



E-SHOPPING EXPERIENCE OF YOUNGSTER IN COMPETITIVE BUSINESS ENVIRONMENT IN 21ST CENTURY

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ABSTRACT:

At present in competitive business environment many businesses firm selling their products online to attract the youngster by offer discount, exchange offer, and other facilities. The young generation are more aware about the online shopping. Online shopping saves the time & cost of buyers. The young generation also know the basic knowledge of computer and using android mobile. These young generation also visit online site for shopping for goods and service. The online marketing help to marketer to expand their business up to global level. Many businesses firm sell their product online because, Online marketing require less investment.

KEYWORDS: Online Marketing, Business Environment

E-Shopping experience of Youngster in Competitive business environment in 21st Century:

Meaning: The global business environment provides a good platform for online retailers to expand their business up to global level. In 21st Century maximum all the youngster knows the basic knowledge of computer operation. The youngster also uses the latest android mobile in their daily routine life. These youngsters also spend few times for online shopping on many sites like Amazon, Flipcart and others.

The online retailer take the benefit of that and conduct their business through online mode. The online marketer expands the business by electronic mode and attract the youngster. The online retailers provide various of facilities to youngster and motivate them to visit on their websites for shopping. The retailers prepare their firm websites there they display all the products with variety and also offer various scheme like discount, exchange offer, premium quantity and others. To develop the trust among the youngster online marketer provide them online payment method after book the order or cash / online payment after delivery of goods at customer place.

At present the youngster are having sufficient time for search the goods online and more interested for online shopping. We can see the percentage of

mobile users in out of total population. In modern competitive business environment, the young people use mobile more and more familiar with internet. <https://datareportal.com/reports/digital-2022-global-overview-report>

Objective of online shopping by Youngster:

- To expand the business up to global level.
- To attract the youngster for online shopping.
- To develop global standard of products and online marketers.
- Fulfil individual customer needs by offer FMCG.
- To develop trust & among the youngster for online shopping.
- To attract the online visitors by presenting audio-visual products demonstration.
- To face competition from other online marketers.

Opportunities of E-Shopping experience of Youngster in Competitive business environment in 21st Century:

- 1) **Time Saving:** Online shopping help to save the time of youngster. They need not to visit in market or shop for buy the products. The people seating at their own place can use the electronic device and search the product which they want to buy. Many businesses firm and online retailers display their products on the website where the customer can search and get the information which they want. The youngster can visit for online shopping from any place. Online marketers create a chain to supply the goods at consumer place. It includes a big supply chain management system includes telecommunication, Transport, Banking and others.
- 2) **Less Expensive:** Online marketer selling the products less than the MRP. The online marketer purchased the bulk quantity of goods a discount rate/ Online marketing help to remove the middlemen because of that the customer get good on fair price or less than the MRP. The buyers need not to visit at physical shop that help to save their transportation cost.
- 3) **Heavy Discount:** The online marketing help to remove the number of middlemen between firm and consumer therefor the online marketer is in a position to sell the goods at discount rate. To attract the youngster the online marketer, offer heavy discount. The online marketer need not to establish their shop in centre place of market therefore it requires less investment.
- 4) **Multiple Variety:** To attract the youngster the online marketers display the number of variety of goods in different quality and quantity. The online marketer displays the branded goods in all variety for their youngster customer. Online marketer also presents the products demonstration on their website to attract the youngster. The online marketer presents the audio-visual information of goods with some reputed person to attract the customers.
- 5) **Payment Option:** To make safe payment the online marketer offer online payment system by debit card, credit card & internet banking facilities after

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placing of order by customers, for create a strong image on customer the online marketer also provide the facilities of cash on delivery or online payment after delivery of goods. Such types of online payment system help for safe payment to customers. In online marketing the online payments system is safe and it on record for both parties in future if they required.

- 6) **Exchange System:** The online marketer also provides the facilities of exchange offer of goods if the goods are damage are not in proper condition or not as per expectation of customers. Some the customer fear about that in case of physical shopping customers can return of exchange the goods from shopkeeper but how it can be done in online. To develop the strong corporate image the online marketer also offers exchange system that help to remove the fear of customer for exchange system. The online marketer sends their delivery man at customer place to pick-up the goods.
- 7) **Suitable for Domestic goods:** Online marketer display the domestic good/home appliance on their website. Thes products is electronic device iron, Fridge, Mixer, Cooler, TV, Mobile and other goods c. The online marketer sends the goods with safe packaging for protect the goods in transportation. Some local online retailers also selling FMCG online on their website for their local customer. The local retailer display all their FMCG goods in different quality and quantity on their site to attract the local customer.
- 8) **Products Demonstration:** The online marketer presents products demonstration of their goods. At present the many local retailer also selling their goods to their customer online mode. Many services provider also offer their service online to sell their products/service. Axis bank, ICICI and other bank also provide online account opening facilities. At present insurance firm also offer online insurance policy and make claim online.
- 9) **24 *7 Hour's service:** Online marketer have to design an attractive and effective website for display their products. These website work 24 hours. In online shopping there is no any fix time for online shopping. The youngster can visit at any time of website for search the required products or to get the information of various goods available with the online marketers.

Challenges E-Shopping experience of Youngster in Competitive business environment in 21st Century:

- 1) **Lack of Network connectivity in remote area:** In remote /backward area there is power failure, lack of network connectivity creates a problem for youngster to enjoy the online shopping. Due to climate changes lack of government facilities in remote area the online marketing is not that much success in remote area as compare to cities area.
- 2) **Lack of infrastructure facilities:** The infrastructure facilities play an importance role to marketer to conduct their business activities in large area. These infrastructure facilities are transportation, Banking,

Telecommunication, warehouse in remote backward area there is no proper infrastructure facilities that create a problem for online marketer to supply their products. The youngster can search the information of goods online but cannot book the order for goods and many online marketers may reject the order of youngster supply the goods in remote area due to lack of infrastructure facilities. The following diagram indicate the types of infrastructures.

For survival and growth of online marketing in remote are infrastructure facilities play a very importance role.

- 3) **Lack of Physical shopping Experience:** The youngster wants to enjoy the physical shopping experience but online marketing not provide touch & feel shopping to youngster. In case of physical shopping the customer can touch and pick up the goods by their own hands but in online shopping customers can not touch the products. To provide better shopping experience the online marketer provides product demonstration video on their website that create a top on mind awareness in youngster.
- 4) **Leak of personal information of customers:** In online marketing the marketer has to register themselves and have to create an account on online marketer website. Online marketer also requires personal information of buyers like age of customer, Date of Birth of customer, address of customers bank related information of customer and other. Such types of personal information of customer can be mis-use for hack the bank account of customer. The online marketer has to keep secret all personal information of their customers and don't disclose to other or not to provide any third parties.

Conclusion:

From the above point it is to be observed that the online marketing help to create more interest among the youngster because the youngster more familiar with information technology. Theses youngster want to enjoy the online shopping and online marketer also offer huge discount to for attract them. Online marketing record is also safe for both party in future if any requirement. At present due to fair rate of mobile recharge and reasonable rate of mobile attract the youngster more for use the net and they motivated towards the online shopping. It is to expected that in coming days the online shopping is most suitable mode for shopping by current generation. Because people can easily get products related information through online mode.

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