Online Shopping Trends, People Purchasing Power, their Choices and Preferences. An Indicative Study for Online Shopping Trends in Tire -2/ Tire -3 City with Special Reference to Ajmer

Pawan Kalyani

Pawan Kalyani, MRES
pawankalyani@gmail.com

Abstract: **After the incursion of smartphones and internet in people's life, the online shopping trends are becoming more and more popular. Online shopping companies are giving offers to the people for grabbing discount offers to buy the product from their stores. The online purchasing are popular all over the India specially in youth and other people, according from the various studies the 40% of the sales are coming from Tire -2 cities after metropolitan cities. In this research paper the author is trying to find out the purchasing trends of online shopping from the tire -2 city like Ajmer. In this study the author is going to analyse the product type, the preferred mode of payment and which are the most popular Internet site from which the product is being purchased and other related options. Why there is a shift from traditional brick and mortar stores to the virtually tangible online store. For the study the author has gone for data collection both from the secondary sources and primary sources of data collection like the vendors who are supplying the logistic support to the online marketing companies and delivering the purchased goods to the customer at their door step.**

Keywords: Online Shopping, Trends, Tire-2 Cities, People Purchasing Power, Mobile Purchasing, E-Commerce, M-Commerce, Payment Options.

I. INTRODUCTION

E-commerce and M- commerce are the most common and popular choices for the younger generation in India and worldwide. People are moving for the easier option to shop the desired product with lots of alternates available at competitive price with home delivery. In earlier times when people used to roam shop to shop for better product or price alternatives, there were market and areas famous for the products availability. As the time changes and with the technology updation with the new era of entrepreneurship people are offering online market for all the products and services websites like amazon.com, ebay.com, Flipkart, Snapdeal, Shopclues, Jabong, myntra.com etc. and more to come in this line like alibaba.com is soon going to start its operations in India.

The point to ponder is that why people are opting online shopping and what they are purchasing from these online stores, the author's area of study is the Tire -2 cities like Ajmer and others, many studies shows that the online shopping markets are moving towards Tire – 2 and Tire -3 cities and many logistics companies are expanding their operations to the interiors to serve the customer demand from the online shopping market. To study this the author has collected data both from primary and secondary sources to get the feel what is being purchased, what is the price range of the products etc.

II. CITY CLASSIFICATION

The Classification of Indian cities comprises a ranking system used by the Government of India to allocate House Rent Allowance (HRA) to public servants employed in different cities in the country. HRA is also used by the Indian Revenue Service (IRS) to provide income tax exemptions. Cities are classified on the basis of their population, as recommended by the Sixth Central Pay Commission in 2008 and Reserve Bank of India respectively

Under the recommendation of the Sixth Central Pay Commission, the CCA classification was abolished in 2008. The earlier HRA classification of cities was changed from A-1 to X, *A*, *B-1* and *B-2* to Y and C and unclassified cities to Z. X, Y and Z are more commonly known as **Tier-1, Tier-2 and Tier-3 cities respectively.** [1]
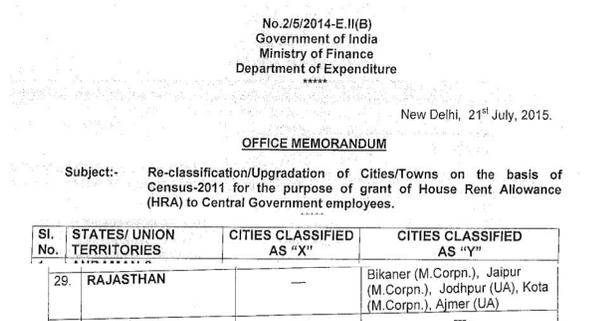
Fig. 1 Source:
http://www.finmin.nic.in/the_ministry/dept_expenditure/notification/hra_citiesclassification/21-07-2015.pdf

The "Ajmer" city comes under the "Y" category along with other cities like Bikaner, Jaipur, Jodhpur etc. the classification of the cities changes from time to time due to Increase in population, Government policies like pay commissions etc.

Fig. 2 Source:
https://en.wikipedia.org/wiki/Classification_of_Indian_cities

If we look at the fig. mentioned above, other than 8 cities comes under "X" category includes metro cities the larger chunk of the Indian cities came from "Y" and "Z" categories and the purchasers' of the online products and the logistics services to provide goods to these cities are day by day increasing. The younger generation and online shopping are becoming more popular in these cities, the reason may be due to improved internet connectivity and smartphones at the affordable price make them an easy approach to get the online market at a single touch. The other reason may be these cities have many ancillary units who are supporting many industries and generating income, as the market grows the money flows in all direction as online shopping is the new market for the people to fulfill their needs without going out from their homes in just a click or tap.

III. PROBLEM STATEMENT

The author is trying to analyse the "**Online Shopping Trends, People Purchasing Power, their Choices and Preferences. An Indicative Study for Online Shopping Trends in Tire -2/ Tire -3 City**". The main area to ponder in the study is to find out what is being purchased by the people of tire- 2/ tire 3 cities, what is the minimum and maximum price range of the product which are being purchased, what is the payment options is chosen by the people to buy the product online, what are the most popular category of the product which are being purchased by the people and their relation between them, the author is studying the pattern why there is a shift from traditional purchasing to the online purchasing pattern, what are the factors driving people from old pattern to the new pattern of "click" and "tap".

IV. WHAT IS ONLINE SHOPPING?

The act of purchasing products or services over the Internet. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item. [2]

Online shopping is the process of buying goods and services from merchants over the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who spend time online. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer.

Consumers can buy a huge variety of items from online stores, and just about anything can be purchased from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store.

Many people choose to shop online because of the convenience. For example, when a person shops at a brick-and-mortar store, she has to drive to the store, find a parking place, and walk throughout the store until she locates the products she needs. After finding the items she wants to purchase, she may often need to stand in long lines at the cash register. [3]

V. WHY IS ONLINE SHOPPING?

The alternative as option for people who do want to go out from their homes for shopping and want to escape from parking and traffic hazels and want discount and best price for the products. The question is "why online shopping", first reason is that it is one of the alternative to the traditional shopping not only this the concept of online shopping has many best features that attracts people like anytime shopping, you can shop online for 24 x 7 x 365 days all you need is computer/ smartphone which has internet connectivity similar to this it has many other advantages one of the major is **convenience. Online shopping can be termed as** *convenience shopping*, **the following factors enables user to get the online shopping experience out of the world.**

Convenience: The convenience is the biggest perk for shopping online. Convenience means you can shop comfortably at midnight, no lines to wait, you can do your shopping in minutes. Online shops give us the opportunity to shop 24x7x365 days, with special days offers. Some products that you can purchase online are directly downloadable to your computer or mobile devices that is the best option available with online shopping.

Competitive Prices: Better prices, alternative prices, cheap deals and other cross linked offers are available online, because products come to you direct from the manufacturer or seller without middleman being involved and there is a competition among other online sellers to sell their product. Many online shops offer discount coupons and rebates as well. People may find different competitive prices for the same product online.

Additional Variety: people at online store have choices to pick the best option from the alternate choices available. People can get several brands and products from different sellers all in one website, price comparison etc.

Send Gift: people can send gifts more easily, sending gifts to relatives and friends is easy in just a single click. Sending a gift on occasions like birthdays, weddings, anniversaries, Valentine's Day, Mother's Day, Father's Day or any other occasion people can use their mobile devices to pay and shop any time and from anywhere.

Fewer expenses. When a customer goes for tradtional shopping pattern, with family, sometimes the expenditure is more than planned. Along with this shopping expnses there are other outside expenses on things like maybe eating out, extra purchasing due to on the fly exciting offer or due to gift voucher offering discount etc. in case of online purchase the concentration is on the product price and alternatives of same price range, but there is an issue of discount or other prevelige offer by the site to boost the sales especially in festive season. But still the online shopping save the travelling, fule or other expense.

Price comparisons. Comparing and researching products and their prices is so much easier online. The web store from the customer is purchasing offers a competitive price but there are other online web stores who are providing same product at different prices, there are many sites who work for you to compare the various price alternatives for the same product at your geographical location. For e.g. www.trivago.com compares prices for your comfortable hotel stay at the best price.

Festivals offers and street crowds: Especially during festivals or special events, they can be such a huge headache crossing a crowded street with parking complexity. Everybody seems rushing to get the things done at first place, shopkeepers are also in hurry, sometimes the concept of "**getting best price**" for the desired product is lost somewhere in rush and crowd, all of these problems can be avoided when a person shops online.

