



Consumers Approach And Trust Towards Selected Online shopping Companies

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Abstract: In general the basic needs of a human being is food, cloth and shelter but in modern world , due to technological advancement internet also become a primary need in our life. Online shopping plays an important role in E-commerce. Due to the development and progress of the Information and Communication Technology (ICT) major change have brought in shopping ,pattern, it has been in the form of online shopping or online trading. The main objective of the study is to find out the consumer approach and trust towards online shopping in Bhopal. The study was done based on well structured questionnaire with a sample of 200 respondents. The data were analyzed using simple percentage analysis and chi-square test to find consumer approach and trust towards selected online shopping (top) companies.

Keywords: Shopping, Online, Approach, Internet, Trust, Consumers & E-Commerce

I INTRODUCTION

With rapid growth of the Internet and globalization of market, the retail sector has become an increasingly competitive and dynamic business environment [1]. Business and marketing activities are affected by the invent of Internet technologies and the Internet is revolutionizing commerce, marketing, retailing, shopping and advertising activities of products and services [2]. There are several attractive attributes of Internet to not only e-customers but also companies on time and money saving, communication, convenience, easy accessibility, selection from a wide range of alternatives and the availability of information for making decisions and all marketing activities can be performed via the Internet efficiently [3, 4]. In the era of globalization, companies are using Internet technologies to reach out to valued customers and to provide a point of contact 24 hours a day, 7 days a week [5].

Today, online shopping is done all over the world around the clock. Consumers shop through internet because they compare the prices of the product, product features, door delivery facility, consumer service etc., so the consumers feel very comfortable while they are shopping through online [6]. The major difference between traditional and online selling is the communication between the consumer and the seller which done through internet. Consumer's attitude towards online shopping refers to their psychological state in terms

of making purchases over the Internet [7]. behaviour of male and female Internet

II TOP TEN E-COMMERCE COMPANIES

1. Amazon

Basically, Amazon is an American based eCommerce company having its headquarter in Washington. On 5th July 1994, Jeff Bezos founded the company. Globally, it is the largest internet retailer according to the revenue and market capitalization. amazon.in caters a wide range of product categories including apparel, electronics items, software, videos, books etc. All customers on Amazon.in and the Amazon mobile shopping app have an easy and convenient access to over 160 million products across hundreds of categories [8, 9].

2. Flipkart

Flipkart is Bengaluru based largest Indian eCommerce company. Sachin Bansal and Binny Bansal jointly founded the company in October 2007. Actually, Flipkart Online Services Pvt. Ltd. owns the brand Flipkart. Mainly, the site is popular for books, movies, music, games, consoles, gaming accessories, mobiles, mobile accessories, cameras etc. Also, it sells computers, computer accessories, network components, software, peripherals, home and kitchen appliances, TV and video products, apparel, personal and healthcare products [10].

3. Alibaba

Actually, China-based Alibaba Group Holding Limited owns the India.alibaba.com. Alibaba provides B2B, B2C, and C2C sales services through the web portal. Also, Alibaba is the world's largest and most valuable retailer since April 2016. Currently, the company operates in over 200 countries. Currently, Alibaba is the fastest growing online retail company in India.

4. Rediff

Apart from providing an online shopping platform, Rediff provides news, information, and entertainment. The company has the headquarter in Mumbai. Mainly, the site is popular for deals and discounts. The site sells apparel, books, auto accessories, homecare, personal care products etc.



5. Paytm

Paytm has the headquarter in Delhi NCR. an Indian entrepreneur Vijay Shekhar Sharma founded Paytm Apart from eCommerce, the company operates the Paytm payment gateway and the Paytm Wallet services. Paytm sells a wide range of products including apparel, electronics, sports items, books, movies, stationery etc.

6. Indiamart

IndiaMART InterMESH Ltd owns the web portal indiamart.com. In 1996, Dinesh Agarwal and Brijesh Agrawal founded the company for providing B2B service spacially. The company has the headquarter in Noida. Actually, the company runs the business model of providing online business directory. The online channel focuses on providing a platform to Small & Medium Enterprises (SMEs), large enterprises as well as individuals. The company's mission is 'to make doing business easy.

