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A Comparative study on consumer Preferences towards online retail marketers - with special reference to Flipkart, Jabong, Amazon, Snapdeal Myntra and fashion and you

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Abstract

Online shopping has created a revolution for consumers, growing rapidly year by year and offering a Golden Age of shopping. We've changed the way we go shopping. In just a decade online shopping – buying goods on the Internet – has gone from being virtually non-existent to become worth billions of pounds each year. Books, CDs, clothes, electronics, we go shopping online for them all, without ever leaving our living rooms. These days we take shopping online for granted, an adoption that's happened remarkably quickly. We can even order groceries online with delivery the next day – if needs be we don't need to set foot out of our homes! The present research paper focuses on the consumer behavior and perceptions of customers towards the services rendered by different online marketers.

Keywords: Online shopping, customers perceptions, Amazon, Flipkart, Jabong, Fashion and You, Snapdeal, Myntra

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. In countries like India though, the trend of online shopping took some time to develop, flipkart can easily be called the portal that first made online shopping viable for Indian people from books to gadgets to clothes, everything can be purchased online. Retailers are increasingly selling goods and services prior to availability through pretail for testing, building and managing demand.

Flipkart

It was founded in 2007 by Sachin Bansal and Binny Bansal both alumni of the Indian Institute of Technology, Delhi. They had been working for Amazon.com previously. The business was formally incorporated as a company in October 2007 as Flipkart online services private limited. It is an e-commerce company founded in 2007 and registered in Singapore and it operates in India, where it is headquartered in Bangalore, Karnataka. It has launched its own product range under the name "DIGI FLIP" with products including tablets, USB'S and laptops.

Snapdeal

It is an online market place, New Delhi, India. The company was started by Kunal Bahl, a Wharton graduate as part of the dual degree M and T engineering and business program at Penn, and Rohit Bansal, an alumni of IIT Delhi in February 2010. It was started as a daily deals plat form but expanded in September 2011 to become an online market place. Snapdeal has grown to become one of the largest online market place in Indian offering an assortment of 10 million products also diverse categories in Indian. In March 2015, Snapdeal brought Aamir Khan for the promotion of its website in India. Snap deal has not contracted any big name for his branding expect Aamir khan.

Amazon

It is an American electronic commerce company with headquarters in Seattle, Washington. It is the largest internet based retailer in the United States.

It started as an online book store, but soon diversified selling DVD's, Blu-rays,

CD's, Videos's downloading, MP3 downloading, Software, videogames, electronics, apparel, furniture, food, toys and jewellery. It was separate retail websites for the United States, United Kingdom and Ireland, France, Canada, Germany, Italy, Spain, Netherland, Australia, Brazil, Japan, China, India, Mexico. Amazon also offers international shipping to certain countries for some of its products. In 2011 it had professed an intention to launch its website in Poland and Sweden.

Jabong

It is an Indian fashion and lifestyle e-commerce portal, selling apparel, footwear, fashion accessories, beauty products, fragrance, home accessories and other fashion and lifestyle products. The company is headquartered in Gurgaon. The site started operations in January 2012. It was co-founded by Arun Chandra Mohan, Praveen Sinha and Lakshmi Potluni after which name Jain and Mukul Bafana joined the organization. The managing officres are Arun Chandra Mohan and Praveen Sinha. Jabong was one of the most visited e-commerce sites during the great online shopping festival 2013 company representatives claimed that its revenues increased 5-6 times compared to a usual day and that Jabong set a record for sale in the male fashion category. In 2014 Manu Jain left Jabong and joined Xiaomi, India.

Objectives

- * To find whether the customers are satisfied with the mode of payment.

- * To know how far the customers are benefited with the easy return facility.
- * To know the aggregate percentage of people, who prefer online shopping.
- * To evaluate whether the online shopping is safe.
- * To recognize the most preferable shopping site.
- * To determine the most frequently purchased products.
- * To evaluate when the people prefer to shop online.
- * To know whether online shopping price is less than traditional shopping price.

