Flourishing Demand for shopping websites as an opportunity for forthcoming Entrepreneurs

Bhagwan Singh*

Abstract:

The government initiative to make a Digital Bharat i.e. India is booming the demand for shopping websites for the entrepreneurs. The Customer's approach towards shopping is also shifting form stores to online, as store shopping is stressful and time consuming. This shift towards online is not only for shopping goods and services but for receiving latest information and market trends too.

The research is a primary analysis of 90 respondents i.e. 50 respondents of Snapdeal and 40 respondents of Flipkart. The study rated the factors of online purchasing and found that cash back benefits, accessibility, delivery time, varieties of products and discounts on products. Results of this study provide a valuable reference for entrepreneurs using online shopping websites. The Entrepreneurs must make it sure that their company websites should be easy and convenient to use.

1. Introduction:

Current scenario and relevant studies demonstrate that consumers prefer online shopping as compared to shopping through stores. The online store owners must maintain their business websites upto date to keep their existence in market. Customers are now purchasing 51% products via online, where as it was just 48% in 2015.In this paper we are going to discuss about online shopping portal which are the best examples for developing business online. The factors discussed and inquired are indicators of flourishing demand of shopping websites as an opportunity for forthcoming Entrepreneurs

1.1 Online Shopping in Bharat i.e. India

Web Based shopping is routine behavior of Bhartiya i.e. Indian consumers since last five years. Customers from developed economies purchase via online shopping websites due to heavy discounts and offers on the products as compared to the traditional shopping in the stores. In Bharat i.e. India, online shopping is on its growth track but this growth is restricted to online ticket bookings and sometimes to stocks only. The prim face why customers in Bharat do not prefer online shopping is their lack of knowledge and real time information. Also these people are cagey about online scams, problems of product delivery, poor virtual services and these worries are worthy based on uncontrolled infrastructure. But online shopping is easy & quick and adds broad range of products which are classified in a very easy way, making it very convenient and quick to search out the desired product by the customer. This is forcing developing entrepreneurs for seeking opportunities in web based marketing. This in turn develops a guiding force to maintain the websites of the firm or to develop website of their business for flourishing in the market.

Head and Associate Professor, Department of Marketing & Supply Chain Management (M&SCM), School of Business and Management Studies (SBMS), Central University of Himachal Pradesh (CUHP), Dharamshala, Himachal Pradesh, India, E-mail : bhagwansingh.bs@gmail.com

SMS
VARANASI

The attempt is to discuss online shopping portal of Snapdeal and Flipkrart, which are the best examples for developing business online. The matter conversed and queried in this paper are indicators of flourishing demand for shopping websites as an opportunity for forthcoming Entrepreneurs.

1.1.1 Company Profile: Snapdeal

Snapdeal portal headquarter is situated at New Delhi, Bharat, very much started by Kunal Bahlin February 2010 who was having an engineer with management degree and associated with an IITian Rohit Bansal as partner.
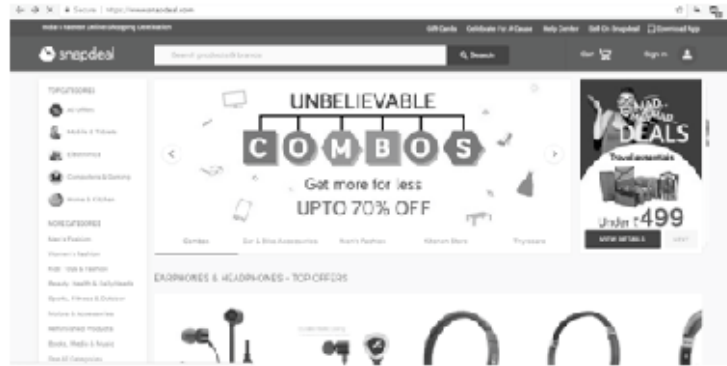

Fig. 1.2.1 Homepage of Snapdeal.com (Source: www.snapdeal.com)

1.1.1 Company Profile : Flipkart.Com

Flipkart was started by Sachin Bansal and Binny Bansal in 2007. The main motive behind this startup was to make the books easily available to those who had access to internet. But after some time it started selling the electronic items and other products. Flipkart's continuous effort is making the shopping experience wonderful to their customers.