Obsessive shopping. Whenever a person shops during a festival season, due to rush and pressure of offers ending till the stock last and sometimes due to shop keepers selling skills to compel us to make purchases which are sometimes not required at the movement. Sometimes, we even compromise on our choices because of the lack of choices in those shops or offers available on the product which is not desired but because of the offer or attractive price we compromise with the situation. When it comes to the online shopping, all the restrictions, shopkeepers pressure and skills do not affect the decision, all the things are at out finger tips and distance of a single click or tap.

Privacy: it is the most preferred thing when we talk about the continence shopping, all there alternatives available with privacy from crowed shopping store, a customer can take time and find other alternatives for the best price, people review about the quality of the product etc. these things cannot be done in a real brick and mortar store.

REASONS FOR ACCESSING THE INTERNET

Online shopping in general has registered growth over 2013/ 2014 implying a wider reach among the target consumer. However, as a main activity, online shopping shows a downward trend since 2013 due to the emergence of other activities like online chat, downloading files and bill payments.

(Figures in %)	MAIN			All purposes		
	2013	2014	2015	2013	2014	2015
Receiving/sending emails	27	21.6	25	81.8	79.4	84.1
Browsing for materials for work /study	10.2	12.6	12.9	65.4	61.7	67.4
Online shopping	**23.2**	**17**	**8.4**	**80**	**81.2**	**86**
Browsing for leisure	8	6	7.9	69.8	67.5	72.1
Online chat with friends	2.8	5.6	7.3	65.2	64.5	70.1
Downloading files for work and/or school	4	4.6	6.7	63.6	61.1	65.4
Bill payments	2.2	4.6	5	64.4	69.1	73.5
Updating status	4.6	5	4.8	65	62.5	68.3
Money transfer	2.4	2.8	3.3	54.8	56.1	57.6
Stock trading	2.2	3.6	3.3	25.6	30.5	29.1
Reading news on the Internet	1.6	2.4	2.8	72	67.9	73.3
Visiting/checking updates	2.4	2.6	2.5	67.6	65.9	68.5
Checking prices for stocks/mutual funds	1.8	1.4	2.3	40	42.1	43.6

BASE: All Respondents,

Source: MasterCard

Fig. 3 Source:
http://www.livemint.com/Consumer/XBd7RwcDBDjsZAqmLFrjFP/Indian-online-shoppers-are-getting-more-discerning.html

The above mention fig. shows that, there is a promising growth in the usage of the Internet for the "online shopping" purpose from the year 2013 to 2015 from 23% to 86% and still growing on. The other reason that cannot be ignored is that the increase of the online shopping websites and new startups in the "online" market. The service providers are increasing and the users are too, there is a radical growth in the users of smartphones who are using their smartphones to shop online though the "apps" provided by the online shopping companies.

http://www.livemint.com/Consumer/XBd7RwcDBDjsZAqmLFrjFP/Indian-online-shoppers-are-getting-more-discerning.html

The above fig. shows the age group of the online users are mostly from the age group of 25- 34 and 35 to 44 years. The younger age group is very active on the internet and people are using Internet as a medium of connecting themselves with other people for business as well as for the social interaction through Whatsapp, Facebook, Wechat etc. the people from this age group are very active in online shopping too.

ATTITUDES TOWARDS ONLINE SHOPPING –DIFFERENCES BY AUDIENCE

Women are more likely than men to view online shopping as convenient, fun and believe that most people shop online a lot. 25-34 and 35-44 year olds appear to have stronger views compared to other age segments on most aspects.

(Figures in %) Top-2-Box % Strongly / Somewhat Agree

	Overall	Male	Female	18-24 yrs	25-34 yrs	35-44 yrs	45-49 yrs	50-64 yrs
It is easy to shop online	83.4	82.1	86.6	78.2	86.1	88.6	85.7	82
It is convenient to shop online	82.6	81.1	86.3	74.6	87.4	85.6	84.4	86.9
Online shopping is easier than shopping via an offline catalogue and a telephone	78.7	77.3	81.9	71	84.5	85.6	77.9	73.8
I tend to go to the same online shopping sites again if I've used them before	78.7	77.9	80.7	74.2	81.4	82.6	79.2	77.9
I often read and consider online reviews of the product before purchasing	78.7	77.9	80.6	72.6	84.3	86.2	76.6	69.7
There is a wider range of selection from online providers than in offline shops	78.6	77.7	80.9	72.6	83.2	86.2	76.6	73
Most goods are much cheaper online than they are offline	75.1	75	75.2	70.2	82.2	76	75.3	63.1
Most people tend to shop online a lot	71.9	68.7	79.6	67.1	79.9	77.2	66.2	54.9
People like me tend to shop online a lot	71.6	70.6	74	67.9	78.4	76.6	66.2	55.7
When I shop online, I would prefer to have a hotline number for enquiry	71	70.9	71.3	64.7	77.1	73.1	70.1	68
Shopping is a fun way to pass time when browsing online	70.1	67.4	76.4	67.5	75.5	72.5	63.6	60.7
'I feel secure shopping online	70	69.8	70.5	63.5	77.6	76	62.3	61.5
Shopping online is essential for me	65.5	66.2	63.9	62.3	74	68.9	53.2	50
It is difficult to exchange or return goods bought online	55	54.5	56	54.4	61.3	55.1	46.8	39.3

*New for 2015

BASE: All Respondents,   Source: MasterCard

ONLINE PURCHASE BEHAVIOR –DIFFERENCES BY AUDIENCE

The age segments 25-34 and 35-44years appear to be more active than other groups in terms of accessing internet for online shopping although most people have made at least one online purchase in the last 3 months regardless of age. 25-34 year olds are most active as they buy online 6 times a quarter, and purchase more products in this period than other age groups.

	Overall	Male	Female	18-24 yrs	25-34 yrs	35-44 yrs	45-49 yrs	50-64 yrs
Base (All)	n=1006	n=710	n=296	n=333	n=361	n=137	n=82	n=92
% respondents accessing the internet for online shopping	86.00%	85.80%	86.70%	85.70%	89.20%	87.40%	80.50%	77.90%
% respondents who have made at least one purchase in the last 3 months	96.60%	97.00%	95.50%	96.40%	97.70%	95.80%	96.10%	94.30%
Average number of occasions an online purchase was made in the past 3 months	5.4	5.5	5.1	5.1	6	5.2	4.5	4.9
Base (Those who have made a purchase online)	n=971	n=689	n=283	n=321	n=353	n=131	n=79	n=87
Average number of years of experience of online shopping	2.8	2.8	2.7	2.5	2.8	3	3.1	2.8
Average number of items purchased online in the past 3 months	6.3	6.3	6.3	6.1	6.7	6.4	5.8	5.8

BASE: All Respondents,   Source: MasterCard

Fig. 4 Source:

MOST COMMONLY VISITED WEBSITES FOR ONLINE SHOPPING

Flipkart is the leading website visited for online shopping in India followed by Amazon and Snapdeal (in that order).

(in %)

Flipkart	84.7
Amazon	68
Snapdeal	44.8
Jabong	26.3
ebay	21.8
Myntra	15.3
PayTM	14.4
ShopClues	13.6
Bookmyshow	4.3
MakeMyTrip	4
HomeShop 18	3.8
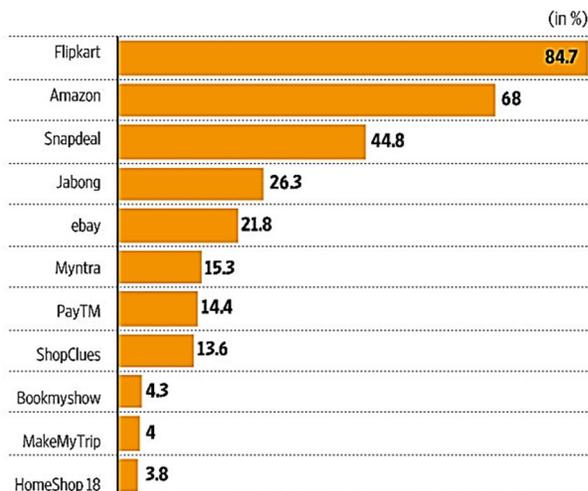
BASE: Those who have made a purchase online in the past 3 months and did not answer 'don't know/NA/unsure.'

