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ON-LINE SHOPPING PATTERN IN BHUSAVAL MUNICIPAL AREA



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Short Profile

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ABSTRACT:

Consumers are getting connected than ever before. Consumers exposed to more information and learned choices. Consumers leaving footprint about their preferences, behavior and interests, which compound the databases for e-commerce companies to search for new marketing challenges and consumer behavior. The primary objective of the current study is to understand the on-line buying pattern of consumers of on-line shopping in Bhusaval Municipal Area, Maharashtra state, India.

KEYWORDS

consumer, on-line, eCommerce, purchase, website, payment, cash on delivery.

INTRODUCTION :

Increasing Internet penetration and growing preference for shopping on-line will drive the eCommerce market in India to USD 15 billion by 2016 with a whopping 100 million people going on-line to shop as published by tech giant Google. Compared to 8 million in 2012, about 35 million people are now buying everything from on-line stores. This number is expected to grow almost three times to 100 million in the next two years. India is estimated to have 302 million Internet users by December 2014, overtaking the US as the world's second largest on-line user base. "The on-line shopper base will grow 3X by 2016 and over 50 million new buyers will come from tier I and II cities. India's retailing market is at an inflection point and will see rapid growth to become a USD 15 billion market by 2016. According to analysts, the eCommerce market in India is currently estimated to be worth about USD three billion.

2 RESEARCH METHODOLOGIES

Statement of Problem

Companies are using the on-line platforms to put across and commune the information as well products. Simultaneously it helps the companies to give an idea about their products and instantly closing the deal to the satisfaction of consumer's needs. A problem statement is a brief description of the issues that need to be studied by a researcher. It is offered before researcher get into the details of issues promulgated. The problem statement in this research study is "On-line shopping pattern in Bhusaval Municipal Area."

Objectives of study

The primary objective of the current study is to understand the on-line buying pattern of consumers of on-line shopping in Bhusaval Municipal Area, Maharashtra state, India. The Researchers has attempted to collect information so as to know financial inclusion among the digitally literate population. The study should provide ground framework to marketing professional to develop better marketing strategy to boost on-line shopping.

Scope of study

- i. Geographical scope of research is Bhusaval Municipal Area.
- ii. The researcher approached only persons who are already making on-line purchases.

Significance of study

- i. This will help the on-line shopping firms to know consumer consciousness level on on-line shopping as a purchasing option.
- ii. This research is helpful to the on-line shopping firms to know the popularity of product line among consumers
- iii. It will help the on-line shopping firms to devise effective Marketing Strategy.

- iv. It helps consumers to know trends in on-line shopping in Bhusaval Municipal Area.
- v. It will help to create consumer friendly digital environment in research area.

Population and sample size

The researcher approached only persons who are already making on-line purchases in Bhusaval Municipal Area. The sample size of 150 has been taken as sample for the purpose of the study.

Data collection

The research is carried out using primary data. The data is collected through convenient sample approach. Researcher relied on structured Questionnaire to collect primary data from the respondents. Journals, books, newspapers, magazines and websites etc. can be attributed to Secondary data sources.

Tools of analysis

The present research is relying on collected primary data. The collected information has been presented with Graphical Analysis. Various charts have been used for the purpose of analysis. The researcher has used Microsoft office tools such as MS-Word and MS-Excel to accomplish data analysis.

Hypotheses of study

- i. Age of Consumers does not influence while on-line shopping.
- ii. Educational Qualification of Consumers does not affect choice of on-line shopping.
- iii. Company profile and brand identity do not influence during on-line shopping.

Limitation of study

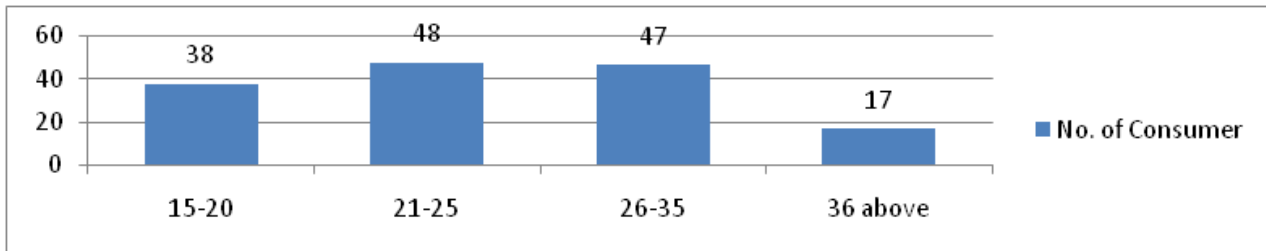
- i. Research area is geographically limited to Bhusaval Municipal Area.
- ii. Scope of the study is limited to the on-line shoppers.
- iii. Individual biases will have its own limitation on the study.

