

A Behavioural Approach of Customers towards E-Commerce: Case Study of Rohtak City

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ABSTRACT

E-commerce has a great place in the present time of the globalized world, which has made life easier and innovative for everyone. The increasing use of smart phones made it easy for customers to buy online in a developing country like India. People demand high-quality products in online shopping in E-commerce. The present paper study both the methods used by customers to buy products and analyzed their satisfaction level in online and offline shopping. Primary data collected through the schedule method is used to understand the behaviour of people toward both types of shopping. It is observed that most of the respondents think online shopping less trustworthy and secure. Almost 55 percent of people still prefer offline shopping because of easy access to sellers.

1. Introduction

The term E-commerce refers to any kind of commercial transaction that is facilitated through the internet. But mainly it is related to buying and selling of products online. E-commerce or mobile commerce is the purchase and sale of goods and services on the Internet. With the growing prevalence of ICT, more specifically the Internet, the global business community is increasingly moving towards Business-to-Business (B2B) E-commerce. E-commerce is a wider concept whereas online shopping or B2C (Business-to-customer) commerce is a part of it. In online shopping, customers can shop online using a range of different devices like desktop computers, tablet, and smart phones. The establishment of a shop on the Internet allows sellers to increase their market and reach consumers who can't go to traditional shops. Online shopping has become a new trend of shopping nowadays and is becoming an important part of lifestyle soon. Easy access to online shopping is the main attraction for consumers. The benefits of online shopping also come with potential risks and threats about which consumers should be aware of. Online shopping is comfortable and time-saving than offline or traditional shopping. There are many reasons for affecting the use of online shopping mainly; No need of the physical presence of buyer and seller; Less time-consuming in shopping; Easy access from anywhere (24x7); Convenient and less costly; Varieties of products available on fingertips; Customers can compare prices of products easily. E-Commerce is a reflective picture of future business. As internet access and digital literacy will increase, online purchases will increase intensely as well. Keeping in mind the above points this study is based on society's behavioural analysis toward E-Commerce.

2. Review of Literature

Sylke et al., (2004) estimated that the growth rate of E-commerce in India is still much lower than expectations and its share of total retail business is still low due to its fixed limitations. Nagra, G. and Gopal, R. (2013) find out that the gender affects the possession of the Internet and respondents have considered online shopping positively, although the frequency of online shopping in the country is relatively low.

Rastogi, A. (2015) found that physical shopping is more satisfactory as compared to digital shopping and the laziness of consumers is the main reason for the success of E-Commerce. Khan, A.G. (2016) argued that as soon as the cost of the internet is low, e-commerce will replace itself with traditional business and through E-Commerce the customers received the convenience is one of the major key factors which increase customer satisfaction. Vijayalakshmi, V. and Lakshmi, R. (2018) investigate that young people have a good knowledge of technology and they are very interested in online shopping.

3. Objectives

- I. To compare satisfaction and awareness level of consumers toward online and offline shopping.
- II. To analyze various problems regarding online and offline shopping.

4. Research Methodology

4.1 Profile of Study Area

This study is based on Rohtak city. Rohtak city is located in the south-east of the state of Haryana state. Rohtak city is very important with geographical and social perspectives. Rohtak city belongs to NCR (National Capital Region) and is near the country's capital. The average literacy rate in Rohtak city is 85.70 %. In which, the literacy rate of males is 90.39 % and females 80.48 % (census of India, 2011).

4.2 Sample selection

Considering the study objectives, 150 samples have been taken from the population. Samples have been selected according to convenience and purposeful technique. Information has been collected from the respondents by schedule method. It is considered while taking samples that respondents are using both (online and offline) type of shopping methods.

4.3 Data Sources

The data have been collected at the primary level by the researchers, so it is original in nature. Data have been

collected from Citizens residing in the Rohtak city. Questions about the uses, awareness, and satisfaction level of E-Commerce were asked from respondents. Data was collected only for the B2C (Business to consumer) services.

4.4 Method

Simple statistical techniques have been used to study the data. Data is mainly presented in absolute value and percentage.

5. Data Analysis

Here results are presented through tables and the important results are discussed.

5.1 Demographic Characteristics of Respondents

Table 1 shows the Demographic Characteristics of respondents. A total number of 150 respondents were taken for the survey. Among these 28 respondents were of below 25 years, 110 of age group 25-45 and rest 12 was above 45. Mostly respondents were male (82) and 68 were females out of 150 respondents. Education level of respondents was quite different. 72 were below high school, 55 were graduates and 23 were above graduate.

Table 1
Demographic Characteristics of Respondents

Age	0-25	25-45	45 and above	Total
No. of Respondents	28 (18.67)	110 (73.33)	12 (8)	150 (100)
Gender	Male	Female		Total
No. of Respondents	82 (54.67)	68 (45.33)	-	150 (100)
Educational Status	Below High School	Graduate	Above Graduate	Total
No. of Respondents	72 (48)	55 (36.67)	23 (15.33)	150 (100)

Source: Primary survey by Authors
*Brackets contain percentage

5.2 Satisfaction Level of Consumers

Table 2 shows the satisfaction level of consumers regarding online and offline shopping. Only 16 respondents were very satisfied with online shopping while 47 were very satisfied with offline shopping. It can be seen with the help of table that 68 respondents were satisfied with online shopping

and 107 respondents were satisfied with offline shopping. This shows more satisfaction from offline shopping than online shopping. If dissatisfaction is considered, 44 respondents were dissatisfied from online shopping while only 17 were dissatisfied from offline shopping. This also proves more satisfaction from offline shopping than online shopping.

