

Popularity of Online Retailing Among the Youth of Jaipur

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ABSTRACT

The retail infrastructure has witnessed a transformation with the rapid growth of e-commerce especially in last two decades. E-business all over the world has become a popular medium for buyer-seller transaction as a means that complements and supplements of retail store. Although the concept of online retailing is based on understanding to attract, retain and satisfy customers in such contexts remain limited. The present study is conducted with the aim to know about awareness of online retailing and acceptability among the youth age (18-23yrs) of Jaipur. Online retailing has the advantage as in comparison to retail store because of convenience, better prices, variety etc. Questionnaire was prepared to collect the data.

Keywords

Online Retailing, awareness, Jaipur, Acceptability

Introduction

'Online retailing' known as 'b2c' or 'business to consumer e-commerce' is a web enabled interface between the company and target consumer for selling product and services on the web with the facility of online payment. It is a form of online commerce whereby people can buy goods from seller over internet without any intermediary services (www.relirich.com)

Retailing has evolved since time began and the inception of the Internet as a shopping tool is a change that will increasingly impact in the retail industry. Average consumers are tuning into the online space to realize the many benefits. This includes convenience, time saving, discounted prices, and increased business transparency. There are also some perceived risks associated with online retailing such as not being able to see the product prior to purchase, as well as security fears in providing credit card details. It is important to note that the growth in online retailing has primarily been driven by strong consumer demand and the entry of new players, with consumers of 18-23 years, the main buyers of goods and services online (IBIS World, 2009).

The youngsters of the age group 18-23 years are interested in using the Internet to know about new products, search for product information easily and quickly, and compare and evaluate alternatives. Shopping online has allowed consumers to compare products from their home rather than visiting multiple stores.

Online Shopping In India

Currently, the online retail market stands at Rs. 2,000 crores and is growing at an annual rate of 35% (ASSOCIATED CHAMBER OF COMMERCE, 2012). According to 'India Online Retail Market Forecast & Opportunities 2016', India will witness changing shopping trends in the next few years. India is set to become the third largest nation of internet users in the next two years itself. The online retail market in India is expected to grow immensely, given the rising middle class in India, with growing disposable income in hands and lesser availability of time to spend the same. It is a fact that a great online shopping revolution is expected in India in the coming years. There is a huge purchasing power of a youth population of 18-40 years in the urban area. The world's online shopping websites are EBay and Amazon. The online shopping websites work like online shopping mall where all classifieds listing of products are available such as products of appliances, jewellery, groceries, fashion, gifts, books, newspapers, electronic, and other goods. Through online shopping, customers can get the advantages of products availability at home without spending much time and money as well as devoid of tiredness of store shopping. In order to catch the attention of savvy customers, online shopping websites place products for sale with some percent discounts as well as free shipping on some selected products.

Scope of Study

The present study will give information about the acceptability of online retailing, the information about the frequency of consumers awareness of using online retailing, and information of the products available for online shopping websites.

The study also aims to compare online shopping and retail store according to consumer's choice.

Objectives

The main objectives of the study are as follows:

- To find out the awareness of online retailing among the youngsters (18 to 23 years)
- To study about the acceptability of online retailing among youngsters
- Comparative analysis between retail stores and online shopping

Methodology

- **Locale of study:** The locale of the study was Jaipur.
- **Selection of method:** For the collection of data the survey method was adopted, an interview schedule was prepared and information was collected from various colleges of Jaipur.

- **Selection of sample:** 50 girls & boys falling under the age 18 to 23 years were approached to obtain the relevant information. The samples were selected through random sampling method.
- **Data collection:** The primary data was collected by gathering information through interview schedule and secondary data were collected from some books, journals, magazines and internet.
- **Analysis of data:** The data from interview schedule was transferred to the coding sheet by assigning numerals to the responses. This facilitates tabulation and analysis of data which reflect the percentage of data.

Results

Table 1. Preferences Towards Shopping Style

Preferences	N=50	Percentage
Retail stores	39	78
Shopping online	11	22

Fig.1

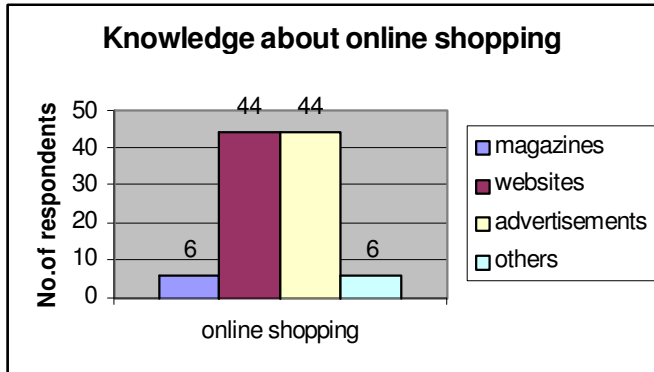


From the above table, it can be analyzed that 78% of consumers preferred retail shopping in comparison to 22% of online shopping, which shows the gaining of popularity of online shopping among the youth of Jaipur.

