3. A Study of Online Buying Behaviour of Women in India

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Abstract:

A key component of modern business strategies is the use of digital marketing. The shift from traditional to digital marketing has been significant over the past decade, with online platforms becoming the primary source of information for consumers. As the world has become more interconnected through globalization, various sectors, including marketing, have undergone substantial transformations to adapt to the changing landscape. The growing number of internet users in countries like India has contributed to the growth of digital marketing, which offers vast opportunities for online shopping and e-commerce. It's critical for businesses to comprehend how customers engage with online platforms.

This information can help marketers develop successful marketing strategies. In addition to transforming how consumers make purchases, the internet has enabled companies to reduce marketing costs and streamline their operations, resulting in a potential reduction in prices for products and services to remain competitive. Nowadays, companies use the internet to communicate with their customers, gather feedback, conduct customer satisfaction surveys, and promote their products and services.

Online shopping isn't the only way consumers compare prices, product features, and after-sale service offerings in this digital age. "Webrooming" is the process of researching products online before purchasing them in-store, while "showrooming" is the process of browsing products in-store before buying them online). Understanding these consumer behaviors is essential for businesses to provide the right incentives and create seamless omnichannel experiences for their customers. Industry professionals see a bright future for online business and e-commerce. Companies must keep up with digital advancements and understand consumer preferences to stay ahead of the game. To succeed in online business and e-commerce, companies must stay current with digital trends and understand consumer preferences.

Keywords:

digital marketing, publicity, importance, customer reach, marketing cost,

Introduction:

Consumer behavior:

Consumer behavior is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in Consumer behavior refers to the study of individuals or groups and the processes they use to select, purchase, use, and dispose of products, services, ideas, or experiences to satisfy their needs and desires (Solomon, 2021). It is a multidisciplinary field that combines insights from psychology, sociology, economics, and marketing to understand how consumers make decisions.

Consumer behavior is influenced by a variety of factors, including personal characteristics (e.g., personality, values, lifestyle), psychological processes (e.g., perception, motivation, learning), social influences (e.g., family, culture, reference groups), and situational factors (e.g., time constraints, financial considerations) (Kotler & Keller, 2021).

One prominent theory used to explain consumer behavior is the Theory of Planned Behavior (TPB) proposed by Ajzen (1991). The TPB suggests that behavioral intentions are influenced by three key factors: attitude toward the behavior, subjective norms (social influences), and perceived behavioral control. These factors collectively shape an individual's intention to engage in a particular behavior, such as purchasing a product or service.

Furthermore, research has shown that consumers often go through a decision-making process when making purchases. The consumer decision-making process typically involves five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation (Blackwell et al., 2020).

During these stages, consumers may engage in extensive information search, evaluate various brands, and consider factors like price, quality, and social influences before making a final purchase decision. In recent years, advancements in technology and the rise of e-commerce have significantly impacted consumer behavior. The ease of online shopping, the availability of product reviews, and the influence of social media have transformed how consumers research, evaluate, and make purchase decisions (Li & Zhang, 2021).

Understanding consumer behavior is essential for marketers and businesses to develop effective marketing strategies, create products that meet consumers' needs, and build strong relationships with their target audience. By analyzing consumer behavior, businesses can gain insights into customer preferences, motivations, and decision-making processes, which can ultimately lead to increased customer satisfaction and loyalty (Lamb et)

Online Buying Behavior:

Online buying behavior of women is influenced by various factors that combine to shape their preferences, motivations, and decision-making processes when purchasing products or services online. Some key factors that impact women's online buying behavior include:

