CUSTOMER SHOPPING THROUGH ONLINE: A STUDY OF DELHI REGION

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Abstract

Modern technological environment and ecommerce has change the method of shopping of people not only in developed countries but also in developing countries also people adopting the online shopping. Like the other developed countries India is also becoming more digital which make the things easy. From the progress of digitalization online shopping is also becoming more popular and convenience and accessibility make the people move towards online shopping rather than traditional shopping. The purpose of this study is to predict the habit of online shopping in metro Politian city (Delhi). While making the online shopping their experiences, while there is mismatch between the display on site and actual product and they complain for that or not. If they return the product which type of difficulties they face. And in future they are ready to purchase online or believe in traditional shopping. This paper also help the online sellers how can they improve their services and satisfy the customers need as a result customer more believe in online shopping and change their perception about online shopping.

In India, about 340,873,137 internet user which is 26 percent of Indian population. The fast expansion of Internet exercise and programmatic enhancement in the circle of IT has modified the way stock are acquired and marketed, resulting in an exponential expansion in the number of online buyers. Because of the numerous benefits of IT use to purchase products/services, now more and more people prefer online shopping over conventional shopping. Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Comscore report, (2013) examined that India is now the world’s third largest internet population. Young males and women aged 35-44 emerges as power users. 73.8 million Indians suffered the web via a home or work computer. Kanwal Gurleen, (2012) observed that India has more than 100 million internet users out of which one half opts for online purchases and the number is rising sharply every year. The growth in the number of online shoppers is greater than the growth in Internet users, indicating that more internet users are becoming comfortable to shop online. Until recently, the customers generally visit online to reserve hotel rooms and buy air, rail or movie ticket, books and gadgets, but now more and
more offline product like cloth- saris, Kurtis, T-shirts-shoes and designer lingerie, customer durables are being purchased online.

**Literature review:** use of more and more smart phones online shopping becoming common in India which is influence by consumer convenience, accessibility, and security. Usually the age group between 18-35 participate online shopping because they are most familiar with the use of computer, smart phones and security aspect through the payment of plastic money. Smith and Rupp (2003) have examined and identify the factors in their work that affects the behavior of consumers. These issues have been identified as for the marketing effort, socio-cultural influence, emotional factor, the psychological factors and privacy factors, to the experience, the purchase and post- purchase decision. They also show that consumers are affected by various psychological factors, such as perception, motivation, personality, attitudes and emotions. Dr. R. Shanthi and Dr. Desi Kannaiah through his study found that majority of students of University of Madras and Madras Christians College are well aware of the online shopping and 90% of them have made online purchase which indicates the growing popularity of the online shopping within the youngsters. Major draw card of online shopping is the ease and discounts available for different kind of products.

In many developed countries, the internet has been adopted as an important medium, offering a wide assortment of products with 24 hour availability and wide area coverage. In some other countries, such as Iran, however business-to-consumer e-commerce has been much below than anticipated proportion of total retail business due to its certain limitations (Sylke, Belanger, and Comunale, 2002). Eastin (2002) investigated the adoption of four e-commerce activities (1) Online shopping, (2) online banking, (3) online investing, (4) electronic payment in the USA, using Innovation Diffusion Theory and get the result that six attributes including: perceived convenience, financial benefits, risk, previous use of the telephone for a similar purpose, self-efficacy, and internet use all influence the adoption process, and that once the user made a decision to adopt one of these activities, they tend to adopt another. The model is extended after accessing possible negative outcomes of diffusion in the study as well.

**Research methodology:** The research data is primary data which is collected from Delhi to know the view of view of Delhi towards the online shopping which is emerging issue in today market as the people has to time to search the product and services which satisfy their need and online shopping is convenience and for online shopping it is not necessary to be much educated people can use e-commerce. Such as the objective of this study is to know about the online purchasing habit and their
view about online shopping, which types of problem they face when they return their product which are not according to their need or requirement. There are 122 respondents in which 79 are those who do the job and 32 are student and remaining are others. In this research convenience sampling is use to know about the perception of online shopping and what they experience when the use online shopping instead of traditional shopping.

