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Study of Customer Perception towards E- Commerce Marketing

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ABSTRACT

E-commerce, the transaction of buying or selling goods and services online, has become a prominent aspect of modern business. This research explores the various aspects and implications of e-commerce, including its growth, impact on traditional retail, consumer behavior, technological advancements, and challenges faced by businesses operating in the online marketplace.

INTRODUCTION

E-commerce is a [transaction](#) of buying or selling online. [Electronic commerce](#) draws [on technologies such as](#) mobile commerce, [electronic funds transfer](#), supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail.

India had an internet user base of about 354 million as of June 2015 and is expected to cross 500 million in 2016. Despite being the second-largest userbase in world, only behind China (650 million, 48% of population), the penetration of e-commerce is low compared to markets like the United States (266 million, 84%), or France (54 M, 81%), but is growing at an unprecedented rate, adding around 6 million new entrants every month. [3] The industry consensus is that growth is at an inflection point

In India, [cash on delivery is](#) the most preferred payment method, accumulating 75% of the retail activities. Demand for international consumer products (including [long-tail items](#)) is growing much faster than in-country supply from authorized distributors and e-commerce offerings.

Objective of The Study

Market Analysis: Investigate the current state of the e-commerce market, including its size, growth rate, and major players. Examine the trends and patterns in consumer behavior related to online shopping.

Business Models: Explore different e-commerce business models, such as B2C (Business- to-Consumer), B2B (Business-to-Business), C2C (Consumer-to-Consumer), and their variations. Assess the advantages and challenges associated with each model.

Technology and Infrastructure: Examine the technological infrastructure required for successful e-commerce operations, including website design, user interface, security measures, payment gateways, logistics, and supply chain management.

Consumer Experience: Investigate the factors influencing the online shopping experience for consumers, such as website usability, product information, customer reviews, personalized recommendations, and customer service. Analyze the impact of these factors on customer satisfaction and loyalty.

SCOPE OF THE STUDY

Overview of E-commerce: Introduce e-commerce, explaining its definition and different types (e.g., B2C, B2B, C2C) to establish a foundation for the study.

Evolution and Growth of E-commerce: Trace the historical development and growth of e-commerce, highlighting significant milestones and key technological advancements that have shaped the industry.

E-commerce Platforms and Technologies: Explore the different platforms and technologies used in e-commerce, such as online marketplaces, websites, mobile applications, payment gateways, and logistics systems. Discuss their functionalities and importance in facilitating online transactions.

Consumer Behavior in E-commerce: Investigate the factors influencing consumer behavior in online buying and selling, including trust, convenience, product selection, price, security, and customer reviews. Examine how these factors impact purchase decisions and consumer satisfaction.

E-commerce Business Models: Analyze various business models employed in e-commerce, such as drop shipping, inventory-based retail, subscription-based services, and peer-to-peer marketplaces. Evaluate their advantages, challenges, and suitability for different types of products and markets.

Legal and Regulatory Considerations: Examine the legal and regulatory frameworks governing e-commerce, including consumer protection laws, data privacy regulations, intellectual property rights, and taxation policies. Discuss the implications of these regulations on e-commerce businesses and consumers.

RESEARCH METHODOLOGY

Research Objective: The objective of the research is to gain a comprehensive understanding of the various aspects of e-commerce as a transaction of buying or selling online. This includes studying the current trends, challenges, benefits, and impact of e-commerce on businesses and consumers.

Research Questions:

- A. What are the key factors driving the growth of e-commerce?
- B. What are the different types of e-commerce models and how do they operate?
- C. What are the challenges faced by businesses in adopting e-commerce?
- D. What are the benefits of e-commerce for businesses and consumers?

Research Design:

- A. **Qualitative Research:** Conducting interviews or focus groups with industry experts, e-commerce platform operators, and consumers to gather insights and opinions.
- B. **Quantitative Research:** Collecting and analyzing numerical data through surveys or questionnaires to measure trends, preferences, and behaviors.

Data Collection:

A. **Primary Data:**

Interviews: Conducting interviews with industry experts, e-commerce platform operators, and consumers to gather their insights, experiences, and perspectives.

