

Relative demarcates on consumer preferences towards online retail marketers-with reference to Flipkart, Jabong, Amazon, Snapdeal, Myntra and Fashion and you

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Abstract

Online shopping has brought in an era for consumers, growing in a rapid increase year by year and offering a Golden Age of shopping. We've changed our way of shopping. In just a decade online shopping which includes buying goods on the Internet has gone from being nearly fictional to become worth billions of pounds every year. Books, CDs, clothes, electronics, accessories and many more things, we go shopping online for them all, without even leaving the house and taking the pain of searching in the physical market (Bazar). These days we take shopping online for granted, a creation with implementation that's happened remarkably quickly. We can now even order groceries online with the delivery of our demands the very next day. With this facility we do not need to take out our foot out of our homes! The present research paper concentrates mainly on the consumer behaviour and insights of consumers towards the services rendered by various online sellers.

Keywords: Customer's Preferences, Online shopping Amazon, Flipkart, Jabong, Snapdeal, Myntra, Fashion and You.

Introduction

Online shopping which is also known as known as e-tail from "electronic retail" or e-shopping, is a form of E-commerce which allows customers to directly buy goods or services from a seller over the internet using a web browser. In countries like India though, the trend of online shopping took some time to develop, flipkart can easily be called the gateway that first made E-shopping or online shopping viable for Indian people from books to gadgets to clothes, and everything that can be purchased online. An online shop evokes the physical analogy of buying products or services at a shopping centre. This process is called business-to-consumer (B2C) online shopping. In the case where one business firm purchases goods and services from another business firm, the process is called business-to-business (B2B) online shopping. Retailers are increasingly selling their products priority to availability through pre-tail for testing, building and managing demand.

Snapdeal

Snapdeal is an online market place in New Delhi, India. The company was commenced by Kunal Bahl and Rohit Bansal, alumni of IIT Delhi in February 2010. It was started as a daily dealings platform but it was expanded in September 2011 to become an online market place. Snapdeal was voted amongst the busiest brands of India in Afaqs's annual buzz-making poll, offering an assortment of 10 million products also miscellaneous categories in India proving that Snapdeal has fully fledged become one of the biggest online market place in India. In March 2015, Snapdeal brought Aamir Khan for the promotion of its website in India in a way to attract more customers. Snapdeal acquired FreeCharge.com in April, 2015 a company for mobile-payments.

Flipkart

Sachin Bansal and Binny Bansal, the alumni's of the Indian Institute of Technology, Delhi, had established the most

demanding and famous online shopping site, Flipkart in 2007. They had a working experience in Amazon previously. The business of this site was formally commenced as a company in October 2007 as Flipkart online services private limited. It is an e-commerce company which was founded in 2007 and was registered in Singapore. Under the title "DIGI FLIP", Flipkart has hurred its own product range with products which includes tablets, USB'S and laptops. The book named "*Leaving Microsoft to Change the World*" was the first product sold by them. More than 33000 people are employed by Flipkart. Flipkart allows payment methods such as net banking, cash on delivery, e-gift voucher, credit or debit card transactions and card swipe on delivery.

Amazon

Amazon is an E-commerce company with its headquarters situated in Seattle, Washington (USA). It is the largest internet based retailer in the USA. This site was started as an online book store, but soon expanded its business by selling CD's, DV's, Software's, videogames, electronics, furniture, food, toys, jewellery, Video's downloading, MP3 downloading,. It had distinct retail websites for the United States, Spain, France, Canada, Germany, Italy, United Kingdom and Ireland, Australia, Japan, China, Brazil, India and many more. Amazon also offers international delivery to a definite number of countries for some of its commodities. Amazon had avowed an intention to launch its website in Poland and Sweden in 2011.

