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GRT A STUDY OF RESPONSES BY URBAN CONSUMERS TO THE SELECTEDE-RETAILING PRACTICES

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Abstract:- Now-a-days the world is becoming the technological village, because of the facilities of telecommunication. Internet is one of the telecom facilities, which used by most of the people. Next, many urban users are using the e-retailing facility for purchasing the products and the services from websites. In this sense, people from Nanded are also giving good response to e-booking of railway & bus tickets, e-recharge, and e-bill payment system etc. E-retailing facility saves the time and also the efforts for purchase. Present paper attempt s to know such responses to e-retailing practices. Also it focuses on common problems faced by people while purchasing through e-retailing websites.

Keywords:e-retailing, urban consumers, websites etc.

1.INTRODUCTION

Today, we can see that, everywhere internet, e-commerce is used for purchasing the production or services. Online purchasing facility is used by most of the internet users, because it saves the time and efforts also for searching the product. Generally, E-retailing or e-commerce or e-tailing is the practice of purchasing and selling the product by using the internet technology. People are getting attracted towards purchasing tickets, mobile recharge, dish tv recharge, book purchase, electronic products purchase through websites, because of the easiness of shopping and pool of varieties of products.

E-shopping or E-retailing is the form of electronic commerce whereby consumers can directly purchase the goods or services from a seller, manufacturer over the internet without any mediator. An online shop, e-shop, e-store, Internet shop, web-shop, web-store, online store, or virtual stores are the sources for e-retailing.

The sale of the goods and services through the Internet is known as e-retailing. Electronic retailing, or e-tailing, can include business-to-business (B2B), business-to-consumer sales (B2C) and also the consumer-to-consumer (C2C) purchase and sale transaction. E-tailing revenue may come from the purchase and sale of products, also through the subscriptions to website content, matters, or through advertising on site.

Objectives of the study:

Following objectives were set for the present study.

1. To know the use of e-retailing by urban consumers.
2. To know the causes of using e-retailing
3. To know problems faced by urban consumers while using it.

Significance of the study:

The study mainly helps to know the using pattern of e-retailing by urban consumers. It also gives some suggestions for making e-retailing more trustful and worthy. It focuses the common problems faced by people while purchasing through internet.

Limitations of the study:

The study is limited to only 100 persons that are using e-retailing services. The study was conducted in urban area i.e. Nanded City only, so rural people may express different opinions about e-retailing. The experiences of users at various times of purchasing may be different. As per their first or second experience or response respondents have expressed their opinions. The study was conducted in the month of November and December of 2014.

Research Methodology:

The present study is mainly based on the primary data collected from the respondents through structured questionnaire. 100 sample respondents were selected by using convenient sampling. Those people were selected only, who are using the internet and e-commerce facilities for various purposes. The sample respondents were selected from various age groups in Nanded City.

Responses of the urban consumers to e-retailing:

As being one big and literate city, Nanded has good communication facilities and all other type of facilities for the people. In this sense, internet and telecom facilities are used by most of the literate people in Nanded city. While using internet some of them purchase the products or services from websites. This study is wholly based on such buying behavior of consumers from internet.

Table 1: Uses of E-Retailing Services by sample consumers

E-Retailing Age-Group	E-Recharge of Mobile & Bill Payment	E-Rail & Bus Tickets	E-Purchase of various products	All of these services	None of these	Total
16-25	07	08	04	06	00	25
26-35	06	07	05	07	00	25
36-45	03	12	04	06	00	25
46-55	02	12	01	03	07	25
Total	18	39	14	22	07	100

Above table shows that, maximum i.e. 39 urban users of e-retailing practices are using the e-ticket booking service for the rail and bus reservations. Whereas, 22 users are using all the services that are e-recharge, e-booking of rail & bus, bill payment and e-shopping also.

This analysis reveals that, there is a negative co-relation between the age of users and the use of e-recharge facility and use of all facilities collectively. But, a positive co-relation is found in the age of users and use of e-rail & bus ticket booking service.