Research Methodology

The research methodology used is explorative study which includes primary data and secondary data. The sample size chose are 50 customers of Amazon Flipkart, Myntra, Jabong and Fashion and You. Our survey is based on questionnaire method.

Analysis and Interpretation

Table 1: depicting the customers' views regarding online shopping

Sl. No	Particulars	% of Agree	% of Disagree
1	Satisfied with the product and service offered	92%	08%
2	Prefer to shop online than multiplex	88%	12%
3	Satisfied with the mode of payment	96%	04%
4	Easy return facility	76%	24%
5	After sales service	46%	54%
6	Regular online customer	43%	57%
7	Safe shopping online	84%	16%
8	Online shopping price is less than traditional shopping price	80%	20%

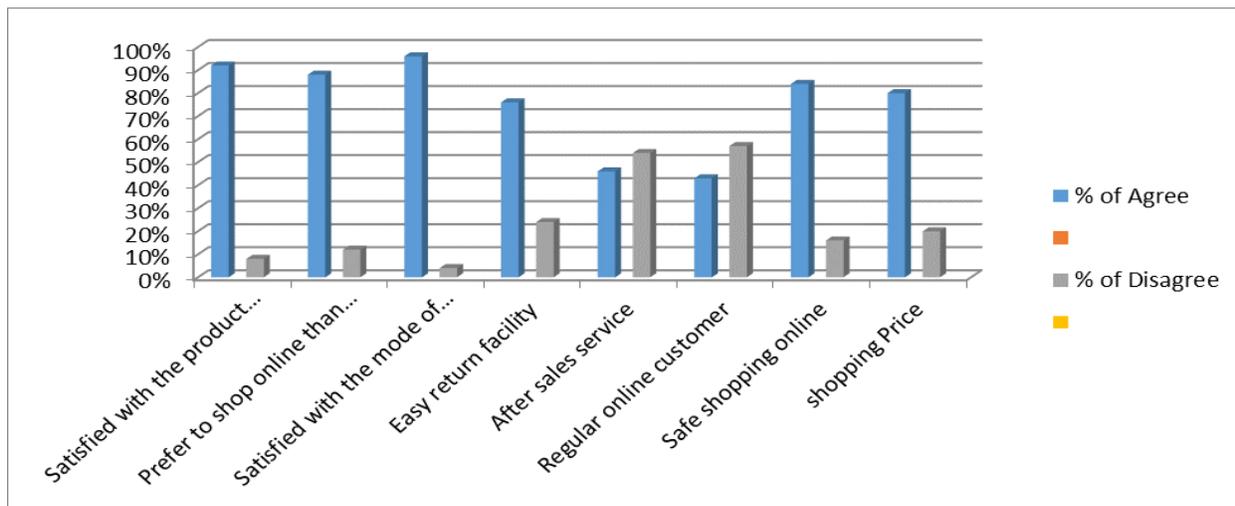


Chart 1: showing the customer views regarding online shopping

1. Satisfied with the product and service offered:

Online shopping provides branded and best quality products to its customers and it offers service like free home delivery service. This has led to satisfaction among the customers. As per the survey, 92% of the online shoppers are satisfied with the product and service offered to them. And the rest 08% are not satisfied, because their phobia is that products which are shown on site are comparatively different from the products which they receive.

2. Prefer to shop online than multiplex:

In today's busy life, people prefer to shop online rather than that of multiplex as it saves much of their time. According to the research conducted, 88% of the people prefer to shop online due to its ease and convenience. And 12% prefer to shop in multiplex as they are addicted to traditional shopping. some people also have the mindset that they would get the used products.

3. Satisfied with the mode of payment

Shopping sites provides various mode of payment such as cash on delivery, instalment basis, credit card and debit card facility. As per the analysis done, 96% of the customers are satisfied with the mode of payment provided and 4% are not satisfied.

