



A STUDY ON ONLINE SHOPPING IN NAGALAND



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ABSTRACT

Internet is an exciting tool that puts vast amount of information available at just the click of a mouse or touches of a screen and lets an individual from buying attires, groceries, to getting e-tickets, booking hotel, making financial transactions etc. These days avoiding big crowds and long queues, one can get the things they need any time 24x7 by comfortably sitting in one's room and it is made possible by online shopping. It allows consumers to directly buy goods or services from a seller over the internet. Shopping online opens a whole world of goods and services and the present paper has made an attempt to find out the involvement of buyers in Nagaland towards online shopping by taking sample from the business capital Dimapur.

KEYWORDS: Online shopping, Traditional shopping, Online sellers, Dimapur

1. INTRODUCTION

The advent of Information Technology has brought renaissance in the world of trade and commerce and transformed users into consumers. The world has become a global village thereby converting possibility into possible. Traditionally, consumers would actually visit a retail outlet, look for the required product, compare the alternative product available in the outlet, asks the seller for his or her recommendation and then would finally purchase it by paying at the counter.¹ Now-a-days, a person sitting at home can get anything he/she desires with a click on the mouse without wasting time and labour and can get goods or services of their will. This is made possible by online shopping.

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser.² Online shopping was piloted in the early 1980s and at that time it was called teleshopping, and although trading products remotely between businesses became possible within a year, shopping between business and customers did not become commercially successful until 1990s; Michael

Aldrich, the father of online shopping, realised that the main obstacle to online shopping between businesses and customers was the inadequate telecommunications.³ But now that problem is no longer present as internet has gone through a rapid transformation and its reach and penetration is increasing in every part of the world. Talking about India, the country has an internet user base of about 243.2 million as of January 2014.⁴

REVIEW OF LITERATURE

Dahiya (2012)⁵ in her study has used qualitative and quantitative research methods to study the impact of demographic factors of consumers on online shopping parameters like satisfaction with online shopping, future purchase intention, frequency of on-line shopping, numbers of items purchased, and overall time spend on online shopping. **Goswami et al (2013)⁶** in their paper they have made an attempt to analyze customer satisfaction level in internet marketing in Jorhat town of Assam. Data were analyzed through simple statistical methods i.e., percentage method and the study have concluded that customers are satisfied with the sellers



using online mechanism to sell their products. Sharma et al (2014)⁷ have used survey method to collect data about the consumer behaviour for online shopping in India. Simple charting and tabulation tools are used to understand the behaviour of the respondents for online shopping. Goswami Varma & Agarwal (2014)⁸ have analyzed the buying attitudes of homemakers, influence of social media on their buying behaviour and other factors that affect their purchase decision online. The paper also attempts to explore the brick and mortar buying behaviour vs. online buying behaviour of the target audience.

2.OBJECTIVES OF THE STUDY

- ✧ To find out the product preference of the customers in Dimapur using online shopping.
- ✧ To find out the motivating and hindering factors in online shopping in Dimapur.
- ✧ To find out the most preferred online seller by the customers in Dimapur.

3.RESEARCH METHODOLOGY

The study has tried to explore the inclination of people in the Dimapur city of Nagaland towards online shopping and for that primary data has been collected

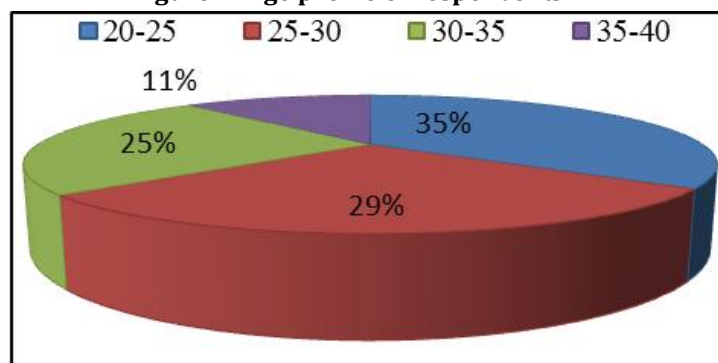
5. DATA ANALYSIS

using stratified sampling from 300 respondents with the help of open ended questionnaire. The questionnaire have been carefully made and sent to the sample residing in different parts of Dimapur. The collected data have been analyzed with the help of tables and graphs.

4.PROFILE OF DIMAPUR, NAGALAND

One of the eight sister states of north east India, Nagaland is known for its cultural and ethnic beauty and is the home for the Naga people who are the indigenous inhabitants of the state. Dimapur is regarded as the nerve centre of Nagaland, as though from administration perspective, the capital of Nagaland is Kohima but from commercial perspective Dimapur is its capital. The population of Dimapur comprises of people from different communities as many people from neighbouring states and even from southern, western and northern states have come and settled in Dimapur for commercial purposes. People from other districts of Nagaland also come to Dimapur for business and students come and stay at Dimapur as it is the only region in the entire state having maximum concentration of business, financial and educational institutions.