Source: MasterCard

Fig. 5 Source:
http://www.livemint.com/Consumer/XBd7RwcDBDjsZAqmLFrjFP/Indian-online-shoppers-are-getting-more-discerning.html

The data from the above mentioned figure show that the most promising website for the online shopping is Filpkart, Amazon and Snapdeal, with 87, 68 and 44 % after that other people came into the line like Ebay, Myantra, Pay TM, Shopclues, Jabong etc. these online shopping sites are not very old, they are giving the users a new experience of getting the things done through a single "click" or "tap". They are providing convenience with privacy to the customer and sometimes extra discount schemes to get added benefits. Till now, the market is full of hope and competition between these new marketers many of the new startups are in row to compete them on the basis of better services and other things.

MEDIAN SPENT ONLINE ON DIFFERENT CATEGORIES

Flipkart is the leading website visited for online shopping in India followed by Amazon and Snapdeal (in that order).

	Online value $
Airlines (n=260)	151
Home appliance and electronic products (n=441)	75
Retailers for clothing and accessories (n=399)	60
Hotels (n=261)	60
Travel (n=352)	60
Supermarket, Superstores, Hypermarkets (n=322)	45
Financial advice websites (n=132)	30
Restaurants and food delivery services (n=361)	29
Products/services in online gaming/virtual world (n=92)	23
Personal, education, or professional development (n=226)	18
Computer software (n=286)	18
Cinema/Movie Theatres (n=416)	15
Music concert or performing arts ticketing (n=115)	15
Personal care/beauty-care brands (n=300)	15
Toys and gifts (n=221)	15
Medicine/pharmaceutical brands (n=140)	15
Digital content for entertainment (movies, TV) (n=212)	15
Coupon/deal sites (n=228)	15
Paid-for/subscription- local or international news websites (n=72)	15
Premium/paid-for video websites (n=69)	15
Books, CDs, DVDs (n=231)	12
E-book stores (n=185)	9
Music download (e.g. iTunes) (n=246)	8
Apps stores (n=299)	8
E-magazines, free or paid (n=146)	8

BASE: Respondents who have shopped online in the past 3 months and have mentioned these merchant categories and websites

Source: MasterCard

MEDIAN SPENT ONLINE ON DIFFERENT CATEGORIES

Compared to the previous years, online spend for the top categories show a considerable increase.

(Figures in %)

	2013	2014	2015
Airlines	129.6	97.2	150.6
Home appliance and electronic products	64.8	75.3	75.3
Retailers for clothing and accessories	48.6	48.6	60.2
Hotels	48.6	48.6	60.2
Travel	48.6	60.7	60.2
Supermarket, Superstores, Hypermarkets	44.5	48.6	45.2
Financial advice websites	32.4	32.4	30.1
Restaurants and food delivery services	32.4	32.4	28.6
Products/services in online gaming/virtual world (e.g., XBOX Live)	19.4	24.3	22.6
Personal, education, or professional development	16.2	24.3	18.4
Computer software	16.2	32.4	18.1
Cinema/Movie Theatres	16.2	17.8	15.1
Music concert or performing arts ticketing	16.2	16.2	15.1
Personal care/beauty-care brands	24.3	21.5	15.1
Toys and gifts	24.3	24.3	15.1
Medicine/pharmaceutical brands (both over-the-counter and prescription medicine)	19.4	17.2	15.1
Digital content for entertainment (music, movies, TV)	16.2	19.4	15.1
Coupon/deal sites	16.2	16.2	15.1
Paid-for/subscription-based local or international news websites (e.g., FT.Com, Economist.Com)	16.2	16.2	15.1
Premium/paid-for video websites	16.2	16.2	15.1
Books, CDs, DVDs	16.2	16.2	12
E-book stores	16.2	16.2	9
Music download (e.g. iTunes, MP3.Com)	113	16.2	7.5
Apps stores	16.2	16.2	7.5
E-magazines (free or subscription)	16.2	13	7.5

BASE: Respondents who have shopped online in the past 3 months and mentioned these merchant categories and websites

Source: MasterCard

Fig. 6 Source:

http://www.livemint.com/Consumer/XBd7RwcDBDjsZAqmLFrjFP/Indian-online-shoppers-are-getting-more-discerning.html

With the above figure the money spent on the online purchase after airlines, the home and electronics products are in demand. The trend is followed by apparel, hotels and travels etc. many online shopping sites are short term offer like flipkart to boost their popularity and with the help of other sites. For e.g. "*Flipkart Fashion Sale offer*, *Flipkart* and *Yatra* *together bring you the chance to* ***earn Yatra eCash*** *worth the full value of your purchase on Flipkart. You can use this eCash for booking flights, hotels and buses with Yatra.com.*
Now save money on your bookings and enjoy your travel!
Hurry, the eCash is valid till ***November 30, 2015****. You can redeem eCash on Yatra mobile app only.*"[4]

With the exciting offers like this, the people are attracted to the online shopping, they are also promoting the usage of the "Mobile App" in many offers, to boost their sales, since the mobile users are more than computer users. There is a continuous increase in the users year by year.

MAIN REASONS FOR VISITING CATEGORY WEBSITES

Making an online purchase is the main reason for visiting sites of clothing/ accessories, cinema, supermarkets/ hypermarkets and music downloads.

- Check for new or latest products/information
- Check for promos/discounts and other deals
- Gather information about certain products/topics
- Compare options
- Make a purchase online
- Make a purchase offline/at a physical store

Base		(Figures in %)
(373)	Supermarket, Superstores, Hypermarkets	33.8 / 33.6 / 32.6 / 31.6 / 44.8 / 33.3
(466)	Cinema/Movie Theatres	27.4 / 29.1 / 22.2 / 16.9 / 52.7 / 22.3
(454)	Music download (e.g. iTunes,MP3.Com)	41.6 / 20.5 / 22.7 / 14.6 / 36.0 / 17.5
(158)	Music concert or performing arts ticketing	33.6 / 26.9 / 29.3 / 22.8 / 39.6 / 20.2
(421)	Retailers for clothing and accessories	42.0 / 40.0 / 27.9 / 36.2 / 59.9 / 26.3
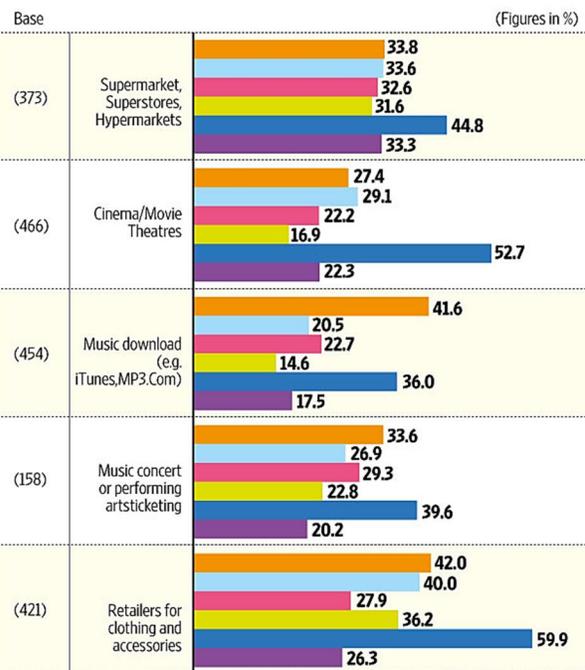
BASE: All Respondents

(Figures in %)

Fig. 7 Source:
http://www.livemint.com/Consumer/XBd7RwcDBDjsZAqmLFrjFP/I

33

ndian-online-shoppers-are-getting-more-discerning.html

The above figure shows that people visit the online shopping websites for multiple reasons like, checking promos/ offers on clothing, cinema information about latest updates, compare prices, take the best price offer and make their purchase. Sometimes people go online shopping sites take offers/ information and bargain to the offline stores and make their purchase.

VI. ONLINE SHOPPING VS TRADITIONAL BRICK AND MORTAR STORES

This is a never ending battle of arguments in today's scenario we have mixed population in India, we have those people who still visit old traditional shops to purchase because of relationships or credit and of course due to the old market prestige, like the specific goods are best available in only that market, people still go there and make their purchase specially for marriage shopping. The youth of India, who is maximum supporter of Online shopping, they have their own facts and reasons to go online, to get information, product alternatives, cash on delivery, discount, bundled offers or associated offers etc. last but not the least the convenience and privacy is the major factor for going online. The old brick and mortar stores have the support from local public.