Jabong

Jabong is an Indian fashion and lifestyle electronic commerce gateway of sales of different kinds of apparel, footwear, fashion accessories, beauty products, fragrance, home accessories and other fashion trends and lifestyle products. The company has its headquarters in Gurgaon. This site had started its operations in January 2012. It was established by Arun

Chandra Mohan, Praveen Sinha and Lakshmi Potluni after whose name Jain and Mukul Bafana had joined the association. Arun Chandra Mohan and Praveen Sinha are the officers of the managing committee. Jabong was one of the most visited electronic commerce sites during the great online shopping festival 2013. Its agents claimed that its revenues increased 5-6 times as compared to a usual day where it had set a record for sale in the male fashion category.

Objectives of the study

- To check whether the consumers are satisfied with the Mode of payment.
- To know how far the consumers are benefited with the Facility of easy return.
- To know the cumulative percentage of consumers, who prefer online shopping.
- To calculate whether the online E-shopping is safe or not.
- To identify the most desirable shopping site.
- To decide those products which are purchased frequently.
- To calculate when the people desire to shop online.
- To distinguish whether E-commerce shopping price is less than traditional shopping price.

Research Methodology

The research technique applied here is to explore something new which includes primary data as well as secondary data. The sample size chosen are of 50 consumers of Amazon, Flipkart, Myntra, Jabong, Snapdeal and Fashion and You. A structured questionnaire is arranged and administered with more than 50 respondents; the data is collected from the buyers who are purchasing online. Secondary data was collected from websites, Journals and relevant texts.

Data Analysis and Interpretation

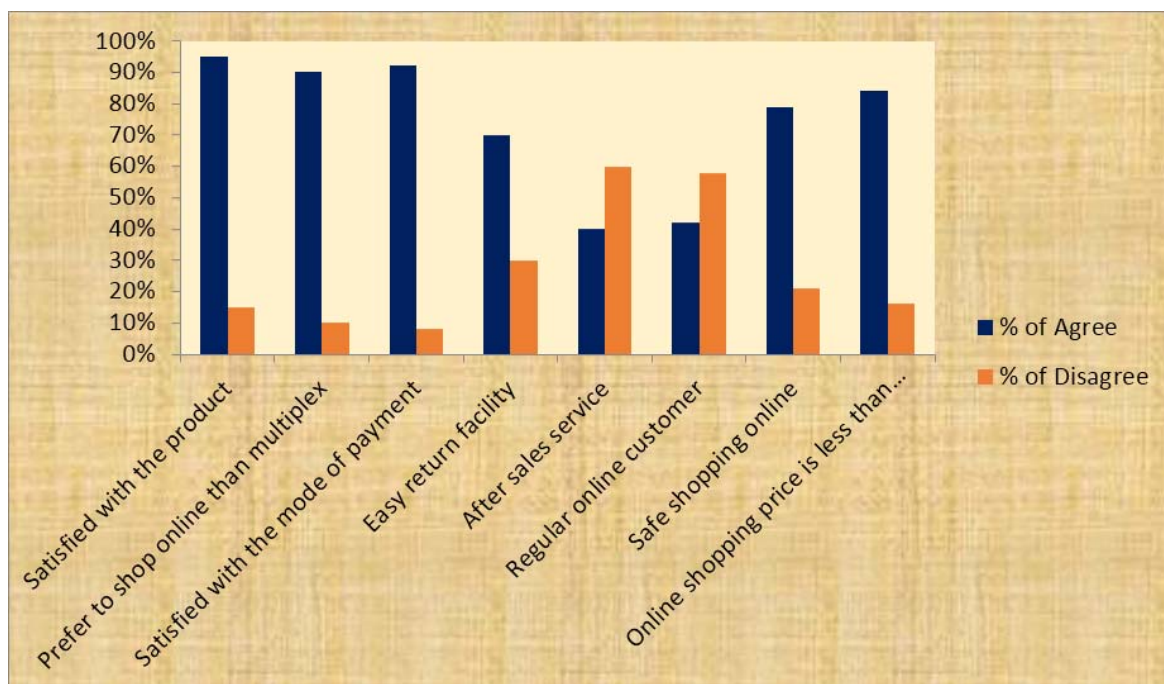
Data analysis method

Statistical methods were employed to compare the data collected from 50 respondents. Due concern was taken to encode the items of the questionnaire and coding was done in SPSS 20. These methods include descriptive statistics, which involves in drawing conclusions about a population based only on sample data.