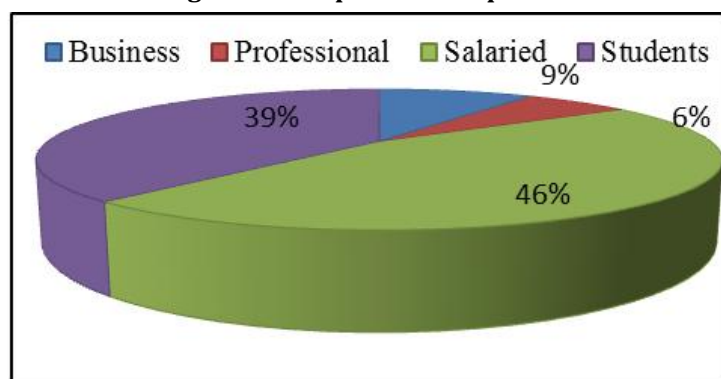
Figure 1: Age profile of respondents



Out of the sample studied, it is seen that majority of online shoppers fall under the age group of 20-25 years followed by the age group 25-30 years. Thus it can be well

understood that young people are the one who are inclined more towards buying things online and they constitute 35% of the total sample of the study.

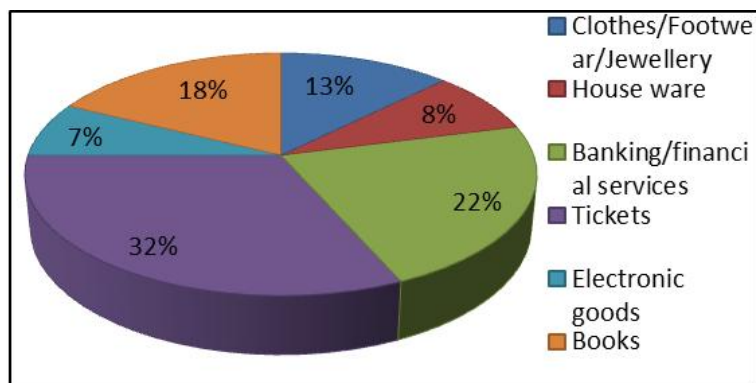
Figure 2: Occupation of respondents



From the above figure it can be seen that majority of the online buyers are salaried individuals and they constitute 46% of the total sample followed by 39% of the

buyers as students and least participants of online shopping are professionals with a share of 6% out of the total sample surveyed.

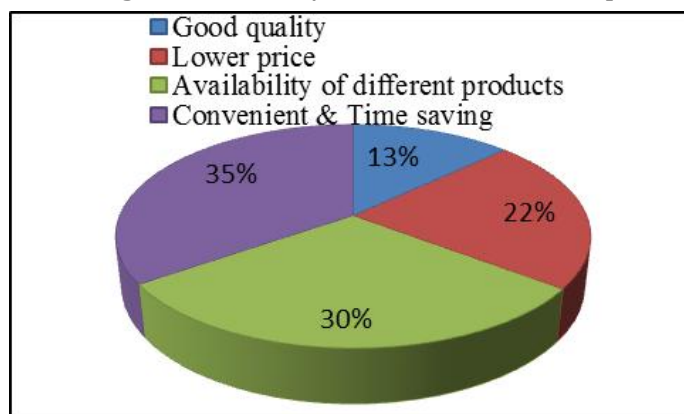
Figure 3: Products preferred in online purchase



The above figure shows that the surveyed people in Dimapur prefers to buy tickets online and it comprises 32% of the total sample followed by 22% of the sample buying banking and financial services online. The figure above shows that least number of people prefers to buy

electronic goods online and it comprises only 7% of the total population. It is seen that people also prefer to buy books online and out of the total sample, 18% respondents have stated that they use online shopping to purchase books online.

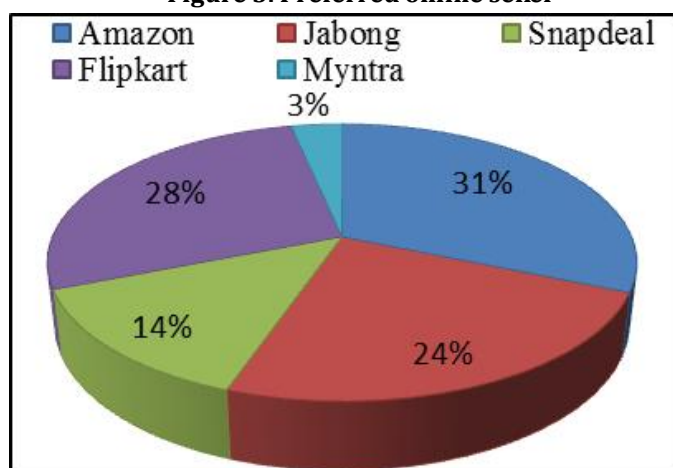
Figure 4: Reasons/ Motivations for online purchase



Different people have different reasons to buy goods online and from the above figure it is seen that majority of the respondents stating that they use online shopping as they find it convenient because they can buy different types of goods anytime, anywhere at their own convenience and it also save their time as compared to traditional shopping. 35% of the respondents stated that convenience and time saving are the reasons for their involvement in online shopping. It is followed by 30% of the respondents from the sample who has stated that

they do online shopping since they get a variety of products to choose from by sitting in one particular place instead of using traditional shopping mode where one has to visit different stores in case of purchase of different varieties of product. 22% of the respondents stated that they prefer online shopping as they get goods at a cheaper price as compared to the prices of goods that they get in shops located in Dimapur. While only 13% of the respondents engage in online shopping because of good quality of the products available with different online sellers.