Brick-and-mortar stores have their benefits — e.g., certain product categories are better suited to traditional retail environments, the ability to touch and see objects in-person. Online stores can provide consumers with pictures and videos, but actually holding a product can provide some tactile impressions that simply can't be matched online. Consider shopping for a watch, where the heft of the piece and smoothness of the metal inform the buyer as to its value. [5]

VII. MOVING FROM "CLICK" TO "TAP" FOR PURCHASING

Increase in Internet-enabled devices: The rapid growth in affordable electronic devices to access the internet, including personal computers/laptops, mobile phones (particularly smartphones), internet television and tablets are driving growth for e-commerce retailing in the country. Mobile phones (including smartphones) internet users are likely to grow 2.5 times by 2019, thereby enabling a corresponding growth trend for the online shopping industry in India. More than 50 per cent of the orders for e-commerce retail giants are generated via mobile apps. In terms of traffic, bigger e-commerce retail companies draw as high as 50 to 70 per cent of their total traffic through mobile [6]

VIII. CUSTOMER/ COUNSUMER BUYING BEHAVIOR

It is no secret that businesses' main goal is to sale and sale is provided for other party, consumers. Therefore, for commercial activities, analyzing consumers' behaviours is crucial (Deaton and Muellbauer, 1980, Solomon, 2006, Wright and et al., 2008) and since there is no face to face interaction in online businesses, it becomes more important to understand key features of consumer behaviours. Rogan (2007, cited in Nazir, et al., 2012) indicates the importance of the relationship between the marketing strategy and the behaviour of consumer. He illustrates that 'the strategy is about increasing the probability and frequency of buyer behaviour and requirements for succeeding in doing this are to know the customer and understand the consumer's needs and wants'.

Chang, et al. (2004) studied on categorization of variables which drive online shopping activity. According to their study, features are divided into three main categories. First one is perceived characteristics of the web sale channel which include risk, advantage, online shopping experience, service quality, trust; second category is web site and product characteristics which are risk reduction measures, web site features and product characteristics; and the last category clarified by authors is consumer characteristics. Consumer characteristics are driven by various types of features. Consumer shopping orientations, demographic variables, computer, internet knowledge and usage, consumer innovativeness and psychological variables.

Consumer's characteristics are also studied by Kotler and Armstrong (2010) and they explains the way of the perception of the buyers, how they interpret and receive the stimuli from advertisements. According to Kotler and Armstrong (2010; 161) the decisions of consumers are influenced by several characteristics and these characteristics are linked with the needs of the consumers. [7]

As stated above that, there are many studies done by many researchers and buying behavior is the most interesting topic for research study. Time to time the research yields new parameter of the topic here the customer buying behavior, earlier the traditional market was there and that was the only option available to the customer he can choose alternate shop to purchase but due to online shopping and the ease of shopping in just a single click with no parking, or billing hassles with discount and privacy. People are opting this mode of purchase very rapidly and thousands of crore money is swapped in the market. The customer or consumer is always a bargain seeker or discount loving entity, with the additional features of online shopping it is the best what he can get, but it is equally important to understand the behavior of the customer and its pattern of purchasing goods to improve the quality of service and product range and the option of payment for the purchased goods. It is always perceived that what a customer wants and in anticipation of this product and services are offered to them. The perception is based on the experience and research done by the researchers. For e.g. *McDonald's is a brilliant example of adaptation to the specificities of each culture and each market. Well aware of the importance to have an offer with specific*

products to meet the needs and tastes of consumers from different cultures, the fast-food giant has for example: a McBaguette in France (with french baguette and Dijon mustard), a Chicken Maharaja Mac and a Masala Grill Chicken in India (with Indian spices) as well as a Mega Teriyaki Burger (with teriyaki sauce) or Gurakoro (with macaroni gratin and croquettes) in Japan. [8]

IX. LOGISTICS – PEOPLE WHO DELIVER GOODS TO THE CUSTOMERS PLACE FOR ONLINE SHOPPING COMPANIES

Logistics - (business definition) Logistics is defined as a business planning framework for the management of material, service, information and capital flows. It includes the increasingly complex information, communication and control systems required in today's business environment. -- (Logistix Partners Oy, Helsinki, FI, 1996)

Logistics - ...the process of planning, implementing, and controlling the efficient, effective flow and storage of goods, services, and related information from point of origin to point of consumption for the purpose of conforming to customer requirements." Note that this definition includes inbound, outbound, internal, and external movements, and return of materials for environmental purposes.[9]

Logistics - The process of planning, implementing, and controlling the efficient, cost effective flow and storage of raw materials, in-process inventory, finished goods and related information from point of origin to point of consumption for the purpose of meeting customer requirements.[10]

Logistic, the blood line of any business, a manufacturer makes the product and the customer buys it, the process of supplying goods from manufacturer to customer is known as logistic. The logistic, is there when product is manufactured, the raw material in supplied into the production unit, and finished goods are supplied to the supply chain.

The market is working always two step ahead from the market demand, like when there is a festival is coming the logistic chain is activated two months earlier to fulfill the market need, then for the next event the market demand is there and the logistic chain is ready to fulfill it. But in new and upcoming market of online shopping, the demand and supply is very fast, the logistic is not same as old traditional manufacturing to customer supply.

There is a radical change in the logistic chain, many online shopping companies are working on the logistic to improve the delivery of goods, safely and securely. The companies like Flipkart, has its own logistic chain, named, "ekart". Amazon has taken computer intelligence to a whole new level with its "anticipatory shipping" concept. The idea is that it will use data drawn from previous orders, product searches and so on to predict customers' buying behavior with enough accuracy to ship products to its final delivery areas before they are actually

purchased. Then, when they are ordered, it will be able to deliver in a fraction of the time that other logistics companies could manage.

There are many logistic companies who are already there in the market or they are coming with the new logic and concept. Ekart, Ecom express, Delhivery, GoJavas, DTDC's e-commerce logistics arm DotZot, last-mile and first-mile logistics, Opinio and Parcelled and many more.

Fig. 8 https://d152j5tfobgaot.cloudfront.net/wp-content/uploads/2015/09/yourstory-E-commerce-Logistics-Graphic-1.png
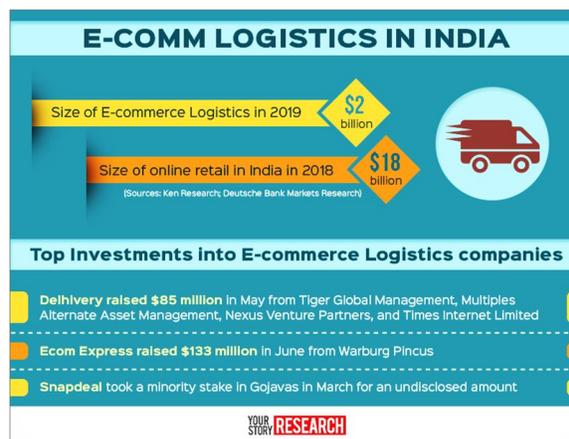
The above mention fig. states that Delhivery, Ecom Express and GoJavas are new logistic companies who raised millions from the investors to provide a better supply chain management, a better delivery to the customers and to full fill the gaps in older system.

X. LOGISTIC - EXPANSION TO SMALL TOWN INDIA

The online shopping era has changed the logistic scenario, the challenge to the online companies is to provide a better on time logistic service in tire-2/ tire -2 cities along with the metro cities. Growth for online retail will be increasingly driven by the smaller urban centers like Naharlagoan in Arunachal Pradesh and Biharsharif in Bihar, which are each receiving over 2,600 deliveries a month. **Tier-II and III cities** and towns are expected to contribute to **more than 350 million e-tailing shipments** in 2018, according to a white paper put out by advisory services firm Alvarez & Marsal in December. [11]

35

Fig. 9 https://d152j5tfobgaot.cloudfront.net/wp-content/uploads/2015/09/yourstory-E-commerce-Logistics-Graphic-3.png

The above fig, shows that over 50,000 deliveries in a month in the above mentioned non-metro cities and the data does not include data from India post, Flipkart and Bluedart. This implies that there is a scope in the logistic industry to provide service and well equipped organized service is required in future to operate and full fill the demand and supply scenario as there is a growth of online shopping customers in the non – metro cities.

