
A Study on Customer Preference towards Online Shopping with Special Reference to Bikaner City

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Abstract

Now a day, Customer has changed due to constant change in business environment. This change in the environment, demands more and more optimization of the time. Consumer buying behavior has changed from convenience to comfort and from buying in stores to buying online even buying from big screen to buying small screen i.e. shift from windows PC to Android/Device. The current scenario is the era of retailing. There is a paradigm shift of consumers moving from market place to market space. Consumers now prefer to shop products online over conventional methods of shopping in stores. According to UCLA Center for communication policy (2001), online shopping has become the third most popular internet activity, immediately following e-mail Using/instant messaging and web browsing. Hence this study aims to know the customer preference towards online shopping in Bikaner District with sample respondents of 60. This research also aims to find out the key factors that influence online shopping behaviour of consumers and to identify the determinants of online purchase intention among customers.

Key Words: *Online Shopping, Customer preferences, Time saving, Security and privacy*

ONLINE SHOPPING INTRODUCTION

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. The birth and growth of Internet has been the biggest advantage for the world. E-commerce in India has come a long way from a timid beginning in the 1999-2000 to a period where one can sell and find all sorts of stuff from a high end product online. Most companies are using Internet to represent their product range and services so that it is accessible to the global market and to reach out to a larger range of their customers. Computers and the Internet have completely changed the way one handles day-to-day transactions; online shopping is one of them. The Internet has brought about sweeping changes in the purchasing habits of the people. In the comfort of one's home, office or cyber cafe or anywhere across the globe, one can log on and buy just about anything from apparel, books, music and diamond jewellery to digital cameras, mobile phones, MP3 players, video games, movie tickets, rail and air tickets. Ease, simplicity, convenience and security are the key factors turning the users to buy online.

E-commerce revenues in the country are projected to reach Rs 2,300 crore in the year 2006- 07, growing at 95 per cent over 2004-05(Source: Internet and Mobile Association of India, IAMAI). This pertains to the business-to-consumer (B2C) segment. It may be too early to do a comparison with the e-commerce scenes in countries such as the US where billions of dollars are spent online but the business in India is growing exponentially every year, albeit from a smaller base, the total revenues have reached a respectful size.

An online shop evokes the physical analogy of buying products or services at a bricks and mortar retailer or shopping center; the process is called business -to-consumer (B2C) online shopping . In the case where a business buys from another business, the process is called business -to-business (B2B) online shopping. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the

growth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements. Online shopping is definitely a great way to shop with everything available on the websites. From clothes, gift items, food, home needs, medicines, and many more, this mode of shopping allows one to shop conveniently without hassle on spending hours in a supermarket or shopping areas. The Internet with its wide array of information nooks, allows the customer to go through various reviews of the product or service before actually heading for purchases. These online shopping websites also have daily deals for the customer looking for discounts and store offerings.

STATEMENT OF THE PROBLEM

As most of the companies are trying to catch the momentum of online market result into the rapid growth in the field of virtual shopping. With emerging field of online shopping the interest of marketers also focus on what actually motivates customer to buy products online. Fierce competition also forced to marketers to gain competitive advantage in field of online shopping. It is easy to study consumer behavior in offline shopping but in case of online shopping marketers faces problem while studying consumer behavior. As vary less number of customers write comment on their purchase experience and marketers are desperate to know about the preferences of product, mode of payment, shipping, packaging, mode of return etc. There are some other demographic factors also plays an important role like gender, age, income and education. Customers also have lots of option in online shopping. What kind of features they see while choosing a website is also a matter of concern.

SCOPE OF THE RESEARCH:

Attitude toward online shopping and goal to shop online are not only affected by ease of payment, ease of product display, ease of comparison, usefulness, and enjoyment, but also by other factors like consumer individuality, situational factors, product distinctiveness, previous online shopping understanding and faith in online shopping. Therefore, understanding who are the ones consuming and why they choose to use or keep away from the Internet as a distribution channel, is a critical matter for both e-commerce and retail store owners. The scope of the study is confined only the Bikaner District with special reference to the customers those who are purchasing goods through online.

OBJECTIVES:

- To discover the key factors that influence online buying behavior of consumers.
- To identify the determinants of online purchase intention among customers
- To determine the features which influence customers to do online shopping?
- To find out the best website as per the customers experience
- To find out the problems facing by customers while doing online purchase.
- To discover that what kind of product/services customers like to purchase online.

Methodology

Sample size: This study has a sample of 100 respondents, which is selected at convenience to know the online shopping preference towards consumer. Tools for Data Collection: Primary data and secondary data have been used. Primary data were collected through the structured questionnaire and the secondary data were collected from various Books, Journals, Articles, Newspapers, Magazines and Websites. The data collected were further analyzed by using statistical tools like percentages, T test and Chi-square test. Questionnaire development is the critical part of primary data collection method. For this I have prepared a questionnaire in such a way that it will be able to collect all relevant information regarding the problem. The questionnaire was designed using various scaling techniques. The questionnaire was used mainly to test the model proposed for consumer perception towards online shopping. As I have used convenience sampling so I have made this questionnaire using google doc so that I can send them via online it will save my time paper. I will send link of questionnaire to all the respondents.