7. eBay

Actually, eBay is a California based multination eCommerce company. Basically, eBay is an online auction provider and shopping website in which people and businesses buy and sell a wide variety of goods and services worldwide. The company charges fees from sellers for listing items after a limited number of free listings, and again when those items are sold. Mainly, the company is popular for fashion items, electronics, cars, health & beauty products, and deals.

8. MakeMyTrip

Basically, MakeMyTrip is an online travel company. The company has the headquarter in Gurgaon, Haryana. In the year 2000, Deep Kalra founded the company. The company operates the business through 51 retail stores across 47 cities in India. Mainly, the company offers flight tickets for travel, Rail and Bus tickets, cab Service and hotel booking. Also, the site is popular for travel deals and discounts.

9. BookMyShow

Currently, bookmyshow is the largest entertainment portal for movie tickets, event tickets, sports, and concert tickets. In the year 1999, Ashish Hemrajani, Parikshit Dar, and Rajesh Balpande founded the company. the company is headquartered in Mumbai. Customers can book the tickets through various platforms like internet, mobile application, WAP and the in-house call center.

10. Snapdeal

In February 2010, Kunal Bahl and Rohit Bansal founded snapdeal. The company has the head office in Delhi. Initially, the company started as a daily deals platform but expanded in September 2011 to become an online marketplace. The site has more than 300000 sellers across India. Also, the company offers over 30 million products across 800+ diverse categories from over 125,000 regional, national, and international brands and retailers.

III LITERATURE REVIEW

Chaudhary Meenakshi (2013) [11] in the International journal of scientific and research publications, a study on growth of retail market in India with special reference to broadening of Mall culture in tier 2 city. In this paper researcher finds out the adaptability of mall culture in our Tier II city & to analyze the consumer behavior in the city Bhopal.

Nagra *et al.* (2013) [12] in the International journal of scientific and research publications, A study of factors affecting online shopping behavior of consumers, the researcher works on the impact of demographic factors of consumers on on-line shopping parameters like satisfaction with on-line shopping, future purchase intention, frequency of on-line shopping, numbers of items purchased, and overall spend on on-line shopping. The results of study reveal that on-line shopping in India is significantly affected by various demographic factors like age, gender, marital status, family size and income.

Rastogi *et al.* [13] evaluated that online purchase behaviour of customers in India. The paper stated that on-line shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites and people have hesitations in doing online shopping due to security concerns. Today people are resistant to change because of technological complexity in making online purchase. The result concluded that companies involved in online retailing should focus on building trustworthy relationship between producers and customers.

IV OBJECTIVES OF THE STUDY

- To study the demographic profile of the online shopping consumers in Bhopal.
- To find the consumers approach towards selected online shopping companies.
- To identify the consumers trust towards selected online shopping companies.

V RESEARCH METHODOLOGY

Bhopal is the study area. A total of 200 online shopping consumers are taken as sample. These respondents were randomly selected in Bhopal t. Primary data is collected through well structured questionnaire. The collected information were reviewed and consolidated into a master table. For the purpose of analysis the data were further processed by using statistical tools. The statistical tools are

- Simple Percentage
- Chi-Square Test

VI ANALYSIS AND INTERPRETATION

Table 1: Demographic Profile of the Respondents

6.1 Demographic Profile of the Respondents

Table 1 describes the demographic profile of the online shopping consumers which is taken for the study. Out of 200 respondents who were taken for the study: it has been identified that most (62%) of the respondents are male, (49%) whose age group is under 26 to 50 years, most (53%) of the respondents are graduates, maximum number (39%) of respondents are employee, the monthly income of (42%) respondents is up to Rs.10,000, (35%) of the respondents purchase their ticket through online, (50%) of the respondents pay cash on delivery for their online shopping and (38%) of the respondents are motivated to purchase through online shopping because it save their time [14].