Reliability

The internal validity of the research instrument was tested by reliability analysis. The Cronbach’s alpha in this study were all much higher than 0.5, the constructs were therefore deemed to have adequate reliability.

Chart 1: Showing the customer views regarding online shopping



Source: Primary Data

Table 1: Reliability estimates

Dimensions	Cronbach’s alpha value
Satisfied with the product and service offered	0.601
Prefer to shop online than multiplex	0.620
Satisfied with the mode of payment	0.630
Easy return facility	0.695
After sales service	0.580
Regular online customer	0.568
Safe shopping online	0.595
Online shopping price is less than traditional shopping price	0.702

Table 2: Depicting the customers' views regarding online shopping

Sl. No	Particulars	% of Agree	% of Disagree
1	Satisfied with the product and service offered	95%	15%
2	Prefer to shop online than multiplex	90%	10%
3	Satisfied with the mode of payment	92%	08%
4	Easy return facility	70%	30%
5	After sales service	40%	60%
6	Regular online customer	42%	58%
7	Safe shopping online	79%	21%
8	Online shopping price is less than traditional shopping price	84%	16%

Source: Primary Data

1. Consumers satisfied with the product and the services delivered

Consumers are benefitted with branded and best quality products as it offers service like free home delivery services to them. Consumers now feel satisfied with this kind of services rendered to them. As per findings and results from the survey, 95% of the online purchasers are contented with the product and service offered to them but the rest 15% are dissatisfied, because of their phobia that the products which are shown on site are relatively different from the products which they receive.

2. Consumers prefer to shop online than in a multiplex

In today's busy scenario, people choose to shop online rather than travelling down to the multiplex as it is helpful in saving much of their time. According to the study made over the survey, 90% of the consumers desire to shop online due to its ease and convenience rather than that of 10% who prefer to shop in multiplex as they are habituated to the traditional kind of shopping. Some consumers also have a type of mindset where they think that they might get the used product which actually doesn't occur.

3. Satisfaction of the consumers by the mode of payment

Various shopping sites provide different modes of payment such as monthly instalments, cash on delivery, credit card and debit card facility, etc. As per the research conducted, 92% of the consumers have no problem type of mode of payment provided but still 08% are dissatisfied.

4. Facility of Easy return

The consumers are dissatisfied with the type of product transported to them; they can be, hence benefitted by the easy return facility. But not all sites provide this facility. As per the research conducted, 70% buyers approve that they enjoy this facility due to their own experience but the rest of 30% disagree with this, because some of the sites do not provide single window solution.

5. Services rendered after Sales

There are various after sales services such as feedback facility, free shipping facility guarantee and warranty, and many more. This facility has led to an increase in the demand of the products as well as in the increase of its sales. The facts and figures directly conveys that 40% of the consumers are satisfied with the services rendered after sales provided to them

but 60% are dissatisfied with this kind of after sales service facility. The reason may be because they have not experienced appropriate guarantee and warranty facility. Sometimes even no proper reply is given to the feedback of the consumers.

6. Regular online Consumers

People are shopping regularly due to the increased Internet access day by day and the improved technology. Still some people shop as they find it simple and easy to make purchases, rarely by either shopping online or regularly by shopping in their traditional way. As per the research conducted, 42% of the people are regular online consumers, these include mainly employed people who do not have time to go to shop and make their purchases and also the younger generation who are mostly depended on online purchases as they seek variety of alternatives for the same product. 58% of the people are not regular online consumers because might be the quality of the products are not known to them and some consumers, on the other hand, are not flexible to shop online.

