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AN ANALYSIS OF CUSTOMERS' PERCEPTION ABOUT PURE PLAY E-TAILERS IN DOMBIVLI CITY

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INTRODUCTION:

There is a huge untapped retail market available in India and so numbers of firms are entering into retail industry and evolving new ways and means to enter & capture the market. One of the recent trends is E-tailing, which stands for electronic retailing, where retailers uses internet to reach out the customers. E-tailing is classified into two categories (i) brick & click e-tailing (ii) pure play e-tailing. The basic difference between two is that, the Brick & click e-tailers uses internet as their secondary means to reach out customers as they have physical existence in the market, where as pure play E-tailers uses internet as their primary & only means of retailing, as they don't have physical existence in the market.

E-tailing is one of the fastest growing subsets of E-commerce, which is supported by growing e-literacy in the country. Increasing internet users, rising disposable income, changing lifestyle has made pure play e-tailing a popular option for shopping in number of cities including tier II & III cities of the country. Emergence of Pure play E-tailing has changed the way shopping is done. Though E-literacy is the fundamental necessity to use pure play e-tailing as shopping option. It has been observed that some customers in spite of having e-literacy & internet access don't prefer pure play E-tailing, while others have adopted pure play e-tailing. Among the online shoppers some are regular & go for higher amount of transactions, while others are occasional and go for lower amount of purchases. Perception is the root cause for this diverse adoption & buying behaviour of customers. Dombivli is an important tier III city in kalyan taluka of thane district. It is located about 50 kms from Mumbai and it is a part of Mumbai metropolitan region urban agglomeration. Dombivli has distinction of being highest literacy rate. Most of the families in the city are nuclear families and in number of cases couples are working professionals. As the city is situated away from commercial hub Mumbai, people almost spend more than three hours daily in commuting to work place. Though they have disposable income they do not find time to make suitable purchases. This has created a favourable ground for the growth of online shopping in this area.

Hence it would be interesting to explore what restricts customers of Dombivli from adopting pure play e-tailing and the experience of users with pure play e-tailing, this in turn helped in understanding the perception of customers about pure play E-tailing in defined area of study.

REVIEW OF LITERATURE:

Research Paper on "Attitudes, Preferences and Profile of Online Buyers in India: Changing Trends" of Ravi Kiran, Anupam Sharma and K C Mittal published in south asian journal of management focuses on the current scenario of internet use and attitude towards e-buying. This research brings out that e-marketers need to focus more on research measures to encourage the consumers to purchase online. Accurate advertisement about product features, product warranties, avenues for customers' feedback complaints and certification of the websites can play an important role to boost the Indian consumers' confidence on E-shopping.

Research Paper on "Determinants of Consumers' Perceived Risk in Online Shopping : A Study" of Priyanka Sinha [1*], Saumya Singh [2]I published in the indian journal of marketing Volume 44, issue 1, January 2014.The present paper, an attempt has been made to understand the impact of various sub dimensions of risk (particularly financial risk, product performance risk, time risk, and delivery risk) on attitude towards online shopping and the variation in the perception of these two sub - dimensions along the two demographic factors, that is, age and income. The research findings revealed that product performance risk, delivery risk, and financial risk negatively impact attitude towards online shopping, while time/convenience risk has no impact on attitude towards online shopping. It was also observed that consumers' perception of all the mentioned sub - dimensions of risk varies with age. However, it was found that income impacts only the perception of a product and financial risk.

Research Paper on "Attitude segmentation of Indian online buyers" of Priya Mary Mathew published in Journal of Enterprise Information Management, Vol. 29 Issue:3,pp.359-373, https://doi.org/10.1108/JEIM-08-2014-0078. The key contributions of this paper are the new insights from using the ABC model. Based on usage of internet in number of hours, online buyers could be segmented into four groups. On further analysis using ABC model, this studied showed that a better segmentation of online buyers is possible and that is called attitudinal segmentation. The BCA attitudinal segment is a finding of this study and is unique to this research. This has not been done using Indian online buyers and this adds to the originality of the study

OBJECTIVES OF THE STUDY

1) To analyse the perception of Non User towards pure play E-tailing.
2) To understand the intention of Non User regarding the use of pure play E-tailing in future.
3) To assess the perception of User towards pure play E-tailing.

