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A Study on the influence of E - Retailing websites on Net Generation during Covid-19 with reference to Mumbai City

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Abstract

Apparels and electronics are the most frequently purchased items from E-retailers. The most important factors which motivate the respondents to shop online are availability to shop at discounted price and availability of consumer reviews and product rating information. Moreover, due to the unprecedented lockdowns of Covid-19 pandemic, the sales of e-retailing websites saw a surge due to increasing demand for contactless shopping. Descriptive research was conducted to conclude the study.

Keywords: E-retailing, Net Generation

Introduction

E-retailing is a subset of e-commerce, which encapsulates all —commerce conducted via the Internet. It refers to that part of e-commerce that entails the sale of product merchandise and does not include the sale of services viz. railway tickets, airlines tickets, job portals, etc.

The habits and purchase behaviour of the net generation are mostly influenced by the media, both electronic and printed. Commonly, they are early adopters in most new things; they like to explore, and they are investigating frequent. Several reasons influence their purchasing decisions and buying behaviour towards online shopping. According to the marketers, a wide variety of products, ease of shopping, educational qualification, discount, and different offers available online are the factors that affect purchasing behaviour and spending power. Moreover, due to the unprecedented lockdowns of Covid-19 pandemic, the sales of e-retailing websites saw a surge due to

increasing demand for contactless shopping.

The study will understand why and how the net generation is influenced to buy from e-retailing sites and the buying behaviour during the Covid-19 pandemic. The research can attribute to more efficient e-retailing strategies and a more effective approach to attract customers and serve them better to ensure frequent future visits and purchases.

Objectives of the study

- (1) To understand the popularity of e-retailing sites among the net generation in Mumbai.
- (2) To identify the most popular e-retailing sites among the net generation in Mumbai..
- (3) To recognize the type of products purchased by the net generation from e-retailers.
- (4) To suggest measures to improve e-retail sales among the net generation in Mumbai.

Hypotheses

H1- The online purchasing tendency is high among net generation.

H2- Amazon and Flipkart are the most popular e-retailing sites among the net generation of Mumbai.

Research Methodology

For the present study, data were collected from both primary as well as secondary sources. In addition, the researcher used a self-administered survey to conduct the research. As a result, a survey is more flexible, and opportunities for shirking genuine work are greatly reduced.

Secondary data was collected from relevant journals, national and international research, books, newspapers and business magazines.

Limitations of the study

The study is restricted to the suburban areas located in Mumbai city due to lack of time. Thus, selecting the area / geographic location and the sample size is a limitation of the study regarding the generalization of the results to other regions.

Review of Literature

Shahir Bhatt and Amola Bhatt (2012), in their research paper Factors influencing Online Shopping: An Empirical Study in Ahmedabad, writes about the factors that influence consumers' perceptions regarding online shopping. The paper has proved that these factors are related to specific types of consumers classified as occasional, frequent, and regular consumers. Furthermore, the study shows that the traditional buyers are most influenced by the website's ease/attractiveness and service quality. In contrast, the occasional buyers value website security to a greater extent.

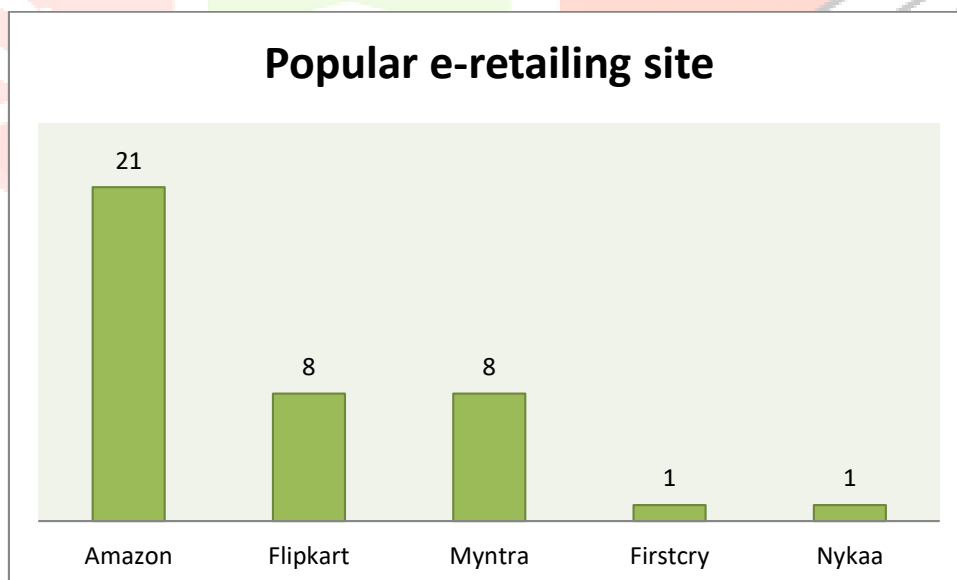
According to the study in the US by **Sorce et al. (2005)**, younger consumers searched for more products online than did older consumers, but they did not buy more online. Younger consumers were more likely to agree that online shopping was more convenient than older consumers. Also, if they searched for a product online, older consumers were more likely to buy the product online than younger consumers.