1. Convenience: Online shopping offers women the convenience of browsing and buying products from the comfort of their homes or on-the-go using mobile devices. The ability to shop 24/7 and avoid physical store visits saves time and effort, making it an attractive option for many women.
2. Product Variety: E-commerce platforms provide a vast range of products, often more than what is available in physical stores. Women appreciate the diverse product choices, enabling them to find specific styles, sizes, and colors that suit their preferences.
3. Price and Discounts: Competitive pricing and frequent discounts offered by online retailers attract women shoppers. They tend to compare prices across different websites to find the best deals and discounts on their desired products.
4. Product Information and Reviews: Women value detailed product descriptions, images, and customer reviews provided by online retailers. This information helps them make informed decisions and gain confidence in the product's quality and suitability.
5. Trust and Security: Building trust is crucial for women when making online purchases. They prefer to buy from reputable and well-known brands or websites with secure payment options to ensure the safety of their personal and financial information.
6. Social Influence: Recommendations from friends, family, and online communities can play a significant role in shaping women's buying decisions. Positive reviews and word-of-mouth referrals can enhance their trust in a product or brand.
7. Return and Exchange Policies: Women appreciate flexible return and exchange policies, as it provides reassurance that they can return or exchange products if they are not satisfied or if the product does not meet their expectations.
8. Mobile Shopping: With the increasing use of smartphones, mobile shopping has become popular among women. Mobile apps and mobile-friendly websites offer convenience and ease of use, contributing to their online buying behavior.
9. Brand Loyalty: Women may exhibit brand loyalty and prefer to repurchase from brands they trust and have had positive experiences with in the past.
10. Influencer Marketing: Influencers and social media personalities can significantly influence women's buying decisions. Authentic recommendations and product reviews from influencers can sway their choices.

It is important to note that women's online buying behavior is not uniform, and individual preferences, cultural. influences, and lifestyle choices also play significant roles in shaping their shopping decisions.

As the digital landscape continues to evolve, businesses need to understand these factors and tailor their marketing strategies to effectively target and engage women online shoppers. By addressing their specific needs and concerns, businesses can build strong relationships with female customers and enhance their overall online shopping experience.

Behavior is the apparent, noticeable response in a given situation with respect to a given target. Use of the Internet for retail shopping has expanded immensely in recent years and has had a profound influence on the shopping process for many consumers. Online buying behavior is a type of behavior which is exhibited by customers while browsing websites of an e-tailer in order to search, select and purchase goods and services, in order to fulfill their needs and wants. It's basically a behavior which is reflected by the purchaser during the process of buying through the internet. Nowadays, the Internet is being widely used for various purposes and has become part of daily life.

At its inception internet was used as a medium for communication only but with time it has become a source to learn, entertain and most recently a medium for the exchange of goods and services between buyer and seller.

The internet now has resulted in a new mode of exchange between buyer and sellers and has created an alternative for the traditional marketplace. Shopping through the internet has brought a different dimension to commercial activities. Compared to traditional shopping, consumers are preferring the internet as shopping medium

Review of Literature

The creation of social networking sites like Myspace in 2003 and Facebook in 2004 led to the popularity of the term 'social media'. The term 'Web 2.0' was also first used around this time to describe the new use of the internet as a platform where content is no longer created and published by individuals but is continuously modified by many users in a participatory and collaborative manner (Kaplan and Haenlein, 2010).

In India internet population has almost reached the general population. The number of first-time users is bound to increase so the website design should be user friendly. New users rapidly acclimatize to the new medium of consumption.

Bad experiences like getting more spam increases dropout rate. Significant incentives would lure them back. Longitudinal data usage helped to observe changes in time over two periods thus leading to future predictions. Over 12-month period number of products bought online increased and each customer started spending more on each purchase. Online retail market would increase not only by the existing customers but the new customers as well. So satisfaction and retention of the old customers is important as they are the existing market and have the power to influence new market through word of mouth.

Stephen& Grant, 2005- Consumer Behaviour and Consumer Socialisation Consumer behaviour is a complex area, but marketers do need to try to find out as much as they can about who their customers are in order to identify their needs, how they behave, what influences them to make a decision to buy and what processes they follow when selecting a product/service/channel. This information is required so that marketers can target their marketing activities as precisely and cost effectively as possible.

