain growing because of the variety of products which are offered to the consumers besides the most important attributes that make the consumers choose to buy lifestyle products through online stores are quality, security of payment methods, and time saving. As per the research, the number of online consumers will keep increasing and that is driven by the measurements of improvements which the industry is taking. E-consumers demonstrate considerably different approaches in their decision making and purchasing behavior when shopping and which mostly influenced by marketing influences like the price, advertisements on different media, quality of products, security and brand image that impacts most on consumers' willingness to buy online. Overall, most of the e-commerce consumers reported to have satisfied experience with the services offered to them and that indicates the cut throat competition between the e-commerce industry and the traditional shopping and the bright future for the e-commerce industry especially for the life style products.

REFERENCES

- [1] Felix Pratama Chianasta and Sandy Wijay, President University. The Impact of Marketing Promotion through Social Media on People's Buying Decision of Lenovo in Internet Era: A Survey of Social Media Users in Indonesia. [Online] Indonesia: International Journal of Scientific and Research Publications, Volume 4, Issue 1; January 2014
- [2] Amruta Vijay Pawar. Study of The Effectiveness of Online Marketing on Integrated Marketing Communication. Master of Philosophy (Business Management). D.Y. Patil University, School of Management; November 2014
- [3] Vishal Sharma. Customer satisfaction in Online Shopping among youth of Shimla city. Master's in Business Administration. Himachal Pradesh University Shimla (HP), HP University Business School; June 2014

- [4] C Arul Jothi and AMohmadraj Gaffoor. Impact of Social Media in Online Shopping .ICTACT Journal on Management Studies.[Online] 2017; Volume: 03, Issue: 03. Available from: http://ictactjournals.in/paper/IJMS_Vol_3_Iss_3_Paper_6_576_586.pdf [Accessed 15th March 2020]
- [5] Dan Zarrella. The Social Media Marketing Book. Seventh edition. [Online] Canada: O'Reilly Media, Inc., 2010. Available from: https://books.google.co.in/books?hl=en&lr=&id=chd3yfExXMEC&oi=fnd&pg=PR4&dq=MARKETING+THROUGH+SOCIAL+MEDIA&ots=u7P4q0x3QZ&sig=_zLfhdIgr1tUTAi8wu-7FypaI#v=onepage&q=MARKETING%20THROUGH%20SOCIAL%20MEDIA&f=false [Accessed 12th March 2020]
- [6] RavikantBalkrishnaSangurde. Impact of Social Media on Buying Behaviour of Consumer With Special Reference to Mumbai Youth. [Online] India: 2019. Available from: https://www.researchgate.net/publication/330618244_impact_of_social_media_on_buying_behaviour_of_consumer [Accessed 12th March 2020]
- [7] Amazon Inc., Amazon.com, Inc., [Online]. Available from: <https://www.amazon.com> [Accessed 20th February 2020]
- [8] Jeff Tanner, Mary Anne Raymond. Marketing Principles. [Online] USA : Flat World Knowledge ; 2010 . Available from: <https://2012books.lardbucket.org/books/marketing-principles-v2.0/index.html> [Accessed 8th March 2020]