For e.g. online shopping website www.naaptol.com, has collaborated with different logistic suppliers to provide on time delivery of the orders. This site do not have its own logistic chain, like Filpkart's Ekart. The following is the part of the help section of the website for the people to get help about their ordered goods.
"Naaptol have collaborated with industry best logistics to deliver your order accurately, in good condition, and always on time.
Note: All successfully processed orders are assigned AWB (Air Way Bill) number of the partnered logistic vendor. You can click on the following courier link and paste your AWB no to track your Order:

- Blue dart Courier   - www.bluedart.com
- First Flight Courier   – www.firstflight.net
- Express Courier   - www.expressit.in
- AFL Courier   - www.afl.co.in
- Quantum Post   - www.quantiumsolutions.com
- Indian Post   - www.indiapost.gov.in
- Gati   - www.gati.com
- Aramex   - www.aramex.com" [12]

There are many companies in the logistic industry who are supporting the business and taking good care of the business both for online shopping companies and other customers. The logistic is becoming important part of any business, the author has gone through an extensive search for the courier / logistic provider companies who are in this business and participating actively. Some of them are new as fresh startups, some are sister company of the old courier company, many of them are very

old contributor of this industry. The following is the list of logistic companies who are offering their services either in offline or online shopping.

- Airstate
- Airwings
- Akash Ganga
- **Aramex**
- Aum Express
- BIBHA CARGO AND COURIER PVT LTD
- Blazeflash
- **Bluedart**
- Bookmypacket
- Bombino
- Bomgim
- Bonds Logistics
- CCI Courier
- Citipost
- CJ Korea
- Corporate Courier
- Daakiyaa
- Delhivery
- **DHL**
- **Dotzot**
- DTDC
- **Ekart**
- E-Parcel
- Eexpressdart
- Eagle
- **Ecom Express**
- Ewings
- Expan
- Expressit
- Fedex
- First Flight
- Flyking
- Future Supply Chains
- **Gati**
- GMS Express
- Go Javas
- India Post
- Indiaontime
- INNOVEX
- JV Express
- KNOTT XPRESS
- **Last Mile**
- LCS Corporate
- Madhur
- Mahindra
- Metro Maruti
- Mirakle Couriers
- NuvoEx
- Ondot

- Overnite Express
- Palande
- Pegasus
- Pickingo
- Pigeon Express
- Poonam
- Professional
- Pushpak
- Quantium Solutions
- Red Express
- Registered Post
- Safexpress
- Shree Anjani
- Shree Balaji
- Shree Maruti
- Shree Tirupati
- SkyNet
- Speed & Safe
- Speed Post
- ST Courier
- Street Wise
- Swapnex
- Target
- Tanvi Express
- TCI EXPRESS
- TNT
- Trackon
- UBX
- United
- UPS
- Velex Logistics Pvt. Ltd
- Vichare
- Vulcan
- Wareolog
- Wow Express
- XPRESSBEES
- XPS

XI. REVERSE LOGISTICS

The reverse logistic in the research paper was came into the picture while collecting the data from the primary source, the goods that are being purchased from the online shopping sites, people either pay online via credit or debit card or ask for COD [Cash on Delivery] when these goods are shipped to the customer address many times the goods are not delivered and the delivery boy brings it to the office, next day people from office calls to the customer for the preferred time and reason of non-availability, the next day the goods are delivered if some of them are not delivered due to any reason they are shipped back to the head office from there to the site office and from to the site to the vendor who supplied the goods to the customer. This

process of getting back the purchased goods from customer [in case of non – delivery] to the vendor is terms as reverse logistic.

The author collected some examples of order sheet of "reverse logistic" where the goods are to be returned back.

Fig. 9. Showing data collected for reverse logistics

These are few examples of the "reverse logistic", in the process of reverse logistic, the goods are taken back to the vendor through supply chain management used to deliver the goods to the customer, in this process the extra cost is added to the logistic company for the same good first from the vendor to the customer and second to the vendor from customer and the salary of the delivery boy and the cost of the phone calls to the customers, after the goods are delivered to the vendor and after that the customer claims the goods are not delivered to the website from the goods were purchased in this condition a long track back is there and again the goods are transported to the customer. In the whole process the time, money, energy and resources are not productively used there should be the mechanism to cut the extra cost without compromising the availability of the goods to the customer.

XII. METHODOLOGY

Data was collected through the Primary sources and Secondary sources of information the primary sources of data collection is collecting information from the logistic companies in Ajmer who are providing logistic support to the online companies, secondly collecting the data from customer who purchase online goods. For this the author has gone to the various logistic service providers in Ajmer, the author has got mixed response many of them straight way denied to provide data some of them are supportive after listening the concept of the research work, few agreed to provide some data the details are in the acknowledgement part of the manuscript. The secondary source of the data is from the internet many website are providing the latest data on the shopping behavior of customer for the online shopping experiences. Collecting all the data available for the analysis to get the desired answer that what is being purchased in tire-2/ tire -3 cities, what is the price range of the goods that are being purchased from Online shopping sites, which site is most preferred to purchase etc.

Fig.10. Showing the sample of the data collected and Tabulated in MS EXCEL from various sources for analysis.

Fig 11. showing the sample of the data collected from various sources for analysis.

Fig 12. showing the sample of the data collected from various sources for analysis.

Fig. 14. Showing the sample of the real data collected from various sources for analysis

XIII. ANALYSIS

The analysis of the collected data is the most important part of the research, first the data is collected from the different sources and combined into the tabular form in the Microsoft Excel the spreadsheet software and after that the **SPSS** was used to calculate and draw the conclusion with the test like Frequency distribution, Crosstab etc. to understand the pattern of people purchase power. After collecting the data the various chart were prepare for the pictorial presentation to understand the facts in a better form.

The collected data does not have the overall category of the product like cloths are fall into Appeals, Nokia fall into Mobile category and Lenovo computer/ Notebook falls into Tab & Computer category. This was added to the SPSS to get the bird view of product sold and their payment options etc. other data like the name, contact number, address, email id etc. are omitted

Fig. 13. Showing the sample of the real data collected from various sources for analysis

as the study was concentrated on the product, price, payment option and category.

