INFLUENCES OF CULTURE AND INDIVIDUALITY ON E-SHOPPING IN PUNJAB

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Modern era is witnessing entirely different world as compared to traditional society. Technology and modern gadgets have altered human civilization tremendously. Use of computers is witnessed in almost every field, though its life savior or just an entertainment one. Even, traditional way of shopping is also transformed. No doubt, this transformation also carries various cultural, individual and economic aspects too. This research paper analyzes the factors motivate the people to go for internet based e-shopping in Punjab. There are huge online sites are available and accessible to Punjabi folk where they can buy online products. Based on the literature review and reports of companies engaged in online marketing, newspapers and focused group discussion a factor matrix is developed to analyze factors which motivates buyers to do online shopping in Punjab. The study found that cultural identity, popularity, convenience and variety and personal factors plays major role in e-shopping.

INTRODUCTION

India is a growing nation with immense possibilities and charms. Due to the process of sanskritization, westernization and modernization process in various aspects of India tradition changed tremendously. Indian society is considered in transition. Further scholar's posted this situation of transition period as 'terminal phase' (Kothari, 2003). The discourse of globalization and digitalization is establishing a new global order and India is exercising it since late 1990s. It is familiar fact that many changes take place in Indian society continuously such as sound, typescript and voice is converting into binary language used by computers. It's opening the possibilities of high quality transmissions of information. Furthermore industries established in the middle of the 19th century, paved way to the formation of middle class, which were not there earlier (Kuppuswamy, 2004). New era of technology is changing Indian life style, values and norms in big number. Many tremendous changes are occurring in the economics too due to digital technology. Automation work is grown speedy, financial transactions are fast and borderless, news are global and entertaining vast number of audience as compared to previous period (Sanjeevan Rao and Deepak Tyagi, 2010).

Internet enables consumers to perform many stages of sales process in many quick and efficient manners. It also provides comprehensive product information, facilities comparison shopping and allows for a condensed sales process. Online shopping refers to buying of products or services over the internet. Online shopping provides opportunity to individual to buy and sell products using companies' or

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service provides websites. According to the report published jointly by the Internet and Mobile Association of India (IAMAI), the number of internet user in India in ever user or claimed user category has touched 402 million in December 2015 from 137 million in June 2012 (IAMAI, Feb 2016). Even, number of internet users had increased tremendously in Punjab state too. As per the census 2011 report 12.8% of population of Punjab was using internet. No doubt number is still increasing (Rabin Biswas, 2011).

The urban society of India is more complicated than it was at the beginning of present century. Moreover, technology is putting remarkable impact on purchasing and selling trends too. For an instance, people love to buy and sale stuff online. Technology is a reliable tool in these days for buying and selling things. However, it raises a question here that up to what extent cultural and other factors inspire people to buy or sell things online. This paper's hypothesis moves around this aspect that how and up to what extent cultural and individual factors influence on e-shopping on Punjabi.

LITERATURE REVIEW

The study of online buyers has attracted a great deal of attention of researchers. Culture plays a typical role in shopping behavior since it affects attitudes, norms and other cognitive processes, intention and behavior (Hawkins and Coney, 2003). A study found that cultural background, values and demographics, psychological and social aptitudes influences consumer behavior (Childerhouse, and Towill, 2000). As per findings culture basically intends consumers' basic need and his attitude and vision towards purchasing. "Another research indicates that early childhood experience, cultural exposure and personal motivation are important factors that lead to different purchase behavior patterns (Alan, and William, 2015). Researchers in the past indicate that consumer online buying behavior may be radically different from that in traditional environment (Alba, J. and B. Weitz, 1997).

Consumers can enjoy window shopping on the internet without the pressure of purchase, unlike the traditional shopping environment. Consumers are liable to initiate and control nonlinear searches, due to interactive nature of internet and hypertext environment. "Swami Nathan found in his study that consumers who are preliminary motivated by convenience are more likely to make purchase online (Swaminathan and White, 1999). The success of online shopping depends how it matches consumer's characteristics and is satisfying consumers' shopping needs. To assess attractiveness of internet shopping, researchers have advanced the concept of fit between product and sales channel (Vijayasarathy, 2002). In Internet marketing, the users access the products of their choice by activity on their part, whereas traditional off line marketers target their markets to age group, sex geography and other general criteria.