B. **Secondary Data:**

Literature Review: Conducting a comprehensive review of relevant academic and industry literature on e-commerce.

Online Sources: Gathering information from reputable online sources such as industry websites, research organizations, and government reports.

Data Analysis:

- A. **Qualitative Analysis:** Transcribing and analyzing interviews and focus group discussions to identify key themes, patterns, and insights.
- B. **Quantitative Analysis:** Analyzing survey data using statistical techniques such as descriptive statistics, correlation analysis, and regression analysis to identify trends and patterns.

DATA ANALYSIS AND INTERPRETATION

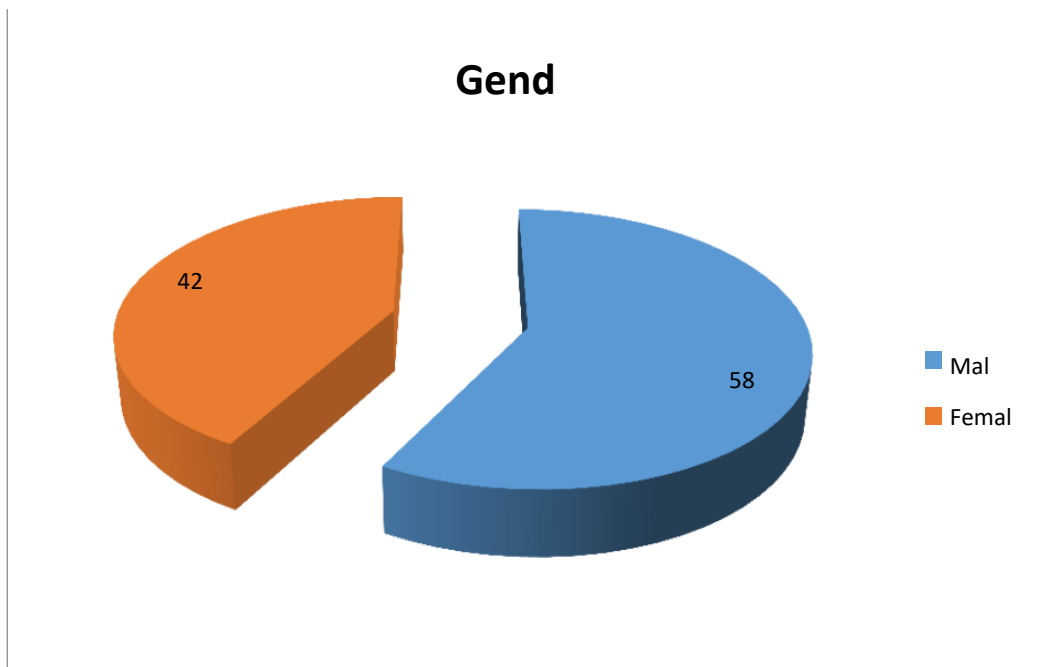
An appropriately designed questionnaire was used to collect the primary data for the study. The data for 100 respondents was organized systematically in tables and graphs and then was subjected to analysis using appropriate statistical tools. The results of the analysis are presented in the following section in order to assess the customer perception towards online shopping on Flipkart.com in India.

Gender of Respondents:

Table 5.1: Gender wise respondents

	Male	Female	Total
Responses	58	42	100
Percentage	58	42	100

Graph 5.1: Gender wise respondents



Interpretation:

According to demography profile, in this study 70 % male and 30% female respondents are part of my target population and they help me to fulfil my questionnaire from different area of Greater Noida city. From these groups total respondents are 100.