3 DATA INTERPRETATION AND ANALYSIS

3.1 Age wise segmentation of Consumers

Age	Number of Consumers
15-20	38
21-25	48
26-35	47
36 above	17

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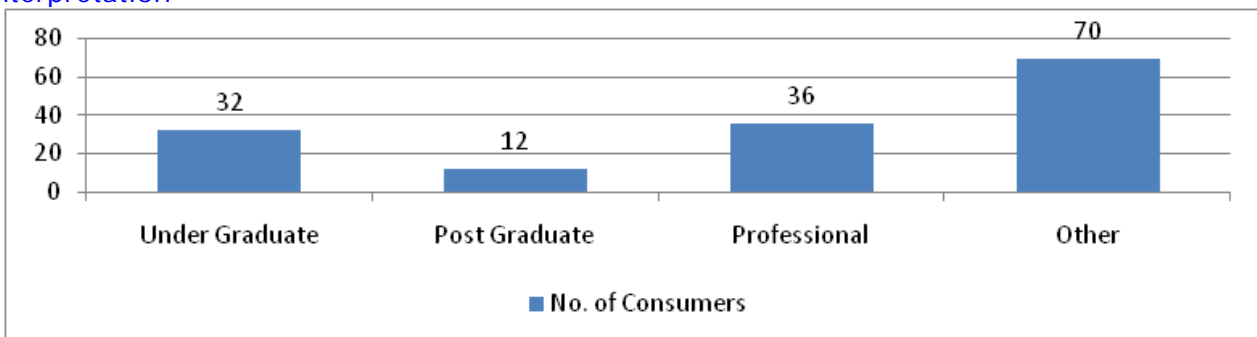
Interpretation

Accordingly to survey 25% of consumers are between 15 to 20 years of age. 21-25 age group consumers are 32% and 26-35 ages group are 31% of consumers are there. Only 12% of consumers are above 36 years of age.

3.2 Education qualification wise segmentation of Consumers

Education Qualification	Number of Consumers
Under Graduate	32
Post Graduate	12
Professional	36
Other	70

Interpretation



Analysis of education qualification of consumer shows that, majority i.e. 47% are other qualification. Whereas 24%, 21% and 8% of Consumers are professionals, under graduate and post graduate respectively.

3.3 Occupation wise segmentation of Consumers

Profession	Number of Consumers
Student	80
Entrepreneurs	15
Professionals	23
Employee	21
Housewife	10

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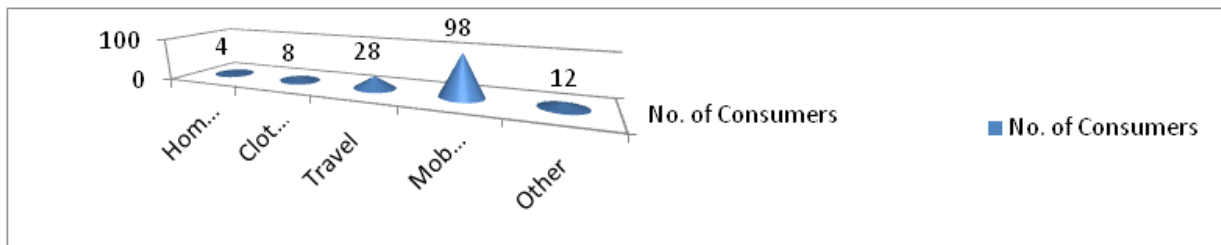
Interpretation

The survey reveals that, 54% of consumers are students. 15% of consumes are professionals. 14% of consumers are employees sector and 7% housewife and 10% are entrepreneurs.

3.4 On-line product preferred segmentation of Consumers

Product	Number of Consumers
Home appliances	04
Cloth and Footwear	08
Travel	28
Mobiles and electronics consumables	98
other	12

