AN OVERVIEW OF ONLINE SHOPPING IN JHARKHAND WITH SPECIAL REFERENCE TO JAMSHEDPUR CITY

Dr. Anil Chandra Pathak
Assistant Professor of Commerce
Jamshedpur Workers' College
Jamshedpur

ABSTRACT

Online shopping in India has a bright future because to the country's rapidly expanding Internet user base. Understanding the most influential factors in consumer behaviour and the connections between merchants and customers may help E-commerce enhance its marketing efforts to attract new customers and retain existing ones. This research looks at how people in the city of Jamshedpur use E-commerce platforms like Amazon, Flipkart, etc. to do their purchasing.

Since the introduction of the Internet, consumers have shifted their purchasing habits. In response, many companies have moved their operations online, made shopping more accessible via mobile devices, and offered discounts to entice new and returning customers.

Keywords:-

INTRODUCTION

Millions of people worldwide rely on the internet for communication, information gathering, recreation, and, increasingly, business. In fact, online shopping is one of the most prevalent ways people utilise the internet. The evidence offered below lends credence to the aforementioned assertion. India now has the third-largest number of internet users in the world, at 150 million.

The yearly growth rate of mobile internet users has been around 100% since 2009. The overall value of India's E-commerce sector is around Rs 9,500 crore, just a small portion of which comes from online purchasing. When compared to the global average of 8%-10%, India's online shopping growth rate of over 30% is much greater. Direct-to-consumer E-commerce in India is projected to more than double to more than $3 billion over the next three years and possibly increase to $15 billion by 2017. This is according to Matrix Partners India co-founder and director Avnish Bajaj. The current 20 million online shoppers in India might increase by as much as 140 percent, reaching 300 million in the next decade. There is a strong relationship between social media activity and sales activity, both online and in stores. Socialbakers reports that 62.7 million Indians, or 68% of the country's internet population, are Facebook users. Although there are about 150 million people in the country who have access to the internet, only around 10 million of them (or roughly 7 percent of the total) actively shop online. This indicates how young India's E-commerce market is. The vast Indian consumer market has lagged behind the rest of the world despite the meteoric rise of online shopping. This is what sparked our

interest in the topic in the first place. According to projections from the Internet and Mobile Association of India, the E-commerce market in India has the potential to grow at a rate of 70% annually. It is predicted that 38 million consumers will have made purchases online by the end of 2015. These days, a typical Indian consumer may only make a few of online transactions every month. In two to three years, when the market has settled, the average internet shopper will have made four or five transactions every month. Therefore, firms should look at the factors that impact purchases made by Indian customers. Numerous research have shown that customer qualities are vital when it comes to online purchasing, however the great majority of these studies are done outside of India. Given the current lack of data on what influences online purchasing choices among Indian consumers, the following research is proposed.

REVIEW OF LITERATURE

Benlian et al. (2012) Compare the impact of supplier recommendations on online shopping experiences to that of consumer reviews. Provider recommendations are rated far higher by users in terms of usefulness and perceived simplicity of use compared to customer evaluations. When compared to users who depend on expert advice, those who rely on peer reviews report higher levels of trust and satisfaction.

Sharma S. (2015) analyses how different types of products influence customers' propensity to purchase online. Product information readily available on websites was shown to be a significant factor affecting consumers' decisions to make purchases online. The convenience of internet shopping is one of its main selling points. Products including motion pictures, music, and video games were also shown to have a higher level of social acceptability when purchased online..

Yeoh et al. (2015) find out how the customers' preexisting cultural models affected their post-recovery feelings of contentment, loyalty, and advocacy. The findings also suggested that post-recovery loyalty and word-of-mouth were significantly associated with relational and utilitarian cultural types.

OBJECTIVES OF THE STUDY

- ➢ To analyse consumers awareness towards Online Shopping.
- ➢ To analyse the time duration spend by customers in online shopping.
- ➢ To analyse consumers inclination towards various websites.
- ➢ To analyse consumers inclination towards mode of payment.

RESEARCH METHODOLOGY

The goal of this research is to learn more about the mindsets and habits of Jamshedpur city dwellers when it comes to shopping online. What influences consumer pleasure, loyalty, and company success among shoppers of diverse ages when it comes to online buying, including the payment methods favoured by these shoppers.