HYPOTHESIS:

1) H0: Quality & Suitability of the product ordered online is not the major factor restricting consumers from adopting pure play E-tailing.

   H1: Quality & Suitability of the product ordered online is the major factor restricting consumers from adopting pure play E-tailing.

2) H0: Majority of Customers preferring pure play E-tailers are not satisfied with their Overall shopping Experience.

   H1: Majority of Customers preferring pure play E-tailers are satisfied with their Overall shopping Experience.

With due consideration to the above listed objectives, the following methodology was adopted for completing this research study.

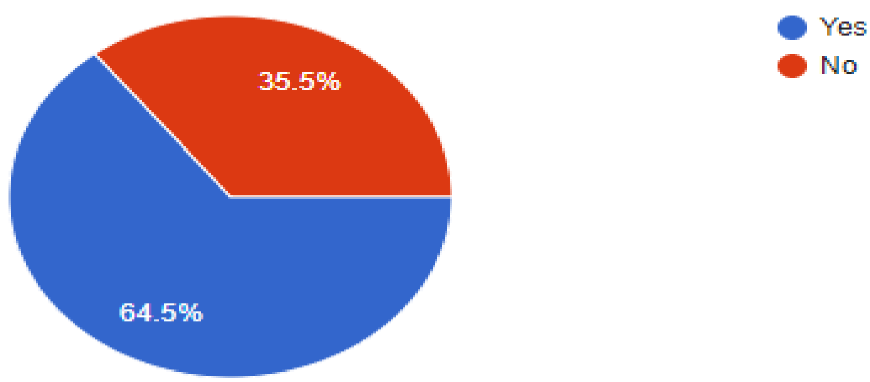
RESEARCH DESIGN:

1. **Area of the study**: This study tries to find out perception of customers with pure play e-tailers in Dombivli.
2. **Data source**: Since the study is descriptive & analytical in nature both primary & secondary data was used.
3. **Primary data**: Data was collected from the 352 respondents with different demographic background from different part of Dombivli city through a direct survey, for direct survey a structured questionnaire containing closed ended & dichotomous questions, questions based on five likert scale was used.
4. **Sampling**: Cluster & Stratified sampling of population selected was done. 352 respondents from different cluster of city was considered & due care was taken to include respondents from different strata.
5. **Secondary data**: Secondary data from reference books, articles in daily newspapers, journals, popular shopping portals & well known websites was used for explanation & analytical approach.
6. **Data processing & Framework of Analysis**: Data was processed & analysed with the help of statistical tools.

Demographic Profile of the Respondents		
Sr. No.	Basis	Frequency
1.	AGE (in Years)	
	15-30	166
	31-45	115
	46-60	53
	60 & Above	18
2.	GENDER	
	Male	230
	Female	122
	Transgender	000
3.	MARITAL STATUS	
	Married	197
	Unmarried	155
4.	FAMILY SIZE(Number of family members)	
	0-2	27
	2-4	220
	5-6	87
	7-8	13
	Above 8	5
5.	EDUCATIONAL QUALIFICATION	
	Up to SSC	87
	Up to HSC	126
	Up to Graduation	105
	Post-Graduation	34
6.	OCCUPATION	
	Employed	91
	Professional (Doctor, Engineer, C.A., lawyer, any other)	51
	Owner of a business	27
	Self-Employed	29
	Student	92
	Home Maker	42
	Retired Person	20

7.	MONTHLY FAMILY INCOME (Amount in rupees)	
	Up to 12,000	55
	12,001 to 25,000	127
	25,001 to 50,000	91
	50,001 to 75,000	43
	More than 75,000	36