Table 2: Reasons for using e-retailing services

Reasons Age-Group	24 x 7 hrs. Shopping from home	Availability of plenty products	Full information & comparison	All of these	None of these	Total
16-25	09	07	06	03	00	25
26-35	12	01	08	04	00	25
36-45	16	00	04	05	00	25
46-55	10	03	02	03	07	25
Total	47	11	20	15	07	100

Table 2 highlights the reasons for using the e-retailing services by the urban consumers in Nanded city. The

table reveals that the urban consumers purchase the product and services because of the easiness. 47 respondents have reported that, railway tickets can be booked by clicks of mouse at any time from home. There is no need to stand in queues for payment of electricity bills.

20 respondents have said that, lot of information is available about a kind of product, and the comparison of a product is also given on various websites with competitors' product. It helps to decide, what to purchase? 11 urban consumers simply say that, many products are available on e-retailing websites. If we have to purchase a pen-drive, thousands of pen-drive models are available.

Lastly, 15 persons are using e-retailing on internet for all above causes collectively. Remaining 7 adult persons, who have little knowledge of online purchasing, are not purchasing products. Just they are using internet and e-retail sites for surfing and other purposes.

Table 3: Problems faced by users while purchasing through e-retailing

Reasons	Network conjunction	Failure of transaction	No trust about quality	High prices	All of these	None of these	Total
Age-Group							
16-25	03	05	07	04	01	05	25
26-35	05	07	04	02	07	00	25
36-45	04	03	02	01	10	05	25
46-55	06	04	03	00	12	00	25
Total	18	19	16	07	30	10	100

Table 3 highlights the problems faced by the e-retailing users. It shows that maximum i.e. 30 percent urban consumers are facing various problems like network conjunction, failure of transaction, no trust about quality and proper prices. The table also shows positive correlation between increasing age of users and the occurrence of problems. These are the common problems and generally were faced by maximum e-retailing users. Very few users have replied that they do not bear any problems while purchasing through e-retailing. Collectively 37 respondents i.e. 18 and 19 users have told that due to disconnection of internet and failure of transaction they would not like to purchase from e-retailing.

Expectation of the e-retailing users:

The urban e-retailing users are expecting that, the e-commerce websites should try to improve trustworthiness. Means, some customers have experienced that the product shown on website is not delivered to the consumer; there are some differences in original product and model shown on website.

Some websites are providing 'payment on delivery' facility, so this is best for customers. But maximum e-retailing websites are expecting payment through debit and credit cards or e-banking, this is an obstacle in purchase through e-retailing.

Many e-retailing users have also told that, all e-retailing websites are asking to create user account with them. After creation of such account, these websites send continuous unwanted messages and e-mails to the customers. This is a boring process, as opinions of respondents. So, these all things must be tried to be eliminated.

Many times very costly and odd products of unknown brands were made available on the e-retailing websites. This thing can be seen in electronic products, clothes and home appliances etc. Such unknown brands are purchased by the customers. So, expect well known brands must be sold through e-retailing websites.

Maximum e-retailers are not providing delivery of products in the block level towns or in villages. If the goods through e-retailing, were supplied in small towns and villages, new customers will get attracted towards e-retailing.

CONCLUSIONS:

As per the above discussion it can be concluded with few points. Urban people are interested to use the e-retailing services, but they expect that, these services must be trustful and they should provide better quality products. Youths are using the e-retailing maximum for purchase. Whereas, next age group's people are using the same to book the tickets and payment of electricity and other bills. Users also expect that failure of the transaction must be avoided

by the website owner, which will not give tension to the users. Monotonous tasks like creation of user accounts, receiving unwanted messages should also be eliminated.

SUGGESTIONS:

1. People, who have internet connection at their home or at work place, should try to use e-retailing services to save their time and efforts. i.e. no need to stand in queue for bill payments or booking of tickets.
2. E-retailers should not bother the customers by sending unwanted messages after one transaction.
3. Cash payment on delivery of the goods facility, can help to motivate the purchase through the websites.
4. All e-retailers should have to start their delivery services in all the villages and small towns, by that people from such places will also purchase the goods from e-retailer. This will result in increased business.
5. Delivery of the goods from e-retailers, generally take 7-9 days. If it can be reduced up to 3-4 days turnover will increase on the websites.

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