A STUDY ON E-COMMERCE WITH DIFFERENT BUYING BEHAVIOUR WITH REFERENCE TO NAGPUR REGION

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1. INTRODUCTION

Internet shopping or E commerce is a type of industry where the buying and selling of products or services is conducted over the Internet and more specifically on shopping web sites. Online shopping could be done on mobile by downloading mobile app known as mobile commerce, electronic funds transfer, commonly known as Internet marketing, online transaction processing etc. Modern electronic commerce typically uses the World Wide Web at least at one point in the transaction's life-cycle while making online purchase likewise for emails etc.

E life has become simpler and innovative as compared to the olden days through use of internet, through internet usage there has been greater increase in E- business, all the online shopping websites display their products and show many options available for brands that may or may not be available domestically and internationally Online shopping sites and the web stores enable consumers to easily find what they need, & learn more about it and quickly make a purchase decision.

2. OBJECTIVES OF THE STUDY

- To study the factors that influences the customers in making *choice of product in* online shopping business.
- To study the factors affecting *choice of website* for doing online shopping
- To study the *reasons* for a customer to prefer online shopping over retail stores business.

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3. SCOPE OF THE STUDY

The study was conducted in the city of Nagpur amongst the people who make online purchases and do online shopping.

4. RESEARCH METHODOLOGY

The sample has been selected so as to cover people from all age groups and gender wise in Nagpur city.

The total sample size for the survey was 304 respondents. People from different age groups, were considered for the study.

Questionnaire

In the questionnaire the questions were asked to know the opinion of respondents about the online shopping experiences, selecting various products etc. Most of these responses were taken on a scale of 1 to 5, where 1 meant lowest and 5 meant highest.

1, 2- was considered as least satisfied / least preferred

3-was considered as Neutral

4, 5- was considered as highly satisfied / highly preferred

Different products categorized under various product lines were also studied by different customers of various age groups.

Simple random snow sampling method was used the study is based on questionnaire survey method & based on survey, ranking calculations, graphs and interpretations were drawn

5. DATA ANALYSIS AND INTERPRETATION

In data analysis and interpretation rating 1 & 2 were combined as lower rating for frequency, factors affecting the consumers of making online purchase, Purpose for online shopping & their experiences whereas 3 was considered as neutral and **4 & 5 rating had been considered as highest rating for the analysis.**

- ***Factors that influence the customers for online purchases which rated 1= Min and 5= Max***

Table for overall rating that influence the customers for doing online purchase from different age groups from 15-20 till 40& above as mentioned below

Parameters	1 to 2	3	4to 5
Impact of Flash sales	81	72	139
Promotions	53	92	145
Advertisements	58	100	132
References	89	83	122
If Regular purchases than , earlier experience with the website site	69	97	129
Discount offers & Schemes	39	50	199
Time Saving	29	58	201
Non availability in local stores	76	70	145
Good Quality	27	107	160
Brand Variety	32	58	200
Privacy and security	58	71	157
Delivery and Return Policy	40	66	181
Easy price comparison with other sites	47	55	185
Payment Options	35	49	200
Convenience	44	51	190
Availability of Product reviews & feedbacks from prior purchases by some other customers	57	109	128
Easy Navigation on Websites	41	64	182

Interpretation: Above table was drawn based on the rating from different age groups from 15-20 till 40& above given in the questionnaire as collected from the respondents.

