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A Study On Consumer Behaviour On E-Commerce: An Empirical Study Of Vapi.

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Abstract:

The major objective of this study is to analyze the growth of E-commerce at vapi town . In order to achieve the aims, primary data are used. The primary data were collected through questionnaire. Convenient sampling procedure was used to obtain 50 responses from vapi . The findings of the study suggest that there Majority respondents know about E-Commerce services and facilities, but their uses are very limited, generally in on-line purchasing, booking tickets, on-line trading. From these it is clear that respondents are minor users of E-Commerce.

Keywords: E-commerce, internet shopping, consumer behaviour.

Introduction :

Now a days most of the things are purchased online, still e-commerce is an growing sector and it is breaking into traditional markets at a high rate. Much of the goods and service are now a days bought online like online shopping, e-payments , e-billing , m-education etc. Today most of the customer are attracted to e-commerce through social Medias.

Physical shopping was a fun, shopping with your relatives, friends and was a social event. Today the social media are driving force behind online shopping. If brands are advertised properly then people will talk about that news and it will spread more quicker than in physical markets.

But still 70% of people buy the products after they see review of the others, so some were their lack of trust. They ask about quality of and design of the products. The new Smartphone generation will have great impact on e-commerce.

What do you mean by term E-Commerce ?

E-commerce refers to electronic commerce or internet commerce , it simply means buying and selling goods online. It includes transfer of funds through internet , online shopping and any commercial activity that take place through Internet. The history of ecommerce begins with the first ever online sale on the August 11, 1994 a man sold a CD by the band Sting to his friend through his website NetMarket, an American retail platform. This is the first example of a consumer purchasing a product from a “ecommerce” .

E-commerce has evolved to make products easier to discover and purchase through online retailers and marketplaces. Independent freelancers, small businesses, and large corporations have all benefited from ecommerce, which enables them to sell their goods and services at a scale which was not possible with traditional offline retail.

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E-Commerce models :

- Business-to-Business (B2B)
- Business-to-Consumer (B2C)
- Consumer-to-Consumer (C2C)
- Consumer-to-Business (C2B).

Business-to-Business (B2B):

Business-to-Business (B2B) e-commerce includes all the electronic transactions of goods or services conducted between companies. Producers and wholesalers are example of this type of electronic commerce

Business-to-Consumer (B2C):

The Business-to-Consumer type of e-commerce is electronic business relationships between businesses and final consumers. Here the retailer directly takes his products through internet to the customers.

Consumer-to-Consumer (C2C):

Consumer-to-Consumer (C2C) type e-commerce includes sale of goods or services conducted between consumers through internet . Generally, these transactions are conducted through a third party, which provides the online platform where the transactions are actually carried out. eg. EBAY

Consumer to Business (C2B):

When a consumer sells their own products or services to a business or organization e.g. An motivational speaker /business consultant offers exposure to their online audience in exchange for a fee.

What is online shopping?

Online shopping is a form of E-commerce where the customer can buy good and service directly from the seller through internet. Sellers advertise their products on websites from where the customer make their buying. through online shopping customer have got a wide market available for shopping ,which they can easily do through personal computers, laptops, tablets and mobiles.

Online stores typically enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card , cash on delivery & debit card.

An online shop involves the buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

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Why are people preferring online-shopping ?

- The limits of this type of commerce are not defined geographically, which allows consumers to make a global choice, obtain the necessary information and compare offers from all potential suppliers, regardless of their locations.
- By allowing direct interaction with the final consumer, e-commerce shortens the product distribution chain and finally reduces price.
- E-commerce allows suppliers to be closer to their customers, resulting in increased productivity and competitiveness for companies; as a result, the consumer is benefited with an improvement in quality
- Cost reduction is another very important advantage normally associated with electronic commerce.

Problem people facing by E-shopping & E-payments:

- Strong dependence on information and communication technologies.
- Market culture is averse to electronic commerce (customers cannot touch or try the products).
- Insecurity in the conduct of online business transactions.

