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"ONLINE SHOPPING KEY FEATURES ANALYSIS OF CURRENT MARKET 2020 IN INDIA"

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ABSTRACT

Online shopping has been a boom to current business. E-commerce is having exponential growth in India. There are many opportunities for the ecommerce sector in India. But there are certain challenges yet the e commerce is blooming. In the present paper we have made an attempt to analyses the current trends in for the ecommerce. In this paper we have conducted a quantitative research consisting a questionnaire based survey the paper helps us to understand the population reactions and attitudes regarding online shopping the paper revealed some important issues regarding the online shopping in India

1.0 Introduction

Online shopping has been the present trend and it has become a regular part of the life. Earlier only the rarely available good and goods to be imported are shopped online.[1] But with the evolution of e-commerce and revolutionized internet technologies from 2G to 4 G, the online shopping has become a regular method of shopping for all classes of the people. Online shopping has been done right form pencil to Car, which shows the tremendous change in peoples attitude and online shopping technology.[2] Now the toughest competition has been in e-commerce for acquiring the market share for online shopping. In this contest the present research gives considerable information to be analyzed at the customer's choice, preferences in terms of online shopping.[3] Various online shoppers behavior studies are being conducted from time to time from the evolution of e-commerce. The customer behavior has shown a considerable change from time to time as reported in various literature.[4] A comprehensive literature survey has been done to understand the methodology of online surveys and analyzing the results

2.0 Research Methodology

The research methodology consists of 3 major parts as follows:

1. Sample design

The respondents were selected by random sampling. The survey is conducted in a period of 45 days.

2. Sample size : The sample size on which the survey conducted on 90 people across India.
3. Research design : The research used for this study is descriptive in nature.

3.0 Collection of Data

The survey has been conducted using Online Google forms from 90 respondents. The respondents have been classified mainly in to two age groups GP1, GP2 and GP3. GP1 has age group of 16-3- years consisting of mostly students and earning people in their early part of career.GP 2 has age group respondents 31-45 years mostly well settled earners. There will be variation in shopping behavior and preferences for online shopping for the two age groups.GP 3 having age group of > 45 has been not considered for the analysis as the number of responses are very less. Hence the analysis of the results are focused on gp1 and gp2. The data obtained will be very much useful in improving the online shopping criterions and e-commerce companies. [5]The data has been presented in the form of pie charts where in respondents answers are in the form of definitive manner, where for the data having multiple choices the results are presented in the form of bar graphs. The results are presented as overall respondent's answers along with specific age group choices.

4.0 Results and Discussion

The general data concerning the survey has been shown in table 1. Out of 90 respondents 70% are male and 30% are female respondents. The respondents are mixture if various categories in terms of age, marital status, occupation and earnings per month.

S.No	Parameter	Characteristics	Percentage	
1	Gender	Male	66.7	
		Female	33.3	
2	Age	16-30	52.8	GP1
		31-45	39.3	GP2
		>45	7.9	GP3
3	Marital status	Married	55.6	
		Un Married	44.4	
4	Occupation	Salaried/Job	38.9	
		Student	41.4	
		Pensioner	4.4	
		Others	12.2	
5	Monthly Income	<50,000	16.9	IP1
		50,000-1,00,000	15.6	IP2
		>1,00,000	20.8	IP3
		Preferred Not to Mention	46.8	IP4

The frequency of shopping during the last one year is shown in figure 1. 47% of respondents are doing shopping on regular basis. Surprisingly GP2 are shopping more regularly than younger age group GP1.Still there are almost 15% of people shopping rarely online.

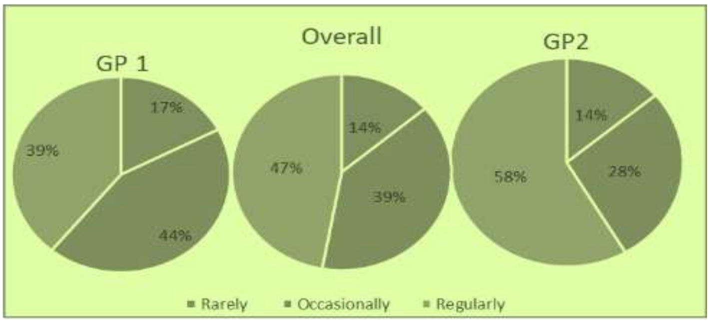


Figure 1

Festive season shopping

Now are the days people are preferring to shop online during festival season mostly owing to offers or ease of shopping. Here also GP2 are preferring shopping during festive season than GP1, possibly to save time compared to offline shopping.