Fig. 1.2.2 Flipkart Journey (Source: www.Flipkart.com)

1.1.1.1 Current Comparative Scenario of Flipkart

With 57% market share in March, 2017 and seventy percent market share in mobiles, clothes and other appliances, upto22 Sept, 2017Flipkart has proved to be a progressive website. Flipkart acquired Myntra, and then Myntra acquired Jabong, making Flipkart the single largest e-commerce for fashion. According to the report by Counterpoint Research, Flipkart led the fashion business online with 75% share which goes up by 80% if the sales of Myntra and Jabong are also considered.

2 LITERATURE REVIEW:

2.1 Delone and Reif (2004) revealed that customers prefer to online shopping over offline only if they get better experience while shopping

online. The study concluded that young adults have a more optimistic approach towards online shopping.

2.2 Lavie and Tractinsky (2004) have communicated the expressive style of sites that pass on a feeling of innovativeness and uniqueness. This kind of feel is probably going to serve a vital part while shopping for fame merchandise. The expressive plan is applicable to forte products due to their unique attributes that increases the shopping experience.

2.3 Cai & Xu (2007) found that the products i.e. software, books, electronics and music are highly sold through online websites. The researcher argued that the explanation behind this is when obtaining these kinds of items, one doesn't require individual review and most, if not all highlights, can be laid out in the item portrayal and pictures. Most of the cellphone purchases belong to this category.

2.4 Petrovic Dejan (2007) conducted a study on the young individual between 18 -34 years who like to purchase the mobile phones or other item via online portals. A comparison was drawn on this newly collected data with existing theory to find out the problems related to this specific consumer segment. The study mainly focused on how the online consumers notice, evaluate and access the product information. The study considers that its suggestions will convert the visitors into potential customers by encouraging their loyalty.

2.5 Sadehetal. (2011) , using DEMATEL technique they studied the relationships among e-service quality, e-customer satisfaction, trust,

customer perceived value and e-loyalty. The study found that e-service quality directly influences the e-customers'satisfaction.

2.6 Agarwal (2016), said that India is developing as an international hub of online business. Hindi, if taken as a language of websites can increase the attention of Indian users.

2.7 Kentistos-Rannos & Chatzoglou (2017) carried out a comparison of shopping website composite of variables related topsychographic, demographic and other related terms. Data from 207 users were collected. The results of the study indicate that the evaluation of shopping websites by customers depend upon the frequency of internet usage, perceived usefulness, and ease of use.

3   RESEARCH ORIENTATION

Sample size: 90 respondents: 50 users of Snapdeal and 40 users of Flipkart

Sample type: Convenient sampling

Sample frame: Online related queries from the respondents of District Kangra, Himachal Pradesh

4 DATA ANALYSIS AND INTERPRETATION

4.1. Responses for Snapdeal websites [50 feasible respondents]

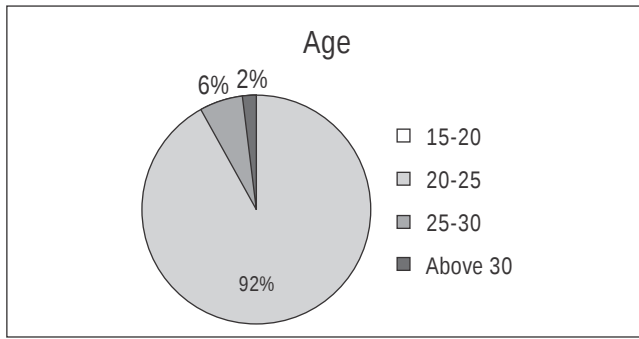**4.1.1. Respondents by age bracket4.1.2. I am using online shopping from**
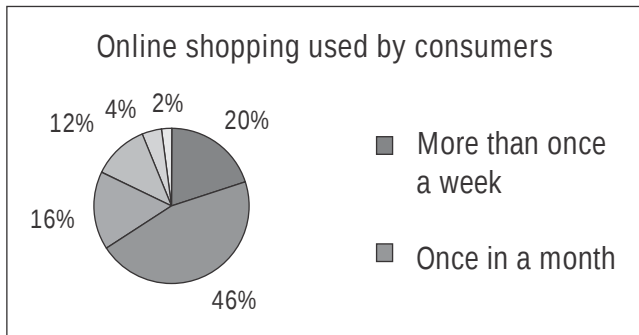
Fig. 4.1.1 Age of respondents

