

**Project Title: A Study of buying behaviour and perception of consumers about pure play E-tailers with special reference to Dombivli city, Maharashtra**

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**Project No.: F. 23-1726/14 (SC/8 (WRO) XII Plan dated 29<sup>th</sup> JUNE, 2017**

## **Executive Summary of the Project**

**Introduction:** There is a huge untapped retail market available in India, so numbers of players are entering into retail sector and retail industry is evolving new ways and means to enter & capture the market. One of the recent trends is E-tailing, which stands for electronic retailing, where retailers use internet to reach out to the customers. E-tailing is classified into two categories

(i) Brick & click e-tailing (ii) Pure play e-tailing. The basic difference between two is that, the Brick & click e-tailers use internet as their secondary means to reach out to customers as they have physical existence in the market, whereas pure play E-tailers use internet as their primary & only means of retailing as they don't have physical existence in the market.

Though E-literacy is the fundamental necessity to use pure play e-tailing as a shopping option. It has been observed that some customers in spite of having e-literacy & internet access don't prefer pure play E-tailing, while others have adopted pure play e-tailing. Among the online shoppers some are regular & go for higher amounts of transactions, while others are occasional and go for lower amounts of purchases. Perception is the root cause for this diverse adoption behaviour of customers. Hence it would be interesting to find out what motivates customers to go for pure play e-tailing & what restricts them from adopting it, this will help in understanding their perception about pure play E-tailing.

Widespread penetration of internet services & cheaper smart phones in India has accelerated the growth of e-tailing in the country, in such a scenario it would be important to study e-buying behaviour of customers with pure play E-tailers, particularly from tier II to IV cities & rural parts of the country

### **Objectives of the study**

- 1) To study the concept of E-commerce.
- 2) To understand the evolution & development of pure play E-tailers.
- 3) To analyse the perception of consumers about pure play E-tailers.
- 4) To assess the buying behaviour of consumers from Dombivili about pure play e-tailers as an option for shopping.
- 5) To help existing pure play E-tailers in developing marketing strategies for tier-III cities.

### **Significance of the Study:**

Studying e-buying behaviour, Perception of online shoppers from this area will be useful to e-tailers in bringing necessary changes in their marketing strategies in number of Districts of the country Comprising tier II to IV cities & rural part and there by e-tailers can achieve a desired level of growth & Growth of e-tailing will bring the growth of allied industries in India.

### **Scope of the Study:**

Through this research project an attempt is made to understand perception and buying behaviour of customers of Dombivli town towards pure play e-tailers. For study respondents in the age group of 15 to 60 years were selected. With the help of structured questionnaire information about preference for different product category, payment method, frequency of E-shopping was collected from the respondents having knowledge regarding internet technology.

### **Research Design:**

**Area of the study:** This study tries to find out perception and buying behaviour of customers with pure play e-tailers in dombivli study, so study involves Customers from Dombivli city preferring pure play e-tailers for shopping.

**Data source:** Since the study is descriptive & analytical in nature both primary & secondary data was used.

**Primary data:** Data was collected from the 352 respondents with different demographic background from different part of dombivli city through a direct survey, for direct survey a structured questionnaire containing closed ended & dichotomous questions, questions based on five likert scale was used.

**Sampling:** Cluster & Stratified sampling of population selected was done. 350 respondents from different cluster of city was considered & due care was taken to include respondents from different strata.

**Secondary data:** Secondary data from reference books, articles in daily newspapers, journals, popular shopping portals & well known websites was used for explanation & analytical approach.

**Data processing & Framework of Analysis:** Data was processed & analysed with the help of statistical tools.

### **Conclusion:**

Based on the findings it can be concluded that customers who are not preferring E-tailers are worried about the quality & suitability of the products, besides that they are also worried about getting effective after sales service & find procedure of online shopping little difficult.

Studying perception of customers who are preferring E-tailers for shopping helps in understanding that they are preferring to e-tailers as it offers heavy discounts, price savings offers, provides hassles free shopping and more importantly saves time and efforts of visiting market along with convenient shopping option 24X7. It is observed that customer's frequency of transactions with pure play E-tailer greatly influenced by their e-shopping experience and helps in accepting the Hypothesis 1

Study also revealed that Customer's volume of transactions with pure play E-tailer depends on their E-shopping experience helps in accepting the Hypothesis 2.

**Suggestions:**

- 1) Small informative video of 2 to 3 minutes can be made available at the website for new customers to make them understand the procedure of placing the order online.
- 2) E-tailers can speed up the delivery process by enlarging their distribution network.
- 3) E-tailers can provide enough time to customers for Return & Replacement of their defective products as per their return & replacement policy.
- 4) E-tailers can provide declaration to the customers at the beginning that their personal & financial information will not be shared with the third party.
- 5) E-tailers should try to keep & offer only quality products, suitable to the needs of the customers.
- 6) E-tailers can assure customers physical assistance to install electronic goods & effective after sales service.

By implementing above suggestions E-tailers will be able to develop confidence in the minds of customers, which in turn help E-tailers in maximizing sales & profits by attracting more customers.

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