

# Online Shopping

## Motivators and Barriers

In the last decade, online shopping has gained popularity in the developed world and the practice is growing in the developing economies, albeit slowly. Several studies have examined the phenomenon of online shopping in the context of motivators, barriers, perceived risks and lack of trust while shopping online. In addition, research has also shown the existence of cross-cultural differences in perceived risks from online shopping. This study explores the practice of online shopping in the Indian cultural context and attempts to understand the motivations for online shopping as well as the risk perception associated with it. Towards this end, 20 in-depth interviews were conducted and their transcripts content analysed. The study found that the respondents were motivated to use online shopping because of its three features: online shopping transcends geography and time, removes the hassle of carrying cash or credit card, and introduces simultaneity in the shopping process. The risks associated with online shopping are due to anonymity and the intangibility of the medium. The study concludes that the online market is bringing fundamental changes to the way consumers' shop, and that by introducing the elements of transcendence and simultaneity, it has made the whole shopping experience post-modern.