There are many influences on purchasing behaviour, including social (culture, sub-culture, social class, reference groups, and family), technological, political, economic and personal factors (motivation, personality, self-image, perception, learning, beliefs and attitude

(Bhattacherjee, 2001) Consumers continue to buy using business-to- consumer e-commerce services, if they are satisfied with the initial service use, their perceived usefulness of service use, and the interaction between perceived usefulness and loyalty incentives for service use Satisfaction though is an important influencer; it comes at a cost so customer profitability analysis should be done before offering satisfaction incentives. Loyalty incentive programs are effective retention strategies only when the consumers find them to be a useful service.3

It was found that personal innovativeness and perceived usefulness have equal impact on attitudes and online purchase intentions of both the genders. But personal awareness of security affects attitude and purchase intentions of male not female. Attitude and online purchase intentions of Female are strongly influenced than male by the perceived ease of purchasing (**Chiu, Lin, & Tang, 2005).** Increase in the antecedents namely, personal awareness of security, personal innovativeness, perceived ease of purchasing, and perceived usefulness increases the positive attitude and online purchase intentions.

A study conducted in National Capital Region on youth found that convenience, accessibility, scope, attraction, reliability, experience and clarity are the antecedents of online buying (Rishi, 2008). Determinants of online purchase are almost similar in Indian and International context. Convenience came out to be the most important factor. A study tried to find the satisfiers and dissatisfies in the online market.[5]

The study reported that timeliness of delivery and order accuracy were the most important factor which led to dissatisfaction. (Holloway & Beatty, 2008) Where there is a significant relationship between willingness to buy from online stores and convenience, web store environment, customer service and online shopping. enjoyment there is no significant relationship with trust. The loyalty towards online stores also is significantly affected by convenience, web store environment and online shopping enjoyment (**Aryasri & Prasad, 2009).**

Female students had less positive attitude towards online shopping than the male students. Intention to purchase was mostly affected by utilitarian shopping value for online shopping. Hedonic values reflect the excitement, power and fun experienced while making any online purchase (**Khare & Rakesh, 2011).**[7]

E-service quality was found to be a one-dimensional construct. Through regression analysis it was found that ease of use was the most important attribute followed by flexibility and reliability. Consumers value those attributes which simplify the usage of online shopping. E-loyalty with the service provider is indirectly enhanced and perceived value is directly strengthened by good e-service quality perceived by the customer. Results reveal that online service loyalty is a result of consumer's perceived value and satisfaction evaluation. E-service quality did not significantly affect e-satisfaction. Repurchase intentions and positive word of mouth have significant effect on the value perception of the consumer (**Gera, 2011).**

Sharma (2011) found different challenges faced by the online marketers. People still have less confidence on the internet and online shopping. They are also worried about the delivery of goods in proper condition, pricing and bargaining power over the internet, the feel and touch aspect of buying and online fraud and future of online marketing. Wrong timing may decrease customer's interest. Messages should be designed differently for mass market and people who need individual attention (Sharma, 2011).[9]

The variables like anxiety ease of use, usefulness, and price proved to be the most important determinants of online shopping behaviour. Anxiety came out to be the most important factor even though the respondents were the young lot from Pune who have purchased

online at least once. Anxiety included product guarantee, easy product return policy, examine the product before purchase, service reliability and interaction among others. Price is not very important factor. Thus, it could be said that convenience and utility are more important than **price (Panda & Swar, 2013).**

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Level of online trust, prior online purchase experience and impulse purchase orientation have significant and positive effect on customer online purchase intention. If people trust the process of online purchase, they are bound to buy more. People who have already bought from online sources and had a warm experience would again come back to the same medium. Those customers who have impulse buying orientation would make purchases online more often. Male tend to shop online more than female **(Thamizhvanan & Xavier, 2013).**[11]

Performance expectancy, effort expectancy of use, social influence and facilitating conditions has significant and positive effect on the individual's intention to use mobile payment services. Positive intention to use this service would lead to actual usage of mobile payments **(Thakur, 2013).**[12]

Satisfied customers would lead to more usage of the online services and products. So the antecedents which affect the satisfaction level of the customers should be studied to enhance the market. Singh and Kaur (2013) found out through multiple regression analysis that ease of use, security and low transaction cost positively and significantly affects the customer satisfaction for e-banking services (Singh & Kaur, 2013). Ease of use turned out to be the most important determinant of **satisfaction (Singh & Kaur, 2013).**[13]