AS PER OUR SURVEY WE FOUND :

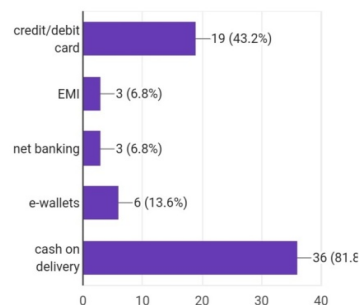
what problem you face while making purchase through e-commerce

23 responses

Trust on seller is low
Return process.
While returning the delivery return money wasn't get back
Delivery late time
Late deliveries
Some time they not work perfectly
Exchange or refund
Frauds
Delivery
Sometimes it occurs while we make delivery

what is your preferred mode of payment

44 responses



Research Objectives:

- 1) To know the awareness about e-commerce among the respondents.
- 2) To know the proportion number of users of e-commerce in vapi

Literature Review :

Shahrzad Shahriari* 1, Mohammadreza Shahriari2, Saeid gheiji3

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E-COMMERCE AND IT IMPACTS ON GLOBAL TREND AND MARKET

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The study suggest that e-commerce has became one of the important part of society.. It is therefore critical that small businesses have their own to keep in competition with the larger websites. Since web developers have lowered down the prices for their services, it has become more affordable for small businesses to use the WorldWide Web to sell their products.

E-Commerce or Internet Marketing: A Business Review from
Indian Context,D. K. Gangeshwer

Department of Mathematics, Bhilai Institute of Technology (BIT), Durg, (C.G),INDIA

The present development would be a valuable addition to researcher and academicians; Some of the disadvantages of e-Marketingare dependability on technology, Security, privacy issues, Maintenance costs due to aconstantly evolving environment, Higher transparency of pricing and increased price

competition, and worldwide competition through globalization.

A Review Paper on E-Commerce

Conference Paper · February 2016

Dr. Shahid Amin

Prof. Keshav Kansana

Jenifur Majid

According to their study , E-Commerce is a boon for any country- if given right impetus and good environmental framework to prosper can significantly lead to country's progress and development.

Emerging Trend of E-Commerce in India: Some Issues Advantages and Challenges

Priyanka Yadav

According to her study, Nevertheless, with the rapid expansion of internet, e-commerce is set to play a very important role in the 21st century, the new opportunities that will be thrown open, will be accessible to both large corporations and small companies. The role of government should be to provide a legal framework for e-commerce so that while domestic and international trade are allowed to expand their horizons, basic rights such as privacy, intellectual property, prevention of fraud, consumer protection etc are all taken care of.

Research Methodology:

In this survey total 50 respondents participated ,Samples are taken as per area sampling and convenience.

Sampling Method : Convience Sampling.

Summary Report :

- According to our research 98.1% respondent had access to internet out of which 100 % of respondents were aware about e-commerce.
- 94.2 % respondents prefer online shopping over traditional/physical market .
- 61 % of respondents use online shopping to purchase wearing apparels.
- 40.4% of respondents were highly satisfied with online shopping.

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- 78.8% of respondents use cash on delivery as preferred mode of payment.

Suggestions :

1. Companies should increase their security measures as 78.8% of respondents use cash on delivery system due to trust issues.
2. 45.5 % of respondents are satisfied with their purchases so companies should try to improve their customer support and after sale services.
3. 63.3 % of respondents prefer both online and offline markets as there are many problems in online shoppings like connectivity issue and delivery problems.

Conclusion:

India is the developing country and with increasing youth the scope of online shopping is increasing rapidly. However there is still need of improvement in online shopping sector. This sector is growing with leaps and bounds but the growth is still unsatisfactory. From this research we can conclude that online retail sector still needs major improvements in cyber security and customer service and delivery of goods.

people buy the products after they see review of the others, so some were their lack of trust. They ask about quality of and design of the products. The new Smartphone generation will have great impact on e-commerce.

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