



A STUDY OF CUSTOMER PREFERENCE FOR ONLINE SHOPPING BY COLLEGE TEACHERS IN JALGAON CITY.

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Abstract : Now-a-days E-commerce becomes very popular and peoples prefer for online shopping because they find it as convenient and assured rather than traditionally go to shop and get information about product. This study is carried out in Jalgaon city to know customers preferences for online shopping. The study also shows the satisfaction of the customer.

IndexTerms - customer preference, customer behavior, online shopping.

I. INTRODUCTION

Customer is the king of the market and without him nothing to sell and nothing to buy in the market. Traditionally, a customer visits the shop and compares prices and features of product through various shops. When he finds fare price in a shop within his budget, he came to buying decision and he preferred that shop for shopping in future purchases. Today's World is of Internet and usage of internet is in every field like Banking, Reservation, Enquiry, Shopping etc. So the users of the Internet are also growing rapidly. Customer are using internet to pay bill like electricity, mobile bill, telephone bill etc. Customer uses mobile or his pc for this purpose. In simple words online shopping is the act of purchasing the products or services over the Internet (businessdictionary.com). Peoples are using internet for online shopping. It is not only saves time of the customer but money also. Traditional way is to get information from shop owner and purchase the product but online shopping is convenient to the customer. Customer can get information about the product and review of customer who actual used the product. Customer compare price of the product among all online shopping websites. The study of customer preferences means to know customer preference to the online shopping company. How he think before purchasing the product? What factors he considered for purchasing product?

Customer Preference-

Customer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the customer to rank these bundles of goods according to the levels of utility they give the customer.

Online shopping-

Online shopping has become popular now a days. In simple words it is the act of purchasing products or services on Internet. It is popular due to time saving, convenience, low price, easy payment methods etc. Customers can get his product at home.

Advantages-

- Time saving
- Fuel saving
- Price comparison
- Availability of information and user review
- 24 hrs availability
- Easy payment methods

Disadvantages-

- Customer can check product personally after product delivery
- Shipping charges
- Refund or return issues

Objectives:

1. To find out customer preferences
2. To study the experiences of customer for online shopping
3. To find out the factors considered by customer
4. To give suggestions to e-retailers for improvement in their product profile and overall services.

II RESEARCH METHODOLOGY:

Sample Size – The questionnaire is distributed among college teachers near about 60 out of them 20 are non respondents. The sample size is 40.

Data collection- Primary Data and Secondary Data used for the study. Primary Data collected through structured questionnaire and Secondary data collected from website, books, magazine etc.

Review of literature-

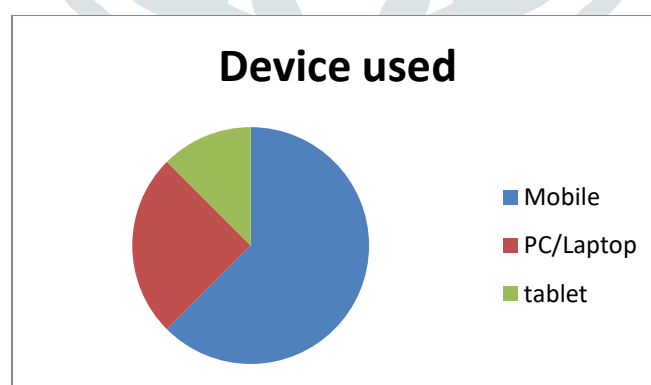
A. Meharaj Banu et al (2014) in their study gives that online shopping is having very bright future in India and perception towards online shopping is getting better in India. customer using of internet can shop anywhere, anytime with safe and easy suitable payment option. The study investigates the determinants which are responsible for choosing of the online purchasing portals by the customers. The results show that customers preferred to accept on line purchasing portals for purchases whenever they perceived that the determinants like product preference through the respective purchasing portals, variety options available in the portals and convenience of online shopping and in accordance to their preferences. Customers can do comparison shopping between products, as well as, online stores.

G.R.Shalini & K.S.HemaMalini (2015), in their study in Chennai city that most of the people select flip cart for online shopping and also online shopping had become a trend. The Factors like Convenience and time efficiency influencing online shopping customers. 73% of the respondents prefer online shopping , though there is financial risk and non-delivery of product risk but that not affect the buying behavior of the online shoppers.

Mohanapriya. S & Dr.D. Anusuya (2014), reveals in their study that mainly college students prefer purchasing on online. Most of the customers are satisfied by online shopping. The customers also think that, to move from shop to shop, online shopping is very easy to purchase goods. The factors like distance, traffic make it even more difficult for a person to go to shops and buy goods so people have started using online shopping for purchasing. They have payment options like cash on delivery and it has rapidly increased the number of the online shoppers. And this list will keep on increasing. Government has to improve security laws related to online websites so that the online customers feel secured in case of debit card, credit card or online payments.