Internet consumer trust, privacy concerns, security concerns, information search and perceived risk are the most important drivers of purchasing decisions. Traditional sellers have limited number of goods in the store where as online a vast variety of products could be showcased. Convenience could be provided by traditional stores by easy parking methods, good service in the store, showcasing the products so that it could be easily located. But still in online purchase one does not need to think about the time and place so convenience is far better **(Mittal, 2013).**[14]

(Wu, 2013) Over 65% of online shoppers have product/service failure experience in online shopping. Customer satisfaction is determined by distributive justice, interactional justice, expectation confirmation, perceived usefulness, trust belief which in turn explains the intention to complain. Prior shopping experience does not significantly moderates the relation between customer satisfaction and complaint intention but perceived responsiveness is a significant moderator.

Consumer inertia affects repeat-purchase intention more than satisfaction (Kuo, Hu, & Yang, 2013) but both have positive and significant effect on repeat- purchase intention of female users. Consumer inertia minimizes the effort put while making a repeat purchase and consumers are familiar to the store. As good relationship is established with the firm customers compare word of mouth with their experience before making the purchase decision.

G. J. Browne et al., 2004- Research shows that many consumers have yet to adopt the attitude and personal habits necessary for on-line shopping, and many more who have at least embraced the internet for acquiring information still do not use it as a means for purchasing products and services. However, despite these limitations to on-line shopping, all available evidence suggests that purchases on the internet will increase dramatically in the next few years. As the technological infrastructure improves, consumers will become more comfortable shopping on-line, and vendors will learn how to take advantage of the internet's strengths to market and sell goods and services more effectively.

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Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. Journal of Marketing, 65(2), 81-93. This study highlights the importance of brand trust and brand loyalty in women's online buying behavior. It suggests that women tend to rely on trusted brands when making online purchases, and brand loyalty plays a crucial role in influencing their purchase decisions.

Dholakia, U. M., Bagozzi, R. P., & Pearo, L. K. (2004). A social influence model of consumer participation in network- and small-group-based virtual communities. International Journal of Research in Marketing, 21(3), 241-263. This research examines how women's online buying behavior is influenced by virtual communities and social networks. It suggests that women actively participate in online communities, seek advice, and share experiences, which influences their purchase decisions.

Jain, S. (2016). A study of online shopping behavior of consumers in India. International Journal of Scientific and Research Publications, 6(3), 2250-3153. This study investigates the online shopping behavior of Indian consumers, including women, and identifies factors such as convenience, product variety, and discounts that impact their buying decisions. It sheds light on the increasing trend of women embracing online shopping in India.

Joshi, M., & Rahman, Z. (2015). Determinants of online buying behavior in women customers: A review. Procedia - Social and Behavioral Sciences, 189, 380-388. This review article examines various determinants that influence women's online buying behavior, including product quality, website usability, security, and trust. It provides valuable insights into the factors that marketers should consider to attract and retain female online shoppers.

Kaur, H., & Singh, K. (2021). Exploring online buying behavior of women in India: A qualitative study.

International Journal of Consumer Studies, 45(2), 203-211. This qualitative study delves into the motivations and preferences of women in India when buying products online. It explores factors like convenience, price, product information, and trust, providing a nuanced understanding of the online buying behavior of Indian women.

Sinha, P., & Banerjee, A. (2018). Impact of social media on online buying behavior of Indian women. Journal of Internet Banking and Commerce, 23(3), 1-14. This research investigates the influence of social media on the online buying behavior of Indian women. It reveals how women's purchase decisions are shaped by social media platforms, online reviews, and recommendations from peers making the purchase decision.

Hypothesis Testing:

In entrepreneurial science, a hypothesis is used to formulate provisional ideas within a business setting. The formulated hypothesis is then evaluated where either the hypothesis is proven to be "true" or "false" through verifiability. Any useful hypothesis will enable predictions by reasoning. It might predict the outcome of an experiment in a laboratory setting or the observation of a phenomenon in nature.

The prediction may also invoke statistics and only talk about probabilities. In framing a hypothesis, the investigator must not currently know the outcome of a test or that it remains reasonably under continuing investigation. Only in suc cases does the experiment, test or study potentially increase the probability of showing the truth of a hypothesis.