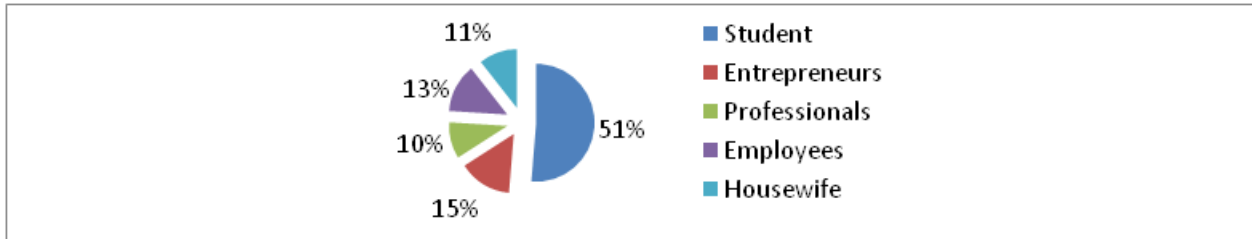
Interpretation



There are 65% of consumers who purchase mobiles and electronics consumables and it is highest percentage among the population surveyed. There are 19% consumers who are using travel products whereas 8%, 5% and 3% are preferred to purchase others, cloths & footwear and home appliances respectively.

3.5 Discount makes on-line purchase impulsive

Consumer Type	Number of Consumers
Student	77
Entrepreneurs	22
Professionals	15
Employee	20
Housewife	16

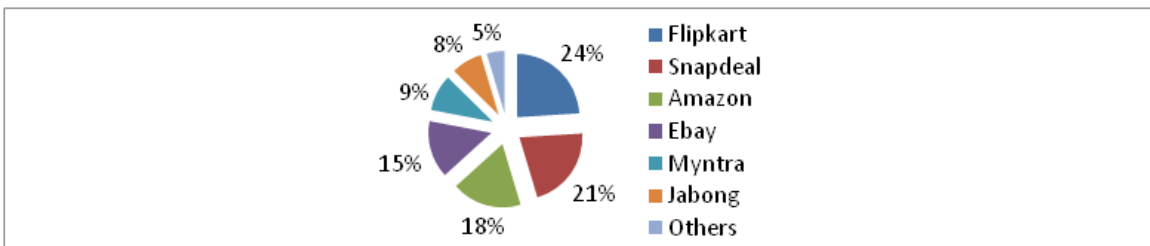


Interpretation

There are 51% of student’s feels that discounts makes one impulsive purchaser. Thereafter 15% the housewife felt the discount plays a major role while surfing and purchasing decision. Entrepreneurs, professionals and employees felt the discount do have role as 15%, 10% and 13%.

3.6 Favorite shopping website

Website	Number Consumers
Flipkart	36
Snapdeal	32
Amazon	27
Ebay	22
Myntra	14
Jabong	12
Others	07

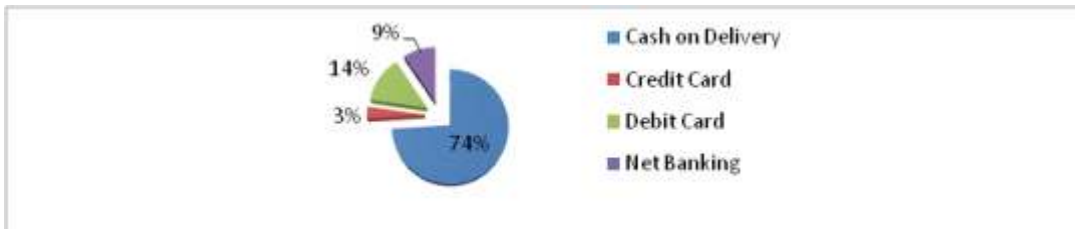


Interpretation

It is found in the survey that, 24% favorite website is Flipkart. 24% preferred suing snapdeal website. There were 21% of respondent liked to workup on Amazon. The Ebay was liked by 15% of consumers. The Myntra, Jabong and others are favorites of 9%, 8% and 5% of the total consumers in the survey.

3.7 Favorite mode of payment while shopping on-line.

Mode of Payment	Number Consumers
Cash on Delivery	120
Credit Card	5
Debit Card	15
Net Banking	10

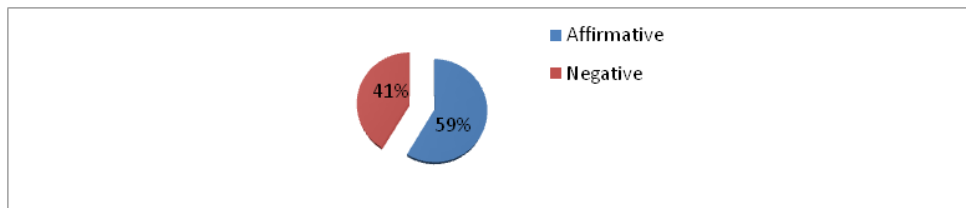


Interpretation

It is found in the survey that, 74% of consumers used cash on delivery for payment of goods. 14% of consumers preferred debit card to pay up the on-line transactions. 9% of consumers used net banking to pay up and only 3% of respondent used credit cards.