Table No: 1

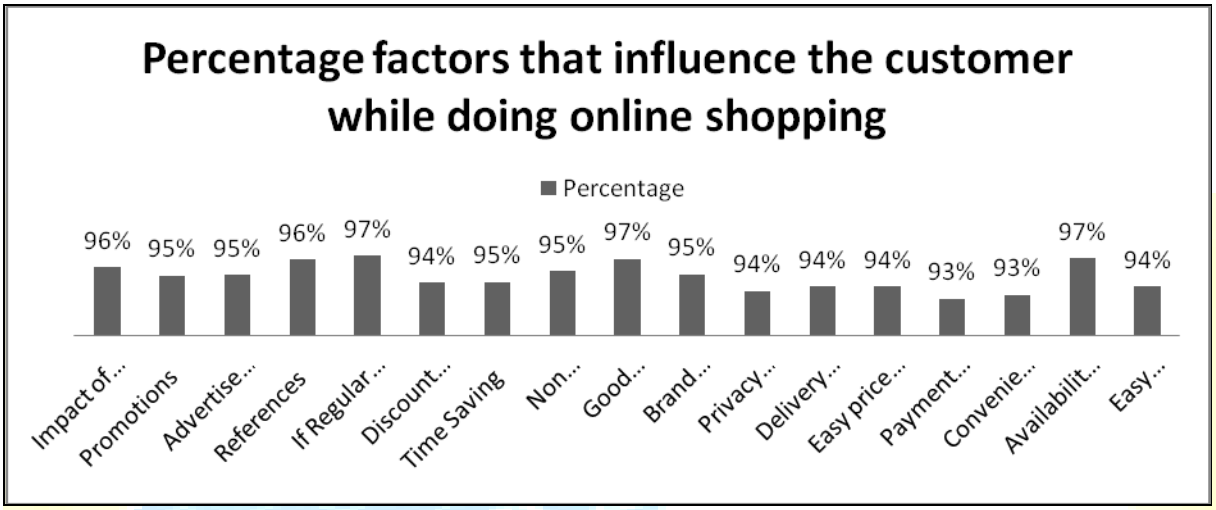
- Table based on overall highest rating parameter that influence the customers for doing online shopping from different age groups as mentioned below considering the highest range parameter -

Parameters	Total	Percentage
Impact of Flash sales	292	96%
Promotions	290	95%
Advertisements	290	95%
References	294	96%
If Regular purchases than , earlier experience with the website site	295	97%
Discount offers & Schemes	288	94%
Time Saving	288	95%
Non availability in local stores	291	95%
Good Quality	294	97%
Brand Variety	290	95%
Privacy and security	286	94%
Delivery and Return Policy	287	94%
Easy price comparison with other sites	287	94%
Payment Options	284	93%
Convenience	285	93%
Availability of Product reviews & feedbacks from prior purchases by some other customers	294	97%
Easy Navigation on Websites	287	94%

Table No: 2

Interpretation: Highest value of 4to 5 rating was considered for the analysis part in the above table and percentage rating was calculated based upon the sample size taken from different age groups from 15-20 till 40& above

- Graph for overall percentage rating that influence the customers for doing online from different age groups as mentioned below -



Graph No 1

Interpretation: *Based on the percentage rating from table no 2 the graph was plotted it is observed that 97% respondents are influenced by* Availability of Product reviews & feedbacks from prior purchases by some other customers. Similarly 97% respondents who do regular shopping rely on earlier experience with the website site

- ***Age group wise analysis of website preferences by the customers for doing online purchase***

Table for total preferences for shopping websites based on their age group for making online purchase.

Which website you prefer for doing online purchase?	15-20	20-25	25-30	30-35	35-40	40-45	TOTAL
Amazon.com	10	24	7	1	8	3	53
Alibaba.com	3	8	1	8	1	0	21
Beststylish.com	0	3	3	0	2	1	9
Blog shop.com	1	2	1	1	0	0	5

Pepperfry.com	1	1	1	0	1	1	5
flipkart.com	14	27	14	9	7	5	76
Futurebazar.com	1	2	2	0	2	1	8
Zimave.com	1	21	2	1	1	1	27
Olx.in	4	21	5	5	1	1	37
Myntra.com	9	19	14	8	5	4	59
yepme.com	6	13	8	3	1	2	33
fashionandyou.com	2	8	3	2	0	1	16
Jabong.com	6	17	10	4	5	4	46
Homeshop18	1	6	7	3	3	3	23
Starcj.com	1	3	3	1	0	2	10
EBay. In	4	10	3	7	5	2	31
zoomin.com	1	5	0	0	0	2	8
Others	1	10	6	2	4	0	23

Table No 3

Interpretation: Above table was drawn based on different age groups and the rating given in the questionnaire collected from the respondents

- Highest range parameter table for Overall Percentage of Website Preference for doing online shopping