Fig. 4.1.2 online shopping used by consumers

The Fig. 4.1.1 pie charts indicates that 92% of the respondents are in between the age of 20-25, 6% of the respondents are of the age between 25-30 and 2% of the respondents are above 30. The pie chart of Fig 4.1.2 indicates that 46% of the respondents do online shopping once in a month, 20% respondents do the online shopping more than once a week, 16% are the respondents which do online shopping once in 2-3 months; 12% respondents do the online shopping once in 4-7 months whereas only 2% respondents are those who don't shop online.

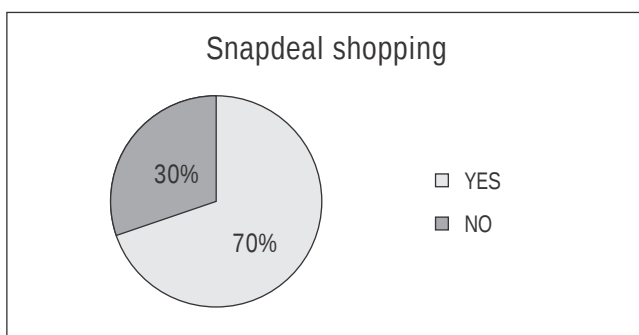### 4.1.3. Online Shopping on Snapdeal

Fig. 4.1.3 Shopping on Snapdeal
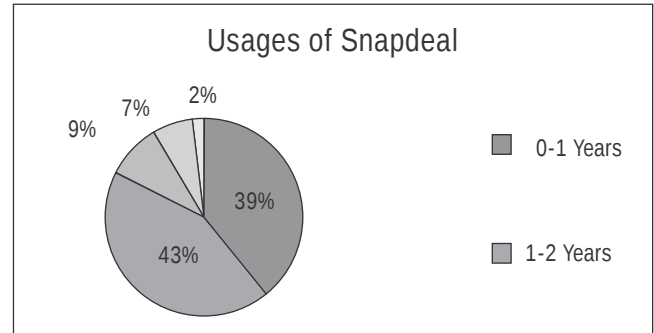
4.1.4. Tenure of Usage of Snapdeal

Fig. 4.1.4 Tenure of Usage of Snapdeal

The pie chart of Fig 4.1.3 shows that 70% of the respondents use Snapdeal while 30% of the respondents don't use Snapdeal for online shopping. The pie chart of fig 4.1.4 reveals that Snapdeal is the shopping website which maximum people are using from previous 1-2 years i.e the maximum respondents (43%), and 39% are the respondents which are using Snapdeal from 0-1 years, and there is little percentage of people which are using Snapdeal from longer time.
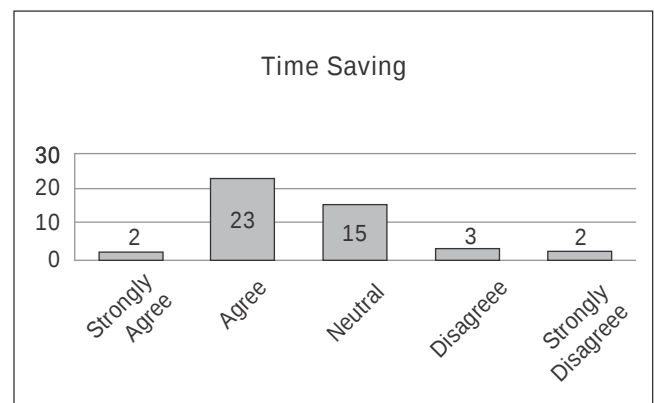
4.1.2. Purpose behind using Snapdeal

