



Godhra's Online Retail Landscape: Analysing Consumers' Perception

Dr. Naisarg G. Shah

ABSTRACT

Customer attraction and satisfaction are both heavily influenced by online buying. In today's technology environment, most businesses employ online purchasing to please clients while also recruiting new ones. The impact of internet shopping on improving customer satisfaction in retail enterprises is the subject of this study report. The purpose of this study was to determine the influence of online purchasing on the retail industry. Aside from this goal, the study paper also includes some additional objectives, such as determining client satisfaction with retail company items and services. The study also sought to determine the influence of internet purchasing on improving customer satisfaction in retail businesses. The researcher conducted the study using positivist principle, descriptive design, deductive research strategy, and primary data gathering method. According to the findings of the study, internet shopping assists firms in increasing their commercial opportunities as well as increasing consumer happiness in the workplace. The study also revealed that online shopping has a variety of consequences on an organization's company, and based on the findings, it can be concluded that online shopping helps an organisation build its business, resulting in more financial benefits in the long run.

Keywords: Online Shopping, Customer Satisfaction, Services, Retail Companies, Financial Benefit.

INTRODUCTION

The advent of e-commerce in India has significantly transformed the commercial landscape and altered traditional business practises. The projected growth of the Indian e-commerce industry from US\$ 46.2 billion in 2020 to US\$ 188 billion by 2025 has been forecasted. The projected value is anticipated to reach approximately US\$ 350 billion by the year 2030. According to projections, the Indian electronic commerce industry is anticipated to experience a growth rate of 21.5 percent, reaching a total value of US\$ 74.8 billion by the year 2022.

According to projections, the value of India's e-commerce industry is anticipated to reach US\$ 111 billion by 2024, and is expected to further increase to US\$ 200 billion by 2026. The industry's growth has been primarily driven by a significant increase in internet and smartphone usage. The implementation of the 'Digital India' initiative resulted in a significant proliferation of internet connections, reaching a substantial figure of 830 million by the year 2021. Within urban regions, a majority of 55 percent of internet connections were established, with an overwhelming 97 percent of these connections being wireless in nature.

MARKET SIZE

The projected compound annual growth rate (CAGR) for the Indian online grocery sector indicates a substantial expansion from US\$ 3.95 billion in FY21 to an estimated US\$ 26.93 billion by 2027. The consumer digital economy of India is projected to achieve a value of US\$ 1 trillion by the year 2030, exhibiting a significant increase from its 2020 value of US\$ 537.5 billion. This growth can be attributed to India's swift embrace of online services, including e-commerce and edtech.

According to Grant Thornton, it is projected that the value of e-commerce in India will reach US\$ 188 billion by the year 2025. In the year 2020, India achieved the status of being the eighth-largest e-commerce market globally. This ranking places India after France but ahead of Canada, with a notable turnover of \$50 billion.

The projected growth of the Indian E-commerce market is expected to reach US\$ 200 billion by 2026, exhibiting a significant increase from its value of US\$ 38.5 billion in 2017. This growth may be attributed to the increasing prevalence of smartphones, the implementation of 4G networks, and the escalating affluence of consumers.

In 2020, India possessed the third-largest internet buying demographic, comprising 140 million individuals, trailing behind China and the United States. Prior to the nationwide implementation of India's forthcoming advanced mobile internet technology, customers in the country are displaying a growing inclination towards purchasing 5G mobile devices. The year 2021 witnessed a notable surge in smartphone shipments, reaching a total of 169 million units. Of particular significance was the remarkable growth observed in 5G shipments, which experienced a substantial year-on-year increase of 555 percent. Prior to the nationwide implementation of India's forthcoming mobile internet technology of the next generation, there has been a notable surge in the purchase of 5G smartphones by Indian consumers. In 2020, the number of smartphone shipments exceeded 150 million units, with the shipment of 5G smartphones topping 4 million units. This notable achievement can be attributed to the robust consumer demand that emerged in the aftermath of the lockdown measures. Based on a poll conducted by IMAI and Kantar Research, it is projected that the number of internet users in India would increase to 900 million by the year 2025, representing a significant growth from the 622 million users recorded in 2020. This growth is expected to be driven by a compound annual growth rate (CAGR) of 45 percent between the years 2020 and 2025. During the Christmas season of 2021, Indian e-commerce platforms recorded a Gross Merchandise Value (GMV) of US\$ 9.2 billion, indicating a 23 percent increase compared to the previous year's figure of US\$ 7.4 billion.