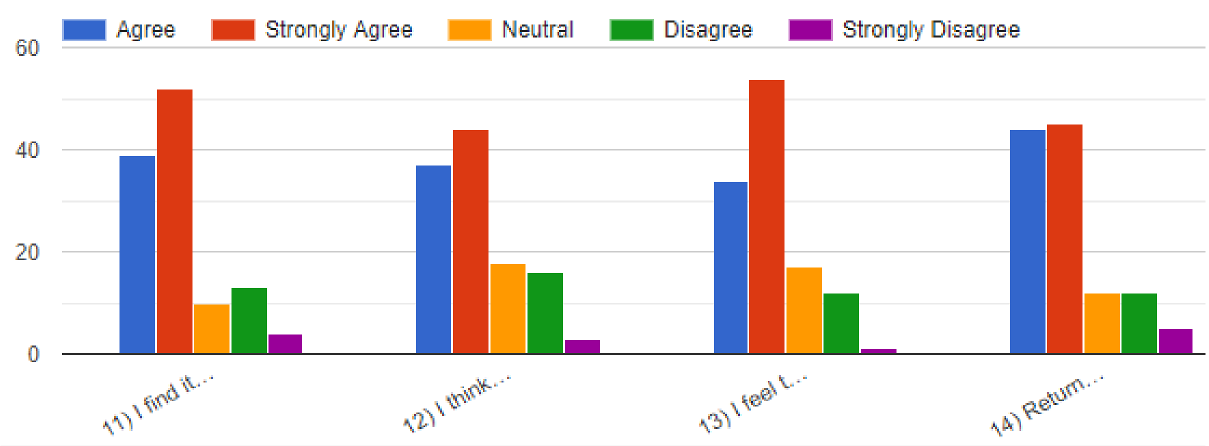
ADOPTION OF PURE PLAY E-TAILING



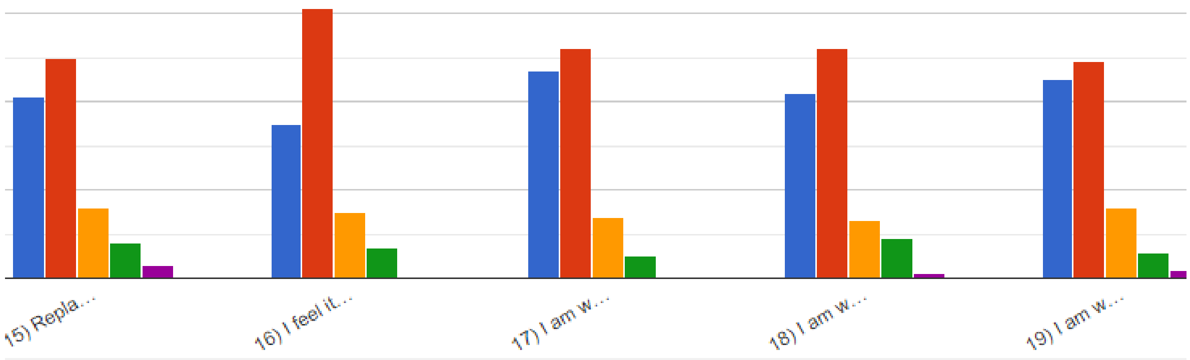
For understanding the perception of customers about pure play E-tailers they were categorized into two categories i.e. Customers preferring e-tailing and Customers not preferring e-tailing. Above figure shows that out 352 respondents 227 respondents prefer pure play E-tailers for shopping and 125 respondents have never used E-tailing option for shopping.

PERCEPTION OF CUSTOMERS NOT PREFERRING PURE PLAY E-TAILERS

To understand the perception of 125 customers who do not prefer E-tailers for shopping, following statements were asked to them.