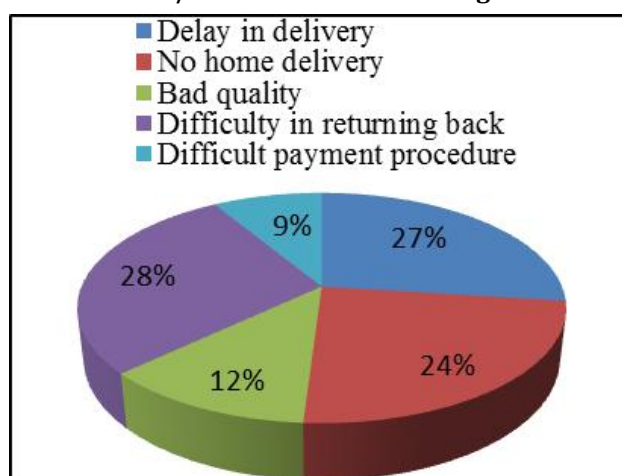
Figure 5: Preferred online seller



The figure above shows that Amazon is the most favoured online selling site and 31% of the respondents from the sample have stated that followed by 28% respondents stating that Flipkart is the most favoured

online seller. 24% of the sample has preferred for Jabong to shop online while Myntra is the least popular site with only 3% share.

Figure 6: Problems/ Hindrances faced during online shopping



The above figure depicts the problems faced by the shoppers while buying products online and it can be seen that two problems i.e. difficulty in returning back and delay in delivery are the two prime issues with 28% respondents saying that they face difficulty in returning back any defective good followed by 27% respondents saying that the time lag from the point of purchase to the point of delivery is very large. Also 24% respondents stated that they have problem with no home delivery option given by the sellers to the shoppers in Dimapur. Only 9% of the respondents stated that they find the payment procedure difficult.

6.FINDINGS

From the analysis part it is found that young people falling under the age group of 20-25 years are the major participants of online shopping. This is the age of internet and everyone wants to try things which are trendy

and from the study it is visible that youngsters are the ones who mostly prefer to buy goods online. Also it is seen that students are one of the highest participants. Regarding product penetration, still tickets are the major product purchased online and electronic goods are the least purchased goods. Today’s young generation does not have time as they remain busy with so many different activities and that’s why the major reason for preferring online purchase is seen to be the convenience that buyers get and the time that is being saved by the touch of a screen while ordering goods. For the buyers of Dimapur, the study reveals that Amazon is their most favourite seller while Myntra have least hold on the customers share in Dimapur. Finally when it was asked to the respondents to state about their problems while engaging in online shopping, it is seen that majority of the respondents have stated that they face difficulty if they want to return any good back to

the seller. Also it is seen that since in Dimapur the option of taking delivery at home and then paying money after the product is received is not provided by the sellers, it acts as a hindrance towards the expansion of online shopping.

7.CONCLUSION

The study has revealed that since the reach of internet is expanding and it covers almost the entire country, the reach of online sellers are also expanding and Dimapur though situated in the north eastern zone of India yet the craze for online shopping is very much present in the region and with the changes in time as per the findings, it can be well understood that online shopping is surpassing traditional shopping idea even in remote and far flung areas of the country and if more focus is given by the sellers towards the liking and disliking of the buyers of this north east zone and especially if home delivery system will be available than the number of shoppers will increase as noted from the findings, and the sellers will be able to reap good profits in the coming years.

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APPENDICES

Table1: Age profile of respondents

Age Group	No. of Respondents
20-25	105
25-30	86
30-35	74
35-40	35

Table 2: Occupation/Engagement of Respondents

Occupation	No. of Respondents
Business	28
Professional	19
Salaried	127
Students	95

Table 3: Products preferred in online purchase

Products	No. of Respondents
Clothes/Footwear/Jewellery	38
House ware	25
Banking/financial services	67
Tickets	95
Electronic goods	22
Books	53

Table 4: Reasons for online purchase

Reasons	No. of Respondents
Good quality	39
Lower price	67
Availability of different products	90
Convenient & Time saving	104

Table 5: Preferred Online seller

Sellers	No. of Respondents
Amazon	94
Jabong	72
Snapdeal	41
Flipkart	83
Myntra	10

Table 6: Problems faced during online shopping

Problems	No. of Respondents
Delay in delivery	81
No home delivery	72
Bad quality	36
Difficulty in returning back	85
Difficult payment procedure	26