ROAD AHEAD

The e-commerce sector has significantly influenced India's micro, small, and medium enterprises (MSMEs) through the provision of financial resources, technological advancements, and educational opportunities. Additionally, its presence has resulted in favourable ripple effects on related industries. The e-commerce industry in India has exhibited a notable upward trajectory, with projections indicating that by the year 2034, it is anticipated to surpass the United States and emerge as the second largest global e-commerce market. Technology-enabled advancements such as digital payments, hyper-local logistics, analytics-driven customer engagement, and

digital marketing are anticipated to contribute significantly to the expansion of the sector. Over time, the growth of the e-commerce industry is anticipated to have positive effects on employment rates, export revenues, tax revenues, and consumer satisfaction by providing improved products and services. It is projected that by the year 2022, there would be an 84 percent rise in smartphone usage, resulting in a total of 859 million users.

The electronic retail market is projected to continue expanding at a substantial rate, with a compound annual growth rate (CAGR) over 35%, and is anticipated to reach Rs. 1.8 trillion (US\$ 25.75 billion) by FY20. It is anticipated that the e-commerce industry in India would witness a substantial increase in the number of consumers, reaching a range of 300-350 million individuals within the upcoming five-year period. Consequently, this surge in consumer base is projected to contribute to a significant growth in the online Gross Merchandise Value (GMV), with estimations indicating a value of US\$ 100-120 billion by the year 2025. Based on a survey published by Bain & Company, it is projected that the gross merchandise value (GMV) of India's social commerce sector will reach a sum of US\$ 2 billion in the year 2020. The increasing prevalence of mobile usage is projected to reach a value of US\$ 20 billion by the year 2025, and maybe experience a substantial surge to US\$ 70 billion by the year 2030.

LITERATURE REVIEW

Vijay, Sai T., and Balaji, M. S. (2009) observe a growing trend among consumers worldwide, wherein they are shifting their preference from crowded physical stores to the convenience of online shopping. Despite its convenience, online purchasing is not the prevailing method of shopping in India.

Sanjeev Kumar and Savita Maan are identified as a couple, as of the year 2013. The study provides insights into the online shopping behaviours and preferences of customers. Additionally, the essay highlights the difficulties encountered by consumers while endeavouring to use the internet as their major purchasing platform. The present study is a descriptive investigation that aims to examine the concept of online purchasing. It involves a thorough analysis of prior studies that are important to the many aspects of online buying. The data indicate that internet purchasing offers greater advantages to consumers. Privacy and security concerns are frequently stated as justifications for refraining from engaging in online shopping.

The study conducted by K. Vaitheeswaran (2013) examined the level of convenience associated with internet shopping. The post-sale responsibilities of retailers has experienced a significant decline due to the increased standardisation of items, the establishment of more rigid specifications, and the erosion of the concept of service. Consequently, individuals engage in physical visits to retail establishments in order to conduct firsthand examinations of the merchandise, however they may opt for online platforms to fulfil this purpose at a reduced cost. E-commerce enterprises are able to provide significant discounts as a result of their absence of a physical warehouse.

While MingyaoHu, Elliot Rabinovich, and HanpingHou (2014) conducted a study that centred on online customer pre-purchase perceptions, the present study also aims to investigate online consumer pre-purchase perceptions. Trustworthy online merchants employ many strategies to differentiate themselves from untrustworthy businesses in the eyes of customers inside the online marketplace. In contrast, internet retailers who lack credibility have the ability to mimic the actions of reputable online retailers by replicating the same indicators without actually delivering the corresponding services.