Table 2
Satisfaction Level of Consumers

Responses	Online Shopping No. of Respondents	Offline shopping No. of Respondents
Very satisfied	16 (10.67)	47 (31.33)
Satisfied	52 (34.67)	60 (40.00)
Neutral	38 (25.33)	26 (17.33)
Dissatisfied	32 (21.33)	14 (9.33)
Very dissatisfied	12 (8.00)	3 (2.00)
Total	150 (100)	150 (100)

Source: Primary survey by Authors
*Brackets contain percentage

5.3 Drawbacks of Online and Offline Shopping

Table 3 shows the drawbacks of both types of shopping. Different types of drawbacks are found in online and offline shopping. In online shopping 67 respondents found lack of trust, 36 complained about less security, 19 found it more costly whereas 26 found it not accessible at their home and 29 had other reasons as a drawback of online shopping. If drawbacks of offline shopping are discussed then it is

observed by the researchers that 43 respondents found it time consuming, 30 believe the high cost of access to market, 37 assume the price of the products as a drawback, 20 says less variety of products available online and 41 found ill behaviour of the sellers as a main drawback of offline shopping. Different drawbacks of both types of shopping presents a comprehensive picture of both.

Table 3
Drawbacks of Online and Offline Shopping

Online Shopping Responses	No. of Respondents	Offline Shopping Responses	No. of Respondents
Trust	67 (44.67)	Time consuming	43 (28.67)
Security	36 (24.00)	Cost of access	30 (20.00)
costly	19 (12.67)	Price of products	37 (24.67)
Not accessible	26 (17.33)	Less variety of products	20 (13.33)

Others	39 (26.00)	Ill behavior of the seller	41 (27.33)
		Others	17 (11.33)

Source: Primary survey by Authors
 *Brackets contain percentage

5.4 Problems faced by respondents and their solutions in Online Shopping

Table 4 shows the respondents who faced problem in online shopping and how their problems were solved by sellers. Out of 150 respondents, 89 respondents faced the problem and 61 refused about any problem in online shopping till now. Within 89 respondents 47 said that they got another product by replacing the old one, 29 said they got their money back and 13 said their problem was solved by service centers. It is seen that in most cases seller has to replace the product

and service centers are not useful to solve the problems of the consumers. It is observed that 61 respondents don't have any problem and rest (89) those had; their problems were solved by through separate methods. It also shows that sellers are attentive towards their customers and try to solve their problems at their very best level. In most cases, sellers replaced their product with the new one to fulfill the needs of customers. Here, sellers should improve the quality of their products and it so that these kinds of problems will not affect their sales and also satisfy their respective customers.

Table 4
Problems faced by respondents and their solutions in Online Shopping

Problems Faced by Respondents		The Solution of the problems (out of 89)	
Responses	No. of Respondents	Responses	No. of Respondents
Yes	89 (59.33)	Replacement of product	47 (52.81)
		Refunding of payment	29 (32.58)
		Service centers	13 (14.61)
No	61 (40.67)		
Total	150 (100)	Total	89 (100)

Source: Primary survey by Authors
 *Brackets contain percentage

5.5 The Better method of shopping by respondents

Table 5 shows 83 respondents prefer to shop offline while only 67 choose to shop online. This also shows that despite the economy being transferred into digital one people still

prefer offline shopping due to various reasons. These reasons can be easily accessibility, physical availability of products at the time of buying, secure dealing and people can use their bargaining power for the prices charged by the sellers.

Table 5
What you think which method is better for shopping?

Response	Online	Offline	Total
No. of Respondents	67 (44.67)	83 (55.33)	150 (100)

Source: Primary survey by Authors
 *Brackets contain percentage

5.6 Reasons for online shopping being less popular

Table 6 shows different reasons that may be the cause of less preference for online shopping. From all the responses here, some are discussed. 41 respondents believe security as a reason, 27 said delivery is not on time and some places are not accessible by online sellers and they refuse to deliver the product or tell the buyer to come to their office, 58 complained about the bad quality of the product, while 10 said internet

connectivity is measure issue dealing with the sellers and 14 gave other reasons such as limited goods available in limited quantity and price is also high in comparison with physical markets. Another reason for less popularity can be the awareness among people about online shopping. They are habitual of offline shopping and prefer it in the place of online shopping.

Table 6
Reasons for online shopping being less popular

Reasons	No. of Respondents
Security	41 (27.33)
Delivery of product	27 (18)
Quality of the product	58 (38.67)
Internet access problems	10 (6.67)
Others	14 (9.33)
Total	150 (100)

Source: Primary survey by Authors
 *Brackets contain percentage

6. Conclusion

Online and offline both prevail in almost all of the economies of the world. Easy access to online shopping is the main attraction for consumers. But here it is found that people consider offline shopping convenient as compared to online shopping. Different disadvantages of online shopping are found. It is also seen that the education level of respondents affects their shopping nature. Respondents were experienced

various issues in online shopping that made them unsatisfied with online shopping. Online sellers should fulfil the exact requirement of the customers and provide them with a variety of goods easily. By these different methods for improvement, customers will use more online shopping instead of offline shopping. Time to time survey of customers will also help the sellers to improve their services.

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