The author studied the data output from SPSS and tries to find out the answers to the questions from the problem statement.
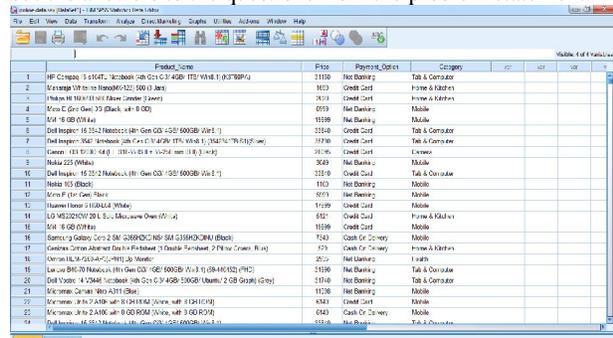
Fig. 15. Showing the data in SPSS.
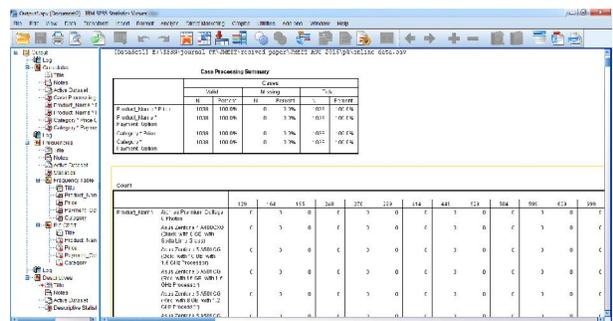
Fig.16. Showing the data in SPSS. Crosstab with Product and Price.
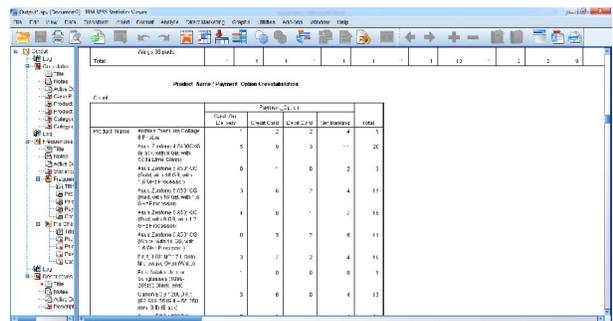
Fig. 17. Showing the data in SPSS. Crosstab with Product and Payment option
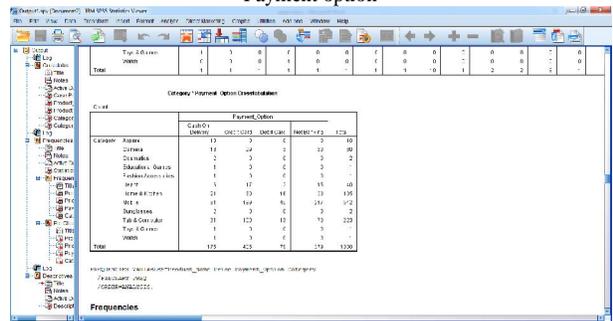
Fig. 18. Showing the data in SPSS. Crosstab with Category and Payment Option
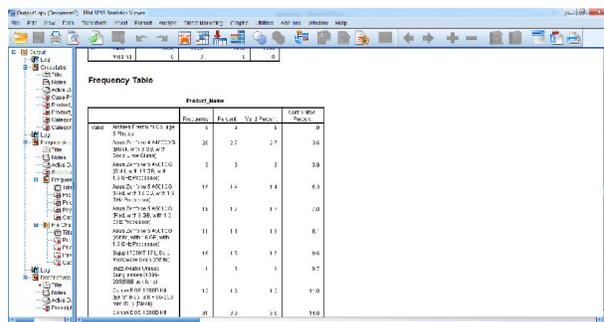
Fig. 19. Showing the data in SPSS. Frequency of the Product.
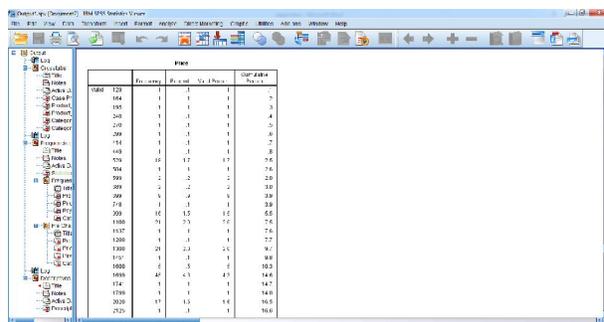
Fig. 20. Showing the data in SPSS. Frequency of Price.
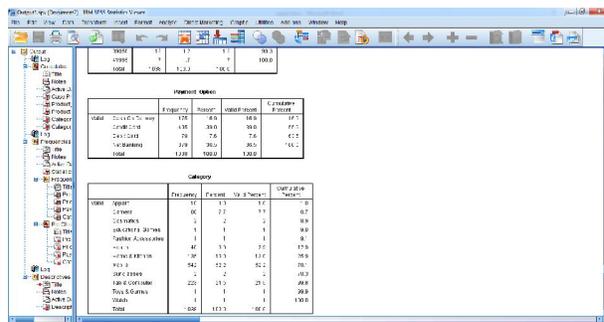
Fig. 21. Showing the data in SPSS. Frequency of Payment option and Category of Products.

41
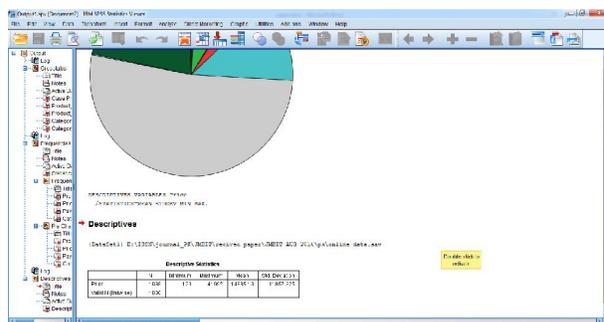
Fig. 22. Showing the data in SPSS. Descriptive stats of Price the Minimum, Maximum and Mean price.

Crosstabulation

The above fig. shows the cross tabulation between Payment option and Category to show the relationship in payment and category to know that what payment mode is opted by people when they shop online to pay what category of products.

Table 1: Price * Product_Name Crosstabulation data in SPSS.

Price * Product_Name Crosstabulation	
Count	
	Total
129	1
164	1
195	1
248	1
270	1
299	1
414	1
449	1
529	18
584	1
599	2
689	2
699	9
748	1
999	16
1100	21
1137	1
1200	1
1300	21
1451	1
1600	5
1699	45
1741	1
1799	1
2020	17

Price * Product_Name Crosstabulation	
Count	
	Total
Price	13600	11
13752	5
13999	29
17999	29

19999	46
23150	17
23996	31
23999	22
28095	13
30890	22
31150	30
31305	14
31740	31
31990	28
32290	5
32880	14
33840	37
35790	12
36680	5
37090	9
38298	4
39050	12
41995	7
Total	1038

The above mentioned cross tabulation shows the relationship between price and product purchased, the price starts from 129/- to 41995/-. It shows that how many products are purchased on what price range for e.g. at the price of 33840/- 37 product items are purchased. This table shows a wide price range that covers apparels, home and kitchen appliances, Mobile and mainly computer / notebook purchase.

Table 2: showing Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Price	1038	**129**	**41995**	**14885.13**	11857.325
Valid N (listwise)	1038				

The table shows the Descriptive Statistics of price shows that the minimum price for the product purchased is 129/- and the maximum price is 41995/- and mean is 14885/-.

Table 3: Frequency of Product_Name

Product_Name					
		Freque ncy	Perce nt	Valid Perce nt	Cumulati ve Percent
Valid	Archies Premium Collage 6 Photos	9	.9	.9	.9
	Asus Zenfone 4 A400CXG (Black, with 8 GB, with Soda Lime Glass)	28	2.7	2.7	3.6
	Asus Zenfone 5 A501CG (Gold, with 16 GB, with 1.6 GHz Processor)	3	.3	.3	3.9
	Asus Zenfone 5 A501CG (Red, with 16 GB, with 1.6 GHz Processor)	15	1.4	1.4	5.3