Data Analysis and Interpretation

- 55% of the online shoppers are in the age group of 21 to 25 & 40% are in the age group of 25 to 35. 60% of the respondents are Male, 30% of the respondents are graduates, 46.7% of the respondents have their own Business and 48.3% of the respondents earn annual income ranging from 10001 to 40000.
- More Than 65% of respondents use Smart Phone for Online Shopping. That means people are giving preference to smart phone over personal Computer. Respondents gave reason behind that smart phone are easy and convenient to use as compare to Personal computer.
- When respondents were asked about frequency of shopping online, there was unexpected answer that shows increasing interest of online shopping among the citizen. 40% people use online shopping as routine shopping including windows shopping. The main reason behind this is smart phone. Using app for all e-commerce websites making window shopping easy. 30% respondents use online shopping occasionally and 30% respondents use online shopping at the time of requirement of any product which is not easily available in offline market.

Table 1 – Motivation behind online shopping

Sr. No	Reason	Response
1	Shopping on internet saves time	10%
2	It is a great advantage to be able to shop at any time of the day (24*7)	20%
3	Availability of goods is very broad.	10%
4	Easy comparison of Product and vendors.	15%
5	Best price with difference schemes	15%
6	Home Delivery	15%
7	Review of products by different existing customers	15%

- Most of the respondents use online shopping over offline shopping because of any time shopping facility. One can do online shopping any time from home without any planning. As 20% respondents select 24*7 facility options at top priority. Other options are also very motivating behind online shopping as respondents select home Delivery, Best Price, Product Review and Easy Comparison opting with 15 %. Online shopping does not save time as it get minimum respondents. Because customer thinks that we spend too much time on online shopping even after purchasing the product watching other product without any motive to purchase.
- Respondents do believe on review given by other existing customers on websites as most of the respondents select yes option. But when it comes to writing the review of self purchase only 60 % customers does it. As some customers said that they are not good at writing.

Table 2. Type of product/services purchase through online shopping

Products					
1.	Mobile & Tablets	20%	7.	Books	30%
2.	Clothing & accessories	10%	8.	Computer & accessories	5%
3.	Cameras , Audio & Video	10%	9.	Toys & Baby Products	5%
4.	Home Kitchen & Pets	5%	10.	Car, Motorbike & Industrial	1%
5.	Jewellery, Watches & Eyewear	2%	11.	Footwear	5%
6.	Beauty, Health & Gourmet	4%	12.	Handbags and luggage	3%

- Maximum no of respondents are using online shopping websites for purchasing books. As we all know the motive behind the Amazon Company to start their venture was to sell the online books. Respondents says that there is no problem of purchasing books online as it does not need to see the books by hand. Just see the publisher and author and the same product will deliver at your doorstep. After the books, now a day's mobile and tables are at the second position as most favorite products to be purchased via online shopping. Mobile is also having same features like books. Configuration is given by the company and we will get the same via online. As most of the respondents think that if any kind of error will come then e-commerce company will replace it without any doubt. Clothing and cameras come at third position with 10% respondents. In small city like Bikaner, customers do not get latest fashion in real time. So they can fulfill their demand of latest fashion via online shopping. All other products having less demand with 5 or 3% because customer still wants to purchase these product offline. These products include footwear, hand bags and other beauty products.

Services					
1	Rail/Bus/Flight / Movie Ticket	30%	3.	DTH/Mobile Recharge	30%
2.	Electricity/Telephone /Mobile Bill Payment	20%	4.	Taxi/Cab hiring	2%
3.	Hotel Reservation	18%			

- Respondents do recharge or DTH/Mobile and Railway /Flight/ Movie ticket via online web sites maximum as these services tops with 30% of response. After that people do electricity and telephone bill payment with 20% response. Hotel reservation at third position with 18% and last is taxi hiring is at 4th position as Bikaner is not having any taxi services like ola and uber. So people who respond with 2% are using this service whenever they go outside Bikaner. Now a days most of the people does their Railway/Flight reservation via online websites. As they said it saves their time as well as money because different websites give different promotional offer at different time. In case of DTH/Mobile recharge the case is same. It also saves time and money and offer different kind of discount. And the promptness is also a reason to do online recharge.

- Difference between displayed product and Actual Product is the main problem for the customer. As they have said that most of the product related to size, colour etc are not look as displayed on websites. After this delay in delivery of product is the second problem faced by the customers. At the third no people are facing problem with payment unsuccessful.