Sharing of product reviews

Sharing of product reviews with others changes the sales of the products or enhances the brand/image. Still almost 30% of the respondents never share the product reviews either online or with friends / colleagues. Here also GP 2 group of people are having more discussions regarding the product being bought.

Shopping mode

The shopping mode has been classified as the respondent's preferences / inclination towards online shopping. The off line shopping experience was given preference by ¼ th of the respondent's. GP 1 still have preference for off line shopping than GP2. The reason for this can be attributed to socialising with friends, free time available with them.

Shopping for

The respondents had the preference for shopping were asked to pick the shopping for self/family/friends and the results shows the overall and age group results (GP1, GP2 _ have shown that shopping was done for self and family. The trend for shopping for friends has not picked/increased so far. Online probably due to gifting to friends involves a personal choice and offline shopping mode will be preferred.

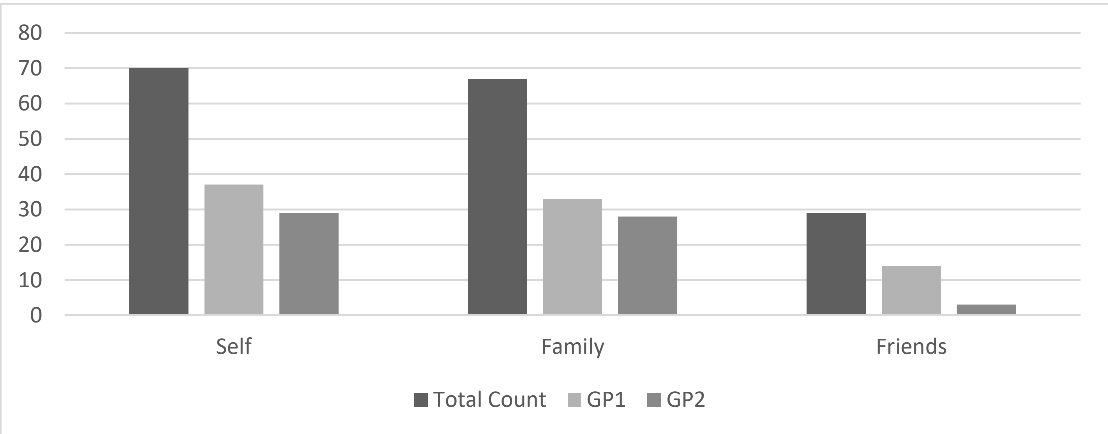


Figure 2: shows buying pattern for family friends and self

The satisfaction levels of the customers while shopping online have indicated they are very satisfied, as 80% respondents have chosen they are satisfied.

Among the various modes of payments like credit card, net Banking , Cash on Delivery and other payment modes , The COS mode is most preferred, it indicates all the age groups have a similar opinion in this criteria

EMI

The respondents were asked about their choice for buying the goods on EMI basis, but surprisingly most of the respondents are reluctant to buy products on EMI basis.

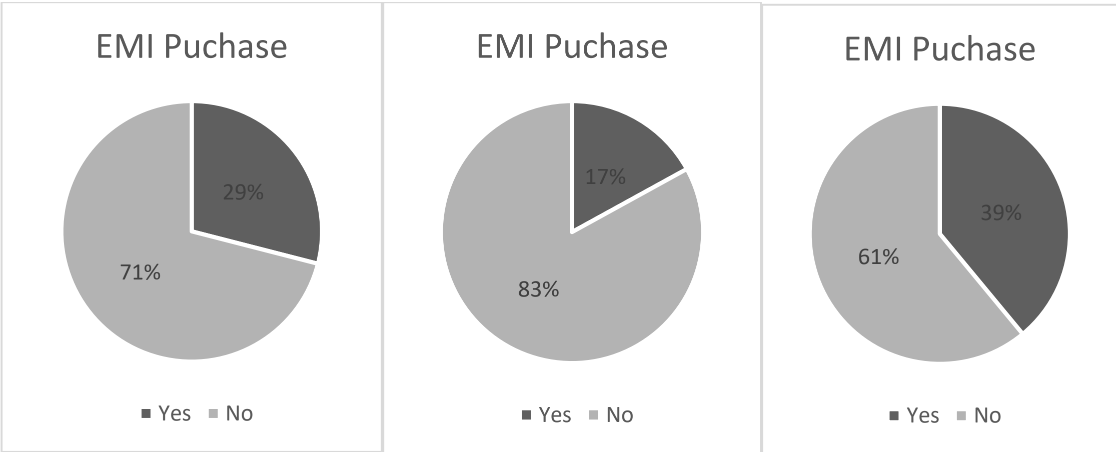


Figure 3: shows the people who would like to purchase on EMI basis , a comparison of overall responses , GP-1 and GP-2 respectively

Awareness of safety features in online shopping

One of the important thing for online shopping is the safety during the online shopping. When enquired about the customers feel about the safety of online shopping 80% of the respondents have shown confidence and felt safe for shopping online. While still 30% of respondents both in GP1 GP2 and overall are not aware of the safety features of the website on which they are during the online shopping.