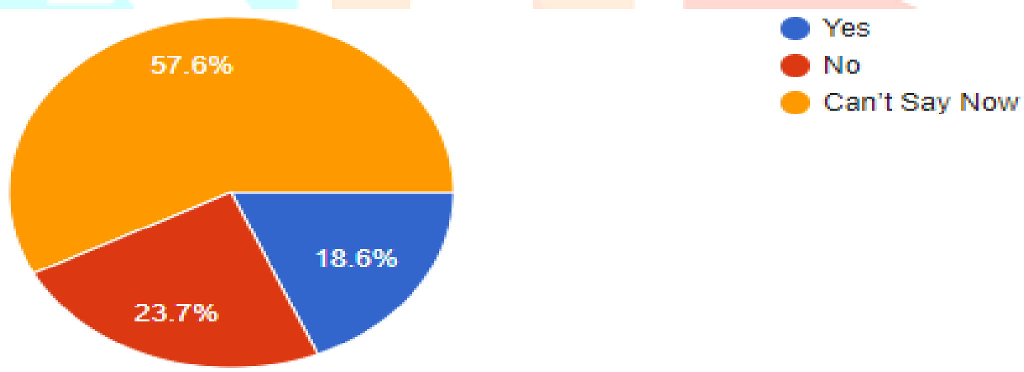


Above figure brings out that out of 125non-users 91 find the procedure of online shopping difficult to follow.
81 respondents think that it takes a lot of time to receive the product ordered online.
88 respondents perceive risk of not getting what has been paid for.
89 respondents feel that returning product is very difficult in case product is not as per expectations.



91 respondents believe that replacement of defective product is difficult.
96 respondents feel risky to share personal and financial information with Etailers.
99 respondents are worried about quality & suitability of the product.
94 respondents think that they will not get any physical assistance to install electronic goods purchased from e-tailers.
94 respondents worried about getting time to time service for the product purchased online.

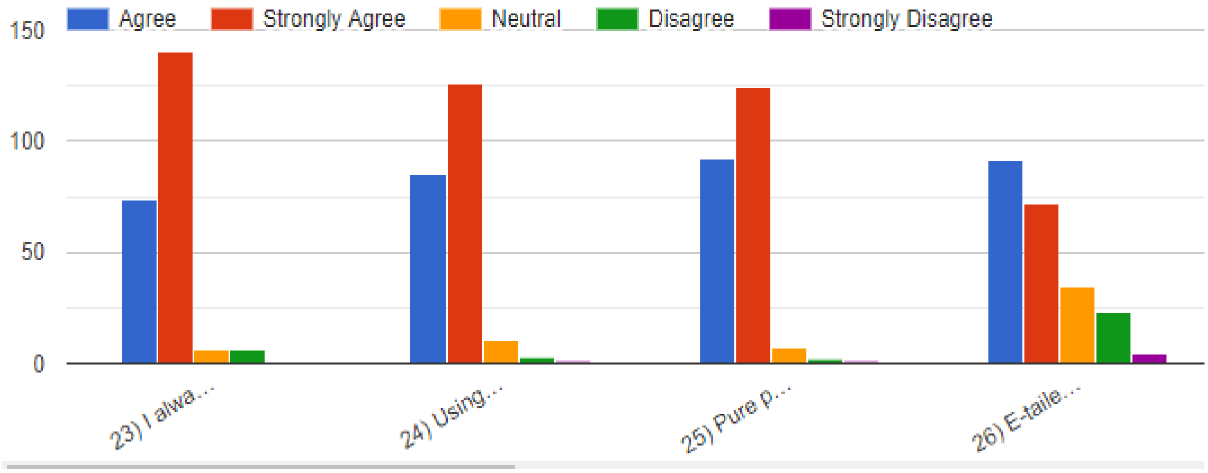
INTENTION TO USE PURE PLAY E-TAILING IN FUTURE



Out of 125 customers who have not adopted e-taliling 28 respondents have not shown any intention to approach pure play e-tailing for shopping in future, whereas 68 respondents are not sure about the future use.

PERCEPTION OF CUSTOMERS PREFERRING PURE PLAY E-TAILERS

To understand the perception of 227 customers who prefer E-tailers for shopping, following statements were asked to them.