Fig. 4.1.2.1 Time saving purpose

4.1.2.1. It saves time 4.1.2.2. 24*7 Availability
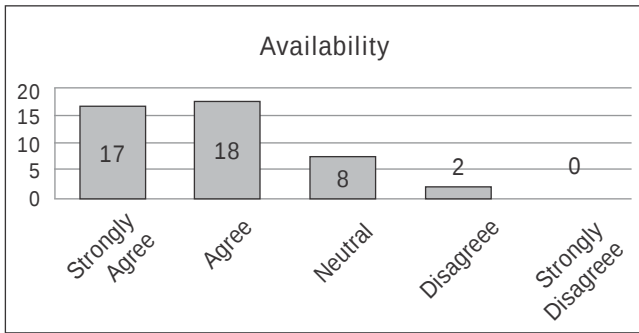

Fig.4.1.2.2 Availability

The bar graph of Fig. 4.1.2.1 shows that 23 respondents out of 50,are using Snapdeal for the purpose of saving the time, 15 are neutral for the purpose of time saving, and 5 respondents are disagreeing with the purpose. Similarly in Fig. 4.1.2.2, 18 respondents agree and 17 out of 50 strongly agree with the statement the one of the purpose is 24*7 Availability as a reason behind using Snapdeal, 8 respondents have neutral opinion whereas 2 disagree with the statement.

Fig. 4.1.2.3 Easy to return products

Fig. 4.1.2.4 Varieties

The Fig. 4.1.2.3 bar graph shows that ease of returning products is also a good factor that people are using the Snapdeal. Similarly, the varieties available in online market at one place are also the strong reason behind people is using Snapdeal. From the bar graph of Fig 4.1.2.3 it can be seen that 31 respondents (22+9) agree with the statement.
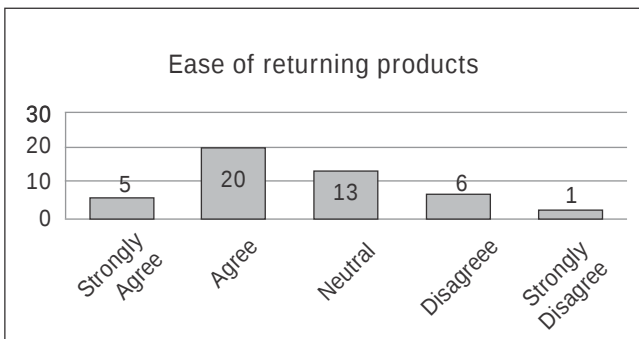
4.1.2.5 Delivery time

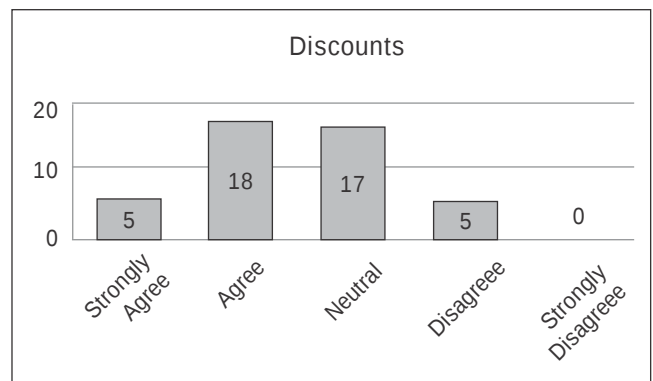

Fig. 4.1.2.5 Delivery Time
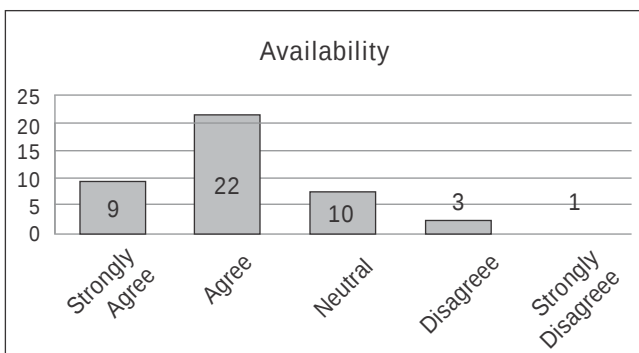
4.1.2.6 Discounts