- 55 % people are happy with Amazon services as they choose Amazon No. 1 in ranking. After Amazon , Flipkart is the second most popular websites among bikaneri people. Ebay is also making his presence with 15% people. As amazon is giving maximum no of product as they Produly says India ki apni dukan. People like user interface of flipkart and Ebay is giving both kind of services like new and used product.

- More than 65% people spend less than 1000 INR in single online purchase. Around 30 % people spend more than 1000 less than 5000. Only 5 % people spend more than 5000.

- Very less people wants to spend more than 20000 INR. People of Bikaner like to visit offline store when it comes to product of high price. Otherwise most of the people of Bikaner do not want to spend between 1000-5000 INR.

Summary & Conclusion

- As per the data and Research shows, People of Bikaner likes to do online shopping while facing some problem. As per their experience and response, problems are not so big so they are enjoying the online Shopping. Now days, people of Bikaner are spending more amount in comparison to last few years that shows the bright future of E-Commerce.

- This study is mainly focus on the factors from the Internet and examines those factors that affect the consumer’s online shopping behaviours of Bikaner city. The research focus on the Internet shopping (include the nature of Internet shopping, E-commerce website, and online security, privacy, trust and trustworthiness) and online consumer behaviors (include background, shopping motivation and decision making process).
- Those factors were looked at, and examined to reveal the influence at online consumer behaviours. In addition, the previous researches were used to help researchers understanding more comprehensively. The information search is the most important factor that helps the customers find the suitable products or services for their needs. Therefore, the online retailers have to enhance and improve the information supporting such as provide much detailed product information and use internal search engine in order to increase the efficient of information search. For the evaluation stage, customers more think a lot of the reputation from the E-commerce website, and the payment security for the purchase stage.
- At the post-purchase stage, the factor of after services which is the most concerned about. Overall, the factors from the Internet that influenced or prevented online consumer behaviours need to be carefully concerned by the online retailers, who can utilize the appropriate marketing communications to support the customer’s purchase decision making process and improve their performance

Annexure I

ONLINE SHOPPING PREFERENCES OF BIKANER DISTRICT SURVEY FORM

Please read each question carefully and indicate your response by selecting the most appropriate choice

1. Name: _____

2. Age : 14-20 21-25 26-35 Above 35

3. Gender: Male Female

4. Education : 12th Undergraduate Post Graduate Doctorate

5. Occupation: Business man Employee Student

6. Income : Less Than 5000 5000-10000 10000-40000 More than 40k

7. Which device you use to do online shopping?

Smart Phone (Application)

Personal Computer (Website)

8. Frequency of online shopping?

Routine (Include Window Shopping)

Occasionally

On the basis of Requirement (When Product is not available in market)

9. What is the main motivation behind your buying over the internet?

a. Shopping on internet saves time.

- b. It is a great advantage to be able to shop at any time of the day (24*7)
- c. Selection of goods is very broad.
- d. Easy comparison of Product and vendors.
- e. Best price with difference schemes.
- f. Some products are not available in retail store.
- g. Home Delivery
- h. Review of products by different existing customers
8. Do you believe on review of product given by different customers? Yes No
9. Do you write any comment/Review for your purchase? Yes No

10. What type of product/services do you purchase through online shopping? (Give your ranking as per your purchase)

Products					
1.	Mobile & Tablets		7.	Books	
2.	Clothing & accessories		8.	Computer & accessories	
3.	Cameras , Audio & Video		9.	Toys & Baby Products	
4.	Home Kitchen & Pets		10.	Car, Motorbike & Industrial	
5.	Jewellery, Watches & Eyewear		11.	Footwear	
6.	Beauty, Health & Gourmet		12.	Handbags and luggage	

Services					
1	Rail/Bus/Flight / Movie Ticket		3.	DTH/Mobile Recharge	
2.	Electricity/Telephone /Mobile Bill Payment		4.	Taxi/Cab hiring	
3.	Hotel Reservation				

8. Have you felt any problem while conducting online purchase? Yes No
9. If yes, what kind of problem?
- A. Delay in Delivery
- b. Quality and size of the Product
- c. Product Damage

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- d. Delivery not completed in given time
 - e. Payment not successful
 - f. Difference between displayed or delivered product
 - g. Product return

10. Rank your favorite online websites.

- | | | | |
|---------------|------------|---------------|--------------|
| a. Flipkart | b. Amazon | c. Snapdeal | d. Shopclues |
| e. Infibeam | f. Myantra | g. Jabong | h. pepperfry |
| i. Homeshop18 | j. Ebay | k. yehbhi.com | l. Paytm |

Any other _____

Give the Reason for you First choice

11. Select an approximate amount you spend on a single online purchase.

Less than 1000 1000-5000 5000-1000

12. Select an approximate maximum amount you would like to spend on online purchase.

5000-10000 10001-20000 More Than 20000

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