Use of gadgets for online shopping

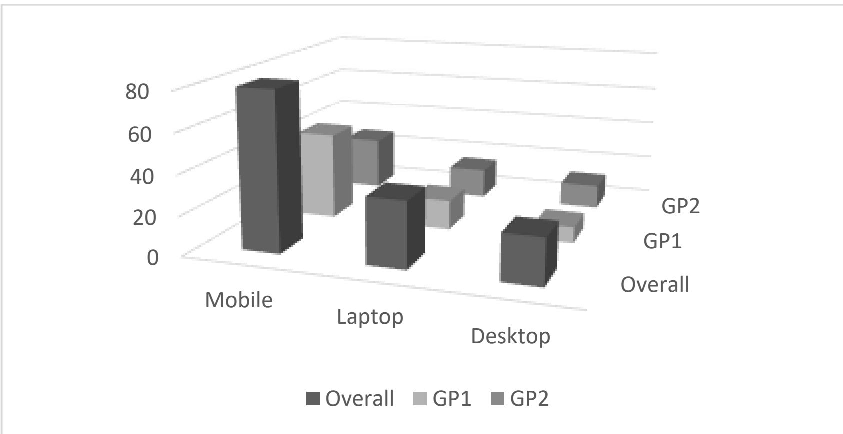


Figure 4: shows the most proffered gadgets for shopping online

The choice of shopping by the respondents using the electronic equipment like mobile, laptop and desk top are shown in figure. Most of the respondents prefer mobile for shopping and still some people are doing shopping on the desktop in GP2 age group.

Know your customer K.Y.C…..

As now a days KYC is becoming mandatory for oust of our day to day transactions[6]. When asked about the KYC requirements still people feel (35%) KYC is not required for shopping online. The unfavourable opinion towards the KYC can be felt as sharing their data (Privacy) with the e-commerce companies/ websites.

Trending travel app

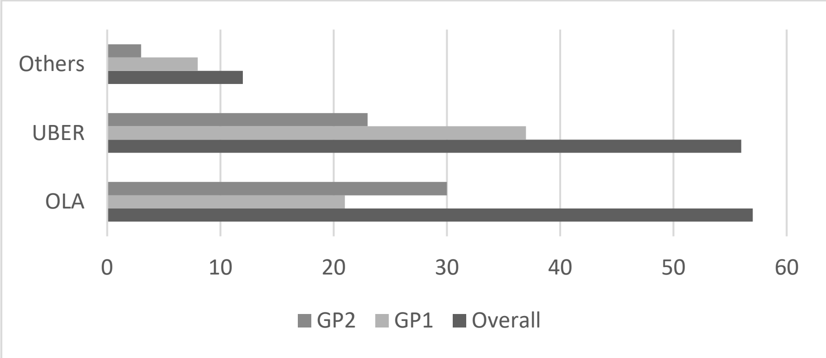
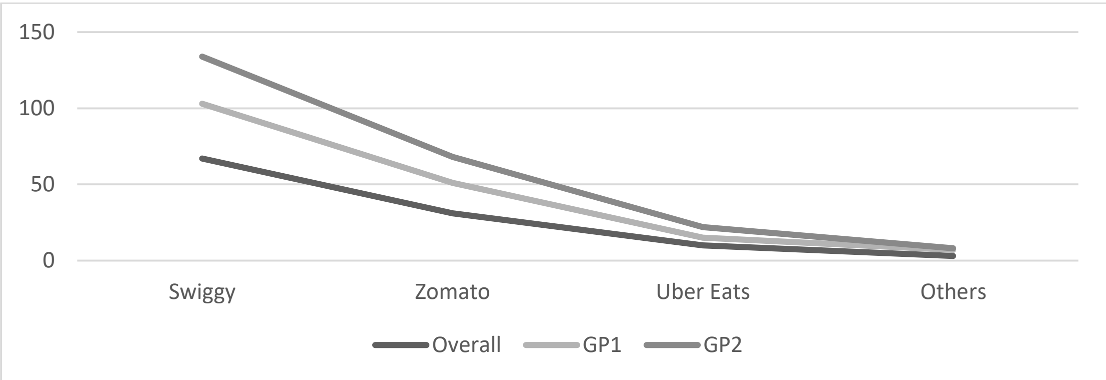