Table 2. Knowledge About Online Shopping

Sources	N=50	Percentage
Magazines	3	6
Websites	22	44
Advertisements	22	44
Others	3	6

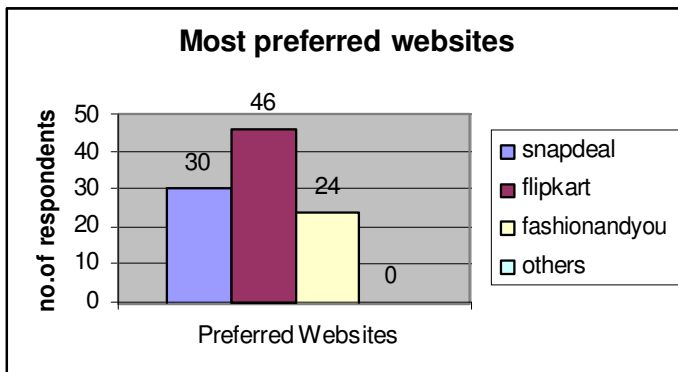
Fig.2



44% of consumers gets maximum knowledge about online shopping from advertisements and websites as compared to magazines and any other source of media.

Table 3. Most Preferred Websites

Fig.3

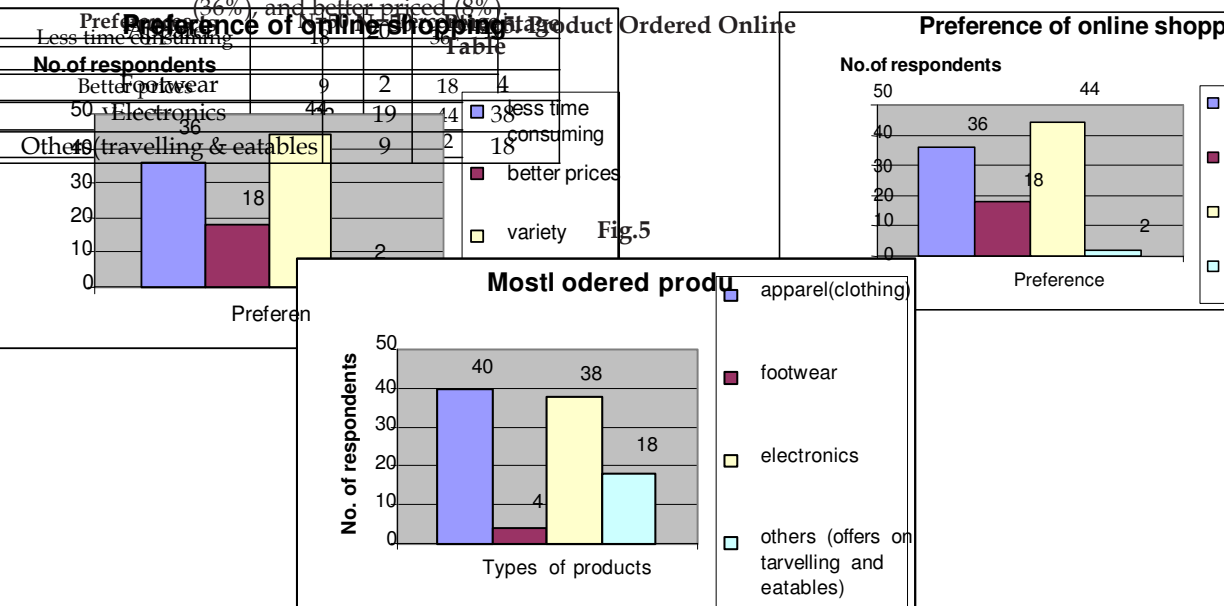


The above table reveals that 46% of consumers use Flipkart followed by Snapdeal (30%) and Fashionandyou (24%) for shopping.

Table 4. Preference of Online Shopping

Fig.4

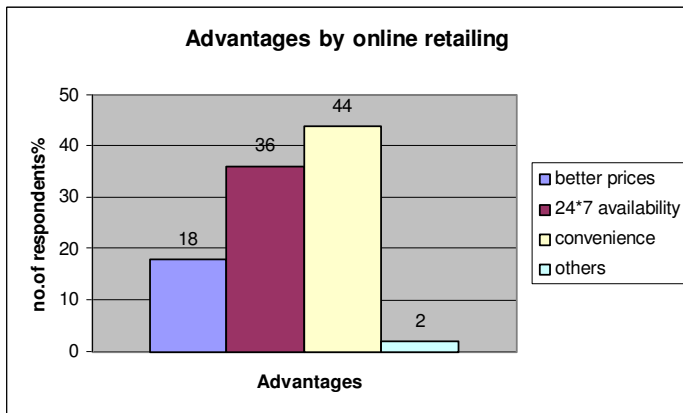
From above table it is analyzed that 44% of respondent prefer online shopping for variety of products that are available, followed by less time consuming



From the above table it can be interpreted that most of respondent buy clothes from online shopping (40%) as compared to electronics (38%), traveling & eatables (18%) and footwear (4%).

