Customer's Perceptions on Buying Online Interior Products' in Delhi/NCR

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Abstract— The study aimed to highlight the demographic profile of customers, brand concern amongst consumers while buying interior product online and satisfaction level of consumers (n=40). Sample data was collected by the purposive sampling technique as consumers from Delhi/NCR who had already experienced the online shopping are selected.Analysis of the data revealed that nearly equal percentage of male and female had done online shopping for interior products. 82% of the respondents fall in the category of 20-49 age group. Flipkart, Amazon and Snapdeal are the most popular online portals among respondents. 55% of the respondents are from high income group and resides in urban areas of Delhi /NCR. Further findings of the study are given below.

Keywords— online shopping, portals, interior product.

I. INTRODUCTION

Shopping in India has experienced a gigantic change in the course of recent years. It is not any more limited to bazaars, road markets or shopping centers. Customers today have started to investigate the web to make their buys. This industry is quick getting on in India. What is essential is that this pattern has ended up prevalent in metro urban areas as well as in little urban areas as well.

Until a couple of years back, most would either call their nearby craftsman or make a beeline for the closest furniture advertise. Two years prior, nobody even used to scan on Google for the words, 'Purchase Furniture Online'. Today the volumes are rising. Despite the fact that it is route not as much as shoes or garments, the pattern is evolving. Indeed, even some basic needs like groceries are being sold online through different online gateways. Presently, expanding numbers are going online and inside items are relied upon to end up one of the biggest classification in the quickly developing Indian e-business advertise in India. Customers in both small towns and metros are choosing to buy furniture and furnishings online, not only for the discounts but also for the more extensive decision and after sales benefit. Customers are not going for a complete makeover of their homes but making planned purchases every 3-4 months.

Along with the benefits of online shopping of interior products customers also have to face some problems like

defective products, hassle in cancelling orders, worrying about secure payment, quality checks of product and many others. Therefore, this study provide a clear picture about the 'customer's perceptions on buying online interior products' in Delhi/NCR.

II. OBJECTIVES

- To explore the impact of demographic factors in online purchase of interior products.
- To study the brand consciousness of consumers while online buying of interior product.
- To study the satisfaction level for pricing and quality consumers for interior products bought online.

III. METHODOLOGY

The study entitled "customer's perceptions on buying online interior products" is taken up to gain insight about challenges, problems and issues faced by end users in shopping online interior products.

3.1 Study Locale
- Delhi and NCR

3.2 Sampling
- Sample Size**: -** 40 persons in total

3.3 Sampling Technique
- End users will be selected by purposive sampling technique because as only people who had bought interior products online will be selected.

3.4 Rationale for Selection of Locale:-
- Delhi and NCR has large numbers of online interior products buyers; therefore it will be easy to select a representative sample of end users.

3.5 Tools and Techniques:-
- To collect primary information interview schedule was conducted.
- Questionnaire is focussing on the problems faced by end users who have bought online interior products.
- To collect secondary Information the secondary sources such as books, journals, newspaper and online source will be used.

IV.   RESULTS AND DISCUSSIONS

4.1 Demographic Profile

The study sample consists of a total 40 respondents. The respondents have been selected through purposive sampling technique, those who had already done online shopping of interior products.

- The sample profile constitutes 52.5% of male and 47.5% of female respondents.
- Overall it was noticed that 42.5% respondents' falls in the category of 20-29 years and 22.5% fall in the age group of 40-49 years, only 17.5% are in the age range of 40-49 years and 17.5% are in the age range of 50-59 age group.
- Educational qualifications of the respondents were divided into four categories - Middle school, senior secondary, graduate and postgraduate. Majority of the respondents (45%) are graduates and postgraduates (45%). only 10% were of 10+2 level. None of the respondents are below 10+2 level.
- Majority of the respondents 35% falls in the category of 6-8 lakhs, followed by 33% falls in the category of 3-5 lakhs, 20% were having their income in above 8 lakhs income bracket and only 12% respondents have income below 5 lakhs.
- Majority of the respondents (77.5%) are from Delhi and only few (22.5%) are from NCR.
  - ✓ Out of 40 respondents 31 are living in Delhi. Among them majority of the respondents (41.93%) are from central Delhi, 25.8% are from west Delhi, 16.12% respondents are from east Delhi, only 9.67% respondents are from north Delhi and very few (6.45%) respondents are from south Delhi.
  - ✓ Out of 40 respondent 9 are living in NCR area. Among them mostly (55.55%) are from Ghaziabad, 22.23 from Faridabad and 22.22% from Gurgaon. No respondent is from Manesar.
- Overall it is noticed that majority of the respondent (87.5%) are from urban area and very few (12.5%) are from rural area of Delhi and NCR