7. Safety in shopping online

The private information of the consumers such as their contact number, e-mail address, residential address, etc. are not exposed to other consumers due to the HTTP's service provided which locks the personal information of the consumers. People find it a safe and secure method to shop online with this kind of facility. The privacy delivered to the consumers are of real importance to increase the publicity of online shopping. The report from the survey conveys that 79% of the people find it safe and convenient to shop online due to the security service provided to them. This reduces the risk of hacking and violation of the security norms. Due to unsafe credit security, 21% people do not find online shopping a safe process to shop online.

8. Differences in the prices of online shopping and Traditional shopping

The online buyers purchase their products directly from the manufacturer itself so the prices of the products are less costly than that of a multiplex. The data information collected conveys that 84% of the consumers approve that the prices of shopping online is less expensive as it provides a great deal of discounts and offers. It also reduces the maintenance costs. But still the left over 16% of the people disagree with this due to their bargaining habit.

Table 3: Comparative analysis of online shopping between Amazon, Snapdeal, Flipkart, Jabong, Myntra, Fashion and you

Particulars	Amazaon	Snapdeal	Flipkart	Jabong	Myntra	Fashion For You
Most preferable shopping site	35%	50%	68%	20%	6%	2%
Best shopping site	29%	24%	62%	2%	4%	1%
Most frequently purchased product						
1.Clothing	24%	36%	36%	09%	13%	09%
2.footwear's	11%	15%	21%	5%	7%	5%
3.Electronics	07%	15%	33%	0%	0%	0%
4.Kitchen and home appliances	07%	10%	02%	02%	03%	03%
5.Accesareis and cosmetics	08%	11%	08%	5%	02%	02%
Mostly shopped during						
1.Regularly	08%	09%	08%	04%	04%	03%
2.offers and discounts	18%	32%	45%	16%	10%	10%
3.occasions	07%	13%	05%	06%	13%	05%
4.Rarely	03%	14%	11%	0%	0%	0%

Source: Primary Data

Most preferable and best shopping site

Within a few years, online shopping sites have increased rapidly. To become the best online shopping site, the companies have to face a tough competition between them. The sale of commodities at discounted prices provided by almost all online shopping stores, greets the consumers to buy more.