4. Easy return facility: If the customers are not satisfied with the product delivered to them, they enjoy easy return facility. But only certain sites provide this facility. As per the study, 76% shoppers agree that they enjoy this facility due to their own experience and the rest of 24% do not agree with this, because some sites do not provide single window solution.

5. After sales service: Various after sales service such as guarantee and warranty, feedback facility, free shipping facility and many more. These facilities have helped to create more demand for the products and increase sales. The data conveys that 46% of the people are satisfied with the after sales service provided to them and 54% are not satisfied with this facility. Because they have not experienced proper guarantee and warranty facility. And even sometimes no proper reply is given to the feedback of the customers.

6. Regular online customer: Internet access is increasing day by day and the improved technology had made the people to shop regularly. But still some people rarely through online and regularly through traditional way as they feel it a easy way to make purchase.

As per the data collected, 43% of the people are regular online customers, these are mainly working people who do not have time to go to shop and make purchase and also the younger generation are depended on online purchase as they seek variety of alternatives for the same product.57% of the people are not regular online customers because the quality of the products cannot be known and some people are not flexible to shop online.

7. Safe shopping online: As the private information of the customers such as contact number, e-mail address, residential address, etc. are not revealed to other customers due to the HTTP's service provided which locks the personal information of the customers. By this people feel safe and secure to shop online.

The information collected conveys that 84% of the people feel safe and convenience to shop online due to the security provided to them, which reduces the risk of hacking and security norms. And 16% people do not feel safe to shop online, because some sites do not provide safe credit security.

8. Online shopping price is less than traditional shopping price: As the online sites directly purchase products from the manufacturers, the price of the products are less costly than that of multiplex price. The research conveys that 80% of the people agree that online price is less costly as it provides discounts and offers and also reduces the maintenance costs. But still due to the bargaining habit 20% of the people disagree with this.

Table 2: Comparative analysis of online shopping between Amazon, flip kart, snap deal, myntra, jabong, fashion and you

Particulars	Amazon	flipkart	snapdeal	myntra	jabong	fashion and you
Most preferable shopping site	32%	66%	52%	4%	16%	4%
Best shopping site	28%	60%	26%	4%	2%	2%
Most frequently purchased product						
1.Clothing	24%	34%	34%	14%	10%	10%
2.footwear's	10%	20%	14%	8%	6%	6%
3.Electronics	8%	30%	16%	0%	0%	0%
4.Kitchen and home appliances	6%	8%	2%	2%	2%	2%
5.Accesareis and cosmetics	8%	6%	10%	2%	6%	2%
Mostly shopped during						
1.Regularly	8%	8%	8%	4%	4%	4%
2.offers and discounts	20%	44%	30%	10%	14%	10%
3.occasions	8%	4%	14%	14%	6%	4%
4.Rarely	4%	14%	10%	0%	0%	0%

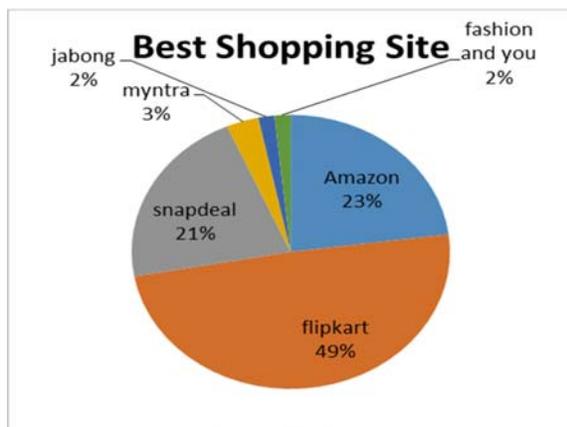
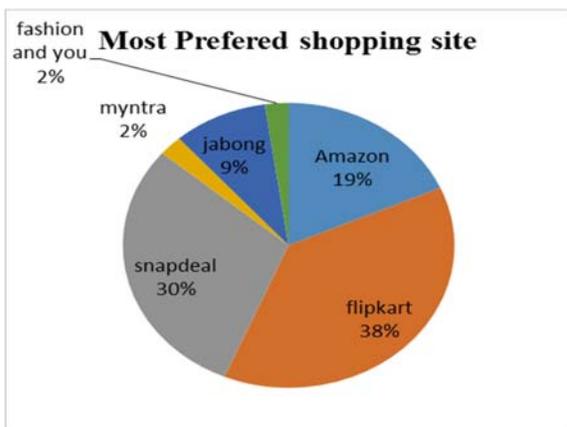