Product					Product				
Asus Zenfone 5 A501CG (Red, with 8 GB, with 1.2 GHz Processor)	18	1.7	1.7	7.0	HP Compaq 15-s104TX Notebook (4th Gen Ci5/ 4GB/ 1TB/ Free DOS/ 2GB Graph) (K8T88PA)	9	.9	.9	34.8
Asus Zenfone 5 A501CG (White, with 16 GB, with 1.6 GHz Processor)	11	1.1	1.1	8.1	HTC Desire 526G Plus (Glossy Black, with 16 GB)	8	.8	.8	35.5
Bajaj 1701MT 17 L Solo Microwave Oven (White)	16	1.5	1.5	9.6	HTC Desire 620G DS (Santorini White, with Dual Sim)	11	1.1	1.1	36.6
Buzz Aviator Unisex Sunglasses (1099-205|58|Black lens)	1	.1	.1	9.7	HTC Desire 820 (Santorini White)	17	1.6	1.6	38.2
Canon EOS 1200D Kit (EF S18-55 IS II + 55-250 mm IS II) (Black)	13	1.3	1.3	11.0	Huawei Honor 6 H60-L04 (White)	29	2.8	2.8	41.0
Canon EOS 1200D Kit (EF S18-55 IS II) DSLR Camera (Black)	31	3.0	3.0	14.0	Intex Aqua N7 (Mid Night Blue)	1	.1	.1	41.1
Canon EOS 600D DSLR Camera (Black, Body with EF-S 18-55 mm)	7	.7	.7	14.6	Ishin Pink Georgette Saree	1	.1	.1	41.2
Canon PowerShot SX520 HS (With 8 GB SD Card + Camera Bag) (Black)	29	2.8	2.8	17.4	Kenstar KMU50W3S-DBF 500 Mixer Grinder (3 Jars)	8	.8	.8	42.0
Cenizas Cotton Abstract Double Bedsheet (1 Double Bedsheet, 2 Pillow Covers, Blue)	18	1.7	1.7	19.2	Kenstar M/O KM20SSLN 17 L Solo Microwave Oven (Silver)	13	1.3	1.3	43.3
COLLECTION Black Analog Watch	1	.1	.1	19.3	King International Stainless Steel Black Open Perforated Dustbin Set of 3pcs 5 Ltr. And 7 Ltr.	1	.1	.1	43.4
Cosmetics	2	.2	.2	19.5	Lava Iris X8 (Black)	8	.8	.8	44.1
Dell Inspiron 15 3542 Notebook (4th Gen Ci3/ 4GB/ 500GB/ Win8.1)	37	3.6	3.6	23.0	Lenovo A6000 (Black)	30	2.9	2.9	47.0
Dell Inspiron 3542 Notebook (4th Gen Ci3/ 4GB/ 1TB/ Win8.1) (3542341TBiS1)(SIlver)	12	1.2	1.2	24.2	Lenovo B40-70 Notebook (4th Gen Ci3/ 4GB/ 500GB/ Free DOS/ 2GB Graph) (59-440450)	22	2.1	2.1	49.1
Dell Vostro 14 V3446 Notebook (4th Gen Ci3/ 4GB/ 500GB/ Ubuntu/ 2 GB Graph) (Grey)	31	3.0	3.0	27.2	Lenovo B40-70 Notebook (4th Gen Ci3/ 4GB/ 500GB/ Win8.1) (59-440452) (FHD)	28	2.7	2.7	51.8
Desar Rana 1099 Men's Full Sleeve Regular Fit 100% Cotton Formal Shirt	1	.1	.1	27.3	Lenovo B40-70 Notebook (4th Gen Ci5/ 4GB/ 1TB/ Win8.1) (59-440451) (FHD)	12	1.2	1.2	53.0
Estoss Blue P.U. Sling Bag	1	.1	.1	27.4	Lenovo Flex 2-14D Notebook (APU Quad Core A6/ 4GB/ 500GB 8GB SSD/ Win8.1) (59-427873) (Black)	5	.5	.5	53.5
Gift World Muliticolour Plastic Educational Solar Robot	1	.1	.1	27.5	Lenovo G 50-70 Notebook (4th Gen Ci3/ 4GB/ 500GB/ Win8.1) (59-436419) (SIlver)	14	1.3	1.3	54.8
Goodkarma Cotton Checkered, Floral Double Bedsheet (2 Bed Sheet, 4 Pillow Covers, Multicolor)	15	1.4	1.4	28.9	Lenovo Vibe X2 4G (Gold, with 32 GB)	9	.9	.9	55.7
Green Checked Regular Fit Casual Shirt	2	.2	.2	29.1	Lenovo Z50-70 Notebook (4th Gen Ci5/ 4GB/ 1TB/ Free DOS) (59-429601)	4	.4	.4	56.1
HiFi Silk Kurtis Combo Pack of 1200	1	.1	.1	29.2	LG MS2021CW 20 L Solo Microwave Oven (White)	1	.1	.1	56.2
HP 15-r014TU Notebook (4th Gen Ci5/ 4GB/ 1TB/ Free DOS) (G8D94PA)	5	.5	.5	29.7	Maggi Hot Heads Combo of Peri Peri Barbeque Pepper Chilli Chicken Green Chilli Noodles 71g	1	.1	.1	56.3
HP Compaq 15-s006TU Notebook (4th Gen Ci5/ 4GB/ 500GB/ Free DOS)	14	1.3	1.3	31.0	Maharaja Whiteline Nano(MX-123) 500 (3 Jars)	36	3.5	3.5	59.7
HP Compaq 15-s104TU Notebook (4th Gen Ci3/ 4GB/ 1TB/ Win8.1) (K8T60PA)	30	2.9	2.9	33.9	Mi4 16 GB (White)	37	3.6	3.6	63.3
					Mi4 64 GB (White)	22	2.1	2.1	65.4

Micromax Canvas 2 Colors A120 with 8 GB ROM (Grey)	**9**	.9	.9	66.3
Micromax Canvas Nitro A311 (Blue)	**22**	2.1	2.1	68.4
Micromax Canvas Nitro A311 (White)	**19**	1.8	1.8	70.2
Micromax Unite 2 A106 with 8 GB ROM (Grey, with 8 GB ROM)	**3**	.3	.3	70.5
Micromax Unite 2 A106 with 8 GB ROM (White, with 8 GB ROM)	**7**	.7	.7	71.2
Microsoft Lumia 535 (Black)	**9**	.9	.9	72.1
Microsoft Lumia 535 (Bright Orange)	**18**	1.7	1.7	73.8
Moto E (1st Gen) (White)	**6**	.6	.6	74.4
Moto E (1st Gen) Black	**32**	3.1	3.1	77.5
Moto E (2nd Gen) 3G (Black, with 8 GB)	**26**	2.5	2.5	80.0
Moto E (2nd Gen) 3G (White, with 8 GB)	**14**	1.3	1.3	81.3
Moto G (2nd Gen)	**10**	1.0	1.0	82.3
Moto G (2nd Gen) White with 16GB	**13**	1.3	1.3	83.5
Mufti Blue Plaid Shirt (Size: L - 42)	**1**	.1	.1	83.6
Nokia 105 (Black)	**21**	2.0	2.0	85.6
Nokia 130 (Black)	**5**	.5	.5	86.1
Nokia 225 (White)	**16**	1.5	1.5	87.7
Nokia Lumia 730 (Dark Grey)	**5**	.5	.5	88.2
Omron HEM-7120 Bp Monitor	**21**	2.0	2.0	90.2
Omron HEM-7200-AP3(JPN1) Bp Monitor	**18**	1.7	1.7	91.9
Orange Short Sleeve T-Shirt	**1**	.1	.1	92.0
Philips HL1606/03 500 Mixer Grinder (Green)	**17**	1.6	1.6	93.6
Pluto Plus Foldable Selfie Stick with Aux Cable - Assorted Color	**1**	.1	.1	93.7
PumaPink T-Shirt	**1**	.1	.1	93.8
Raj Enterprise - Compass Key Chain	**1**	.1	.1	93.9
Ray Ban Aviator Full Color for Men	**1**	.1	.1	94.0
Redmi Note 4G-White	**2**	.2	.2	94.2
Samsung Galaxy Core 2 SM-G355HZKDINS/ SM-G355HZKDINU (Black)	**19**	1.8	1.8	96.1
Samsung Galaxy S3 Neo (Marble White)	**15**	1.4	1.4	97.5
Samsung Galaxy S3 Neo (Pebble Blue)	**22**	2.1	2.1	99.6
Snoogg Happy Life Samsung-Primea8 4G50 Mens Casual Beach Fitness Vests Tank Tops Sleeveless T	**1**	.1	.1	99.7
Trio T8 Classic & Stylish Dual SIM Feature Phone	**1**	.1	.1	99.8

Weecare Multicolor Cotton Baba Suit - Pack Of 2 (Size: 18-24 Months)	**1**	.1	.1	99.9
Whisper Ultra Clean XL Wings 30 pads	**1**	.1	.1	100.0
Total	1038	100.0	100.0	

The Frequency of Product_Name table show the frequency of the product showing what product is purchased at how many times. For e.g. the Maharaja Whiteline with 3 jars has been purchased 36 times, Lenovo A6000 (Black) is purchased at 30 times etc. if we look at the above table then it shows that Mobile and computers are in demand after that the home and kitchen appliances are the preferred ones in terms of purchase frequency.

Table 4: Category of product and its frequency.

Category				
	Frequency	Percent	Valid Percent	Cumulative Percent
Apparel	**10**	1.0	1.0	1.0
Camera	**80**	7.7	7.7	8.7
Cosmetics	**2**	.2	.2	8.9
Educational Games	**1**	.1	.1	9.0
Fashion Accessories	**1**	.1	.1	9.1
Health	**40**	3.9	3.9	12.9
Home & Kitchen	**135**	13.0	13.0	25.9
Mobile	**542**	52.2	52.2	78.1
Sunglasses	**2**	.2	.2	78.3
Tab & Computer	**223**	21.5	21.5	99.8
Toys & Games	**1**	.1	.1	99.9
Watch	**1**	.1	.1	100.0
Total	**1038**	100.0	100.0	

(Leftmost vertical label: Valid)

The table Category of product and its frequency, shows the category wise frequency distribution. It shows that how many products are purchased in what category for e.g. out of 1038 products the most purchased category is Mobile with 542, with 223 the Tab & Computer are there and it is followed by the Home & Kitchen appliance with 135 numbers.

Table 5: The table shows frequency of payment option

Payment_Option				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cash On Delivery	**175**	16.9	16.9	16.9
	Credit Card	**405**	39.0	39.0	55.9

Debit Card	**79**	7.6	7.6	63.5
Net Banking	**379**	36.5	36.5	100.0
Total	1038	100.0	100.0	

The table shows frequency of payment option chosen by the people while making online purchase, from the data shown above the most preferred mode is Credit card with 405, followed by the Net Banking with 379 and cash on delivery is 175.

The reason for opting Credit Card, is having extra discount or offers to get cashback for every purchase. For e.g. the following image is showing the cashback offers provided by Flipkart.