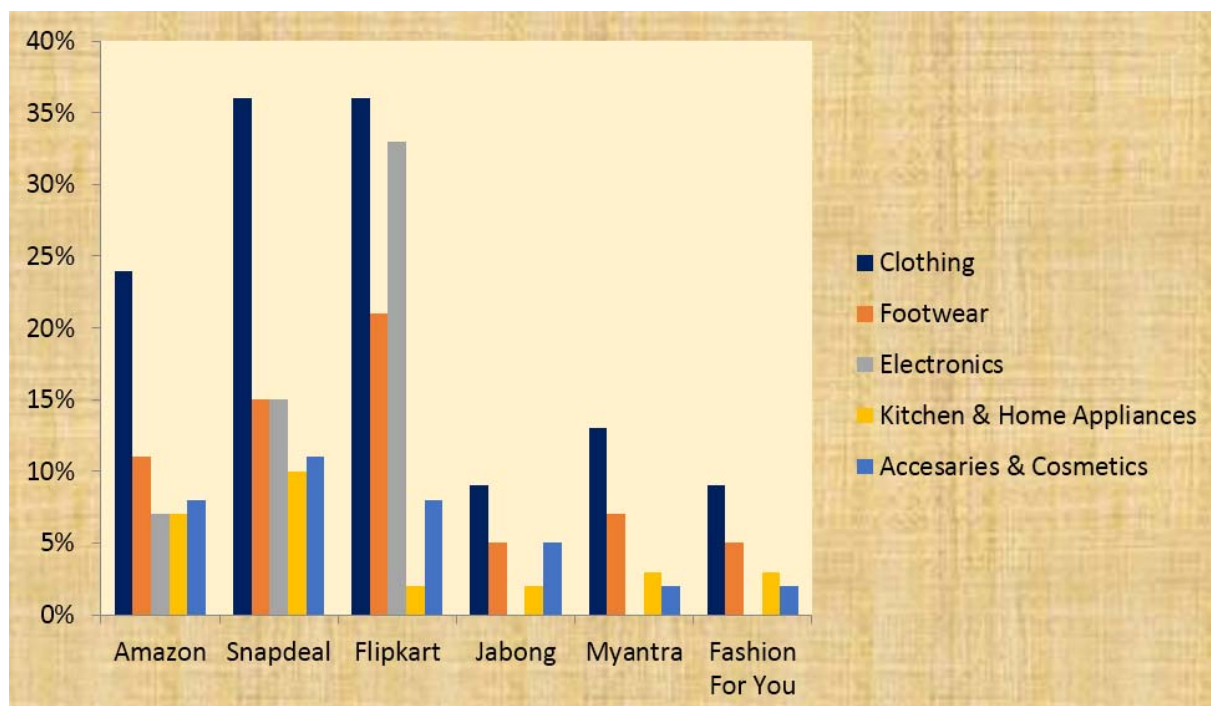
- **Amazon:** It is well-known for its Kindle, selling virtually anything online and lightning fast shipping. It has provided with ease and convenience to the public by offering various products such as clothes, beauty products, technology and home furniture. The cost comparison can also be made very easily. As per the data collected, 32% of the people wish to shop from this site whereas, on the other hand, 28% of the consumers feel it as best shopping site because people purchase their goods with assurance by believing the Amazon brand. You can upload multiple items at once using a special CSV file. Due to lack of ability to add your own branding, many people disagree with this site.
- **Flipkart:** Here you can purchase almost all our necessity items, ranging from books, baby care, watches, toys, television, belts, cell phones to refrigerators, and a lot of various items. The benefit provided to us of easy discounts, coupons and many other deals keeps our interest of buying from Flip kart. As per the data collected from the research, 66% of the consumers wish to shop through this site and 60% of the consumers feel that due to its ease and convenience as well as due to above all reasons, Flip kart is the best shopping site. The main drawback of Flip kart is that the service rendered by it is not up to the standard in the rural areas as compared to that of the urban areas.
- **Snapdeal:** It is India's largest online shopping website with respect to its highest number of transactions in a single day as compared to other websites. Products such as hard drives, laptops, watches, and computers can be bought at a slightly lower price. Snap deal provides great deals of discounts on its items. It functions in only a limited numbers of cities but the rate of transaction is very high. The survey conducted conveys that 52% of the consumers wish to shop through snap deal. On the other

hand, 26% of the people choose Snap deal as best shopping site due to the above mentioned reasons. Due to high rate of difficulty in returns online, in comparison with local stores, some people do not feel the same.

- **Jabong:** Jabong due to its efficient work process and availability of number of branches in most parts of the country, it is gaining popularity day by day. As per the research conducted and reports received, 16% consumers wish to shop from this site whereas, on the other hand, only 2% feel it as best shopping site. It is hearsay and consolidated opinions of people because it is not verified by any reliable sources. And it does not have anything on similar grounds, and is placed as one of the main online shopping store for clothing's, footwear and fashion accessories.
- **Myntra:** It is focussing to redefine the fashion outlook of Indians. It offers fashionable products such as jeans, t-shirts, watches, belts, shoes, and other fashion accessories. It allows consumers to compare and shop easily, where consumers can easily compare prices of various commodities with few clicks. As per the data collected, only a very limited people wish to shop through this site, whereas, only 4% of the consumers feel that it is best. People do not prefer this site much due to increase in chances of cheating and also the chances of wrong goods delivered. More over the facilities provided for a good can be a problem.
- **Fashion and you:** Fashion and you includes members who are a part of the private online shopping club specifically. Over here, partners with high clothing, designer wear, footwear, handbags, watches, fragrances, jewellery, and home decor. It offers mainly highly stylish and trendy products along with goods of luxurious trademarks.