Chart 2: Comparative analysis between most preferable shopping site and best shopping site

Most preferable and best shopping site

Online shopping stores have increased rapidly within a few years. Tough competition exists between the companies to become the best online shopping site. Almost all online shopping stores provide commodity at discounted prices which greets the customer to buy more.

***Flip kart:** Here you can buy almost everything ranging from books, toys, baby care, belts, watches, television, cell phones to refrigerators, and a lot of various items. Here you can get easy discounts, coupons and many other deals which will keep you buying from Flip kart.

As per the survey conducted, 66% of the people prefer to shop through this site and 60% of the people feel Flip kart is the best shopping site due to its ease and convenience as well as due to above all reasons. The main disadvantage of Flip kart is that the service is not up to the mark in villages when compared to the urban areas.

***Amazon:** It is well-known for its Kindle, lightning fast shipping, and selling virtually anything online. It has made everything simpler by offering various products such as clothes, technology, beauty products, and home furniture. And even the cost comparison can be made easily. As per the research conducted, 32% of the people prefer to shop in this site and 28% of the people feel it as best shopping site because people buy with confidence trusting the Amazon brand and also you can upload multiple items at once using a special CSV file. But many people disagree with this site because there's no ability to add your own branding.

***Snap deal:** It is India's largest e-commerce website with respect to the number of transactions in a single day. Products such as watches, hard drives, laptops, and computers can be bought at a cheap price. It provides some heavy discounts on its items. It operates in only a few numbers of cities but the transaction rate is very high.

The data collected conveys that 52% of the people prefer to shop through snap deal and 26% of the people choose Snap deal as best shopping site due to these reasons. But some do not feel the same as returns are more difficult online than in local stores.

***Myntra:** It is aiming to redefine the fashion mantra of Indians, it offers fashionable products such as T-shirts, jeans, watches, shoes, belts and other fashion accessories. It literally takes the term of compare and shop to newer definitions, where people can easily compare prices of different products with few clicks.

As per the survey conducted, only few people prefer to shop through this site and only 4% feel that it is best. This site is not preferred more because of the chances of cheating and also the chances of wrong goods delivered. More over service for goods can be a problem.