R. Swarna, Deva Kumari, and Dr. D. Sudhakar (2016) This research examines the level of customer satisfaction about online purchase in the Chittoor district. This study examined the satisfaction ratings of customers regarding the selected products. Based on the results obtained, it can be observed that a significant proportion of participants exhibit a preference for making purchases on the Flipkart online platform, with Amazon ranking second in popularity. Furthermore, the respondents express a high level of satisfaction about the punctual delivery of products.

RESEARCH OBJECTIVE

1. To study the perception of consumers towards online shopping
2. To study the concept of online shopping.

SAMPLE SIZE

The specimen size is 100 customer.

DATA ANALYSIS

VARIABLE	FREQUENCY	%
AGE		
Below 18 Years	5	5%
18 - 25 Years	30	30%
26 - 35 Years	25	25%
36 - 45 Years	25	25%
46 and above	15	15%
TOTAL	100	100%
GENDER		
Male	65	65%
Female	35	35%
TOTAL	100	100%
MARITAL STATUS		
Married	50	50%

VARIABLE	FREQUENCY	%
Unmarried	25	25%
Divorcee	10	10%
Live in relation	15	15%
TOTAL	100	100%
EDUCATION		
Matriculation	10	10%
Graduate	50	50%
Postgraduate	35	35%
Professional	5	5%
TOTAL	100	100%
MONTHLY INCOME		
Below30000 Rs	5	5%
30001 to 45000 Rs	20	20%
45001 to 60000 Rs	35	35%
Above 60000 Rs	40	40%
TOTAL	100	100%
OCCUPATION		
Study	5	5%
Government Job	10	10%
Private Job	20	20%
Trading	15	15%
Manufacturer	20	20%
Home maker	10	10%
Freelancer	20	20%
TOTAL	100	100%
FAMILY TYPE		
Joint	5	5%
Nuclear	95	95%
TOTAL	100	100%

INTERPRETATION

Based on the findings of the data analysis, it is observed that 15% of the participants fall within the age range of 18 to 25 years, while 30% belong to the age bracket of 26 to 35 years. Furthermore, 35% of the respondents are situated between the ages of 36 and 45, and the remaining 20% are categorised as individuals aged 46 years and above. The proportion of male respondents accounts for 36% of the overall sample, whereas female respondents constitute 35% of the total. According to the data provided, it can be observed that 50% of the individuals surveyed

are married, while 25% are single, 10% are divorced, and the remaining 15% are in a live-in relationship. The respondents can be categorised into different educational levels, with non-graduates being 10% of the total, graduates comprising 50%, postgraduates comprising 35%, and doctorates comprising 5%. According to the survey data, it was found that 5% of the participants reported a monthly income below 30000 rupees, while 20% indicated a monthly income ranging from 30001 to 45000 rupees. Additionally, 35% of the respondents reported a monthly income falling between the range of 45001 to 60000 rupees, whilst the remaining 40% reported a monthly income exceeding 60000 rupees. According to the survey data, it was found that 5% of the participants identified themselves as students, while 10% of the respondents reported being housewives. Additionally, 20% of the participants were employed in government positions, while 25% indicated that they were self-employed. Furthermore, 20% of the respondents reported working for private corporations, and the other 20% identified themselves as freelancers. A combined family is the living arrangement for 5% of the respondents, and the remaining 95% reside in a nuclear family.

1. Relation between Age and Satisfaction level

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	208.194 ^a	16	.000
Likelihood Ratio	203.225	16	.000
Linear-by-Linear Association	83.592	1	.000
N of Valid Cases	100		

a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .25.

From the above table it is shown that p value is 0.000 which is smaller than significant value 0.05 so it is concluded that there is relation between Age and Satisfaction level

2. Relation between Gender and Satisfaction level

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	83.516 ^a	4	.000
Likelihood Ratio	106.996	4	.000
Linear-by-Linear Association	68.303	1	.000
N of Valid Cases	100		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.75.

From the above table it is shown that p value is 0.000 which is smaller than significant value 0.05 so it is concluded that there is relation between Gender and Satisfaction level

3. Relation between Marital Status and Satisfaction level

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	146.944 ^a	12	.000
Likelihood Ratio	155.019	12	.000
Linear-by-Linear Association	79.961	1	.000
N of Valid Cases	100		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .50.

