



A STUDY ON CUSTOMER PREFERENCES TOWARDS E-TAILING

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INTRODUCTION ON E-TAILING

E-Tailing is the activity or action of buying products or services over the Internet. It means going online, buying on a seller's website, ordering something, and arranging for its delivery. The buyer either pays for the good or service online with a credit or debit card or cash on delivery. E-Tail means being in Internet, the term does not only include buying things online but also searching for them online. In other words, A person had been engaged in online shopping but did not buy anything. E-Tailing has been around for about twenty-five years. It has grown in popularity significantly. Nowadays E-tailing has become very common and fancy, it's not mandatory that families have to assemble together take a day off or wait till the weekend comes, anybody can shop from anywhere, and the choices given to the customers in E-tailing is fantastic, from pin to car, everything has come online, one can buy anything from staying from anywhere, there are various policies available online, when the customer shops they have the option of trying the product virtually, they have the option of buying the product after reading all the reviews and feedbacks and they have the option of returning and exchanging as well which is an very important factor missing out in traditional shopping, E-tailing has made all over lives so easy and convenient, especially during the time of pandemic, where the medicines, food and other essentials reached our home safe without letting our lives in danger. E-tailing in India has taken its roots from western culture but now Indian market has become one of the most encouraging markets for the Global business-like Amazon and Flipkart

Through the study conducted by various business schools and young students like us, it's estimated that every five in three person are using online shopping, and this data has made us even more interesting to pick up this topic and do a deep diving research on the same, so our study is to estimate how online shopping and online transactions have changed the culture of people and the mode of business around us.

STATEMENT OF THE PROBLEM

There are numerous websites on the internet that provide a variety of goods and services that customers may find and purchase online, including shoes, clothing, sunglasses, and other items. Additionally, some services are offered online, including online bill payment, transportation ticket booking, and more. We are examining the issue addressed in this study, which is consumers' perceptions of internet shopping. Additionally, this study examines the attitudes of consumers with regard to their purchase intentions when shopping online, as well as the influences of social factors on those intentions.

OBJECTIVES OF THE STUDY

- ➤ To study about the customers awareness level towards E-tailing
- ➤ To identify the preference level of customers towards E-tailing
- ➤ To identify the problem faced by the E-tailers

Research Methodology

- **Nature of the study:** Descriptive research is used for conducting the research
- **Nature of the Data:** Both the Primary and Secondary data are utilized for conducting the study
- **Source of Data:** Primary data method was adopted to collect the data through the issue of questionnaire. Secondary data is used to collect reviews.
- **Method of sampling:** Purposive Sampling method is used for the study
- **Size of Sample:** The size of sample to be taken is 176 individuals
- **Tools used for the study:** Percentage analysis, Weighted Average Score Analysis

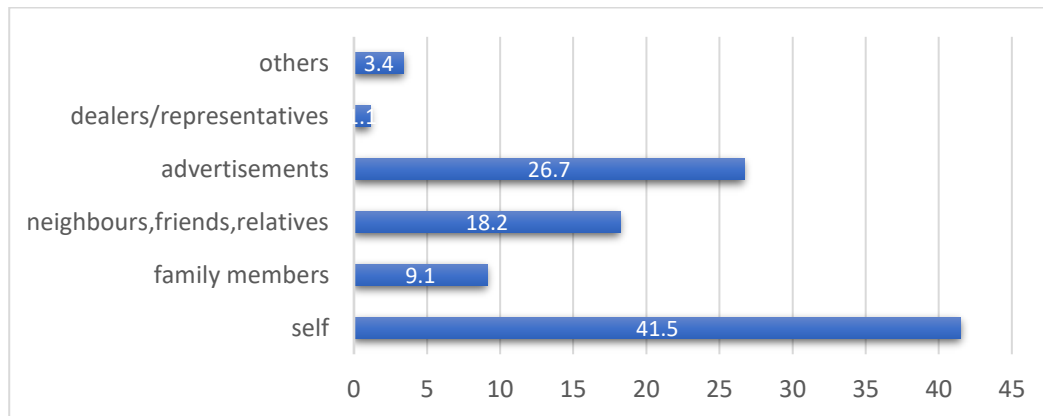
SOURCE OF AWARENESS OF THE RESPONDENT

The following table highlights the source of awareness of the respondents.

TABLE SHOWING SOURCE OF AWARENESS OF RESPONDENTS ON VARIOUS E-TAILING PLATFORMS

Awareness of various E- Tailing platforms	No of respondents	Percentage(%)
Self	73	41.5
Family members	16	9.1
Neighbours, friends, relatives	33	18.2
Advertisements	48	26.7
Dealers/representatives	2	1.1
Others	6	3.4
Total	178	100

The above table shows that 41.5% of respondents are self aware, 9.1% of respondents are aware by their family members, 18.2% of the respondents are aware by their neighbours, friends& relatives, 26.7% of respondents are aware through advertisements, 1.1% of respondents are aware by dealers/representatives. Most (41.5%) of the respondents are self aware.

