

Survey of Consumer Preference Towards E-commerce

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Abstract

E-Commerce has undergone a tremendous shift in the age of globalization. Most corporate organizations have been using this technology to sell their various products for the past 10 years. For consumers in developing countries like India, online shopping offers a radically different buying experience. One of the tools available for online shopping is the facility. Numerous shoppers are attracted by the substantial discounts and offers made by the online vendors. This study looks at consumer preferences for internet shopping. The information was collected from 268 respondents from the north Gujarat region, who purchased products online using the convenience sampling method. This survey seeks to provide information on the most preferred e-website for product browsing and purchases. The researcher has also looked at the respondents' demographic data, including their age, gender, yearly income, marital status, and level of education in particular. The study helps pinpoint the crucial factors influencing customers' purchase choices. To find out what kinds of things customers like to buy online, descriptive analysis is employed.

Keywords: E-commerce, shopping apps, consumers attitudes, online store, digital marketing

INTRODUCTION

Online shopping is a platform where any customer can shop directly without intermediaries, and that too sitting at home, where manufacturers provide different types of services to consumers. So, consumer buy online and compare deals from intermediaries and after that comparison, consumers choose the best deals. In a developed country like India, internet usage is also increasing over time, with the number of users around 2.01 billion. The Prime Minister of India, Mr. Narendra Modi, is trying to shift to digital India to make it easier for people to purchase goods or services with the aim of making India a digital India. In which different platforms of digital marketing and e-commerce are being prepared to enhance customer engagement and drive sales. Digital marketing has the third largest number of users in the world. Market Place was created in 1979 by Michael Aldrich. Online shopping is also known by several different names in India such as web-shop, online store, e-shop, e-store, etc. Platforms like Amazon, Flipkart, Meesho, Alibaba, are available for online shopping in India [1]. Information, ease of use, security, customer satisfaction, and proper use of the information at hand to compare the many goods on the market are the variables that influence consumer preference for online shopping.

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E-COMMERCE

E-commerce, an abbreviation for electronic commerce, encompasses the online exchange of goods and services using the internet or other electronic platforms. This form of commerce encompasses various transactions conducted electronically, often facilitated by online platforms or websites. The scope of e-commerce ranges from traditional online retail stores selling physical items to digital marketplaces offering services and virtual products [2].

Key Components of e-commerce Include

Online Storefront: This virtual platform enables customers to explore products, make purchases, and finalize transactions. It includes product pages, shopping cart functionality, and secure payment gateways [3].

Payment Gateway: This is a secure online service that processes payments for e-commerce transactions. It secures confidential data and facilitates the transfer of funds from the customer's bank to the merchant's account.

product Catalog: This serves as a digital repository containing details of all products offered for sale on the e-commerce platform. It comprises product descriptions, images, prices, and other pertinent information to assist customers in making well-informed purchasing choices.

Inventory Management: This component tracks the availability of products in real-time, updates stock levels, and alerts merchants when inventory is running low. It ensures that customers can only purchase items that are in stock [4].

Order Management System: This system processes orders, manages order fulfillment, generates invoices, and tracks shipments. It aids merchants in optimizing their processes and delivering timely updates to customers about the progress of their orders.

Customer Relationship Management (CRM): Customer Relationship Management (CRM) tools assist businesses in handling customer interactions, monitoring preferences, and customizing marketing initiatives. They empower merchants to establish enduring relationships with customers and improve customer loyalty.

Marketing and Promotions: E-commerce platforms use various marketing strategies such as email marketing, social media marketing, search engine optimization (SEO), and pay-per-click advertising to attract customers, drive traffic to their websites, and increase sales [5].

Security Measures: To safeguard sensitive customer information, including credit card details and personal data, e-commerce platforms need to incorporate strong security measures. This involves the implementation of SSL encryption, secure payment gateways, and adherence to data protection regulations.

Mobile Optimization: As the use of mobile devices for online shopping continues to rise, it is essential for e-commerce platforms to be tailored for mobile responsiveness. This guarantees a smooth shopping experience for customers across various devices [6].

Analytics and Reporting: E-commerce platforms employ analytics tools to monitor essential performance metrics, including website traffic, conversion rates, and sales data. This information helps merchants make data-driven decisions to optimize their online store and improve overall performance [7].

Drop shipping: Some e-commerce businesses operate on a drop shipping model, where they do not physically stock products but instead partner with suppliers who fulfill orders directly to customers.