3.8 Company profile and brand identity influence during on-line shopping.

Company Profile & Brand Identity	
Affirmative	88
Negative	62



Interpretation

It is found in the survey that, 59% of respondent agree that, the company profile and brand identity influence the decision whereas 41% of respondents do not agree that it has any influence.

Hypothesis Testing

Z Test: Most statistical tests begin by identifying a null hypothesis. The null hypothesis for pattern analysis tools essentially states that, there is no spatial pattern among the features or among the values associated with the features, in the study area The Z score is a test of statistical significance that helps to decide whether or not to reject the null hypothesis. The p-value is the probability that one have falsely rejected the null hypothesis.

The critical Z score values when using a 95% confidence level are -1.96 and +1.96 standard deviations. The p-value associated with a 95% confidence level is 0.05. If one’s Z score is between -1.96 and +1.96, one’s p-value will be larger than 0.05, and one cannot reject one’s null hypothesis. In this case, it is possible to reject the null hypothesis and proceed with figuring out what might be causing the statistically significant spatial pattern.

Hypothesis 1

H0: Age of Consumers does not influence whileon-line shopping

Z Test Calculator for 2 Population Proportions carried out. The Z- Score is 2.5403 and the p-value is 0.01108. The result is significant at $p < 0.05$ level. Since the value of Z score is more than critical Z score i.e. 1.96 and p-value is less than 0.05 hence the null hypothesis is rejected. It means that there is significant relationship between ages of consumer and making purchases while on-line shopping.

Hypothesis 2

H0: Education Qualification of Consumers does not affect choice of on-line shopping

Z Test Calculator for 2 Population Proportions carried out. The Z- Score is 1.01547 and the p-value is 0.25014. The result is not significant at $p < 0.05$ level. Since the value of Z score is less than critical Z score i.e. 1.96 and p-value is less than 0.05 hence the null hypothesis is accepted. It means that there is no significant relationship between education qualification of consumer and choice of on-line shopping.

Hypothesis 3

H0: Company profile and brand identity does not influence during on-line shopping

Z Test Calculator for 2 Population Proportions carried out. The Z- Score is 3.0022 and the p-value is 0.0027. The result is significant at $p < 0.05$ level. Since the value of Z score is more than critical Z score i.e. 1.96 and p-value is less than 0.05 hence the null hypothesis is rejected. It means that there is significant relationship between company profile and brand identity while making purchases during on-line shopping.

5. FINDINGS OF STUDY

- i. It is found that, maximum consumer of on-line shopping belongs to age group between 15 to 25 years.
- ii. The qualification does not have any impact on becoming on-line consumer. Half of population which does not have education qualification opts for on-line shopping.
- iii. Student group is very active on-line. Student makes up major chunk that does on-line shopping.
- iv. The majority of consumers preferred mobiles and electronic gadgets to shop on-line.
- v. It is found that, the student is more impulsive purchaser if they are enticed with discounts by the companies.
- vi. The most preferred destination for the purchase is found to be Flipkart website.
- vii. The cash on delivery mode of payment is preferred by the majority of purchasers.
- viii. The on-line consumers are affected by the company profile and brand identity while shopping on-line.

6. CONCLUSIONS

The present research is descriptive in nature. Researcher has made an attempt to understand the behavior of on-line consumers towards on-line shopping. The generalized results obtained upon data analysis points out towards increased significance of on-line shopping in the life of Bhusaval Municipal Area respondents. The e-shops are frequently visited by the consumers. The consumer has access day in and day out to on-line shopping carts. The descriptive analysis enumerated in the above

section has documented that the natives of Bhusaval Municipal Area consumers are also getting used to the on-line shopping. They young population is the attracted to on-line shopping industry. They are shaping the how the things are bought and sold by the companies in the days to come.

1. The on-line shopping has emerged preferred mode of purchase for the young consumers. This segment of consumers is inclined to do more experiment and it not risk averse. The on-line shopping companies should look into the needs of this group.
2. It can be concluded that, the educational qualification is not affecting how the consumer do the on-line shopping. The interface provided by the on-line companies does affect the consumer behavior to choose certain company over the other.
3. The discount with mobile and electronics goods products entices the consumers most. The marketers should package the products in such a way to keep the purchaser constantly connected with the companies.
4. The people from small city preferred to transact through cash on delivery mode. The companies need to create infrastructure to minimize its cost and efficient delivery system.
5. The profile of companies and brand identities do make some difference but population is not entirely influenced by it. People like to do meddle with new and untested products as well as companies.

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