Chapter 18
An Empirical Study to Find the Road-Map for Understanding Online Buying Practices of Indian Youths

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ABSTRACT

The growing importance & popularity of online buying is very much substantial and quite evident in India these days. In this present study, there is a truthful attempt to identify the component which are having connections with online retail brand association and studding the process to construct brand association with the effects of the different influencers pertaining to online buying. The present study also focuses in explaining how that brand association converts into buying intentions of Indian youth customer. The research is based on empirical data. The outcomes of this current research will be helpful for the online marketers, online store developers, online store promotion managers and consultants to take a deeper look into what best can be done with the online retail brands to generate a high level of connectivity with the Indian youth market.

1. INTRODUCTION

The current scenario of the digital world is presenting great opportunities for the marketers to reach the more number of consumer at a faster way with improved economic benefits. Digital marketing has proved to be a boom for the E-retailing companies, the reason being more user friendliness of business, the space for innovation and the scope for better interaction between the seller and the customer. The market scenario is changing at a fast rate, the result of which is that the new age customers are more inclined towards the online buying rather than shopping in the brick and mortar stores. According to

UCLA Centre for Communication Policy (2001), online shopping is the fourth most popular activity on Internet, right after e-mail usage or instant messaging activity, web search and getting online news. If we consider the case of Amazon.com, then it can be observed that it has sold 36.8 million items in 2013 which is significantly 38.9% higher than the previous year, with a record-breaking achievement of about 426 products sold per second during Christmas 2013. As per the statistics revealed by TRAI (Telecom regulatory Authority of India, Report, March 2013), internet users in India has crossed 164.8 million in the year 2013 which is presently the third-largest in the world; the growth being 31% over a year's time.

The advantage of online buying is that there is a wide scope for a customer to choose amongst the different variety of products that can be seen and compared with other products in the category. Buying patterns of the modern consumers has changed massively in the era of internet (Varadarajan and Yadav, 2002). In Indian context, online buying is a newer trend as compared to the countries in the west and thus the growth of online shoppers is tremendous. The growing importance & popularity of online buying is very much substantial & quite evident in India these days. The concept of online buying has put the variety of products on a single platform, thus creating a virtual hypermarket where an online user can choose and buy the products at that very instant without any hassles.

2. RELEVANCE OF THE RESEARCH AND ITS CONTRIBUTION

As per the Internetworldstats.com more than 3,035 million people across the globe (42.3% of the global population) are connected with internet. For having the substantial knowledge about the emergence of new markets, studies in shopping orientation are becoming significant. Similar researches on non-store retail shopping behaviours of customers have contributed well for the better understanding of todays' emerging online markets across the globe (Brown et al., 2001; Shim et al., 2001a, b; Ling et al., 2010). Hi-tech and internet oriented business environment has created the significant platform for the global retail innovation, growth and its optimisation, that could expand faster in delivering better shopping experiences for the new-age customers. Huge numbers of enterprises have adopted the online selling practices because they have realised online retailing can bridge the geographical gap (Cognizant, 2012; Nielsen, 2014). In India, the numbers of online retail consumers are increasing day by day (Kumar & Barani, 2012). In 8th BRICS Summit (2016) Government of India has been publicised an interesting information that by the year 2018 total of Indian E-commerce sales or the online revenue will grow to US$ 55 billion as compare to US$ 14 billion in 2015, this has all been supported by India Brand Equity Foundation that online consumers' market is likely to reach to US$ 102 billion by 2020.One of the research by Forrester (a leading global research and advisory firm), has published that the e-commerce market in India is set to grow at an alarming speed within the Asia-Pacific Region, estimated CAGR(compound annual growth rate) being over 57% between 2012-16. The report has also revealed that there is a huge potential of increasing the number of online buyers and the per capita online spending in the days to come. This market is gaining more popularity in modern times; the global brands are also looking at this market's growth and also trying to be benefitted from the long-term potential of online retailing. The study has also indicated that India will be the fastest growing E-Commerce Market in Asia-Pacific region with an expected growth of US$ 8.8 Billion by 2016. According to "Centre for Social Media School of Communication American University (March, 2004), the youth is very much

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