METHODOLOGY

The development of contemporary business techniques and modern technology paved way to rapid changes in online shopping in India, particularly in Punjab. The customers are changed their attitude towards purchasing directly from shop to give preference for online shopping due to varieties of services provided by the online sales agencies. However the present study aims at to identify cultural and individuality factors impacting on Punjabi people behavior for online shopping and to identify popular online sales agencies among Punjabis'. The study analyzed the secondary sources like online marketing agencies website, newspaper reports and primary source information through focus group discussion among the online shoppers at the researcher's work place. On the basis of this information factors impacting on Punjabi people behavior for online shopping and most preferential websites are also identified in this study.

CULTURAL AND INDIVIDUAL FACTORS EFFECTING PUNJABI ONLINE BUYERS

After literature review and focus group discussion, a factor matrix is developed which throws light on most important factors which are putting impact on e-shopping trends in Punjab region. These factors have been categorized on bases of different variables. There are many factors cultural and individual factors are occurring which put influences on the choice of consumers who are involved in e-shopping particular in Punjab region. These factors are well explained in following factor matrix:-

TABLE 1: CULTURE AND INDIVIDUAL FACTORS EFFECTING ONLINE SHOPPING BEHAVIOR OF PUNJABI FOLK

Sr. No.	Factors	Effects
1	Cultural Aspects	Cultural Identity: Punjabi peoples' culture identity makes a psychological impression towards online choices. Study proves that most of the Punjabi people love to buy things which are most suitable as per their cultural taste. Cultural Needs: Many Punjabis prefer a products which fulfill their cultural needs on a best price such as data proves that cultural dresses and jewelry are often first choice of buyers in festive seasons. Nurture with cultural environment: A nurture with cultural values also put impacts on Punjabi buyer's choice while doing an online shopping.
2	Personal Aspects	Personal Characteristics: 1. Age: Age of buyer also matters. Research shows that young people more prefer to online shopping.2. Gender: Females are more engaged towards online shopping as compare to males.3. Job: Natures of job

contd. table 1

Sr. No.	Factors	Effects
		of individual also play a vital role to make people online products. Research proves that people who doesn't have much time to do traditional shopping due their working hours generally go for online shopping.
3	Popularity among people	It has proved that popularity of online shopping has increased during last decade in Punjab. People are very much aware about shopping websites and apps.
4	More Access of Internet	Use of internet activities has increased a lot among Punjabi people tremendously. Particularly, young people are busier in online activities such as data proves that 94% Punjabi students spent time on online activities. Therefore as the online access is increasing simultaneously online shopping is also increasing.
5	convenience and variety	For families where both partners are engaged in working, online shopping is more convenient and time saving factor. Further number of varieties provided by the agencies on the request and payment through online mode and door delivery still make it more comfortable and reliable also.

Many factors are discussed in above table 1 which shows cultural and personal factors influencing online shopping in Punjab region. Basically, internet is an ultimate tool of modern world which makes things easier for todays' generation. However, it can't also be denied that traditional and cultural life styles and values also impacts on their choices regarding web surfing's particular focused to entertainment and shopping purposes. Moreover, personal attitude and characteristics also contributes towards to make mind set up for online shop. Traditional living aspects, cultural requirements and living needs which also reflects in a traditional mirror adds in term of online shopping. The agencies providing online shopping are Flipkart, Jabong, Myntra, Tradus, Ebay, Snapdeal, shopclues and Yebhi are mostly used by the Punjabi people to purchase cloths, ornaments, footwear, ethnic wear and cosmetics.

CONCLUSION

Cultural and personal attributes can't ignore while framing the effects of these parameters on the folks behavior while they do online shopping. A human reacts and reflects as per his traditional and personal values and these values and requirements make a complete cultural social environment to survive for a human and this survival leads towards material need. These material needs and choice can be seen in various different interests and choice in their online shop aptitudes. It can be concluded that cultural identity, cultural needs and individual tastes play a very vital role to set mind of Punjabi consumers particular while talking about online shop. Further the online shopping is referred as most convenient by the

high income people as it saves their time, varieties provided by the agencies on request, online payments made most comfortable zone of the online shopping.

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