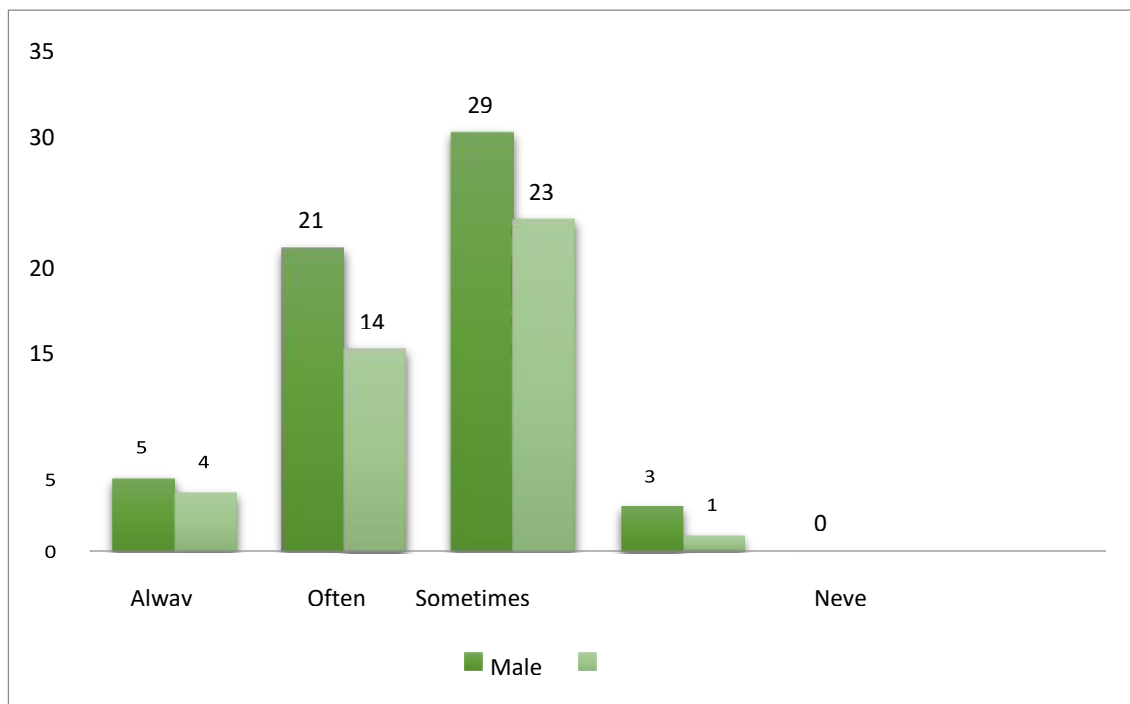
Behavioral factors:

This survey is conducted on those people who do online shopping and are aware of Flipkart. So, everyone answered _yeses for those two questions.

Frequency of purchase from online:

Table 5.6: online shopping usage

Male	5	21	29	3	0	58
Female	4	14	23	1	0	42
Total	9	35	52	4	0	100

Graph 5.6: online shopping usage**Interpretation:**

More than half of them use online shopping sometimes, i.e., 52%. People who always and mostly shop through online shopping are also good in number, 9 and 35, together 44%. And who use online shopping rarely is very less in number 4%. Since only 44% are mostly using this, there is a wide space to fill and to make online shopping a great success. And there

is not much gender difference in online shopping, which means both males and females enjoying online shopping and its benefits?

CONCLUSION

Throughout the research, we discussed various aspects of e-commerce, including its definition, key features, and its impact on businesses and consumers. We discovered that e-commerce offers several advantages, such as convenience, accessibility, and a global reach, which have contributed to its widespread adoption and rapid growth.

Furthermore, we examined the different types of e-commerce, such as business-to-consumer (B2C), business-to-business (B2B), and consumer-to-consumer (C2C) transactions. Each type caters to specific market segments and has its unique characteristics, strategies, and challenge.

SUGGESTIONS

- Flipkart has successfully placed itself into the prospects mind making it the India 's largest online store with huge range of products.
- Can make free delivery to all priced products.
- Can include more coupon codes and gift vouchers for increasing the traffic of the customers.
- Out of stock items can made available as soon as possible and intimate the needed customers.
- Should look for International/ Overseas markets or Neighboring Countries.
- Delivery Should be on time.

LIMITATIONS:

- The study was restricted to Greater Noida only
- The study is mainly concentrated on Flipkart.com
- The sample of the size will be limited to time and resource

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