Fig. 25. Showing the pictorial presentation of Product purchased online

Fig. 23. Showing the cashback offers provided by Flipkart
Src: http://cashbackoffer.in/flipkart-cashback-offers/
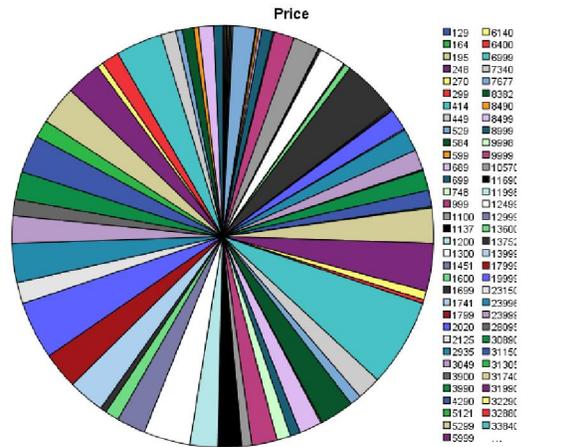
Fig.26. Showing the pictorial presentation of Price Range of Products purchased online

45
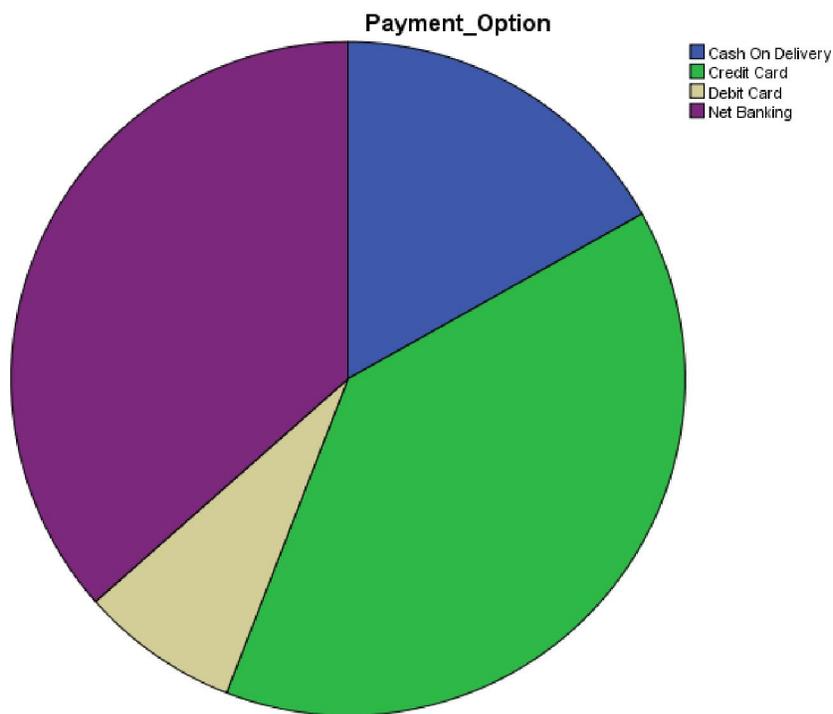
Fig. 27. Showing the pictorial presentation of Payment Option for
Product purchased online
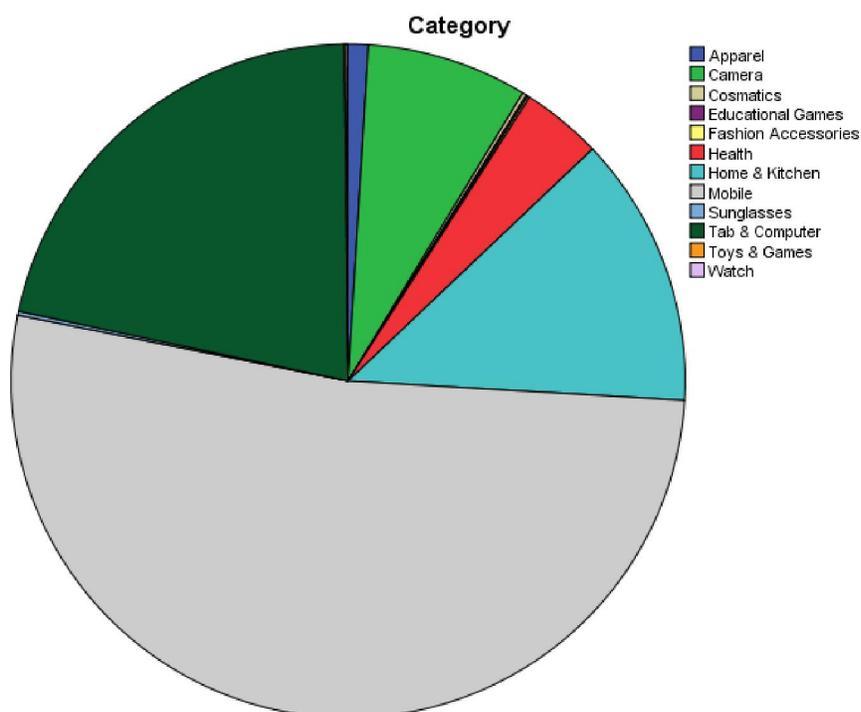
Fig. 28. Showing the pictorial presentation of Category of Product
purchased online

XIV. CONCLUSION, LIMITATION AND SUGGESTION

To conclude the research paper, the research topic was very interesting to know that there is a lot of scope to explore the mindset of the online purchaser what drives them to purchase online through mobile or website. The results were exciting that people are going to choose electronics goods either mobile devices or house hold goods are in demand. In terms of payment options there are four preferred option came into the picture like Net Banking, Credit Card, Debit Card, Cash on Delivery the study drives the conclusion the most favorite mode of payment for online purchase is, Credit Card followed by Net Banking. The next part of the study is the price range of the product purchased by the people, the price range came with a wide range it starts from 129/- to 40,000 /-+ with the average purchase price 14,000/-. In higher price range the product are mostly Computer/ Notebook and Camera. The category was not there in the data collected from various source, the author has mentioned it for having a bird view of the situation, like what category is most popular on the online shopping sites. The most preferred category is electronics in which the 'Mobile' and 'Tab & Computer' are most purchased and kitchen items are followed after electronics category.

Regarding limitation of the study, the area was large and the support from some logistic providers is not supportive, secondly, the customer base is large and it is segregated out in whole city, it takes time to explain the reason of the study and it is difficult to make them understand the importance of the study.

To suggest, this kind of study should be done at least in a year by online shopping sites to know the ground level testing of taste and preferences of the people, it will help the online shopping sites and logistic providers to deliver the anticipatory product to the customers. The customer behavior understanding is a must, the study should be both ways online questionnaires and offline by collecting primary data from customers and logistic providers. What are the driving factors that forces people to purchase online goods, there could be multi linked value added services benefit to the customer who once purchase from online site, like some cashback offers are there but other than this more exciting like "e-cash" that can be transferred to the other "app" or site to make purchase for a time bound offer. The next part of this section covers the "reverse logistic" it should be minimized it adds extra cost to the shipment but customer does not bear this.

ACKNOWLEDGEMENT

REFERENCES

[1] https://en.wikipedia.org/wiki/Classification_of_Indian_cities
[2] http://www.businessdictionary.com/definition/online-shopping.html
[3] http://www.wisegeek.org/what-is-online-shopping.htm
[4] http://www.yatra.com/offer/details/Yatra-Flipkart-offer
[5] http://www.mytotalretail.com/article/online-shopping-vs-brick-mortar-shopping/
[6] https://hellologistician.wordpress.com/2016/04/13/whats-driving-ecommerce-in-india/
[7] http://www.roehampton.ac.uk/uploadedFiles/Pages_Assets/PDFs_and_Word_Docs/LTEU_Documents/MSC%20Dissertation%20sample%204.pdf
[8] http://theconsumerfactor.com/en/4-factors-influencing-consumer-behavior/
[9] Reference: Council of Logistics Management, http://www.clm1.org/mission.html, 12 Feb 98)
[10] Reference: Canadian Association of Logistics Management, http://www.calm.org/calm/AboutCALM/AboutCALM.html, 12 Feb, 1998)
[11]https://yourstory.com/2015/09/ecommerce-logistics-small-town-focus/
[12] http://www.naaptol.com/help/shipping-options.html
[13] http://www.finmin.nic.in/the_ministry/dept_expenditure/notification/hra_citiesclassification/21-07-2015.pdf