

A Viewpoint of Customers towards Online Retailing/Shopping With Special Reference to Flipkart.Com

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Abstract -The modern Indian consumer is technologically aware, educated and they are comfortable with usage of internet. Online shopping is a hit with working professionals because now they don't need to roam around for shopping after a hectic day in office; it saves their precious time and efforts. People having high level of education, income and occupation correspond to more favorable perception of shopping online. Increasing internet penetration has helped in expanding the potential customer pool. In this the main aim of the study is to compare the perception of customer towards online shopping (specially in case of flipkart.com users in Agra city among male and female management students pursuing post graduation and to determine which factor influences the consumer to go for online shopping towards purchase decision of goods from internet.

Key Word: Viewpoint of customers, Online shopping, Flipkart.com, Agra city.

I. INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Michael Aldrich is the man who invented online shopping in 1979. With the increasing internet literacy, the prospect of online marketing is increasing in India. Alternative names of online shopping are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. An online shop evokes the physical analogy of buying products or services at shopping center; the process is called business-to-consumer (B2C) online shopping. The largest of these online retailing corporations are Snap deal, Amazon.com, Flipkart.com and eBay. Retail success is no longer all about physical stores. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of online shopping, comes, the concepts of satisfaction and loyalty for website which involved in providing services on the website and transacting online. Companies before using effective marketing strategies analyze various factors to convert potential customers into active ones. There are some dominant factors which influence consumer perceptions of online shopping related with Information, Ease of use, Satisfaction, Security/Privacy etc. In India online shopping is the new buzzword.

About flipkart.com-Flipkart.com is an Indian E-retailer. It is considered as an E-commerce company. Flipkart.com founded in year 2007. And its main head office is located in Bangalore city (Karnataka State). Flipkart.com is the India's

largest E-commerce company that made online shopping. Flipkart.com is very popular among Indian online shoppers.

Flipkart.com offering some of the best prices and a completely hassle-free shopping experience. Flipkart.com offers free home delivery, cash on delivery options, 24 x 7 customer case service, Interest-free EMI options, payment through Debit or Credit cards of their customers. Flipkart.com an E-retailer company is growing at a phenomenal pace in India.

Literature Review- Venkatesh (2000) reported that perceived convenience offered by Internet Vendors has a positive impact on consumers' attitude towards online shopping, as they perceive Internet as a medium that enhances the outcome of their shopping experience in an easy way. Online shopping holds a great potential for youth marketers. According to **Vrechopoulos et al. (2001)** youth are the main buyers who used to buy products through online. **Dholakia and Uusitalo (2002)** study examined the relationship between age and Internet shopping; found that younger consumers reported more linen to the online shopping. They also found that younger consumers searched for more products online and they were more likely to agree that online shopping was more convenient.

Benedict et al (2001) in his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by external factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

According to Magee (2003), the growth in the number of online shoppers is greater than the growth in Internet users, indicating that more Internet users are becoming comfortable to shop online.

According to Sharma and Mittal (2009) in their study "Prospects of e-commerce in India", mentions that India is showing tremendous growth in the E-commerce. Undoubtedly, with the population of millions of people, online shopping shows unlimited potential in India. Today E-commerce is a common word in Indian society and it has become an integral part of our daily life. There are websites providing a number of goods and services. These Indian E-commerce portals provide goods and services in a variety of categories. To name a few: Apparel and accessories for men and women, Health and beauty products, Books and magazines, Computers and peripherals, Vehicles, Software, Consumer electronics, Household appliances, Jewelry,

Audio/video, entertainment, goods, Gift articles, Real estate and services.

II. OBJECTIVES

1. To compare the perception of customer towards online shopping from Flipkart.com among male and female management students of Agra City.
2. To determine the factor influences the consumer to go for online shopping from Flipkart.com towards purchase decision of goods from internet in Agra city.
3. To determine the viewpoint level of customer using online shopping from Flipkart.com

Hypothesis-1

H01: There is no significant difference between the customer perception towards online shopping from flipkart.com between male and female management students of Agra city.

H02: There is a significant difference between the customer perception towards online shopping from flipkart.com between male and female management students of Agra city.

Hypothesis-2

H01: There is no significant difference between the factors of purchase decision influence on online shopping from flipkart.com.

H02: There is a significant difference between the factors of purchase decision influence on online shopping from flipkart.com.