Table 6. Advantages By Online Retailing

Fig.6

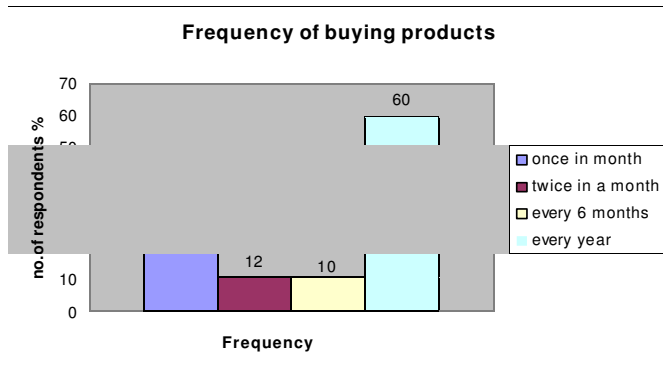


44% of respondent believed that convenience is the best advantage they get while doing online shopping followed by (36%) for 24*7 availability, better prices(18%) and others(2%).

Table 7. Frequency Of Buying Products

Frequency	N=50	Percentage
Once in month	9	18
Twice in a month	6	12
Every 6 months	5	10
Every year	30	60

Fig.7

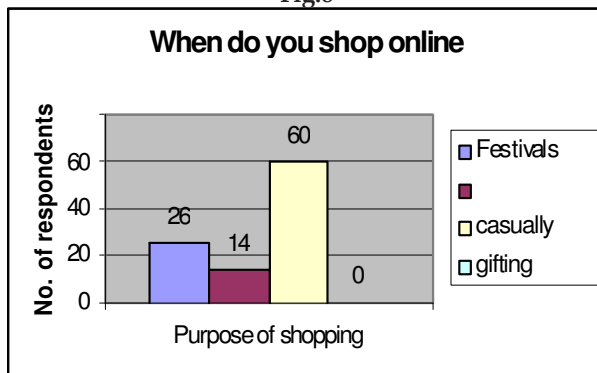


From the above table, it can be interpreted that (60%) of respondent do online shopping frequently in a year, followed by (18%) once in a month, (12%) twice in a month and (10%) every 6 months.

Table 8. When do you shop online

Shopping	N=50	Percentage
Festivals	13	26
Occasionally	7	14
Casually	30	60
Gifting	0	0

Fig.8



From the above table it is revealed that maximum number of consumers do online shopping casually (60%) as compared to occasionally (14%) and for festivals (26%).

Table 9. Original Products Available On Online Websites

Original Products	N=50	Percentage
Yes	44	88
No	6	12

Fig.9

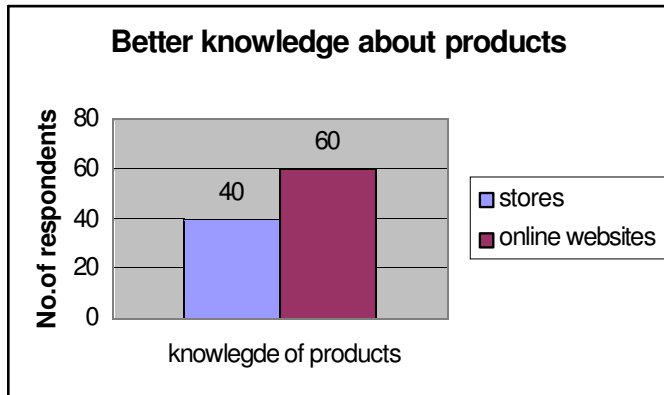


(88%) of respondents revealed that online website deliver original product as compared to (12%).

