

A Study On Consumers' Perception Towards E Retailing With Special Reference To Bengaluru City

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Abstract

The retail sector has undergone a phenomenal change along with the growth of Indian economy. Presently most of the consumers have changed their preferences from buying the goods from organised sectors to E retail stores. Basically, electronic retailing is the sale of goods and provision of services through internet. It includes Business to Business (B2B) and Business to Consumer (B2C) sale of products and provision of services. The present study aims at identifying the consumers who purchase the products or avail the services through e retailing format.

Keywords: E Retailing, consumer preference, organised retail sector.

Introduction

The present retail scenario is getting advanced day by day. Electronic retailing is the process of selling the goods and providing the services through the internet. Retailing can include business to business and business to consumer sale of products and provision of services through the usage of internet. The technological innovations like connectivity, network, broadband, artificial intelligence, etc., has transformed the buying of goods from brick and mortar style stores where buyer use to physical visit the store to select the product to online stores.

Presently majority of the customers are going for online retail stores. The reasons are many getting a first-hand information about the product from the reviews given by other buyers, the subsequent reason is making a quick comparison between the similar kind of products offered by different competitors, other reasons include discounts offered by online stores, free delivery at a time and date convenient to the buyers, returns in case if not satisfied by the buyer within the stipulated time period, Cash on Delivery, etc.

Review of literature

In order to strike a perfect balance between the topic chosen and other academic research publications, it is essential to examine the research papers published by other academicians, scholars Etc.. As a part of the review process various national and international literatures relating to the retailing and online shopping are studied. The concepts relating to consumer market, convenience, consumer perception, electronic retail formats, online shopping goods, attitude towards retailing, etc are been analysed. So that it throws some light towards the topic selected for the study.

Radhika R &Dr. Florence John, "Security and Privacy Factors Affecting Customers Perception of Electronic Payment System- An Empirical Analysis" According to the conclusion given by them it states that the security and privacy factors will play a major role in customers perception towards electronic payment system.

Nirankushdutta, Anil.k.Bhat (2014) "Flipkart: Journey of an Indian ecommerce start up", This study shows that different strategies adopted by 'Flipkart' a ecommerce site,in-order to capture the market and to face the competition

Jayakrishnan S Nair (2015) "E-retailing in India: Opportunities and challenges". The research reveals that e-retailing or online is growing at faster pace in India, he also discussed the challenges faced by E-retail stores.

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Need for the study

The study will try to analyse the reasons for changes in customers preferences regarding buying the goods and availing the services through the brick and mortar method towards e retailing stores method. An attempt is made to explore the way e-retailing have phenomenally changed not only the buying structure but also the consumption pattern of the customers. The Indian retail industry has been going fast and consumers has started to shift towards e-retailing. Entry of large corporatesectors around the globe has fuelled the growth for e retailing. Study will also look into the factors that are affecting the organised retailers.

Statement of the problem

Researchers have propounded different models about retail formats and consumer behaviour but majority of the studies have focused on consumer shopping for buying behaviour through electronic retailing stores and consumer choice on electronic format. The customer's main concern is about the security issues that is encountered during the transaction. For instance the net capacity to handle all the transactions at one point of time may not be sufficient when everyone starts using the same e retail. In some cases the retail stores are time consuming and the delivery to some of the places will be delayed. But consumers find it very difficult to understand this scenario because their expectation and inclination towards a product or services will make them to get the product immediately, but this may not come true always. Therefore in this study we are trying to figure out why the customers are shifting towards the e-retailing and the factors affecting the adoption of e-retailing.

Objectives of the study

The objective of the study is to find out the factors influencing the consumer's perception towards E retailing.

Hypothesis:

H₁= There is no significant relationship between Convenience to consumer's perception towards E retailing.

H₂= Delivery system not significantly related to customerperception on e – Shopping.

H₃= There is no significant relationship between online prices and customer perception on eshopping.

Research methodology.

Source of data: Basically the data is collected from primary and secondary source. Primary source involves collection of data through the questionnaire and secondary data collection involved is through the Journals, Magazines, Articles and Other Newspapers, Online mode.

Sampling design: The sampling design that is used for this research is probability sampling.

Sample size: The sample size selected for the study is limited to 280 members.

Research tools: The tools used for the research analysis percentage analysis as well as chi-square test.

The collected data will be presented in the form of graphical charts, bar charts, pictorial representation, etc.

Analysis:

The demographic profile reveals that 53% are Male and 47% are Female the average age of the respondent is 20 years the study was conducted within Bengaluru city, Karnataka State. Chart:1 to 6 depicts that 70 % of the respondents prefer Flipkart 66%, prefer Amazon 11% others and 3% prefer Snap deal. 99% of the respondents say that prefer to buy according to their requirements. 68% of the respondents wanted to buy mobiles and computer Tabs 20% TV Appliances and electronic Gadgets and 7 % prefer to buy Groceries. Most of the

consumer says that retail stores not charged higher rate and they are satisfied with the affordable prices and also like to use the e retail stores in future.

Products can be purchased at any time anywhere (Mean = 4.26) has major influence availability of variety of products (M = 4.12) has major influence, Comparison with similar products (Mean = 3.94) has low influence on convenience of the product

As for as delivery system is concerned Good package system (Mean = 4.17) on time delivery (Mean 4.01) has higher influencing factor whereas condition of the product after delivery influence at lower level with Mean value 3.94.

Redeeming and Cash back offers (Mean = 4.08) has higher influence on purchase perception, mode of payment of Mean = 4.03 lower influence and affordable goods at higher level Mean value of 4.21.

Testing of Hypothesis:

Table : 1 H_1 = There is no significant relationship between Convenience to consumer's perception towards E retailing.

Sl No	Details	Mean	S.D	t value
1	Product can be purchased at any time	4.26	0.52	43.14
2	Variety of products	4.12	0.52	38.46
3	Comparison with similar products	3.94	0.74	29.09

Source : Primary data

t-values are significant at $p < 0.01$. so, H_1 is rejected

Table 2 : H_2 = Delivery system not significantly related to customer perception on e – Shopping.

Sl No	Details	Mean	S.D	t value
1	Good package	4.17	0.65	41.11
2	On time delivery	4.02	0.70	35.81
3	Condition of products	3.50	0.87	22.93

Source : Primary data

t-values are significant at $p < 0.01$. so, H_2 is rejected

Table 3 : H_3 = There is no significant relationship between online prices and customer perception on e-shopping.

Sl No	Details	Mean	S.D	t value
1	Redeeming/Cash back offers	4.08	0.67	31.36
2	Modes of payment	4.03	0.71	26.72
3	Affordable Prices	4.21	0.59	42.05

Source : Primary data

t-values are significant at $p < 0.01$. so, H_3 is rejected

Conclusion:

Usage of internet and Smart phones and availability of Apps results in increase in e-shopping selling goods and providing services as per the needs of the customer is a challenging task among the businessmen this study implies that most of the costumers are satisfied with service provided by various sites and quality of products and services they are happy with convenient, delivery system and price charged by online sellers they prefer to continue e – shopping in future.

LIMITATIONS OF THE STUDY

- This study was conducted within Bengaluru city hence the data is limited to Bengaluru region.

- The study was conducted within a short span of time.
- It is too difficult to generalize the study as it is limited to the persons who involved in the study.
- Some of the questions were not answered by the respondents because of their lack of their interest.

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