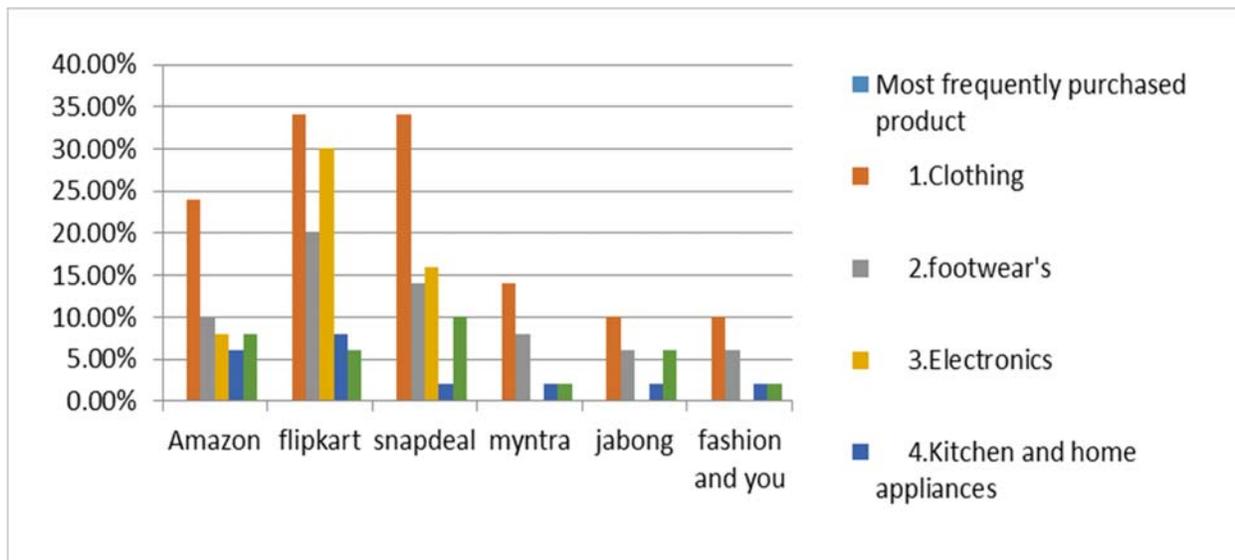
***Jabong:** This site is gaining popularity day by day because of its efficient work process and availability of number of branches in most parts of the country.

As per the analysis done, 16% people prefer to shop in this site and only 2% feel it as best shopping site. Because it is not verified by any reliable sources, it is hearsay and consolidated opinions of people. And it does not have anything on similar lines, and is positioned as mainly an e-commerce store for apparel, footwear and accessories.

***fashion and you:** It is members only private online shopping club, which partners with high apparel, designer wear, handbags, footwear, watches, jewellery, fragrances and home decor. It mainly offers high fashionable and luxury brands.

As per the information collected, only few people prefer this site and only 2% choose it as best site because it is more costlier and more over this site is not very much familiar to the customers as it is newly introduced.

2] Comparative analysis of most frequently purchased product



Nowadays as almost all of the products are purchased through online, here a customer can get every product whether it comes to a small soap to an electronic item. It shows that need for online retailing has increased to a large

extent. And the customers are very much flexible in online purchasing. The survey says that most frequently purchased products through online are clothing, footwear's, electronics, kitchen and home appliances and accessories and cosmetics.

***Clothing's:** As per the research conducted, 34% of the people purchase clothes from flip kart and snap deal because of their good quality.24% of the people purchase clothes from Amazon as its quality is not up to mark.14% of the people purchase clothes from Myntra as different varieties are not provided. And only 10% of the people choose jabong and fashion and you to purchase clothes, due to low quality, lack in variety and fluctuations in prices. Overall 100% of the people purchase clothes from online, as variety of products are available in different range.

***Footwear's:** The study says that 20% of the people prefer flip kart to purchase footwear's as fashionable footwear's are available for both men and women.14% -10%of the people choose snap deal and Amazon to purchase footwear's as the fashion trend has not increased up to the mark. And only 8%-6% of the people prefer Myntra, Jabong, Fashion and you. Over all 64% of the people purchase footwear's through online.