CHART SHOWING SOURCE OF AWARENESS OF RESPONDENTS ON VARIOUS E-TAILING PLATFORMS**AWARENESS LEVEL ON BENEFITS OF THE RESPONDENT**

The following table highlights the awareness level on benefits available on e-tailing platforms of the respondents.

Table Showing the Respondents awareness Level on the following benefits available On E-Tailing Platforms

S.NO	BENEFITS	Rank 1	Rank 2	Rank 3	TOTAL	WEIGHTED AVERAGE SCORE	RANK
1	Discount Offers	145 (435)	42 (84)	8 (8)	527	2.96	1
2	Combo Offers	45 (135)	152 (304)	12 (12)	451	2.53	2
3	Limited Period Offers	85 (255)	58 (116)	45 (45)	416	2.34	3
4	Gifts Cards	40 (120)	97 (194)	52 (52)	366	2.06	5
5	Websites Membership Offers	78 (234)	69 (138)	42 (42)	414	2.33	4

- Discount Offers have the highest weighted average (2.96) and rank first, indicating that respondents are most aware of and value discount offers the most.

- Combo Offers come in second with a weighted average of (2.53) suggesting that while they are well recognized, they are not as impactful as discount offers.
- Limited Period Offers (2.34) and Website Membership Offers (2.33) occupy the middle positions, showing moderate awareness and effectiveness among the benefits.
- Gift Cards rank the lowest (2.06), indicating that respondents are least familiar with or value gift cards compared to the other benefits.

AWARENESS LEVEL ON E-TAILING PLATFORMS OF THE RESPONDENT

The following table highlights the awareness level on e-tailing platforms of the respondents.

Table showing the Respondents awareness level on the following E-Tailing Platforms

S.No	Platforms	Rank 1	Rank 2	Rank 3	Total	Weighted Average Score	Rank
1	Amazon	141 (423)	32 (64)	5 (5)	492	2.76	1
2	Flipkart	42 (126)	131 (262)	5 (5)	393	2.20	2
3	Alibaba	62 (186)	41 (82)	75 (75)	343	1.92	6
4	Myntra	37 (111)	114 (228)	27 (27)	366	2.05	4
5	Snapdeal	73 (219)	68 (136)	37 (37)	392	2.20	3
6	Nykaa	35 (105)	104 (208)	39 (39)	352	1.97	5

- Amazon holds the highest awareness score, indicating that it is the most well-known and recognized platform among respondents.
- Flipkart follows Amazon with a strong awareness level, driven by 131 respondents being slightly aware and 42 highly aware.
- Snapdeal ranks closely behind Flipkart, showing moderate awareness levels.
- Myntra has a decent awareness level, with 114 respondents slightly aware and 37 highly aware.
- Nykaa ranks fifth, showing a relatively lower awareness level.
- Alibaba has the lowest awareness score, meaning it is the least recognized e-tailing platform in this analysis.

SUGGESTIONS

- E-tailing have been so fancy now , we all prefer shopping at home, even at the times of festivals , the traditional way of shopping has lost its roots , but E-tailing has lot of things to be changed as well, Precise product information , basically when we shop online or when we even watch videos online, we can see a lot of ads which is inappropriate and we end up buying things which is not meant for us , so the product suggestion and information regarding the product should be precise when it reaches a person's phone
- Fake reviews and feedbacks, nowadays, everybody are influencers online, so many people just buy the money from the business people and give fake reviews and feedbacks and the general people end up buying all those products which are not needed for them , so any influencer before reviewing a product should have proper context before letting know the public to use it .
- Quick and convenient payment systems should be enabled, top e-tailers use proper software's which is used to collect the payment from the clients without the interruption of third-party, but even small businesses enter e-tailing, they face a lot of phishing and malpractices happening, which at last becomes a loss for both the business as well as the customers, OTP login system of payment should be enabled everywhere so that there is proper privacy and no scam happening

CONCLUSION

E-tailing has made all of our life so easier , nowadays its not mandatory that we have to a day off and go out for shopping , or wait till the weekend comes , everything has become so convenient , but when things are easier , there are some disadvantages too, through this E-tailing our online phone usage time has increased and most of us are buying things which are not meant for us , the online shopping has destroyed the savings habit of us , and there are lot of unhealthy businesses happening online as well which are affecting the young blood of the nation , so we the people should be careful before purchasing things online , should always keep in mind, whether we actually need it , and should keep in mind about our environment as well.