Table 10. Better Knowledge About Products

Category	N=50	Percentage
Stores	20	40
Online websites	30	60

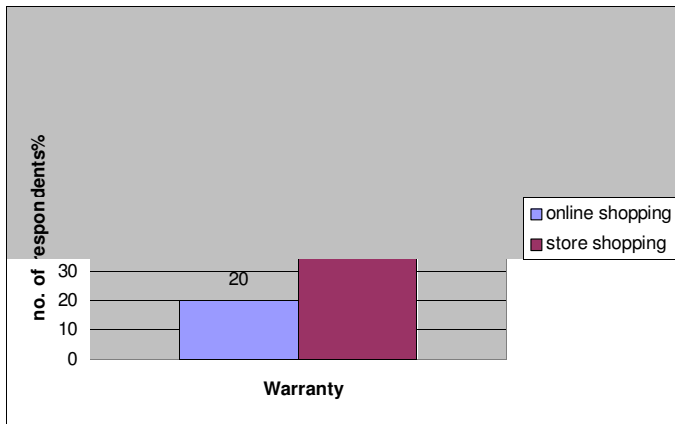
Fig.10



From the above table it can be analyzed that (60%) of consumers thought that they get better knowledge about products by online websites as compared to retail stores(40%).

Table 11. Warranty Of Products

Fig.11

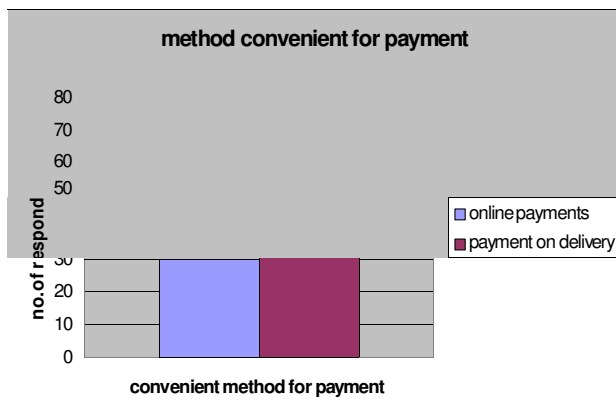


From the above table, it can be interpreted that maximum number of consumers (80%) think that they get better warranty about products on retail store as compared to online shopping (20%).

Table 12. Convenient Method of Payment

Convenient	N=50	Percentage
Online payment	14	28
Payment on delivery	36	72

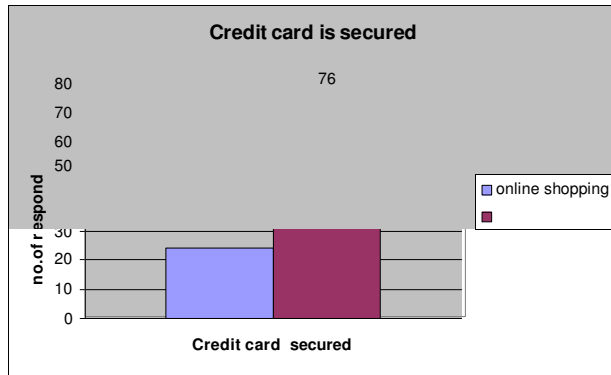
Fig.12



From the above data, It can be analyzed that (72%) consumers find payment on delivery as better mode than online payment (28%).

Table 13. Security Of Credit Card

Fig.13



(76%) consumers find credit card more secured in retail store as compared to online shopping (24%).

Table 14. Availability of Products

Availability of products	N=50	Percentage
Retail stores	27	54
Online shopping websites	23	46

Fig.14

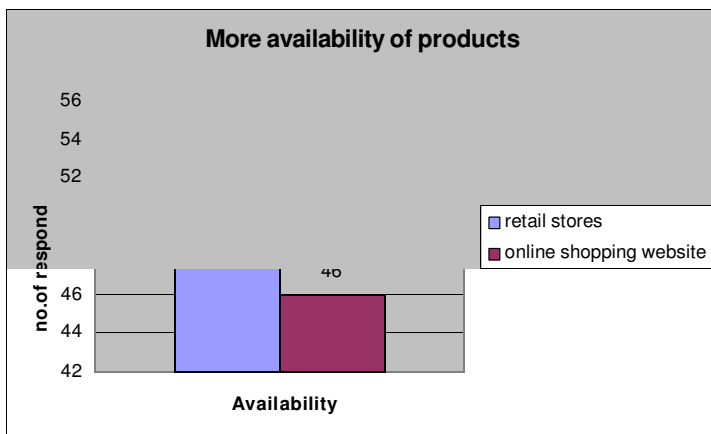


Fig.11

From the above table it can be analyzed that the maximum number of consumers think that they get better availability of products in retail store (54%) as compared to online websites (46%).

Conclusion

From the study it was found that 22% of the respondents do online shopping, which shows popularity it is gaining among the youth of Jaipur. They use online retailing for the discount offers on products and to avoid the crowd at a retail store. They can easily shop for the products they want. The popularity of online shopping can be largely attributed to convenience and the ability to compare brands with minimal effort, the availability of 24*7 networking and better knowledge about products. One of the main attractions of the Internet is the reduction in the time required to shop. In today's society, where "time is money," any time saved is highly valuable that is why online retailing is readily accepted by younger generations.

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