If the researcher already knows the outcome, it counts as a "consequence" and the researcher should have already considered this while formulating the hypothesis. If one cannot assess the predictions by observation or by experience, the hypothesis needs to be tested by others providing observations.

For example, a new technology or theory might make the necessary experiments feasible. When a possible correlation or similar relation between phenomena is investigated, such as whether a proposed remedy is effective in treating a disease, the hypothesis that a relation

exists cannot be examined the same way one might examine a proposed new law of nature. In such an investigation, if the tested remedy shows no effect in a few cases, these do not necessarily falsify the hypothesis. Instead, statistical tests are used to determine how likely it is that the overall effect would be observed if the hypothesized relation does not exist.

In statistical hypothesis testing, two hypotheses are compared. These are called the null hypothesis and the alternative hypothesis. The null hypothesis is the hypothesis that states that there is no relation between the phenomena whose relation is under investigation, or at least not of the form given by the alternative hypothesis. The alternative hypothesis, as the name suggests, is the alternative to the null hypothesis: it states that there is some kind of relation. The alternative hypothesis may take several forms, depending on the nature of the hypothesized relation. The study aims at the following hypotheses:

1. The women buy the products online.
2. Most of the women feel secure while transacting through online.

To prove the first hypothesis, some data from Ministry of Commerce and Industry shows the preference to buy online. In brief these are as follows-

E-commerce in recent times has been growing rapidly across the world. It is a type of business model, or segment of a larger business model, that enables a firm or individual to conduct business over an electronic network, typically the internet. Electronic commerce operates in all four of the major market segments: business to business, business to consumer, consumer to consumer and consumer to business.

Indian Information Technology Act and E-Commerce:

Indian Information Technology (IT) Act gives legal recognition to electronics records and electronic signature. These are the foremost steps to facilitate paper less trading. Under this Act Ministry of Electronics & Information Technology also has Information Technology Rule, 2000 for Reasonable security practices and procedures and sensitive personal data or information. Under section 72A of IT Amendment Act, 2008, punishment for disclosure of information in breach of a lawful contract is laid down.

FDI Guidelines for E-Commerce by DIPP: DIPP has issued guidelines for FDI in e-commerce. In India 100% FDI is permitted in B2B e-commerce however No FDI is permitted in B2C e-commerce earlier. As per these new guidelines on FDI in e-commerce, 100% FDI under automatic route is permitted in marketplace model ofe- commerce, while FDI is not permitted in inventory-based model of e-commerce.

Ministry of Electronics & Information Technology is spearheading such negotiations on e-commerce from Indian side.

Indian E-Commerce Sector

We find Indian e-commerce has come of age and is in growth stage leading to euphoria in marketers worldwide. Angel investors are investing all over the Indian market.

Growth of E-Tailing and E-Commerce in India

- "Online retail sector has grown-up by 57 % since December 2014; electronics products and fashion set close to 49% out of overall pay out in e-tail. Horizontal marketplaces are the obvious winner.
- In 2015, $9 billion used in Indian start-ups such as Flipkart, Snapdeal, Shop Clues and Paytm,
- getting in a fourth of the amount. However, fashion is where vertical players excel: Flipkart- owned Myntra, Rocket Internet-backed Jabong, and well-funded players like Wooplr, Voonik, and Lime road are also doing on a massive customer base."
- These are indicators of the Indian market poised at a critical phase in traditional retail sector. After analyzing the data given by Ministry of Commerce and Industry Government of India , the first hypothesis is hence proved.

To prove the second hypothesis , most of the people feel secure while transacting through online. The data from India Brand Equity Foundation July 2019 Report shows the following details : India's online fashion market is to grow 3.5 percent from $4 billion to $14 billion by 2020. The fashion market in India is currently estimated at $70 billion, of which only 25% is organized retail market.

Myntra today shared key insights on the fabric of fashion in India, based on comprehensive research and acumen of the segment. Senior members from the management, including, CEO, Ananth Narayanan and CMO and Head of Jabong, Gunjan Soni, presented rich industry, market and consumer analysis, at the India Fashion Forum event held in the city of Mumbai.