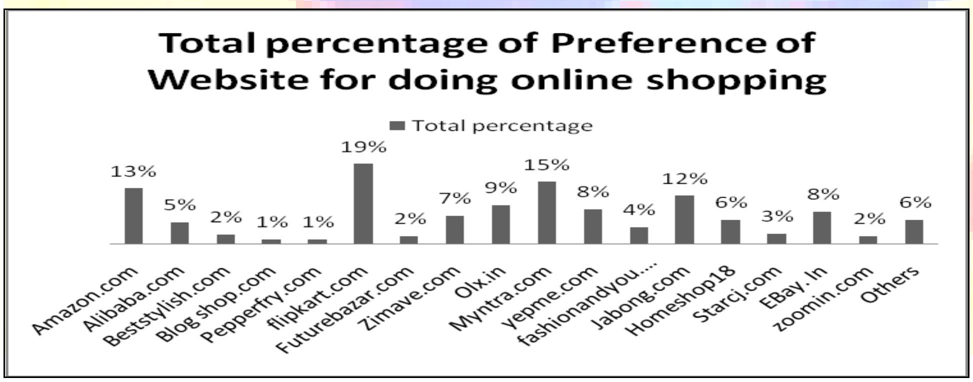
Which website you prefer for doing online purchase	Total percentage
Amazon.com	13%
Alibaba.com	5%
Beststylish.com	2%
Blog shop.com	1%
Pepperfry.com	1%
flipkart.com	19%
Futurebazar.com	2%

Zimave.com	7%
Olx.in	9%
Myntra.com	15%
yepme.com	8%
fashionandyou.com	4%
Jabong.com	12%
Homeshop18	6%
Starcj.com	3%
EBay. In	8%
zoomin.com	2%
Others	6%

Table No 4

Interpretation: Highest value of 4to 5 rating was considered for the percentage analysis calculation based on sample size for Website Preference in the above table

- Overall percentage graph of preference of website for doing online shopping



Graph No 2

Interpretation: Based on table no 4 the chart interprets that the most *preferred site for shopping is Flipkart with 19% respondents* opting for it. The least preferred site for shopping is best stylish. com and Zoomin.com.

- ***Purpose for the customers for doing online shopping & rating done as 1= Min and 5= Max***

Table for overall total rating for reasons for doing online shopping of all the age groups ranging from 15-20 till 40& above

Parameters	1 to 2	3	4to 5
Gifting Purpose	134	68	102
Casual Shopping	71	73	160
Official Purpose	167	61	76
Special Occasions	71	78	155
Buying Specific Brand of product not available in local market	75	93	136
Others.	109	59	136

Table No: 5

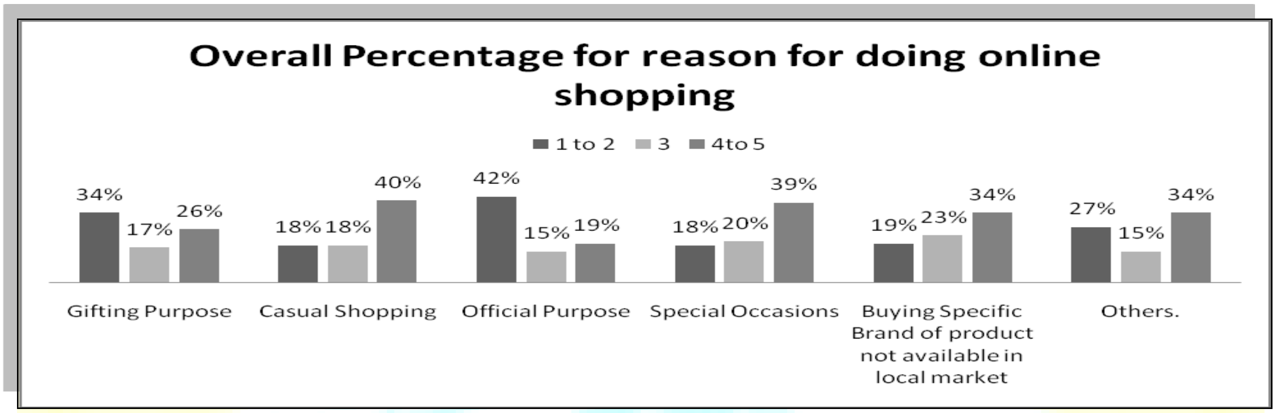
Interpretation: Above table was drawn based on the rating given in the questionnaire collected from the respondents of all the age groups

- Table for overall percentage rating for reasons for doing online shopping of all the age groups ranging from 15-20 till 40& above

Parameters	1 to 2	3	4to 5
Gifting Purpose	34%	17%	26%
Casual Shopping	18%	18%	40%
Official Purpose	42%	15%	19%
Special Occasions	18%	20%	39%
Buying Specific Brand of product not available in local market	19%	23%	34%
Others.	27%	15%	34%

Table No: 6

Interpretation: Above table was drawn based on the percentage calculation from the sample size of the questionnaire collected from the respondents



Graph No 3

Interpretation: With reference from table no 6, the chart shows that *42 % of respondents do online shopping for official purpose*, where as *23% buy specific brand of product not available in local market and 39% do online shopping for special occasion*s.