As per the research conducted, only a limited number of consumers prefer to shop from this site whereas only 2% of the consumers choose it as the best site because it is has more costly products and more over this site is not very much familiar and known to the consumers as it is recently introduced.

Chart 2: Comparative analysis of most frequently purchased product



Source: Primary Data

Nowadays a customer can get every product whether it comes to a small soap to an electronic item as almost all of the products are available online. This depicts that the need for online selling has increased to a large extent. Now the consumers are very much flexible and comfortable in shopping online. The information collected shows that the products often purchased through online are electronics, accessories, clothing, footwear's, kitchen and home appliances and cosmetics.

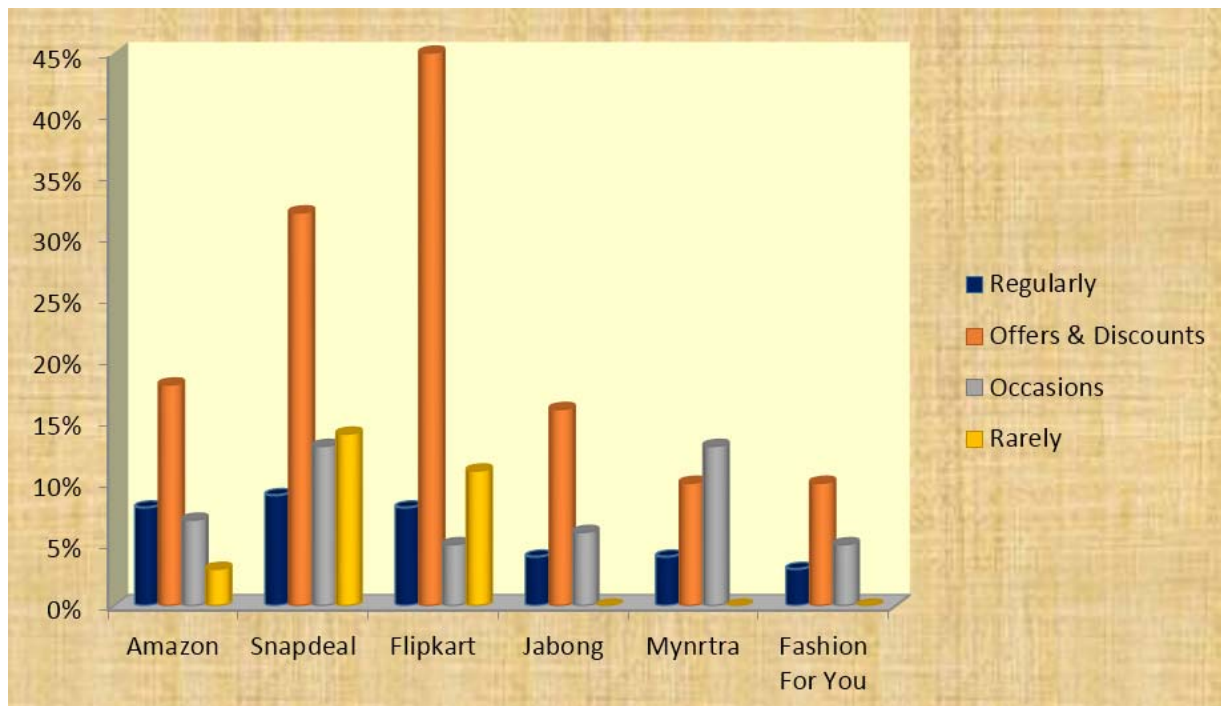
- **Clothing's:** As per the survey information, flipkart and snapdeal is the most demanded online shopping site because of their expert quality of clothing and this is the reason 36% of the people go or this site. Whereas, on the other hand, 24% of the consumers make their shopping of clothing's from Amazon because its quality is not up to the standard of flipkart and snapdeal. Due to different varieties not provided to the people, 13% of the consumers purchase clothes from Myntra. Due to low quality, lack in variety, fluctuations in prices and improper services delivered, only 09% of the people choose jabong and fashion and you for purchasing clothes. A large variety of products with top brands and huge discounts are available in different ranges, the only reason being, people desire to purchase online.
- **Footwear's:** As per the data collected, 21% of the consumers desire to make their purchases of footwear's from flipkart as designer footwear's are available for both men and women. A less number of consumers, say 15% - 11% go for snapdeal and Amazon for making their purchases of footwear's as the fashion trend has not increased up to the mark. Only 7%-5% of the consumers prefer to get their purchases done from Myntra, Jabong, Fashion and you. 64% of the people, overall buy footwear's online.

