Customer Perception of Online retailers in India

Surabhi Singh
Surabhi.singh@imsgzb.com
IMS Ghaziabad

E-commerce has gained immense relevance & it is no longer possible to imagine our day to day life without it. Online retailing model allow customer to think about more differentiation in product as well as in services. India is the price sensitive market and Indian consumer is not looking for the cheapest price but they also prefer convenience and ease. The broad objective of the study is to understand the perception of customers foronline retailing in India and also explore the factors affecting the preference of online retailing. The study has used quantitative techniques of research.

Keywords: Online Retailing E Commerce, Customer, Perception

1. Introduction

Even though in India online retailing has growth prospects, there are multiple challenges for e-retailers in Indian market. It includes Logistics, poor internet speed, customer trust and loyalty, COD and returns management and complex tax regime.

Effective logistics play a key role for the operational success of e-retailers. Our country is large and split with poor infrastructure facilities. The need to grow logistics is necessary for the online retailers. The internet speed is also another reason for which most of customers ignore the internet media. Further customer trust and loyalty is also not ensured owing to irregularities in online mode. Even sales tax rules are different in all states for retailers.

2. Literature Review

Consumer behavior involves studying the processes when an individual selects,purchases, uses or disposes of products, services, ideas, orexperiences to satisfy needs and desires (Solomon, 1998).

Benedict et al (2001) has made the study the online buying perceptions and it is not only affected byease of use, usefulness, and enjoyment, but also by external factors like consumer traits,situational factors, product characteristics, previous online shopping experiences, and trustin online shopping.

The convenience can be achieved in online buying and time costs are perceived to be too high to invest in traditional buying (Grewal et al., 2002).

The buyers online require computer skills so that internet can be used for shopping. Those who are not computer savvy will opt for traditional buying **(Monsuwe , 2004)**

Vijay, Sai. T. &Balaji, M. S. (May 2009), revealed that consumers are increasingly shifting to online buying format from the traditional store format. Online buying is the most preferred form of shopping in India. Sharma and Mittal (2009) has studied that India is showing great growth in the Ecommerce.

3. Objectives of Study

1. To know about the awareness of online retailers in customers
2. To identify the factors affecting the customer satisfaction for online retailing

4. Research Hypotheses

H0 – There is no association between the logistics provided and online retailing ratings
H1-There is association between the logistics provided and online retailing ratings
1H0- Frequency of buying products online has no impact on retailers best logistics
1H1- Frequency of buying products online has impact on retailers best logistics

5. Methodology

The research design is exploratory in nature. The type of sampling used is intercept and 100 respondents havebeen approached and received responses are fit for actual analysis. The statistical tool SPSS 22 has been used for analyzing the samples and the techniques being used are frequency descriptives, chi-square and one sample t test. The factors and features used in the questionnaire have been taken out from literature review.

6. Data Analysis

The data collected has been analyzed using SPSS 22.

Table 1 *Frequency of Buying Product Online*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	everyday	41	41.0	41.0	41.0
	Once a week	43	43.0	43.0	84.0
	Once a month	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Table 1 indicates that frequency of buying product online is once a week more than everyday.

Table 2 *Rating Online Retailing*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	5	5.0	5.0	5.0
	2.0	10	10.0	10.0	15.0
	3.0	53	53.0	53.0	68.0
	4.0	26	26.0	26.0	94.0
	5.0	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Table 2 indicates that rating of online retailing is 3.
Table 3 depicts that best logistics provided for better availability of products is of Flipkart.

Table 3 *Retailer Bestlogistics*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Flipkart	58	58.0	58.0	58.0
	Amazon	29	29.0	29.0	87.0
	Snapdeal	12	12.0	12.0	99.0
	Others	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Table 4 *Test Statistics*

	Rating_online retailing	Retailer_bestlogistics
Chi-Square	82.300[a]	74.000[b]
df	4	3
Asymp. Sig.	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0.
b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.0.

Table 4 explains that there is association between rating of online retailing and retailer best logistics.

Table 5 *One Sample Test*

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Frequency of buying Product online	24.442	99	.000	1.7500	1.608	1.892
Retailer.bestlogistics	20.998	99	.000	1.5600	1.413	1.707

Table 5 above has enunciated the impact of retailer's best logistics on frequency of product buying online.

7. Findings

The frequency of online buying of products is taken place once a week more by customers than daily basis. The customers are still reluctant to buy online every day. The awareness of benefits received from online retailers

need to be communicated to the customers. The analysis presents the facts like Flipkart has the best logistics as per the opinion received from the customers. There is association between rating of online retailing and retailers best logistics. The impact of logistics on frequency of buying product online is visible. The logistics provided by online retailers can have major impact so need to improve on same.

8. Conclusion& Recommendation

The online retailers have the long way to go. The growth of online retailers dependlargely on customer's preference for buying via online medium.

9. Limitation

Owing to lack of time and resources, the researcher could not collect maximum data. Given a time in future, more researches can be performed in order to understand the challenges which online retailers can have in case of increased customer expectations.

10. References

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