The fashion and lifestyle industry in India is witnessing a surge, with strong drivers of growth and a host of other factors resulting in its progress. Pegged at $100 billion and growing at a CAGR of 8-10% offline, the segment gradually seems to be embracing online as the channel of

the future, evident from a projected penetration of 15-20% over the next 5 years, from the current4%. As per research, India has 450 million internet ever accessed population which is expected to grow by 62% to 729 million by 2020. Of this, 310 million is the active internet accessing population, accessing the internet at least once a month. This number is expected to increase by 35% to 419Mn by 2020.

Total numbers of online transactions were 200 million in 2017 and they are expected to increase by 65% by 2020. Of the online transactions, 60 Million is the base of online fashion shoppers. This is estimated to double by 2020 to about 120 Million. The brand is also witnessing a change in consumer profile, new fashion segments, fast fashion and a market for premium brands, products and accessories.

The changing online consumer profile is evident from a significant shift in numbers, such as 50%of consumers reside in rural areas opposed to the earlier 30%. Women shoppers form a base of 45% as opposed to the earlier 28% and vernacular online content has increased from 45% to almost 60%.[27]

E-commerce Industry in India

- Phone Pe gets US$ 28 million funding from parent Flipkart.
- Jio Mart starts home delivery in Navi Mumbai, Thane and Kalyan
- Big basket raises US$ 50 million debt funding from Alibaba.
- Swiggy raises additional US$ 43 million in Series I round.
- Nykaa raises Rs 100 crore from Steadview[28.]

The e-commerce has transformed the way business is done in India. The Indian e-commerce market is expected to grow to US$ 200 billion by 2026 from US$

38.5 billion as of 2017. Much growth of the industry has been triggered by increasing internet and smartphone penetration. The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 636.73 million in FY19. India's internet economy is expected to double from US$ 125 billion as of April 2017 to US$ 250 billion by 2020, majorly backed by ecommerce. India's E-commerce revenue is expected to jump from US$ 39 billion in 2017 to US$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world.

After analyzing all data the second hypothesis is hence proved to be true. Because the payment gateway is safe in trusted websites and they provide Cash on Delivery facility also. That is the reason that India is continuously growing in E- Business on Global level that included share of women in Online Shopping Specially in fashion, jewellery and clothing segmentation.

Results and Discussion:

- India is the fastest growing market for the E-commerce sector with the e-commerce market expected to grow approximately 1,200 per cent by 2026.
- Being driven by a young demographic profile, increasing internet penetration and

relative better economic performance, India's E-commerce revenue is expected to jump from US$ 39 billion in 2017 to US$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world.

- A lot of India ⁓ s blue-chip PE firms had previously avoided investing in E-commerce but are now looking for opportunities in the sector.
- India's start-up ecosystem is growing supported by favorable FDI policies,
- Government initiatives like Start-up India and Digital India, as well as rising internet penetration driven by market players like Reliance Jio.
- The recent rise in digital literacy has led to an influx of investment in E- commerce firms, levelling the market for new players to set up their base, while churn out innovative patterns to disrupt old functioning.
- E-commerce industry in India witnessed 21 private equity and venture capital.
- deals worth US$ 2.1 billion in 2017. E-commerce and consumer internet companies in India received more than US$ 7 billion in private equity and venture capital in 2018.
- In India 100 per cent FDI is permitted in B2B E-commerce,
- As per the new Foreign Direct Investment (FDI) policy, online entities through foreign investments cannot offer the products which are sold by retailers in which they hold equity stake.
- As per new guidelines on FDI in E- commerce, 100 per cent FDI under automatic route is permitted in marketplace model of E-commerce.
- The heavy investment of Government of India in rolling out the fiber network for 5G will help boost ecommerce in India.[53]
- Propelled by rising smart phone penetration, the launch of 4G networks and increasing consumer wealth, the Indian E-commerce market is expected to grow to US$ 200 billion by 2027 from US$ 38.5 billion in 2017.
- E-commerce is increasingly attracting customers from Tier 2 and 3 cities, where people have limited access to brands but have high aspirations.
- Average online retail spending in India was US$ 224 per user in 2017.
- The Government e-marketplace (GeM), three years after its inauguration sawa cumulative procurement by the central and state governments of Rs 24,183 crore (US$ billion) in FY19 and has a target of Rs 50,000 (US$ 7.15 billion) crore in FY20.
- By 2022, smartphone users are expected to reach 476 million and E- commerce sector expected to grow 1,200 per cent by 2026.
- Internet penetration in India grew from just 4 per cent in 2007 to 34.42 per cent in 2017, registering a CAGR of 24 per cent between 2007 and 2017. As of December 2018 overall internet penetration in India was 46.13 per cent.
- Urban India with an estimated population of 444 million as per 2011 census, already had 390.91 million people using the internet as of December 2018.
- Rural India, with an estimated population of 906 million as per 2011 census, has 213.30 million internet users as of December 2018. There is therefore a great opportunity for increasing penetration in the rural areas. Internet penetration in rural India is expected to grow as high as 45 per cent by 2021 compared to the current rate of 21.76 per cent

