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A STUDY ON DIGITAL MARKETING (ONLINE SHOPPING)

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ABSTRACT

This research paper was created so as to gain the information required on digital marketing (online shopping). It studies its growth, development, trend and also view of consumer related to online shopping and its payment method. The data is been collected from primary and secondary sources which includes some articles, research papers and responses from consumers with the help of Google forms. This paper also summaries the concept of online shopping trend in India is gaining pace in the world. As there is growth trend in online shopping in India, behavior of the customer is also changing and their thinking related with the payment method is also changing and people are quite confident about their payment information is kept secure.

Keywords: Digital marketing-online shopping-trend-habits of customers-payment method.

INTRODUCTION

When we purchase a service or product through internet with an electronic media, it is called "online shopping". Amazon, Flip kart, Snap deal, Myntra and many such websites have a wide range of variety of products and brand. They deliver the purchased goods to our doorstep. Online ticketing/tourism/services contribute 75% to the total revenue.

The growth rate of online shopping is gaining pace in India. India is 3rd largest country in this race lacking behind only USA and China. The growth rate of online shopping is more than 30% while world's average growth rate is just 6-7%. We must be wondered to hear that only 11% of India population is using internet and only 10 million online shoppers.

Reasons behind the popularity of online shopping in India are following:

1. Internet users are increasing at a rate of 20%.
2. Some specific product may not be available in local market.
3. In online shopping website, we can find wide of variety and brands. So we can choose.
4. We get discount and other incentives through online shopping, which is generally not available in retail shop.

E-COMMERCE IN INDIA: STATISTICS& FACTS

In the upcoming years, e-commerce is expected to boom in the Asian region. The number of digital buyers in Asia Pacific is projected to pass the one billion mark for the first time in 2018, which will account for 60 percent of all internet users in the region. In line with the regional growth, India, a fast-growing emerging Asian market, shows optimistic projections for the e-commerce industry. Current active e-commerce penetration in India stands only 28 percent, with lots of room for improvement - India's retail e-commerce CAGR is projected to reach 23 percent from 2016 to 2021.⁷