

Analysing the online shopping reviews of young girls in the Jalgaon city

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Abstract

The Indian economy is the fastest growing economy in the world. That's why every country is attracted towards Indian market. Online shopping is one of the major sectors in economy; it includes use of internet for financial transactions. It is really useful for doing quick transactions. We discussed about the reviews of electronic shopping. After the successful launch of IRCTC (Indian Railway Catering and Tourism Corporation Ltd.) by the Indian government, the online shopping idea came to reality. Then various foreign companies entered Indian e-commerce sector to expand online services and capture the various other segments of market.

Keywords: IRCTC, online shopping, Indian economy

Introduction

There is no denying of the fact that e-commerce has re-entered India and is here to stay. Even the small and medium retailers of the country want to ride the wave and are ready to make a fortune out of the marketplace concept. It may be now that online shopping has become popular but the concept of e-commerce was introduced long back in the 20th century.

Over the last few years, India has experienced a surge in technology advancement with the advent of broadband and 3G penetration as well as smart devices. Among the BRICS Nations, India has been the fastest growing market adding over 18 million internet users and growing at an annual rate of 41%. According to the Forrester report (2012), the e-commerce market in India is set to grow the fastest within the Asia-Pacific Region at a CAGR of over 57% between 2012 -16. The B2C e-commerce grew over 300% in the five countries (BRICS and South Africa) since 2008 and from 2011 onwards, internet usage and B2C e-commerce was set to grow significantly (IMRG report, 2012). India's e-commerce market was worth about \$2.5 billion in 2009, it went up to \$6.3 billion in 2011 and to \$14 billion in 2012 (Hindustan Times report, 2012).

Many researchers have been studied consumer buying patterns and trends. The level of consumer satisfaction is determined by the quality of services, the price level and the purchase process. In this research work we have discussed the findings of the data that represent the information obtained from young ladies of Jalgaon city over the use of online shopping.

Study over online shopping

It's the concept about purchasing goods and services electronically without any physical interference. The customer has freedom to select the product and services as per own likes by sitting at home. That's why it is beneficial and useful to customer. Figure 1 shows the framework of online shopping; it was really a good challenge for us to extract data pertaining to these vast fields.

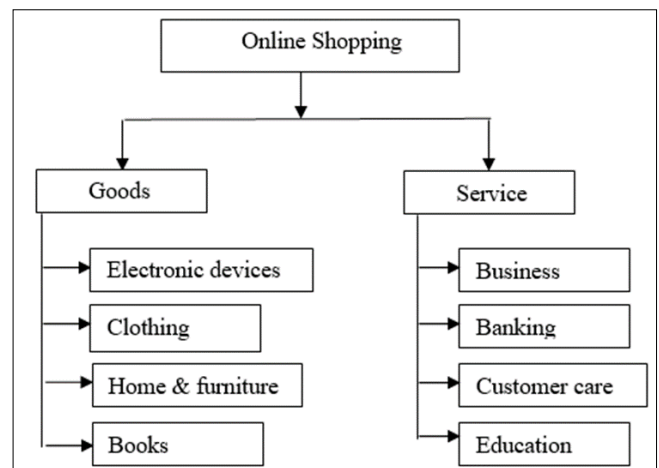


Fig 1: Framework of the online shopping

1. Purpose of the study

The main purpose is to study the behavioural patterns of young ladies over following points for online shopping:

1. Popularity
2. Frequency
3. Level of understanding
4. Requirements
5. Satisfaction
6. Safety Concerns
7. Expectations for improvements

Based on the above points, we tried to understand and explore the current scenario of market and future challenges to be faced in e-Commerce.

2. Method of survey

We conducted survey for sample of 100 ladies who belong to the age group of 18 to 24. With due concerns to the points mentioned in our purpose of study, we prepared questionnaires and analysed data which has been discussed in the following section.