Digital Products and Services: E-commerce is moving forward by taking advantage of online products and services as digital products, from software for computers, applications for mobile phones and online subscription to books.

Online Advertising and Marketing: Social media makes an important contribution to online marketing and advertising. Consumers are attracted towards digital marketing by providing attractive posters and offers to consumers through social media [8].

STATEMENT OF THE PROBLEM

This investigation was conducted under the heading "Survey of Consumer Attitudes towards E-Commerce". The study discusses a variety of aspects, including security; website design, time convenience, and product comparability, to examine what factors influence people's preferences for online shopping [9, 10].

REVIEW OF LITERATURE

Sharma *et al.* discussed the online purchasing habits of Indian consumers. They said that the enormous Indian market is replacing physical businesses with online stores and that the e-commerce industry has enormous potential [1].

According to Upsana *et al.*, consumers hesitate to shop online due to security concerns, even though online shopping is becoming more popular among young people, high-income individuals, and educated individuals [2].

According to Canarslan, there are substantial differences between the responses of the participants when it comes to problems they have had when shopping online, and factors like privacy and security concerns, page loading times, and speed are not very successful at identifying problems either [3].

Thomson, whose online shopping's characteristics are highlighted, also offers a clearer knowledge of the potential of electronic commerce. He claimed that concerns about security and trust are the main obstacles to internet shopping. He added that companies might provide payment conditions such as payment upon delivery, money-back guarantees, and monthly installment plans in order to address security concerns [4].

Lee and Lin discussed the relationship between the characteristics of e-service quality and total service quality, customer happiness, and purchase intentions. They discovered that customer satisfaction and overall service quality are positively impacted by the design of online websites [5].

According to Nuseir, poor quality and e-promotion limit consumer choice to make purchases online [6].

According to Banu *et al.*, the majority of respondents prefer to buy electrical devices online. 90% of respondents said that delivery time is crucial, 81% said that security is very crucial, and 53.3% said that online prices are lower than genuine prices [7].

Amaravathi *et al.* provided an explanation of the development in the field of e-shopping and the preference of consumers for it. He came to the conclusion that online shopping is convenient for many customers, notably the elderly and the crippled [8].

Anusya *et al.* say that the majority of respondents prefer online shopping since it saves them time, money, and provides other benefits like discounts, door step delivery, security, and guarantee programs. They came to the conclusion that respondents exclusively express unhappiness with after-sales service [9].

OBJECTIVES OF THE STUDY

- i. To look at the variables that affect consumer choice for online shopping apps.
- ii. To rank the websites, according to preferences of the respondents.

HYPOTHESIS

H0: Various variables do not have a significant impact on consumer choice for online shopping apps.

METHODOLOGY

This study is an empirical investigation based on a survey of 268 participants who were chosen by convenient sampling. Primary data was collected from the respondents using a well-structured

questionnaire, while secondary data was obtained through online sources, magazines, journals, newspapers, and other channels.

ANALYSIS AND INTERPRETATION OF DATA

For the analysis and interpretation, this study utilized both a table chart and Statistical Package for the Social Sciences (SPSS) software version 16 as shown in Tables 1–5.

Respondents are Classified Based on their Demographic Variables: Education Interpretation

The Tables 1–5 display the respondents' various demographic characteristics, including gender, age, marital status, level of basic education, and annual income. Female respondents outnumber male respondents, with 57% being female and 43% male. The age range of the respondents spans from under 25 to a maximum of 45 years old, with the majority falling between the ages of 25 and 35 years. In comparison to other groups of respondents, the income group of respondents with yearly incomes between Rs. 3 and 4 lacs is larger. There are more respondents who are not married (57%) than those who are married or fall into another category. Widow, divorcee, and other categories are included. It might occur because the majority of respondents are between the ages of 25 and 35 years, and it is possible that they just have a low-level undergraduate degree. The majority of our respondents have completed their undergrad in a variety of fields. We can infer from the results above that young people use e-commerce websites mostly for the purpose of making purchases.

Table 1: Respondents are classified based on their Demographic variables: Gender.

Gender	No. of Respondents	Percentage
Male	114	43%
Female	154	57%
Total	268	100%

Table 2. Respondents are classified based on their Demographic variables: Age.

Age (years)	No. of Respondents	Percentage
Below 25	42	16%
25–35	128	48%
35–45	80	30%
Above 45	18	6%
Total	268	100%

Table 3. Respondents are classified based on to their Demographic variables: Income per annum.