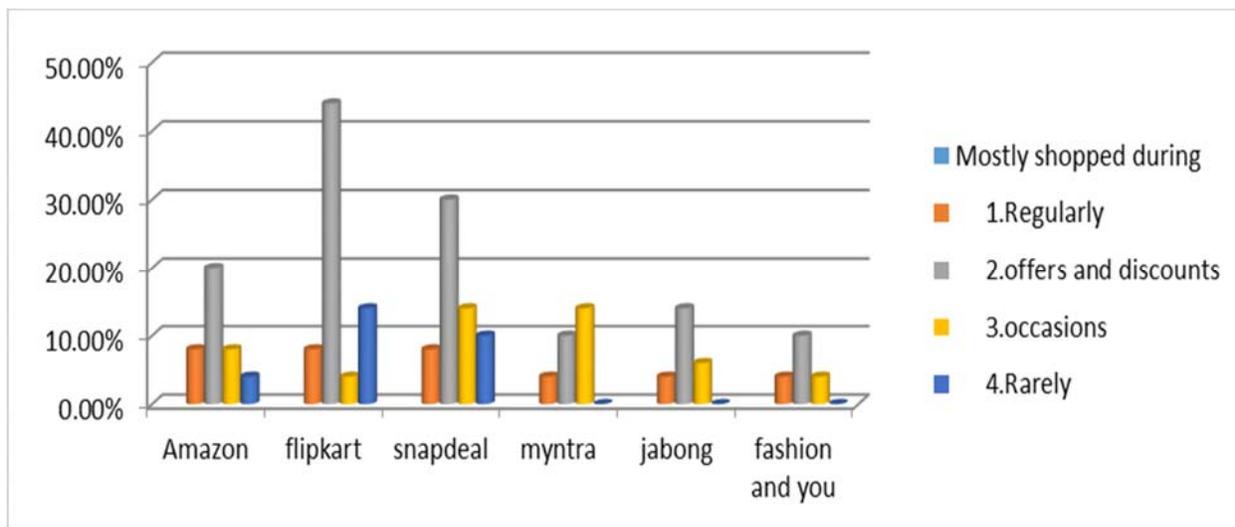
***Electronics:** As per the survey conducted, 30%-16% of the people choose flip kart and snap deal to purchase electronic items as safe and secure shipping facility is provided and even discounts are provided. And only 8% people purchase electronics from Amazon as it does not satisfy customers needs in this section. The study also reveals that Jabong and Fashion and you are not much developed to make sales in

this section. Over all 54% people purchase electronic items such as computers, mobile phones, laptops, ovens, etc. from online.

***Kitchen and home appliances:** As per the information collected, 8%-6% of the people purchase kitchen and home appliances from online and it may only include those products which are not easily available in shops and also the other reason may be that the online price is less than ordinary shopping price. And only 2% of the people prefer snap deal, Myntra, Jabong, fashion and you as the people are not convenient to purchase these products from online. Over all only 22% people purchase kitchen and home appliances through online. One reason will be that they are addicted to purchase these products through shops.

***Accessories and cosmetics:** As per the research, 10%-8% people prefer snap deal and Amazon to purchase these products may be due to the fashionable trend provided by them. And only 6%-2% of the people choose other sites to purchase these products, as they do not provide branded items in this sector. Over all only 34% people prefer online sites to purchase accessories and cosmetics. Because these products are easily available on the near-by shops and more over people do not have patience to wait for these products until they are delivered to them.

3] Comparative analysis of products mostly shopped during



As per the survey the online shopping is most preferable by the customers when there is availability of much offers and discounts. The customers modestly purchase the products on regular basis and occasions.

Findings

- * Most of the people are satisfied with the mode of payment.
- * Easy return facilities are enjoyed by most of the people.
- * Even today majority of the people prefer traditional way of shopping.
- * Due to privacy policies provided, almost all the customers feel safe while shopping online.
- * Customers feel that products are delivered to them on time.
- * Customers most frequently purchase clothing's,

footwear's and electronics from online.

Suggestions

- Since some of the products which is delivered from differ from what it is displayed. Hence the online shopping marketers have to keep the authentic standards in displaying and rendering products.
- Installment payment facility can be provided to attract increase the tendency of shopping especially at the time offers and discounts.
- Size of the products should be properly displayed by the online sellers.
- The number of orders placed should be delivered at a time by one agent of that particular area than collecting each product from different persons at different time.

Conclusion

Of course, online shopping won't ever completely eliminate its physical counterpart. There are still areas where we prefer to go into a shop and select items – they're part of any community, from newsagents to supermarkets. But there's no going back, and online shopping will become an even more central part of our lives, growing more sophisticated with each passing year.

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