Fig. 4.1.2.6 Discounts

The delivery time have the average results behind using Snapdeal because any online retail takes time to deliver your products (Refer Fig.4.1.2.5).Similarly, the bar graph in Fig. 4.1.2.6 shows that in the case of discounts for online shopping on Snapdeal, 18 respondents agree with the statement, 17 are neutral, 5 strongly agree, whereas 5 respondents are also there who disagree with the statement.
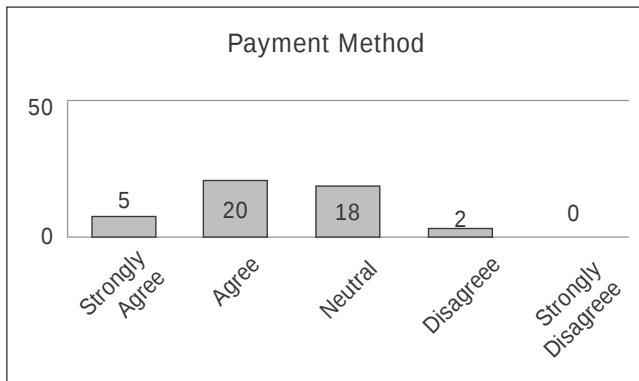
4.1.2.7 Payment Method

Fig. 4.1.2.7 Payment method purpose behind using Snapdeal

As we see from Fig. 4.1.2.7 bar graph that payment method is also a strong reason behind using Snapdeal as a online shopping platform.
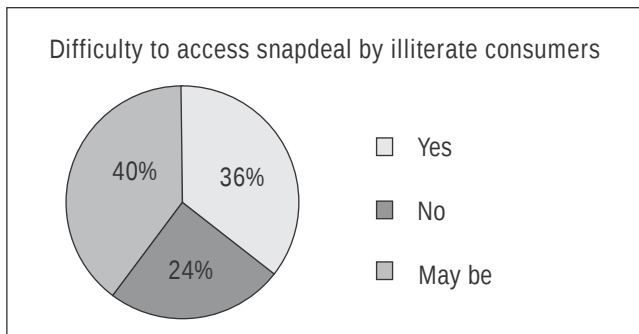

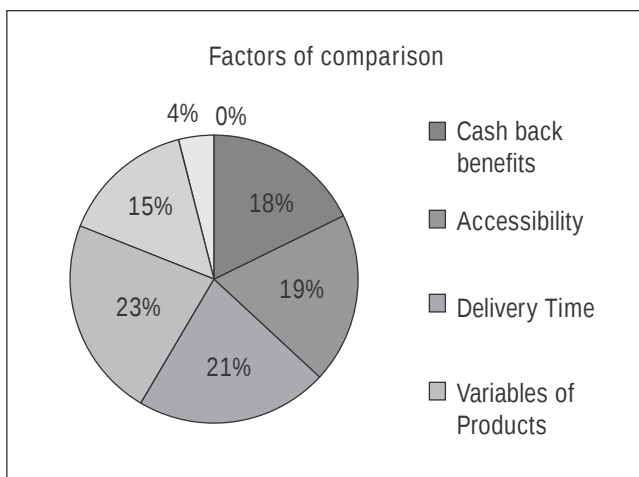**Fig. 4.1.3.1.Difficulty to access Snapdeal**

Fig. 4.1.3.2. Factors of comparison

From the Fig. 4.1.3.1 we can say that those persons who are techno-illiterate are facing the problem to access Snapdeal, in which 24% respondents say that they don't face any problem to access Snapdeal. The pie chart of Fig 4.1.3.2shows that when there is time for comparison, the respondents see all the factors given in Fig. 4.1.3.2 that is there is not so much difference in between the given factors like cash back benefits 18%; accessibility 19%; delivery time 21%; varieties of products 23%; discounts 15% and other factors 4%.

4.2. Responses for Flipkart websites [40 feasible respondents]

	Frequency	Percent
15-20	2	5.0
20-25	37	92.5
25-30	1	2.5
Total	40	100.0

4.2.1 Age of the Respondents

	Frequency	Percent
More than once Ina month	9	22.5
Once in 1-2 Months	15	37.5
Once in 3-6 months	11	27.5
Once in 7-12 months	4	10.0
Never	1	2.5
Total	40	100.0

4.2.2. How often do you shop online?

The tables 4.2.1 & 4.2.1 shows that majority of online website users belong to age group of 20-25 years and are using the online shopping from 1 to 6 times a month.