Income p/a	No. of respondents	Percentage
Below 2 l	60	22%
2–3 l	58	21%
3–4 l	102	38%
Above 4 l	38	19%
Total	268	100%

Table 4. Respondents are classified based on their Demographic variables: Marital status.

Status	No. of Respondents	Percentage
Married	103	38%
Unmarried	152	57%
Other	13	5%
Total	268	100%

Table 5. Respondents are classified based on their Demographic variables: Education.

Education	No. of Respondents	Percentage
12th	20	7%
UG	120	45%
PG	86	32%
Other	42	16%
Total	268	100%

Table 6. Respondents are categorized based on their preference for the E-commerce Apps.

S.N.	E-Commerce Apps	No. of Respondents			Rank
		Most Preferred	Preferred	Less Preferred	
1	Myntra	103	154	11	4
2	Olx	92	89	87	6
3	Amazon	112	109	47	3
4	Flipkart	154	96	18	2
5	Meesho	180	64	24	1
6	First cry	65	116	87	7
7	Nykaa	44	109	115	8
8	LimeRoad	98	70	100	5
9	Snapdeal	62	49	157	9
10	Other alternatives	18	61	189	10

Respondents are Categorized Based on their Preference for the E-commerce Apps Interpretation

The categories of respondents based on their preferred e-commerce websites are shown in Table 6. With 180 replies, out of a total of 268 respondents, it is obvious that the majority of the respondents used Meesho. Flipkart and Amazon are 154 and 112, respectively, in order of popularity. Respondents are more likely to favor a website that offers them simple access to affordable goods. In addition, Myntra is listed as the 4th most popular e-commerce site, after OLX and Lime Road. People can sell their goods on OLX in addition to receiving a lot of useful items. First Cry, which was created just for the shopping app for children's accessories, is ranked 7th on respondents' lists of preferred products. While Snapdeal and other websites are becoming less referable for respondents who engage in online shopping or e-commerce, Nykaa, a beauty product-containing app, holds the 8th spot on the list with 44 respondents who believe it to be the most preferred e-commerce website. Ajio, Paytm, eBay, Alibaba, Shopify, and more services are found on other websites or applications.

It can be seen from the Table 7 that the most influential factor is “simple to order” for the respondents. The website which is simple and easily accessible, mostly attracts the respondents for the online buying and selling of the product.

FINDINGS

Most young people who use e-commerce websites for shopping are female and in the 25–30 years age range. Meesho is most frequently used for e-commerce or online shopping, followed by Flipkart and Amazon, in that order. The ease of access, time savings, and product comparison are just a few of the numerous variables that influence whether people choose online shopping or e-commerce.

SUGGESTIONS

E-commerce should move forward with its own experiences to increase business. By interpreting the information received by customers, we can demand products based on their preferences, which can increase the business of e-commerce. Incorporate cross-selling and up-selling strategies at the checkout

stage to prompt customers to include related items or explore premium choices, thereby increasing the average order value.

Table 7. Respondents are categorized based on variables that affect their choice of online shopping applications.

S.N.	Factors Influencing	Statistics		
		<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>
1	Prompt delivery	268	4.09	.964
2	Simple to understand	268	4.55	.582
3	Detailed information	268	4.24	.632
4	Anytime Shopping	268	3.69	.895
5	Comparison is possible	268	4.35	.668
6	Can locate goods that are not sold in retailers	268	3.90	.825
7	Avoid dealing with salespeople	268	3.88	.854
8	Simple money refunds and merchandise returns	268	4.29	.665
9	Discounts and promotions	268	3.99	.915
10	Willingness to experiment with new things	268	3.69	1.032
11	Time saving	268	4.33	.648
12	Easy payment methods	268	4.18	.656
13	Availability of Famous brand	268	4.29	.585

Encourage your customers to share their experiences through reviews, photos, and social media posts. This user-generated content builds trust and authenticity around your brand, helping potential customers make informed decisions.

CONCLUSION

People prefer e-shopping over conventional shopping most of the time, at the midway point of technological advancements. Online purchasing has become highly convenient and is most often used. Even if it is convenient, buyers consider a number of things before doing any online shopping, including pricing, product quality, product comparisons based on quality and price, payment method, and security. To succeed and retain their consumers, internet businesses must be aware of these elements. Positively, online shopping is expanding dramatically.

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