Figure 5: depicts trending travel app

The OLA is the most tending travel app irrespective of age groups. 57 percent of all the respondents choose OLA as the most preferred travel app followed by Uber. interestingly 12 percent of people still prefer other travel apps rather than these giants of OLA and Uber.

Most preferred online food services

Swiggy won the hearts of online food shoppers. 61 percent of the people love swiggy and made it as their most preferred mode of online food order. next comes the Zomato 31 percent of people followed by uber eats and more.



Graph 6 shows most preferred online food services with respect to age groups

King of Online shopping

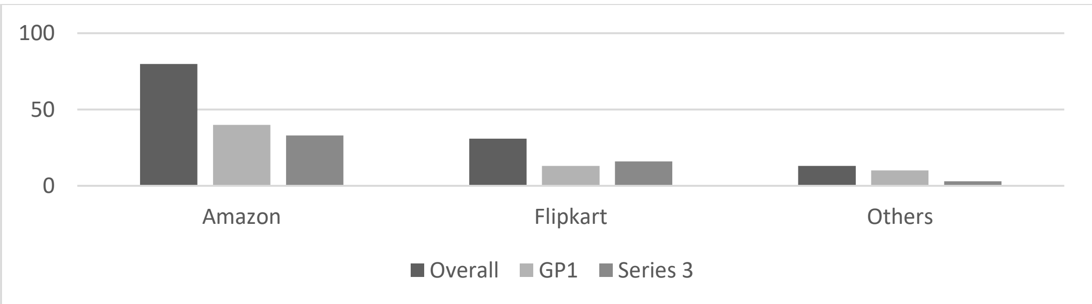


Figure 7: shows leading online shopping platform

Amazon is the king of online shopping. it takes the major share of online shopping. people of the group GP1 prefer amazon more than people of GP-2. Next followed by flip kart and Snapdeal , Mithras …. And so on

Most used travel planner or ticket booking sites

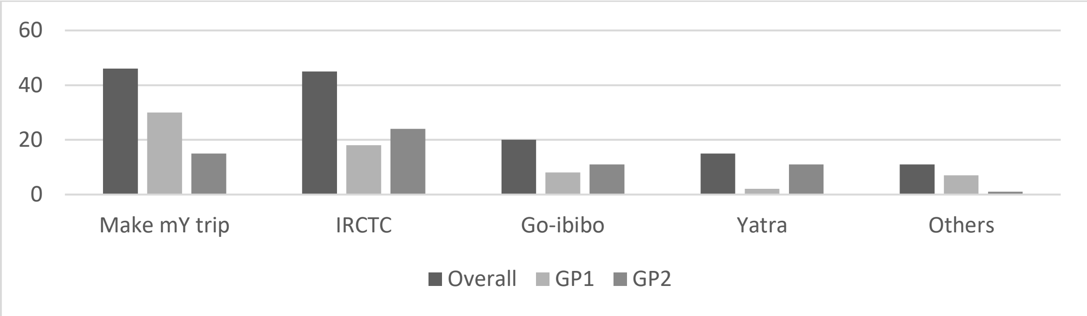


Figure 8: shows preferred e travel planner site

Make my trip is most used travelling app which people use for travel planning as well as the ticket booking. This can be attributed for the key feature that make my trip is having and the offers and promotions they give. This is followed by IRCTC and governmental site for the ticket booking and travel packages. Next comes various other sites like yatra and Go-ibibo and various others

5.0 Conclusion

Online shopping made the ease of shopping for the customers. Ecommerce industry in India is growing rapidly despite of many hurdles. The sale of e commerce industry is expected to grow by 4. Times by 2024. the effective use of 3Gand 4G has given boost to e commerce industry.[6] the paper finds the online buyers profile as male , <40 years , from metropolitan areas and employee with higher education. The most important criteria for shopping online are price, brand, offers and ease of delivery. Almost more than half i.e. 53.4% of customers are satisfied with the satisfied with online shopping. Governments should take steps to provide a feasible legal frame work such that hurdles in growth of e commerce are minimized.

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