6.2 Relationship between Demographic Variables and Consumers Level of Attitude Towards Online Shopping

Table 2 depicts the relationship between selected demographic variables of the consumers and their level of approach towards online shopping. It is clear that , the calculated Chi-square value is less than the table value at five percent level, is clear that, the calculated Chi-square value is greater than the table value at five percent level, there exists a significant association between gender, age and monthly income of the online shopping consumers

6.3 Relationship between Demographic Variables and Consumers Level of Satisfaction Towards Online Shopping

Table 3 depicts the relationship between selected demographic variables of the consumers and their level of trust towards online shopping. It is clear that , the calculated Chi-square value is less than the table value at five percent level, there does not exists any significant association between gender, occupation and educational qualification of the online shopping consumers. Thus the null hypothesis is accepted. It is clear that, the calculated Chi-square value is greater than the table value at five percent level, there exists a significant association between Monthly income and age of the online shopping consumers.

Factor	Number of Respondents <i>N</i> = 100	Percentage
Gender		
Male	124	62
Female	76	38
Age (Years)		
Up to 25	52	26
26 to 50	98	49
Above 50	50	25
Educational Qualification		
Up to School level	48	25
Graduate	106	53
Professional	46	23
Occupation		
Agriculture	62	31
Employee	78	39
Business	60	30
Monthly Income		
Up to ₹ 10,000/-	84	42
₹ 10,000/- to ₹ 25,000/-	72	36
Above ₹ 25,000/-	44	22
Products Purchased through Online		
Clothes/Cosmetics	46	23
Tickets/Reservation	70	35
Electronic Items	24	12
Kitchen Items	28	14
Others	32	16
Mode of Payment		
Debit/Credit Cards	64	32
Online Bank Transfer	56	28
Cash on Delivery	100	50
Motives for Buying Online		
Save Time	76	38
Easy to Purchase	52	26
Save Money	72	36

VII CONCLUSION

Online shopping is one of the most attractive, widely accepted and highly appreciated business in present world. Behavior of people towards online shopping has changed tremendously. Online shopping will be successful for all type of products or goods only when they have commitment to e-business along with a deeper understanding attitude of

consumers needs. The study concludes that consumers play an important for online shopping; once the consumers are satisfied they will bring more consumers.



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Table 2: Relationship between the Demographic Profile and Level of Attitude

Varibales	Level of Approach			Total	χ^2 Value	Table Value	Remarks
	Low	Moderate	High				
Gender							
Male	58	40	26	124	13.432	5.991	S
Female	36	30	10	76			
Age (Years)							
Up to 25	20	6	26	52	14.896	9.488	S
26 to 50	46	36	16	98			
Above 50	16	20	14	50			
Occupation							
Agriculture	12	11	8	62	9.845	12.592	NS
Business	7	8	11	78			
Employee	13	15	11	60			
Educational Qualification							
Up to School Level	12	16	20	48	2.178	9.488	NS
Graduate	26	52	28	106			
Professional	10	18	18	46			
Monthly Income							
Up to ₹ 10,000/-	50	12	22	84	15.98	9.488	S
₹ 10,000/- to ₹ 20,000/-	26	28	18	72			
Above ₹ 20,000/-	16	12	16	44			

*Significant at 5% level

Table 3: Relationship between the Demographic Profile and Level of Satisfaction

Varibales	Level of Trust			Total	χ^2 Value	Table Value	Remarks
	Low	Moderate	High				
Gender							
Male	44	40	40	124	3.432	5.991	NS
Female	34	12	30	76			
Age (Years)							
Up to 25	14	16	22	52	14.896	9.488	S
26 to 50	36	40	22	98			
Above 50	16	16	18	50			
Occupation							
Agriculture	20	22	20	62	9.845	12.592	NS
Business	22	14	16	78			
Employee	22	26	30	60			
Educational Qualification							
Up to School Level	24	10	14	48	7.178	9.488	NS
Graduate	46	32	28	106			
Professional	14	18	14	46			
Monthly Income							
Up to ₹ 10,000/-	40	32	12	84	15.98	9.488	S
₹ 10,000/- to ₹ 20,000/-	22	22	28	72			
Above ₹ 20,000/-	14	14	16	44			

*Significant at 5% level

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