In the research conducted using Gen Y university students in the US by **Rajamma and Neeley (2005)**, it was concluded that online shoppers are more likely to be out shoppers and are likely to derive more enjoyment from shopping. However, the social orientation of the shopper did not influence online shopping preference.

Findings and Observations

Hypothesis 2: Amazon and Flipkart are the most popular e-retailing sites among the net generation of Mumbai.

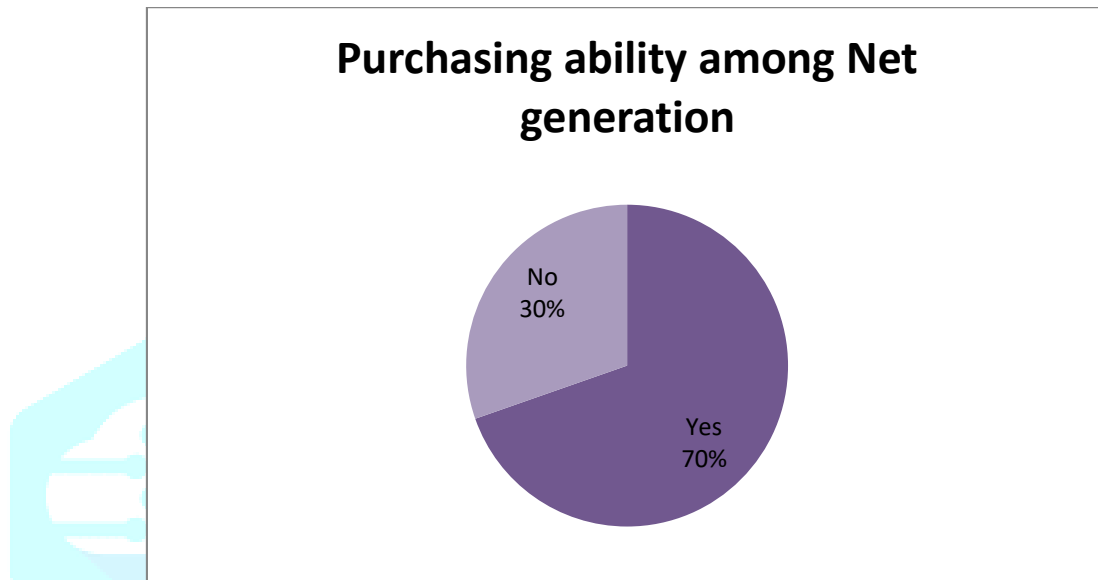
Amazon	21
Flipkart	8
Myntra	8
Firstcry	1
Nykaa	1
Total	39



Yes	70%
No	30%

Out of 39 respondents, 21 respondents confirmed to buying from Amazon.in for their shopping needs. Flipkart and Myntra ranked at number two and three respectively thus being the second and third sought after e-commerce sites in Mumbai among the net generation. Nykaa is gaining popularity but is yet to reach its full potential in the Indian market.

Hypothesis 1: The online purchasing tendency is high among net generation.



The above figure shows that out of 39 respondents, 27 respondents i.e. 70 % respondents use e-commerce sites for shopping. This depicts that online shopping is popular among the net generation in Mumbai.

Type of Products purchased online

Products purchased online		
	Responses	Percent
Apparel	20	17.1%
Electronics items	29	24.8%
Home Furnishings	13	11.1%
Books	17	14.5%
Grocery and nutrition-related products	17	14.5%
Pharmaceuticals	8	6.8%
Entertainment	5	4.3%
Kids Products	8	6.8%
Total	117	100.0%



The multiple response technique gives the frequency analysis for data on more than one response per participant. In the above output, we consider the highest percent of responses. “Electronic items” are the most common product purchased, second highest product purchased are the “Apparels”. Thus, we can say that the most common products purchased by the net generation from online retailing websites are “Electronics items” and “Apparels”.

Conclusion

Due to the wide spread use of internet, low cost accessibility by net generation leads to online online shopping in the Mumbai region. Study found that the majority were doing online shopping because of wide variety of products, ease of shopping i.e. saving time, online payments/cash on delivery, home delivery, Offers and discounts lead to maximum of online purchasing.

The study also indicates that reviews and trust on the website has a positive impact to purchase the only online available products. There was a positive relationship between preference for online shopping and the willingness to purchase online products is more because consumers feel it was an easy to buy rather than going to store and get the product. Also, contactless delivery of products at home during the Covid-19 pandemic had lots to do with the popularity of e-retailing sites.

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