III. Data analysis –

Device used



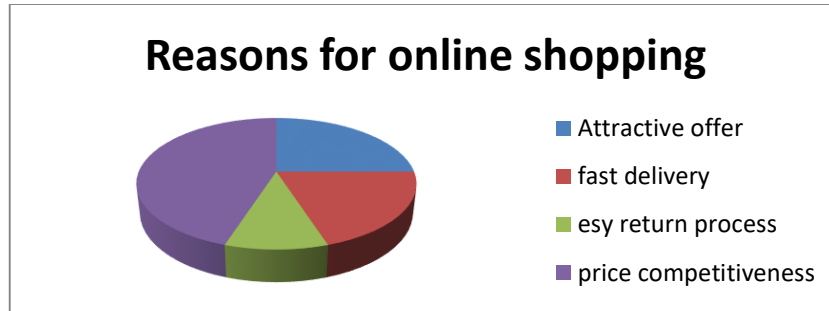
Mobile devices are used by most respondents i.e 25, PC and Laptops used by 10 respondents and 5 respondents used tablet for online shopping.

Preference



25 of respondent prefer for online shopping where as 10 respondents are not prefer for online shopping.

Reasons for Online shopping



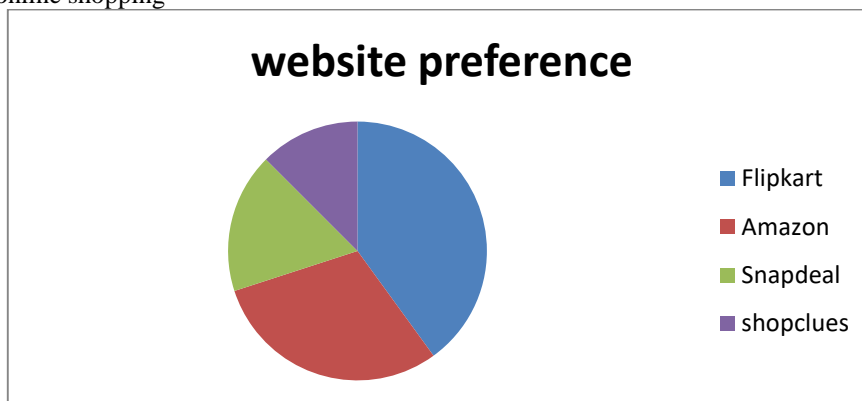
18 respondents prefer online shopping for price competitiveness, 10 respondents prefer for different attractive offers, 8 respondents prefer fast delivery and 4 respondent prefer for easy return process.

Frequency of visit the site



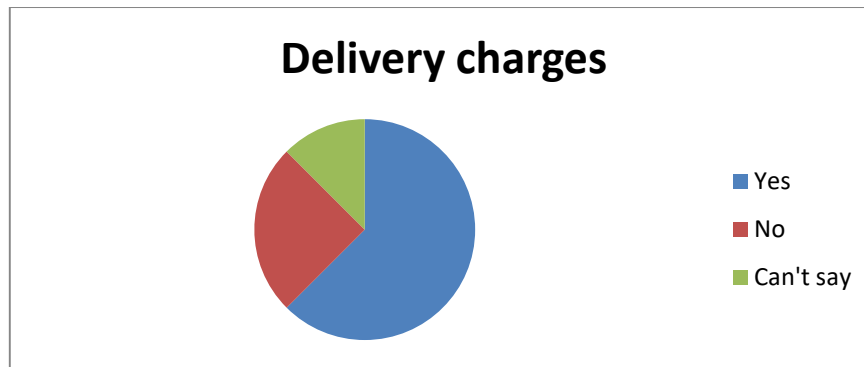
9 respondents visits the site 3 times in week, 15 respondent visit the site 5 times as per their need, 10 respondents visits the site more than 5 times in a week.

Website preference for online shopping



16 respondents are preferred Flipkart website for shopping, 12 respondents preferred Amazon, 7 respondents preferred snapdeal and 5 respondents preferred shopclues website.

Delivery charges



Many respondents consider delivery charges for online shopping.

Products purchased



Respondents preferred electronic items on online shopping, while some are preferred for clothes and home appliances. Some respondents purchased other items from online.

IV. FINDINGS

- It is found that 62.5% respondents use their Smartphone for online shopping.
- The study reveals that Attractive offers available on the sites and their price Competitiveness attracts customers for online shopping.
- It is found that most respondents i.e. 37.5%, visit the website for online shopping as per their need and 22.5% visits 3 times in a week.
- Near about 40% of respondents prefer Flipkart for online shopping and 30% prefers Amazon.
- Fast delivery of product, easy return process and Delivery charges are also considered by respondent.
- During study it is found that Electronics products, Home appliances, clothes are purchased from online shopping by respondents.
- It is found that Respondents check price on different website for desired product.

V. SUGGESTION

- Customer visits online shopping sites for offers, price competitiveness so e-tailer Company must provide more security for online transaction as hackers can be cheating with them.
- Many customers prefer cash on delivery option so every bank should give some promotional offers for online shopping. It can help to increase more cashless transactions.
- E tailer companies must do scrutiny of the seller as he can send duplicate product to the customer.
- Government should make strict guidelines for e-tailers to sell the products.

CONCLUSION

The study reveals that college professor prefers online shopping. Apart from traditional shopping Online shopping is safe, time saving, free delivery etc. While doing online shopping attractive offers, Price difference, brands are considered. Respondents are satisfied with the fast delivery service provided by company as well as easy return process. Respondents are considered delivery charges for their online shopping. It is safe in payments also because cash on delivery, card payments are available.

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