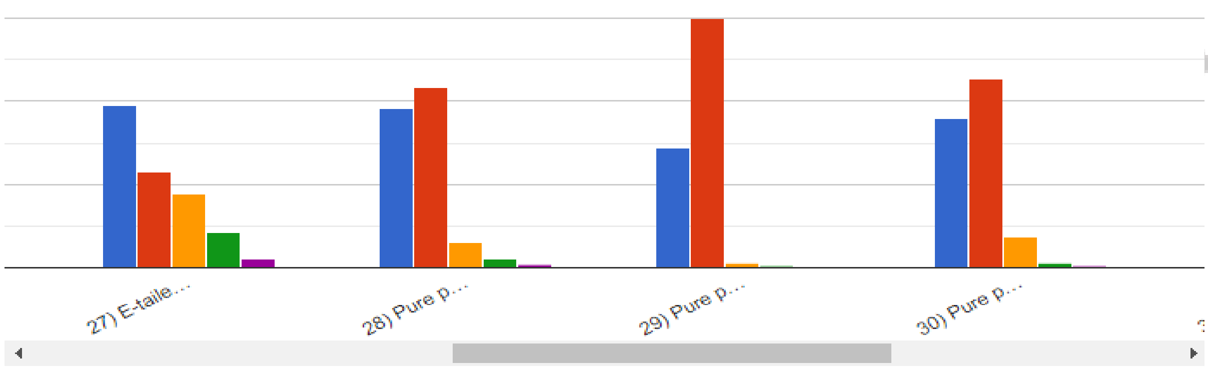
Above figure reveals that

214 respondents always prefer to shop from well-known and reputed e-tailers.

211 respondents find it easy and convenient to use e-tailers website.

216 respondents think that e-tailers offer more varietiesof famous brands and ease of comparison than brick & mortar retailers.

163 respondents believe that e-tailers always deliver right and quality product that customer orders.

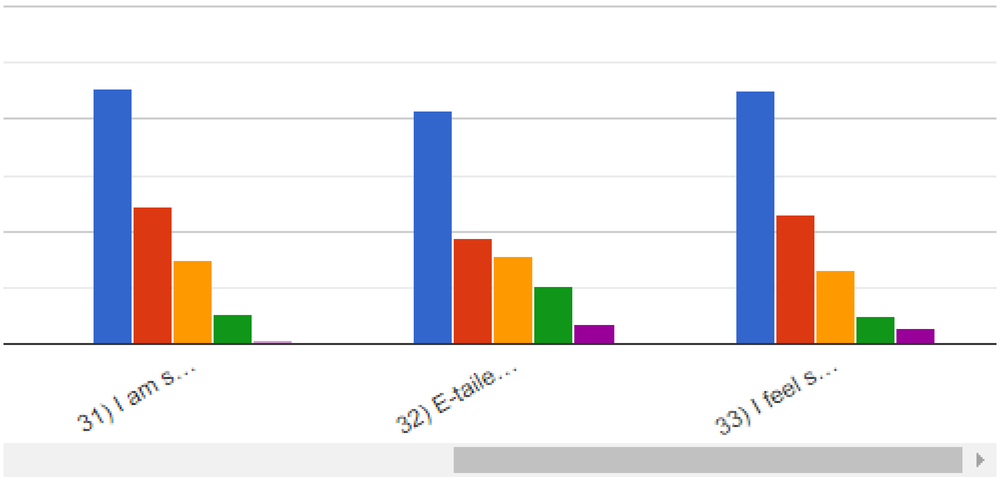


156 respondents think e-tailer always delivers the product at the promised time.

204 respondents believe that e-tailer offers heavy discounts and price saving offers.

222 respondents think that e-tailing saves time and efforts of visiting market and offers convenient shopping option 24x7.

204 respondents feel that e-tailing saves customers from aggressive salesmanship and provides hassle free shopping.



Out of 227 respondents 175 are satisfied with the overall shopping experience with e-tailers.

151 respondents think that e-tailers offer effective after sales service in case of return or replacement of product/refund.

171 respondents feel secured while sharing any personal and financial information with e-tailers.

