A COMPARITIVE STUDY OF VARIOUS E-TAILERS AMONG USERS IN MADURAI CITY

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Introduction

Online shopping has been getting more popularity in the recent times. We can say that online shopping in India is experiencing a period of rapid development. Online shopping is also known as E-tailing. Big reason for online shopping is the price comparison sites which help the consumers to check the prices for same product from various merchant sites. The increasing use of internet and smartphones are also the reason for increasing online users. Some of the online shopping sites familiar among Indian customers are Flipkart, Amazon and Snapdeal. In this case study we are going to study customer's perception on all the three sites and examine customer's attitude towards making their shopping preferences in these above said websites

Study Objective

- The primary objective of study is to find out the consumers buying behaviour towards online shopping at Madurai
- To identify the various preferences to consumers for making an online purchase
- To examine which e-commerce company has their reputation among the consumers at Madurai city

Sampling Technique & Sample Size

The convenience sampling method was applied in this case study. Source of the sample is Limited to Madurai city. Keeping in mind the objectives of the study, a structured questionnaire was prepared for the purpose of collecting the primary Data. A part from variables like: Gender, Age and overall customer satisfaction were collected and percentage method used for this study. The data collected for the study from 150 respondents within Madurai city selected on the basis of convenience sampling

Data Analysis and Interpretation

Table 1: Democratic Classification of Respondent

Category	Responses	%
Age		
20 – 30 yrs.	74	49.33
31 – 40 yrs.	48	32
41 – 50 yrs.	20	13.33
51 yrs. And above	8	5.34
Gender		
Male	88	58.67
Female	62	41.33

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Marital Status		
Single	74	49.33
Married	76	50.67
Work Profile		
Salaried	35	23.33
Self employed	30	20
Housewife	14	9.34
College Students	68	45.33
Retired	3	2

Source: Primary Data

In the present study, we have collected data from 150 respondents, the representation has been taken from various part of population. Among the 150 respondents the dominant age are 20-30 years (49.33%) followed by 31-40 years (32%), 41-50 years (13.33%), and 51 years and above (5.34) respectively.

In this study female respondents accounts for about 41.33% as compared to 58.67% of men respondents. Married respondents were about 50.67 % and single respondents were about 49.33 %. Based on the Work profile college students accounted for about 45.33%, salaried people accounted for 23.33% followed by self-employed with 20%, housewife for 9.34%, and retired respondents for about 2%

Table 2: Why Online Shopping is Preferred

Reasons	No of Respondents	Percentage
Home Delivery	1	.67
Range of Products	8	5.33
Offers & Discount	64	42.67
Time Saving	39	26
Replacement Guarantee	38	25.33

Source: Primary Data

From Table 2 we can find that the offer & discounts given in online shopping have attracted more people to shop in online. The next reason was the time saving factor. The next reason for online purchase is providing replacement guarantee. range of products and home delivery provided for purchase in online shopping are next best preferences for making an online purchase

Table 3: Influencing factor for Online Shopping

Reasons	No of Respondents	Percentage
Friends and Family	56	37.33
Social Media	21	14
Electronic Media	36	24
Print Media	37	24.67

Source: Primary Data

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From Table:3 we can understand that customers know about the online shopping websites through friends and family with 37.33% followed by print media with 24.67%. and the least influencing factor is Social Media with 14%

Table 4: Preference for Online Shopping

Reasons	No of Respondents	Percentage
Flipkart	59	39.33
Amazon	47	31.34
Snapdeal	32	21.33
Shopclues	12	8

Source: Primary Data

From the above Table: 4 we know that Flipkart has more number of users (39.33%) in Madurai followed by amazon (31.34), Snapdeal (21.33%), Shopclues (8%) respectively

Table 5: Overall Satisfaction in Purchase through Various Online Websites

Reasons	No of Respondents			Percentage		
	Flipkart	Amazon	Snapdeal	Flipkart	Amazon	Snapdeal
Fully satisfied	76	64	52	50.67	42.67	34.66
Partly satisfied	53	49	37	35.33	32.66	24.67
Not satisfied	21	37	61	14	24.67	40.67