	Frequency	Percent
Convenience	24	60.0
Wide range available	7	17.5
Discount	6	15.0
Unavailability of stores nearby	1	2.5
I do jot shop online	2	5.0
Total	40	100.0

4.2.3.Your reasons for shopping online

	Frequency	Percent
Less discount as compared to other e-commerce sites	13	32.5
Delayed Delivery	4	10.0
Packaging	2	5.0
Delivery charges for purchases under 300	9	22.5
Others	7	17.5
No Complaints	4	10.0
Other	1	2.5
Total	40	100.0

4.2.4. Features you do not like about Flipkart

The tables 4.2.3 & 4.2.4 shows that people shop online because it is convenient to use. Further the data explicit that reasons people do not like Flipkart is the less discount available as compared to other shopping sites.

4.2.5. Rate your overall Flipkart Experience

		Frequency	Percent
Valid	Average	12	30.0
	Good	18	45.0
	Very Good	4	10.0
	Excellent	2	5.0
	Not Applicable	4	10.0
	Total	40	100.0

4.2.5. Rate your overall Flipkart Experience

The table 4.2.5 shows that people have an overall good experience towards Flipkart**.**

5. CONCLUSION:

The consumer's attention towards online shopping sites is increasing because of the accessibility, less deliver time, the 24*7 product availability, online payment methods, cash on delivery features, and variety of products available and online discounts.

This paper discussed online shopping portal of Flipkart and Snapdeal as the best examples for developing business online. The factors discussed and inquired indicated flourishing demand of shopping websites as an opportunity for forthcoming Entrepreneurs.

The study of Flipkartand Snapdeal users reveals that people with age group of 20-25 years are the frequent users of online shopping. Flipkart users prefer online shopping from 1 to 6 times a month and have an overall good experience with company website.

Thus it can be concluded that as the youngsters are enthusiastically taking the practice of online shopping which can help to realize the vision of making Bharat i.e. India a digital country. The study findings reveal that forthcoming entrepreneurs must learn from the experiences of these online shopping sites and implement the same in their business as there are wider prospects for online shopping in Bharat. The usage of Hindi or local languages in websites can also help in raising the attention because it makes the users feel convenient.

References:

Agarwal, B. (2016). Use of Hindi Language in Online Shopping Websites: A Predictor of Consumers' Satisfaction. *Training & Development Journal*, *7*(2), 101-105.

Cai, S., &Xu, Y. (2007). Effects of outcome, process and shopping enjoyment on online consumer behaviour. *Electronic Commerce Research and Applications*, *5*(4), 272-281.

Cai, S., &Xu, Y. (2011). Designing not just for pleasure: Effects of Web site aesthetics on consumer shopping value. *International Journal of Electronic Commerce*, *15*(4), 159-188.

Kentistos-Rannos, T., &Chatzoglou, P. D. (2017). Comparison Shopping Websites and Their Impact on Consumers' Purchase Intention. In *Strategic Innovative Marketing* (pp. 179-185). Springer, Cham.

Lavie, T., &Tractinsky, N. (2004). Assessing dimensions of perceived visual aesthetics of web sites. *International journal of human-computer studies*, *60*(3), 269-298.

Lin, G. T., & Sun, C. C. (2009). Factors influencing satisfaction and loyalty in online shopping: an integrated model. *Online information review*, *33*(3), 458-475.

Luo, J., Ba, S., & Zhang, H. (2012). The effectiveness of online shopping characteristics and well-designed websites on satisfaction.

Petrovic, D. (2007). Analysis of consumer behaviour online. *Analogik. com, Tech. Rep*.

Ramalakshmi, M. C.(2016). A Study on Online Shopping Behavior Of Consumers In FlipkartKanchipuram District. International Journal of Multidisciplinary Research Review, 1(21), 10-14

Sadeh, E., Mousavi, L., Garkaz, M., &Sadeh, S. (2011). The structural model of e-service quality, e-customer satisfaction, trust, customer perceived value and e-loyalty. *Australian Journal of Basic and Applied Sciences*, *5*(3), 532-538.

Website Links:

http://fortune.com/2016/06/08/online-shopping-increases/

www.Flipkart.com and www.Snapdeal.com