The vast majority of data is collected only via questionnaires. Various print and online sources, including academic journals, newspapers, magazines, books, and websites, are excellent places to look for secondary data.

DATA ANALYSIS AND INTERPRETATION

Table 1:- Demographic Profile of respondents

Particulars		Frequency(75)	%
Gender	Male	45	60.00
	Female	30	40.00
Age group	Below 22 years	18	24.00
	22-29 years	24	32.00
	29-36 years	19	25.33
	Above 36 years	14	18.67
Qualification	Till intermediate	11	14.67
	Graduate	29	38.66
	Post Graduate	17	22.66
	Professional	18	24.00
Type of respondents	Students	19	25.33
	Teachers	23	30.67
	Businessman	21	28.00
	House wife	12	16.00

Sources:- Primary data

Table 2:- The online shopping site you preferred for shopping

Sites	Frequency	%
Amazon	11	14.67
Flipkart	29	38.66
Myntra	15	20.00
Snapdeal	20	26.67
Total	**75**	**100.00**

Sources:- Primary data

Fig:- 1 The online shopping site you preferred for shopping
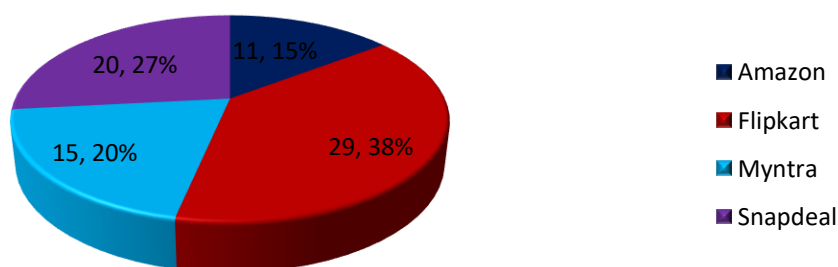
The data indicated that out of 75 customers, 14.67% customers have chosen Amazon as their preferred shopping site for purchase of goods, 38.66% customers preferred Flipkart for online shopping, 205 customers preferred Myntra for online shopping and 26.67% customers have chosen Snapdeal as their preferred site for online shopping. The data indicated that the most preferred online shopping site is Flipkart.

Table 3:- Time spend by customers in E-commerce site in a week

Hours	Frequency	%
0-3 hours	18	24.00
3-6 hours	27	36.00
6-9 hours	18	24.00
More than 9 hours	12	16.00
Total	75	100.00

Sources:- Primary data

Fig:- 2 Time spend by customer in E-commerce site in a week
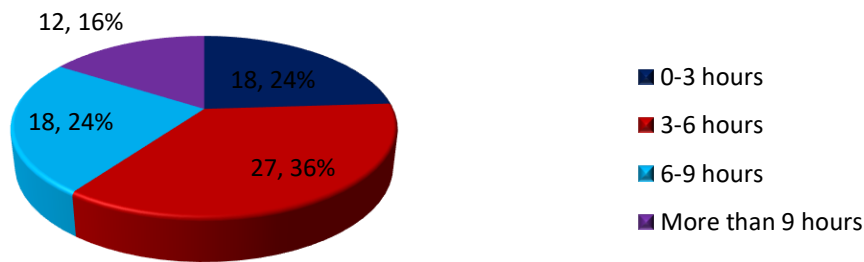
The data of the table showed that out of 75 customers 24% customers spend less than 3 hours in a week for searching various items in online sites, 36% customers spend more than 3 hours but less than 6 hours in various e-commerce sites in a week for searching various items in online sites, 24% customers spend more than 6 hours but less than 9 hours in various e-commerce sites in a week for searching various items in online sites and 16% customers spend more than 9 hours in various e-commerce sites in a week for searching various items in online sites. The analysis indicated that maximum customers spend less than 6 hours in a week on various online shopping sites.