Source: Primary Data

From analysing the Table: 5, more number of respondents are satisfied with the purchase experience and the products sold by Flipkart followed by Amazon and Snapdeal respectively

Table 6: Recommend Website to Others

Reasons	No of Respondents			Percentage		
	Flipkart	Amazon	Snapdeal	Flipkart	Amazon	Snapdeal
Yes	127	119	116	84.67	79.33	77.33
No	23	31	34	15.33	20.67	22.67

Source: Primary Data

From examining the Table: 6, more number of respondents are ready to recommend their E-tailers to others to buy products in the same. Flipkart gets more number of recommendations followed by Amazon and Snapdeal respectively

Table 7: Customer Attitude towards Preferences in Online Shopping

Reasons	Mean
Home Delivery in online shopping makes purchase easier	21
Offers & Discount are often given in online than on area side shops	31.70
Product range is higher in online shopping to choose the best product	23.75
Online sellers provide replacement guarantee for their products	31.42
Online shopping saves time	30.97

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From the above table 7 it is clear from the mean values that offer and discount is main preference followed by time saving aspect. The least preference is given to getting home delivery

Table 8: Customer Attitude towards Influencing Factor in Online Shopping

Reasons	Mean
Friends and Family influence the purchase in online shopping	27.18
Social Media influence the purchase in online shopping	41.24
Electronic Media influence the purchase in online shopping	30.83
Print Media influence the purchase in online shopping	30.92

From the above table 8 it is clear from the mean values that social media acts as the major influencing factor followed by print media. The least influencing factor is friends and family

Table 9: Test Statistics

Chi Square	17.920a
df	32

a.100% respondents have expected frequencies less than 5. The minimum expected cell frequency is 4.5

Table 10: Chi square test $\chi^2_c = \Sigma \dfrac{(O_i - E_i)^2}{E_i}$

	Age	Preference
Chi Square	176.920a	87.533b
df	32	4
Asymp. Sig.	.000	.000

a. 100% of responses have expected frequencies less than 5. The minimum expected cell frequency is 4.5
b. No responses have frequencies less than 5. The minimum expected cell frequency is 30.0

Table 10: One Way ANOVA Table

		Sum of Squares	df	Mean Square
Age	Between Groups	1044.349	3	348.116
	Within Groups	11211.225	146	76.789
	Total	12255.573	149	
Marital status	Between Groups	.304	3	.101
	Within Groups	27.569	146	.189
	Total	27.873	149	
Influencing Factor	Between Groups	1.839	3	.613
	Within Groups	218.721	146	1.498
	Total	220.560	149	
Gender	Between Groups	3.342	3	1.114
	Within Groups	33.198	146	.227
	Total	36.540	149	
Work	Between Groups	.286	3	.095
	Within Groups	10.754	146	.074
	Total	11.040	149	

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Table 11: ANOVA Results

		F	Sig
Age	Between Groups	4.533	.005
Marital status	Between Groups	.537	.658
Influencing Factor	Between Groups	.409	.747
Gender	Between Groups	4.899	.003
Work	Between Groups	1.295	.278

Findings

1. Offers and discounts attracts to make online shopping and most of the user's response are in favour of Flipkart.
2. Flipkart is the 1st choice for 39.33% of customers to make their online shopping followed by amazon and Snapdeal.
3. Flipkart has more than 50% of satisfied customers and nearly 85% of respondents recommend making shopping in Flipkart.
4. People of all age group are attracted to online shopping as the purchased product reaches the customers place in a stipulated time.

Suggestions

1. Making customer friendly website and apps will create pleasant shopping experience for the customers.
2. Proper customer support in pre and post purchase of product will create confidence for the customers to make purchase in large quantity without any hesitation.
3. Continuous availability of choices for customers to choose between products will make customers to buy with 100% satisfaction.

Conclusion

From the discussion above, it is concluded that future of e-tailers in India is looking very bright. E-tailers give us the best way to make hassle free purchase. I think the whole concept of online shopping has altered in terms of consumer's purchasing or buying behaviour. The success of E-tailers in India is depended on its popularity, its branding image, and its unique policies. Flipkart provides good product and pleasant consumers experience than other e-trail website. So at present Flipkart is regarded as the market leader among the people of Madurai city.

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