Internet Penetration in India (%)
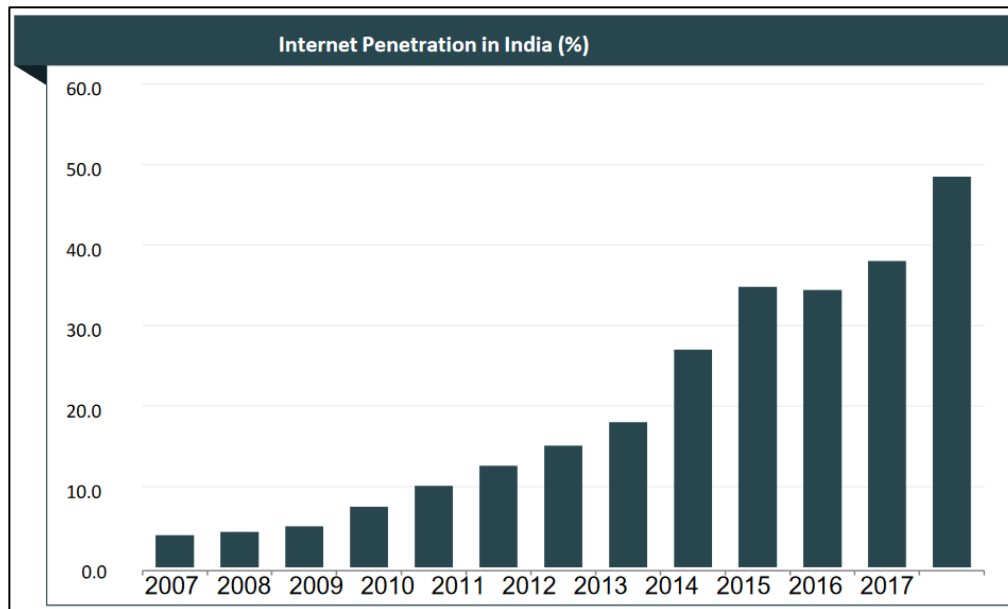
- **Internet Penetration in India (%)**
- **Note: Internet penetration - number of internet subscribers per 100 population**
- *Source: Economic Times, Live Mint, Department of Telecommunications, Bain &Company – Unlocking Digital for Bharat*

- Rural internet subscriber base stood at 227.01 million and rural India penetration was 25.36 per cent in FY19.
- Urban internet subscriber base stood at 409.72 million and its penetration was
- 97.94 per cent in FY19.
- Number of active internet users in the country is the second highest globally and data usage of 8 GB/subscriber/month is comparable to developed countries.

Conclusion:

From the market perspective, people of India comprise different segments of consumers, based on class, status, and income. An important and recent development in India's consumerism is the emergence of the rural market and market for eco-friendly products for several consumer goods. Three fourths of India's population lives in rural areas, and contribute one-third of the national income so it should not be avoided. Lastly, creating value along with delivering delight to the customer is what is most important. We live in a digital age and thus need to keep up with new trends in the social media.

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