



ONLINE SHOPPING – A STUDY ON HARIDWAR (UTTARAKHAND - INDIA) DISTRICT

Mayank Gupta

Research Scholar Shri Venkateshwara University, Gajraula, UP

ABSTRACT

Online shopping (also known as electronic retail or e-shopping) is a form of electronic commerce which allows consumers to buy goods or services directly from a seller over the Internet using a web browser or through mobile application. Alternative names are: e-web-store, e-shop, e-store, web-shop, web-store, Internet shop, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or mobile application.

An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping.

Now a day when people do not have the time to go market for shopping they prefer the way to buy online.

KEYWORDS:

Online Shopping, Internet Marketing, E-Commerce, E-Retail, B2c, Mobile Commerce

Need for consumer:

- 1- **Busyness:** Buyers are now too busy to go market, difficult to get out for a bit from their individual business

- 2- **Everything is one place:** People have little option in market, individual shop shows lesser of choices brand & an exclusive showroom shows a range of a particular brand. But in shopping online sites they get the opportunity to view a variety of range of a particular brand & variety of brands.
- 3- **Comparison:** People can easily compare here all the products here
- 4- **No awful changing rooms :** For clothing consumer may try it home.
- 5- **No more shop assistants:** You can look at products specially clothes in peace without someone creeping up behind you and being overly cheery. And they most certainly would not be coming up and asking you what you are doing, how you are doing when you will buy. We can change on our own thank-you-very-much.
- 6- **Complete Shopping mall:** Someway a single online shopping sites behaves like a complete shopping mall where you can buy from a single niddle to a motor vehicle.
- 7- **Cash/credit facility :** Online sellers give option to buy a product on cash even on delivery or on credit with easy EMI facility

Need for seller:

The online retail market has grown significantly since the early days of ecommerce. More and more people are becoming comfortable with shopping online. Today, most businesses are selling online. If you are in an industry where the majority of your competitors are selling online, then you are losing business.

The same as online shopping is having lot of importance for consumers, it is also important for seller even small or big.

- 1- No bulky stock required
- 2- No shop required
- 3- No demonstration
- 4- Not bound to a single type of item or a single brand
- 5- Fixed Price – No open bargaining

What online shopping sites do, they bring together both seller & buyer, & do their business buy getting profits in terms of margin.

SAMPLE SIZE

All data collected is primary through questionnaire. Sample size is **100** that is filled randomly by the people of above 15 years of age. Sample size includes people like students, servicemen, businessmen & professionals belonging to rural & urban locality. Haridwar is a major town in uttarakhand and a holy place of world fame. Haridwar is a location that comprises of major urban localities like, Jwalapur, Kankhal, Kharkari, Shastri Nagar etc. & rural areas like Kota Muradnagar, Bahadrabad, Bongla etc.

OBJECTIVE OF THE STUDY:

Objective of the study is to see the impact of online shopping sites over a variety of people & what factors make them to buy through shopping sites. Also what they experienced with their purchases.

DATA ANALYSIS & INTERPRETATION:

Sample:

Table 1

Total Sample - 100	
Urban	Rural
62	38

Total sample size taken was **100** out of 62 people were from urban area & 38 from rural areas of Haridwar district.

Age group:

Table 2

Age group - Years	Urban	Rural
15-20	16	6
21-25	30	28
26-30	5	3
31-35	6	1

36-40	4	0
41-50	0	0
51-60	0	0
>61	1	0
Total	62	38

Table 2 shows the age group responded from the total sample size of 100.

Occupation:

Table 3

Occupation	Urban	Rural
Student	30	15
Service	12	8
Business	17	13
Professional	3	2
Total	62	38

Table 3 shows the occupations of people responded.

People who ever bought from online shopping sites:

Table 4

Occupation	Urban – 62		Rural - 38	
	Yes	No	Yes	No
Student	10	20	6	9
Service	4	8	2	6
Business	6	11	6	7
Professional	2	1	2	0
Total	22	40	16	22

Table 4 shows that in total sample size of 100 22 people or may say that 22 % buyers are from urban & 16 % buyers are from rural areas. Table 4 also shows that the majority of buyers are from students & from businessmen too. It also shows that there is plenty of market is to be catered. As 40 % people from urban & 22 % people from rural area have not even bought a single product from any shopping sites. Some of them from rural area are even not aware of shopping sites. Also

Shopping sites must increase the confidence level of urban buyer, as some of them hesitate to buy online.

Planning to buy online:

Irrespective of they bought earlier or not

Table 5

Locality	Yes	No	Not Answered	Total
Urban	32	27	3	62
Rural	25	12	1	38
Total	57	39	4	100

Table 5 shows the responses of people more of the people from urban & rural both are some how interested to buy online even some people who never bought are planning to buy at least once. While some of the people 3 from urban & 1 from rural were not able to answer, they may or may not.

Frequency of buying online:

Table 6

Locality	Seldom	Once in 5-6 Months	Once in 3-4 Months	Once in 1-2 Months	Once a Month	Twice a Month	Total
Urban	1	16	3	1	1	0	22
Rural	1	12	1	1	0	1	16
Total	2	28	4	2	1	1	38

Table 6 shows the frequency of the purchase. Most of them purchase once in 5 to 6 months, or may say they make 2-3 purchases in a year.

Products bought:

People bought from online shopping sites a variety of products clothing, watches, mobile, sports material, consumer durables etc.. As we see almost all the goods are being sold online but clothing & electronics goods specially mobile phones are ranked over on rest of the purchases

Price range:

Almost all the products with all price range are sold online. But it is found that in rural areas the maximum preferred price range is Rs (INR) 10000, even some people said that it matters at the time of purchase. In Urban areas it came to know that the maximum accepted price range is Rs (INR) 20000 even that is for electronics/mobile products. For costlier purchase customers preferred to buy from local market rather to buy online.

Experience:

Table 7

Level of Satisfaction	Out of 38
Poor	15.78 %
Fair	21.05 %
Good	39.47 %
Excellent	23.67 %

Table 7 shows the % wise level of satisfied customer. Here satisfaction means they bought right product from right shopping site.

Will shop online gain:

Among those who bought earlier

Table 8

Will Buy Again	Will not Buy Again	Not Answered	Total
23	7	8	38

Factor affecting behavior:

Table 9

Pre Purchase Behaviour	Post Purchase Behaviour
Availability	Refund
Brand	Return/Replacement
Price	Customer care
Discounts	
Deliverability	
Offers	
Service	
EMI/Credit	
Comparison	
Search Facility	
Comprehensiveness of information of Product	

Some listed shopping sites in India:

Snapdeal.com, Flipkart.com, Naaptol.com, Shopping.indiatimes.com,
Homeshop18.com, Jabong.com, Myntra.com, Ebay.in, Paytm.com,
shopclues.com, amazon.in, Firstcry.com,