Results and discussion

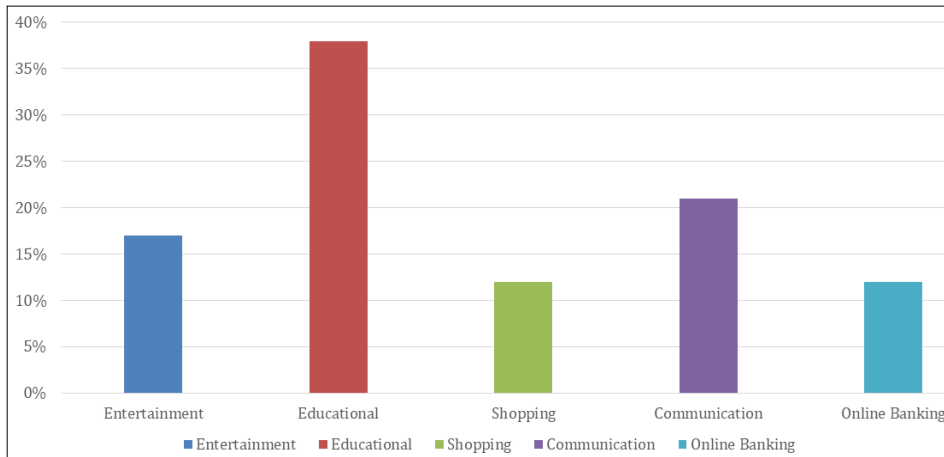


Fig 2: Use of Internet by young ladies

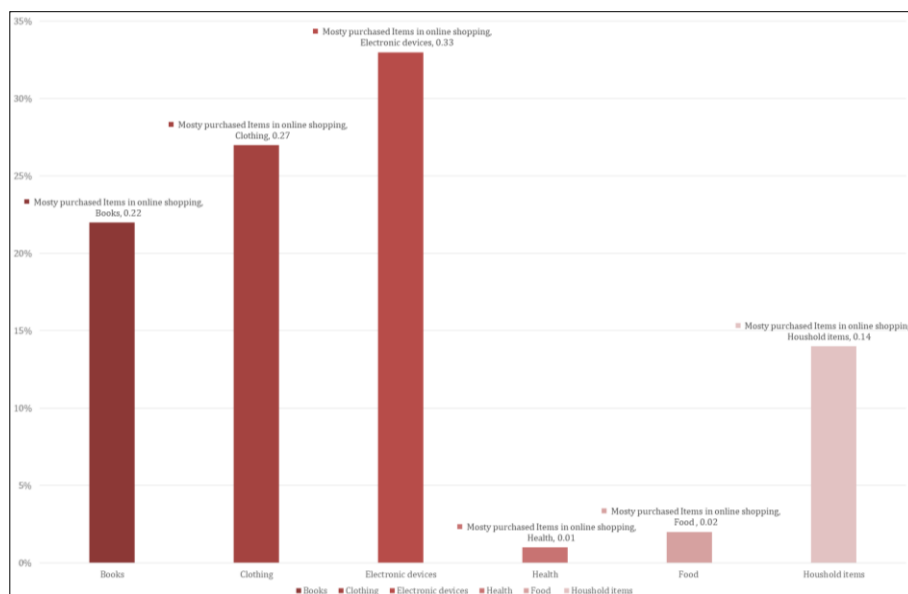


Fig 3: Most purchased items by young ladies

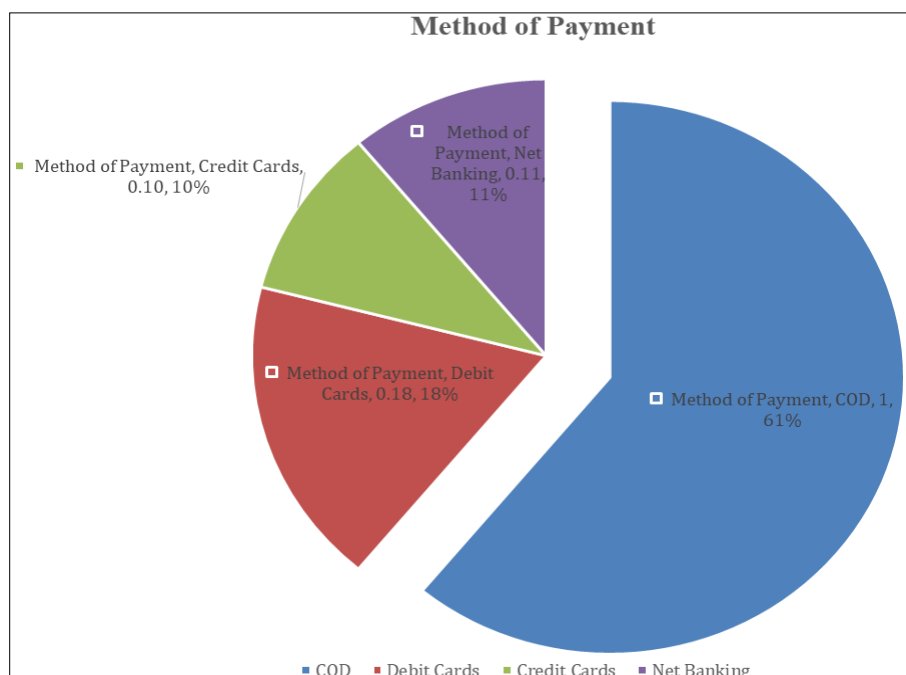


Fig 4: Mode of payment

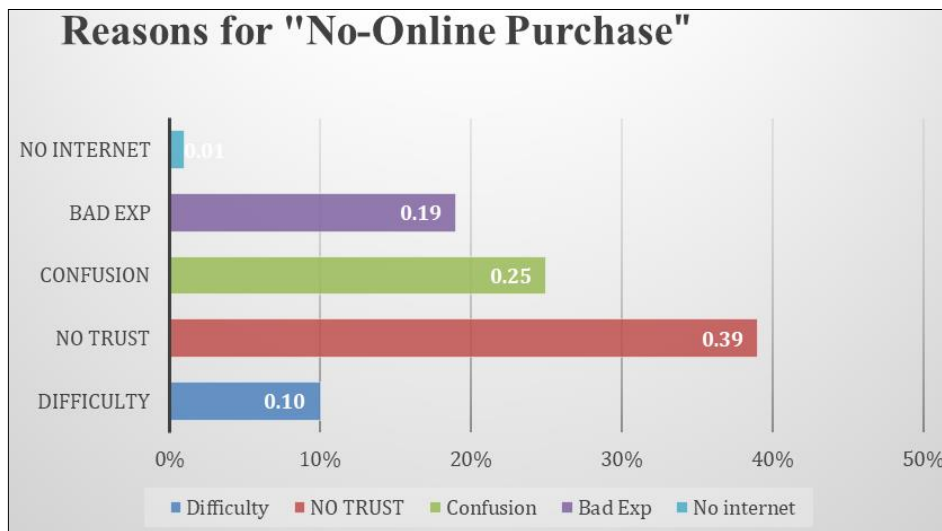


Fig 5: Reasons for “No-Online Purchase”

Figure 1 shows the use of internet done by young ladies which shows the highest percentage for the educational purpose, obviously everyone now “Google” for everything they want to know. The next important use is communication SNS (Social Networking Sites). Entertainment and banking are preferred over online shopping. Even though the rank of online shopping comes last; it seems to have a great market.

Figure 2 is plotted for knowing the mostly purchased item on the internet. From this figure, we conjecture that electronic devices are top-selling items on e-commerce. Next being clothing, books and household items are in decreasing sequence. It appears that rarely opt for health and food related shopping.

Figure 3 shows COD (cash-on-delivery) is the most common method of payment. Debit cards and Net banking options are somewhat used with Credit card at the lowest.

It seems like at least once in a month purchase is made by collegiate, statistics being 46%, however often-shopping majority is not less than 28%. In the competition of e-commerce, here wins Flipkart with 43% popularity followed by Amazon with 35%, SnapDeal 20%, here Ebay seems to have lost grip with 2-3%. (Author of this research work hereby do not make comments over advertisement of any e-commerce). 80% of majority agrees with the fact that E-commerce has brought significant change over the traditional business. Counter thinkers are very rare to count.

The strong reason for online shopping seems to be the “quickness” winning 55% opinions conjugated with “Transparency of Prices” which is favoured by 35%. Other significant reason is “Range of Choices” that can be made for product selection.

Figure 5 shows that, “No Trust” is the major reason behind not shopping online. Confusion and bad experience are other major concerns to be addressed. It seems some people find it difficult to understand and some don’t have access to internet.

The most vital challenge over the implementation of E-commerce appears to be “security concerns” and “low consumer awareness level”. Both of the mentioned concerns account for almost 1/3rd of the entire sample.

With all due concerns, 61% of young people strongly recommend to increase the awareness level of people about online shopping and build the trust, the next thing recommended by 25% of majority is “Promotion of Internet”.

Conclusions

In this article, we analysed the online shopping reviews. It can be concluded that internet is mostly used for educational purpose, use for online shopping comparatively low beside the largest market we see every day. Electronic devices are top-selling items on e-commerce with cash-on-delivery the mostly used payment method. During online shopping, trust is a vital factor for consumers to make purchase decision since consumers often perceive risks involved in online transactions. Converting online visitors into buyers is one of the biggest problems that many online businesses face in daily basis. We believe these results presented here are beneficial to management for decision making.

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