- ***Products choice preferences by the customers while doing online shopping***

ELECTRONICS & APPLIANCES

- Table for overall total rating for reasons for doing online shopping of all the age groups ranging from 15-20 till 40& abv

Electronics and Appliances products	15 to 20	20 to 25	25 to 30	30 to 35	35 to 40	40 & above
Mobiles & tablets	11	27	14	10	3	4
Small Home Appliances	2	9	8	5	4	2
Computers Laptops & Gaming	4	8	7	1	3	1
Cleaners & Purifiers	2	4	1	1	0	2

AC's / Fan's	0	2	1	0	1	0
Others	8	13	9	5	2	4

Table No: 7

Interpretation: Above table was drawn based on the rating given in the questionnaire collected from the respondents in questionnaires

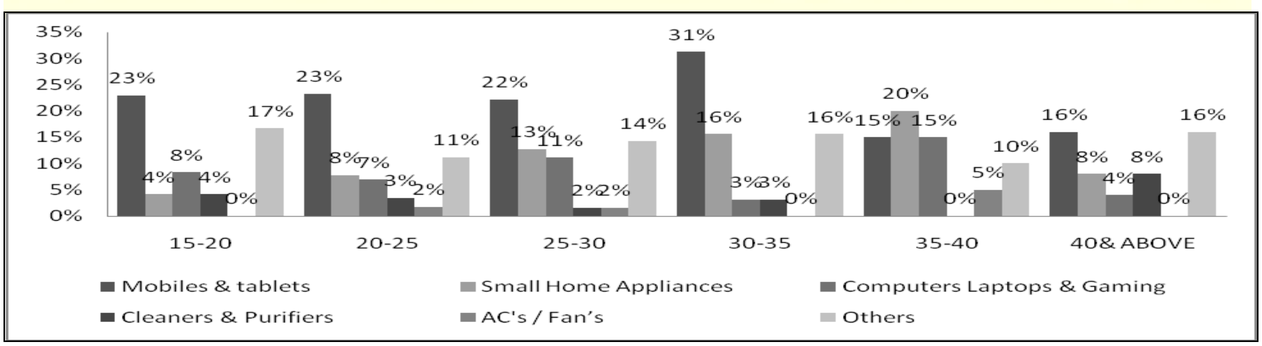
- Table for total Percentage response for Electronics and Appliances

Electronics and Appliances products	15-20	20-25	25-30	30-35	35-40	40& ABOVE
Mobiles & tablets	23%	23%	22%	31%	15%	16%
Small Home Appliances	4%	8%	13%	16%	20%	8%
Computers Laptops & Gaming	8%	7%	11%	3%	15%	4%
Cleaners & Purifiers	4%	3%	2%	3%	0%	8%
AC's / Fan's	0%	2%	2%	0%	5%	0%
Others	17%	11%	14%	16%	10%	16%

Table No: 8

Interpretation: Above table was drawn based on the percentage calculation from the sample size of the questionnaire collected from the respondents with reference to table no 7

Graph for overall percentage response:



Graph No 4

Interpretation: With reference to table no 8, the above graph shows that in the category of Electronics and Appliances products, it is observed that *respondents of 25 – 30 age group buy mobile and Tablets the most through online websites and least purchased item is AC / Fans ranging from 0-2%.*

LIFESTYLE PRODUCTS

- Table for overall total rating for reasons for doing online shopping of all the age groups ranging from 15-20 till 40& above for lifestyle Products

Lifestyle Products	15-20	20-25	25-30	30-35	35-40	40& ABOVE
Clothing- Men's & Women's	6	18	14	7	7	3
Kids	1	11	5	1	0	1
watches & Eyewear	7	16	7	6	2	0
Beauty & personal Products	1	10	9	4	1	2
Men's & Women's Footwear	7	15	10	6	5	3
Perfumes & Jewellery	1	8	2	2	2	2
Fashion Accessories Men's	5	14	2	2	4	1
Bags & luggage	6	11	5	0	1	0
Others	5	13	6	4	3	2