From the above table it is shown that p value is 0.000 which is smaller than significant value 0.05 so it is concluded that there is relation between Marital Status and Satisfaction level

4. Relation between Education and Satisfaction level

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	240.000 ^a	12	.000
Likelihood Ratio	191.085	12	.000
Linear-by-Linear Association	82.940	1	.000
N of Valid Cases	100		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .25.

From the above table it is shown that p value is 0.000 which is smaller than significant value 0.05 so it is concluded that there is relation between Education and Satisfaction level

5. Relation between Income and Satisfaction level

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	171.875 ^a	12	.000
Likelihood Ratio	188.491	12	.000
Linear-by-Linear Association	73.434	1	.000
N of Valid Cases	100		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .25.

From the above table it is shown that p value is 0.000 which is smaller than significant value 0.05 so it is concluded that there is relation between Income and Satisfaction level

CONCLUSION

The proliferation of the World Wide Web, also referred to as the WWW, has led to a surge in the popularity of online shopping. The issue of comprehending the demands of clients in the context of online selling has presented a considerable challenge for marketers. Gaining insight into customer attitudes about online purchasing, enhancing the determinants that motivate consumers to engage in online shopping, and addressing the aspects that impact consumer behaviour in this context might enable marketers to attain a competitive edge vis-à-vis their rivals. Ultimately, the advent of online purchasing has exerted a substantial influence on our collective society. The utilisation of technology has facilitated the emergence of novel opportunities and prospects, hence enabling a more expedient and efficient contemporary lifestyle. Based on the conducted hypothesis testing, it has been established that there exists a statistically significant association between age and satisfaction level, gender and satisfaction level, marital status and satisfaction level, education and satisfaction level, as well as income and satisfaction level.

BIBLIOGRAPHY

1. Hooda, S. and Singh, N., 2018. Online apparel shopping. *Man-Made Textiles in India*, 46(3). Jiang, Y., Shang, J., Liu, Y. and May, J., 2015.
2. K Maran, S Usha (2014), Work Life Balance of Women Employees Satisfaction-A Study With Reference to IT Sector in India' - *Asia Pacific Journal of Research*, Volume: 1.
3. K Maran, V Chandra Shekar (2015), A study on student's perception of employability skills with respect to engineering institutions - *International Journal of Research in Engineering*, Volume 5, Issue 3, PP:21-34.
4. KK Maran, J Badrinarayanan, P Kumar (2017), A study on branded apparels customers purchase behavior with reference to India - *International Journal of Applied Business*, Volume 21, Issue 15, PP: 215-222.

5. Krassadaki, E. and Grigoroudis, E., 2018, June. Defining customer satisfaction criteria categories using MCDA and Kano's model.
6. S Sankar, K Maran (2013), Market Trading in India-Customer Perception - International Journal of Engineering and Management, Volume 3, Issue 2, PP:1-13.
7. V Suresh, K Maran (2018), A Study On Impact Of An Affiliate Marketing In E-Business For Consumer's Perspective, SP AR - International Journal of Engineering and Technology, Volume 10, Issue 2, PP:471-475.
8. V Suresh, M Chitra, K Maran (2016), A study on factors determining social media on cosmetic products, - Journal of Pharmaceutical Sciences and Research, Volume 8, Issue 1, PP:1.
9. Venkatesh.P (2013) "Viral Marketing of Digital Products Using Social Media" PEZZOTTAITE JOURNALS, ISSN: 2319-9016, online ISSN No: 2319-9024, Volume. 2, PP. 120-125.
10. Venkatesh.P (2020), "A Study And Analysis On Impact Of Brand Equity With Reference To Air India", Studies In Indian Place Name, ISSN: 2394-3114, Vol 40 issue 40 (s1) March 2020, PP: 304
11. VS Rekha, K Maran (2012), Advertisement Pressure And Its Impact On Body Dissatisfaction And Body Image Perception Of Women In India, Global Media Journal: Indian Edition, Volume.3, Issue 1, 2012