- **Electronics:** As per the information from the survey conducted, due to flipkart and snapdeal's safe and secure shipping facility provided and even discounts provided, 33%-15% of the people choose to purchase electronics items from here only. Due to unsatisfactory services rendered to the consumers only 7% people purchase electronics from Amazon. Jabong and Fashion and you are not much developed to make sales in this section, as per the reports received from the research. Over all 54% consumers feel it safe and secure and easy to purchase electronic items such as computers, mobile phones, laptops, ovens, etc. from online.
- **Kitchen and home appliances:** As per the research conducted, 10%-7% of the people buy kitchen and home appliances from online shopping. It may only include those products or items which are not easily available in shops. The other reason may be that the online price is less than the traditional shopping price. As the people are not convenient to purchase these products online, so only 2% of the people prefer Flipkart & Jabong and 3% prefer Myntra & Fashion and you to purchase electronics items from online. Over all one reason will be that they people are addicted to purchase these products through shops, that is why only 22% people purchase kitchen and home appliances through online.
- **Accessories and cosmetics:** As per the survey conducted, due to the fashionable trend provided by snapdeal 11% where as Flipkart and Amazon 8% consumers prefer these sites to purchase these products. Only 5%-2% of the consumers makes their purchases of their products from other sites to as they are unable to provide branded items in this sector. 34% people, overall, prefer online purchasing of accessories and cosmetics as these

commodities are more easily available on the near-by shops than on online shops and also some people are

impatient to wait for these products until they are provided to them.

Chart 3: Comparative analysis of products mostly shopped during



Source: Primary Data

As per the research conducted, the online shopping is most desirable by the consumers when there is a great deal of multiple offers and discounts. The consumers humbly make purchases of the products on regular basis and on special occasions.

Findings

- The consumers at large are satisfied with the mode of payment.
- Most of the people enjoy the easy return facility.
- Majority of the people prefer traditional way of shopping even today.
- Almost all the consumers feel safe while shopping online due to privacy policies provided.
- Consumers feel the ease that their respective products are delivered to them on time.
- At present, maximum shopping of clothing's, footwear's and electronics by the consumers are done through online shopping.

Suggestions

- The online shopping marketers have to keep the authentic standards in displaying are rendering products since some of the products delivered differ from what it is displayed.
- The facility of instalment payment can be provided to attract the consumers to increase the tendency of shopping online especially during offers and discounts.
- The online sellers should display the size of the product properly. One agent should deliver the number of orders placed of that particular area at a time rather than collecting each and every product from different persons at different time.

Conclusion

However, online shopping won't ever be able to completely eliminate its physical complementancy but there are still some parts where we desire to go into a shop and select items despite knowing whether they are part of any community from agents to Malls. But there's no going back because online shopping has become, to some extent, an even more central parts of our lives, growing more sophisticated and developing with time and each passing year.

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