Table No: 9

Interpretation: Above table was drawn based on the rating given in the questionnaire collected from the respondents from various age groups

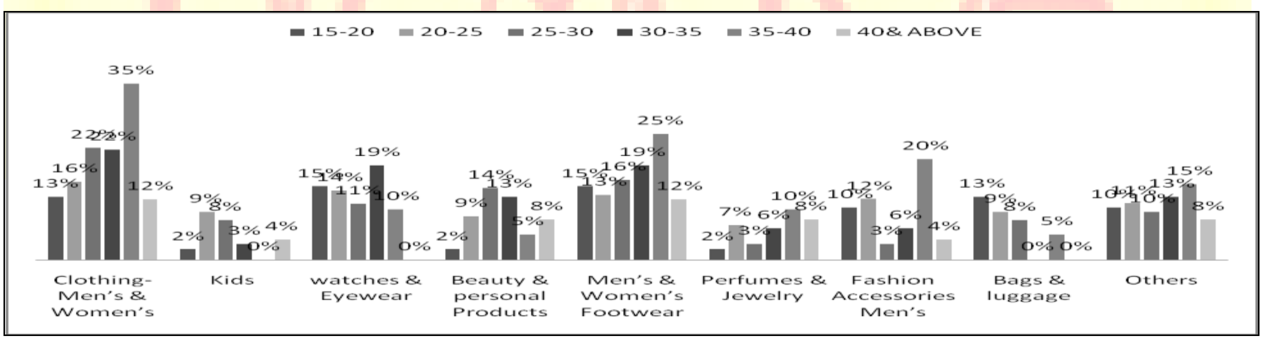
Total Percentage response for lifestyle Products

Lifestyle Products	15-20	20-25	25-30	30-35	35-40	40& ABOVE
Clothing- Men's & Women's	13%	16%	22%	22%	35%	12%
Kids	2%	9%	8%	3%	0%	4%
watches & Eyewear	15%	14%	11%	19%	10%	0%
Beauty & personal Products	2%	9%	14%	13%	5%	8%
Men's & Women's Footwear	15%	13%	16%	19%	25%	12%
Perfumes & Jewellery	2%	7%	3%	6%	10%	8%
Fashion Accessories Men's	10%	12%	3%	6%	20%	4%
Bags & luggage	13%	9%	8%	0%	5%	0%
Others	10%	11%	10%	13%	15%	8%

Table No: 10

Interpretation: Above table was drawn based on the percentage calculation from the sample size of the questionnaire collected from the respondents with reference to table no 9

Graph for overall percentage response for lifestyle Products**:**



Graph No 5

Interpretation: From the above graph based on table no - 10 it could be interpreted that in the *category of Lifestyle products, in the age grp of 25-30, 35% respondents prefer buying Clothing online. Whereas its 0% for Bags and Luggage.*

<u>HOME BASED PRODUCTS</u>

Table for overall total rating for reasons for doing online shopping of all the age groups ranging from 15-20 till 40& abv for Home based Products

Items	15-20	20-25	25-30	30-35	35-40	40& ABOVE
Kitchen ware products	3	7	10	4	2	3
Home Furnishing & Decor	7	23	14	10	3	3
Kids Furnishing & Décor	1	11	2	5	0	0
Hardware & Home Improvement	2	5	2	0	3	1
Plants & Gardening Products	1	4	1	0	1	1
Others	5	20	8	2	3	2

Table No: 11

Interpretation: Above table was drawn based on the rating given in the questionnaire collected from the respondents from various age groups.