Hypothesis-3

H01: There is no significant difference between the customer viewpoint level using online shopping from flipkart.com.

H02: There is a significant difference between the customer viewpoint level using online shopping from flipkart.com.

III. RESEARCH METHODOLOGY

Research Type	Exploratory
Sampling Technique	Convenience
Sample Unit	Management Students(users of Flipkart.com) pursuing their post graduation from Agra City
Sample Size	100 (50 Male and 50 Female)
Data Collection Method	Primary and Secondary Both. The data was collected over a months in July – August, 2014.
Tools for Data Collections	With the help of Structured Questionnaire
Tools for Data Analysis	With the help of SPSS Software

IV. RESULTS AND DISCUSSION

Table 1 depreciates that p value is .990 therefore null hypothesis H01 cannot be rejected at 5% level of significance At 5% level of significance. Therefore no significant difference was found as far as the customer perception towards online shopping from flipkart.com

among male and female students pursuing post graduation is concerned.

The result in the table 2 shows that all the factors of purchase decision have not made same influence in opting online shopping from flipkart.com.. Further the mean ranks in the table 2 shows clearly that “Delivery time” and “Prices” are the main factors that influenced online shopping and “Reputation of the company” and “Good description of goods” are the least factors that influenced online shopping.

The result in the table 3 shows that all the p values are lesser than .001, the null hypothesis “The viewpoint level of customers using online shopping from flipkart.com does not differ with the average response” is rejected at 1% level. The mean responses given by the customers for their viewpoints are all above the test average response (mean=3). Hence it is observed that the customers are feeling better with the online shopping from flipkart.com for purchasing the goods.

CONCLUSION

On the basis of information collected from the Management Students (users of Flipkart.com) pursuing their post graduation from Agra City, some important facts which come as a result of this research are as follows-

- After applying statistical techniques it was found that there is no significant difference among the response of male and female students .This makes it imperative that retailers study the behaviors of consumers and make changes in order to remain profitable and successful. The overall results prove that the respondents have perceived online shopping in a positive manner. This clearly justifies the project growth of online shopping. The results can also be used by various organizations to identify their target customer segments.
- Most respondents (users) are satisfied for online shopping with flipkart.com. So most respondents want to continue online shopping with flikart.com, they believed in flipkart.com reliability, its policies and they said that flipkart.com is reliable e-tailer in the field of online shopping.
- This study clearly states that “Delivery time” and “Prices” are the main factors that influenced online shopping and “Reputation of the company” and “Good description of goods” are the least factors that influenced online shopping.
- From the above discussion, it is concluded that future of online retailing in India looking very bright. Flipkart.com offering some of the best prices and completely hassle-free shopping experience.

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Annexure

Table 1

Group statistics

	VAR00002	N	Mean	Std.Deviation	Std.Error Mean
VAR00001	m	50	3.05	0.294	0.042
	f	50	3.16	0.259	0.037

Independent Samples Test

		Levene's Test for equality of variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std.Error Difference	95% confidence interval of the difference		
										Lower	Upper
VAR00001	Equal Variances assumed	0	0.99	-2.026	98	0.045	-0.112	0.055	-0.222	-0.002	

Table 2

Friedman test for purchase decision

	Mean Rank	Chi square Value
Delivery Time	3.44	76.726(p<.001)
Reputation of company	2.49	
Guarantee and warrantee	2.86	
Good description of goods	2.83	
Prices	3.38	

**significant at 1% level

Table3

Viewpoint level of customers using online shopping from Flipkart.com

Statements	Mean	SD	t-value	p-value
I think shopping on the internet saves times	4.50	.626	30.125	<.001
It is a great advantage to be able to shop at any time of the day on the internet	4.43	.650	27.839	<.001
It is more difficult to shop on the internet	3.96	1.181	10.309	<.001
I prefer traditional conventional shopping to online shopping	4.09	1.018	13.366	<.001
Shopping online is risky	3.61	1.290	5.980	<.001
I believe online shopping will eventually supersede traditional shopping.	4.08	1.110	12.152	<.001
I will prefer online shopping only if online prices are lower than Actual price.	4.26	.948	16.841	<.001
A long time is required for the delivery of products and services on the internet.	4.16	1.037	14.155	<.001
Selection of goods available on the internet is very broad.	4.32	.853	19.404	<.001
The description of products shown on the web sites is very accurate.	3.92	1.108	10.563	<.001

**Significant at 1% level