Table 4:- Items preferred by customers while purchasing from online sites

Items	Frequency	%
Cloths	31	41.33
Accessories	18	24.00
Footwears	20	26.67
Electronics	06	08.00
Total	75	100.00

Sources:- Primary data

Fig:- 3 Items preferred by customers while purchasing from online sites
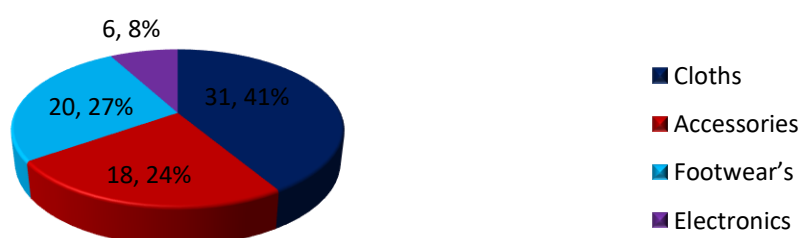
Various items were purchased by customers through online shopping site. The data showed that 41.33% customers purchased cloths various online shopping site, 24% customers purchased accessories from various online shopping sites, 26.67% customers purchases footwears from various online shopping sites and 8% customers purchases electronics from various online shopping sites. The analysis indicated that maximum customers preferred online shopping sites for purchased cloths.

Table 5:- Preferred Mode of payment for online shopping

Mode	Frequency	%
Cash on Delivery	43	57.33
Debit card	16	21.33
Credit card	05	06.67
Net banking	11	14.67
Total	75	100.00

Sources:- Primary data

Fig:- 4 Preferred Mode of payment for online shopping
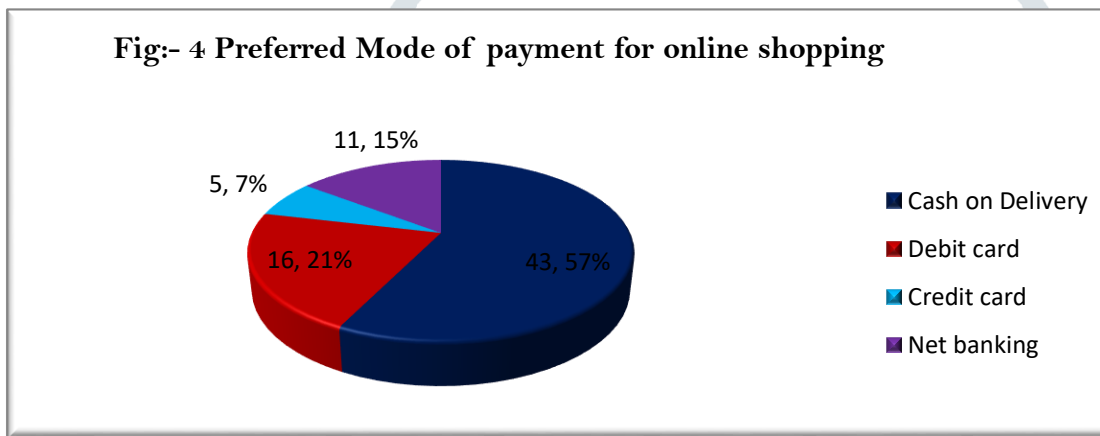
Various mode of payment are available in online shopping sites for purchase of goods. Out of 75 customers, 57.33% customers prefer cash on delivery as their priority mode of payment, 21.33% customers prefer debit card as their mode of payment, 6.67% customers prefer credit card as their mode of payment and 14.67% customers prefer net banking as their mode of payment. The analysis indicated that maximum customers preferred cash on delivery as their mode of payment..

CONCLUSION

All businesses understand that a well-thought-out e-commerce strategy must take into account the factors that influence consumers' decisions to purchase online. According to the findings of this paper, the strategic management process in e-commerce is affected by the factors that influence consumers' propensity to shop online. These factors, in turn, play a crucial role in ensuring the long-term success and growth of e-commerce businesses. The youthful Indian population has taken to online shopping in large numbers. E-commerce has been more popular among young adults. The vast majority of consumers have a thorough understanding of internet shopping's benefits and drawbacks. The development of technology has greatly improved the online shopping experience for customers, and this trend is only expected to continue. Online shopping has been predicted to eventually surpass traditional brick-and-mortar stores due to the exponential rise of items and brands.

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