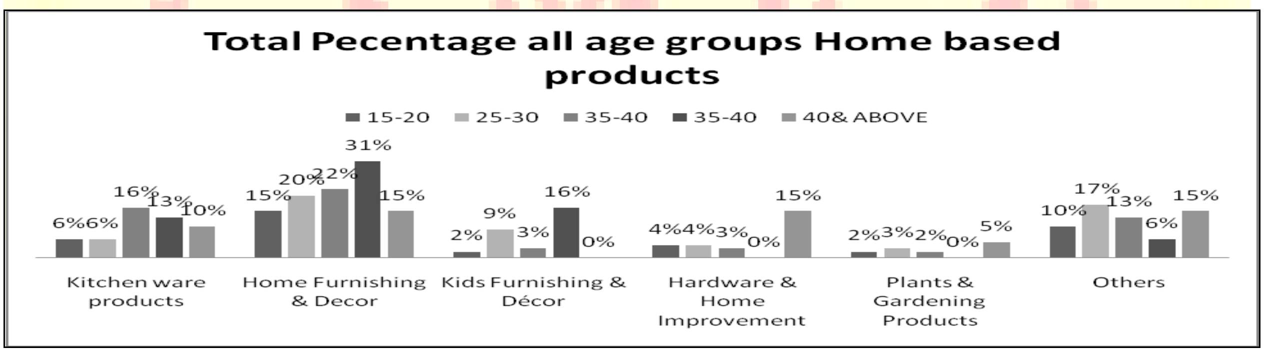
- Total Percentage response for Home based Products

Home Based Products	15-20	25-30	35-40	35-40	40& ABOVE
Kitchen ware products	6%	6%	16%	13%	10%
Home Furnishing & Decor	15%	20%	22%	31%	15%
Kids Furnishing & Décor	2%	9%	3%	16%	0%
Hardware & Home Improvement	4%	4%	3%	0%	15%
Plants & Gardening Products	2%	3%	2%	0%	5%
Others	10%	17%	13%	6%	15%

Table No: 12

Interpretation: Above table was drawn based on the percentage calculation from the sample size of the questionnaire collected from the respondents with reference to table no 11

Graph for overall percentage response for Home based Products



Graph No 6

Interpretation: Considering table no 12 the above graph shows that in the age group of 25-30 for the category of Home based Products, *31% respondents buy home & décor products are* *purchased online whereas the least preferred item for online shopping is Plants& Gardening products in the age group of 35-40.*

6. FINDINGS AND CONCLUSION

Through the study it was founded that fast moving and becoming a community for adopting Internet business and other communication mediums. While developed and fast developing countries have understood the influence of Internet, India is still developing and trying to deal with up with the technological developments globally.

The retail industry business is largely affected by Internet and online shopping in domestic and global market also the world of retailing had been found as fast altering. Online shopping is becoming favorite not only in metros but also in the normal cities.

Conclusions were drawn based on higher rating given by respondents doing online shopping i.e. 4 to 5.

Online shopping made the task of the customer very easy. The study concludes with the fact that, today people are more inclined towards online shopping business and the frequency is also high. People get highly influenced through impact of flash sales, discounts offers and schemes and various other reasons. There are ample of online shopping websites available however most preferred website preferred by consumers were surveyed as flip cart .com, Amazon .com as compared to other websites.

Overall the customers are highly satisfied by the entire process of online shopping due to various policies and procedures through which they operate and online shopping customers would repeatedly go for online shopping as per their needs and requirement.

Hence it could be also concluded that the online retailers adopt variable management businessmen techniques and strategies to keep customer attracted & focused towards them for them to buy more. They achieve higher business by adopting business tricks such as by doing flash sales, offers, happy hours shopping, full day heavy discounts etc.

7. RECOMMENDATIONS OF THE STUDY

From the study it could be suggested that the results of the study can be utilized by business practitioners in relooking or revamping their strategies for online shopping. Online websites should concentrate more to the new trends in the market.

So companies should devise the policies and strategies to magnetize more number of people in this segment in future also. Online retailers should also look into the prospect of call centers which could guarantee that the customer get a chance to officially interact with the other party before the actual purchase.

Branded products available on online shopping websites should be made available from retailers at a lower and reasonable price so that budget conscious consumers those who wishes to purchase high branded products can also afford it.

8. LIMITATIONS OF THE STUDY

Even though huge efforts have been put in for an elaborate report there have been some constrains and limitations for the same, which are as follows:

- Perception / Opinion of the respondent were based on his/ her own experience, but may be influenced by external factors like media and opinion of other people.
- Some respondent were reluctant in answering some questions and thus a few blanks appear for some responses.
- Oral feedback given by the respondents could not be compiled in the report.
- More Variety options for the product line could not be included in the questionnaire as specific products were chosen as liked by majority of people for doing online shopping.

9. REFRENCES

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