FINDINGS:

PERCEPTION OF NON-USER:

Study brings out that 125 customers do not prefer Pure play E-tailers because of following perception:

72.8% find the procedure of online shopping difficult to follow.

64.8% respondents think that it takes a lot of time to receive the product ordered online.

70.04% respondents perceive risk of not getting what has been paid for.

71.20% respondents feel that returning product is very difficult in case product is not as per expectations.

72.08% respondents believe that replacement of defective product is difficult.

72.08 % respondents feel risky to share personal and financial information with Etailers.

79.20% respondents are worried about quality & suitability of the product.

75.20% respondents think that they will not get any physical assistance to install electronic goods purchased from e-tailers.

75.20% respondents worried about getting time to time service for the product purchased online.

PERCEPTION OF USER:

Study brings out, that 227 customers who prefer Pure play E-tailers for shopping with following perception.

92.95% respondents find it easy and convenient to use e-tailers website.

95.15% respondents think that e-tailers offer more varieties of famous brands and ease of comparison than brick & mortar retailers.

71.80% respondents believe that e-tailers always deliver right and quality product that customer orders.

68.72% respondents think e-tailer always delivers the product at the promised time.

89.86% respondents believe that e-tailer offers heavy discounts and price saving offers.

97.79% respondents think that e-tailing saves time and efforts of visiting market and offers convenient shopping option 24x7.

89.86% respondent feels that e-tailing saves customers from aggressive salesmanship and provides hassle free shopping.

77.09% are satisfied with the overall shopping experience with e-tailers.

66.51% respondents think that e-tailers offer effective after sales service in case of return or replacement of product/refund.

75.33% respondents feel secured while sharing any personal and financial information with e-tailers.

CONCLUSION:

Based on the above findings it can be concluded that majority of customers (79.20%) are not preferring Pure play E-tailers, mainly because they are worried about the quality & suitability of the products besides that they are also concerned about getting effective after sales service & find procedure of online shopping little difficult. This help in Accepting 1st Hypothesis H1: Quality & Suitability of the product ordered online is the major factor restricting consumers from adopting pure play E-tailing.

Studying perception of customers who are preferring Pure play E-tailers for shopping helps in understanding that they are preferring to Pure Play e-tailers as it offers heavy discounts, price savings offers, provides hassles free shopping and more importantly saves time and efforts of visiting market along with convenient shopping option 24X7 and majority of Customers (77.09%) are satisfied with their overall shopping experience, helps in Accepting Hypothesis 2 H1: Majority of Customers preferring pure play E-tailers are satisfied with their Overall shopping Experience.

SUGGESTIONS:

1) Small informative video of 2 to 3 minutes can be made available at the website for new customers to make them understand the procedure of placing the order online.

2) Pure Play E-tailers can speed up the delivery process by enlarging their distribution network.

3) Pure Play E-tailers can provide enough time to customers for Return & Replacement of their defective products as per their return & replacement policy.

4) Pure Play E-tailers can provide declaration to the customers at the beginning that their personal & financial information will not be shared with the third party.

5) Pure Play E-tailers should try to keep & offer only quality products, suitable to the needs of the customers.

6) Pure Play E-tailers can assure customers physical assistance to install electronic goods & effective after sales service.

By implementing above suggestions Pure Play E-tailers will be able to develop confidence in the minds of customers, which in turn help Pure Play E-tailers in maximizing sales & profits by attracting more customers.

LIMITATIONS OF THE STUDY:

1) This study is limited to consumers of Dombivli only.
2) Study has focused on perception of Customers towards Pure Play e-tailers in respect of consumers goods only.
3) For study respondents in the age group of 15 to 60 years were selected.

SCOPE FOR FURTHER RESEARCH:

This study was confined to consumers from Dombivli city only, hence findings cannot be generalized. Similar kind of research can be conducted in other cities of the country. Perception of consumers towards other players of E-Commerce industry, providing online financial services such as Paisa Bazaar.Com, Policy Bazaar.Com, Online food delivery platforms can be conducted.

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