**Data analysis:** the questionnaire was not complicated respondents easily understand and give their responses about the experience and attitude about the online shopping. Respondent provides the information from sites they use and prefer to online shopping from the options quoted in questionnaire amazon, flipkart, ebay, mantra, shopclue and other.

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I found my study that out of 122 respondents 25% people use amazon, 28% people shop from amazon and flipkart both, only 4% people trust to shop from amazon and other site but there are 18% the user of amazon and flipkart use the other site along with these. There are 15% people use only flipkart only 1% people shop from mantra and flipkart both and 6% people shop from shopclue, ebay and other sites for their shopping which is very small in whole. Amazon and flipkart are much reliable site for online shopping the people because of their services and polices and quality of products. About 95% people trust either amazon or flipkart.

**Reason for online shopping:** People also respond why they prefer online shopping rather than traditional shopping. 48% feel convenience, 29% people get the wide option to buy the product according to their need which are more economically satisfied, only 8% people are satisfy with the return policies of companies, 10% people said that there is guaranteed product, 3% people respond positive about convenience and guarantee policies of companies and just 2% people support that online shopping is convenience with wide option, return and guarantee policies.
Types of product shop online: there are five categories in the questionnaire

- mobile & mobile accessory
- electronic and kitchen appliance
- cloth, footwear & accessory
- books
- others

Respondents respond about what type of product they buy through the online shopping. Few people buy some particular type of product a large number of people buy different type of product. About 16% people buy only mobile phone and its accessory and 9% people buy electronic goods and kitchen appliance, buy mobile and electronic items, 9% people 24% respondents buy mobile, its accessory, cloth, footwear and accessory from their online shopping, 20% people are interested in their online shopping to purchase either cloth or books or other items along with mobile and electronic products, just 5% people buy cloth, books and other items along with mobile and last but not the least 17% people buy other types of product (cloth/books/other items).

Occasion of their online shopping: 31% people always buy online, 44% people buy online when they receive any discount, 15% people in festival season and 6% people told that they buy only and only in discount and lastly 4% people buy in festival when they get the discount out of 122
respondents. Overall, people buy the product from ecommerce sites when they receive the discount but people buy some particular type of product from online shopping like mobiles which provides the guarantee/ warranties from manufacturer.

**Mode of payment:** for online shopping payment can be made through cash on delivery, credit card and debit card. 43 people pay through cash on delivery, 24 people pay through cash on delivery and debit card, 8 people pay cash on delivery, debit card and credit card, 19 people pay by credit card, 25 people by debit card and only 3 people pay by debit and credit card both.

**Problems faced when they return the product due to deficiency in product:** 45% people complain about their product defectiveness or not satisfy by the product but 55% people not complain for defective product even if they do not satisfy by the product. The people who complain the product faced different type of problems. 29 people said that there is a long time to refund the money, 9 people said that there is long time to refund and could not reach the customer care and return policy to difficult to understand, 15 respondents faced payment of shipping when they returned the product, 26 people faces other problems like long time to refund, could not understand the return policy, fill out long form and could not reach the customer care services along with paid shipping, 11 people could not reach the customer care services and 7 people told that there is filling a long form when they returned the product.

**Conclusion:** 51% experienced good, 40% feel average and 9% experienced bad from the product and services, when they make their shopping online. If we talk about of trust the People in Delhi buy most of their product from amazon and flipkart for their online shopping and sometimes along with these two sites buy other sites like shopclue, mantra, paytm and ebay. People buy these sites because they think these service and products are more reliable that the other new and not trending sites. 53% People buy online as they feel convenient because product are at the home with return policy, guarantee/ warranties and mode of pay are easy understandable. People are becoming more familiar with e-commerce and online shopping but they get the product without shipping charge but if the product has to be returned because of any reason return shipping charges has to be paid by them. There are more problem faced by people when they return the product like customer cannot reach the customer care service, return police are
so complicated that if product has not much expensive then they don’t return the product. From the flipkart people buy only three types of product mobile, electronic and clothes but from amazon people buy books also along with three categories.

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