4.2 Knowledge and Awareness Regarding Online Portals of Interior Products

- Popular online portals among the respondents were flipkart (67.5%), 60% Amazon, 57.5% Snapdeal, 27.5% Fab furnish and 15% urban ladder. Least popular portal for purchasing interior products are 5% ShopClues, Insaraf (2.5%), Zansaar.com (2.5%), India Times (2.5%) and Jabong (2.5%).
- All of the respondents were literate and understand English well and they are used to buying through online portals. So, there was no difficulty for customers while processing order.
- 80% of respondents were comfortable in buying accessories like clocks, clay pots, sculptures candles, wall stickers, and wall papers etc. 57.5% respondents say that they are comfortable in buying light and small products like bean bags, plastic chairs. Few of them (22.5%) say that they are comfortable in buying expensive and heavy products like dining table, bed, sofa, dressing table, and wardrobes etc, as they are expensive and need big investments.
- All the respondents' show their interest in buying both kind of interior products but majority (72.5%) of them wants to buy branded and 57.5% wants to buy customized products.
- Majority of the respondent 62.5% get their product delivered in cardboard packaging, 22.5% respondent get their product in fragile packaging and only 15% respondent get wooden packaging for their product.
- Results showed that 70% respondents said that online retailers should have physical showroom to showcase their interior products and only 30% respondents said that it is not needed

4.3 Price and Charges Included in Buying Online Interior Products

- Majority of the respondents (72.5%) that online interior products have fewer prices than physical store, 20% say that they don't have any idea and very few of them (7.5%) thinks that online interior products are expensive as compare to physical store.
- Results showed that majority of the respondents, 57.5% thinks that online interior products are high quality furniture with average price but it is preset furniture, 27.5% respondents think that online interior products are high quality furniture with high price and uniquely design for them. Very few (15%) thinks that online interior products are lower quality with low price.
- Majority of the respondents (67.5%) choose the payment by cash on delivery option showing the trend that people prefer payment after the product was delivered, 62.5% respondents chose the facility of paying through their debit / credit cards, only 27.5% pick the option of net banking and 12.5% pick the option of paying by EMI.
- Majority of the respondents 72.5% have not charged for installation of the product and only

27.5% respondents have been charged installation amount.

- ✓ Out of the respondents who have been charged for installation amount 54.54% respondents are not satisfied with the installation. Only 45.46% respondents are satisfied with the installation of the product.

- Majority of the respondents 70% said that they don't have to pay for the after sale services for their interior product and 30% respondents said that they have been charged for after sale services.

  - ✓ Out of the Respondents who had to pay for after sales services. 88.33% respondents said that they had pay less than Rs1000/- per visit for the after sales service. While others, 16.67% said that they have been charged more than Rs1000/-per visit.

- Majority of the respondents 85% said that there were no hidden charges and 15% said that there were hidden charges when they bought product online.

4.4 Product Return and Guarantee of Online Interior Products

- Majority of the respondents (75%) get guarantee/ warranty for their interior product. Only 25% respondents don't get any guarantee/warranty for their interior product bought online.

- Majority of the respondents 57.5% don't returned any product during guarantee/ warranty period and only 42.5% returned product during guarantee/ warranty period.

  - ✓ All of the respondents who had returned interior products said that there will be no difficulty in returning interior products online during guarantee/ warranty period.

- Majority of the respondents (92.5%) said that they get the return policy on the products they buy from online portal. only 7.5% respondents said that they don't get any return policy on the products they buy.

- Results showed that 48.6% respondents get broken item return policy on their products, 29.7% respondents get 30 days return policy on their products and only 21.6% get 7 days return policy.

- Majority of the respondent (60%) said that they don't returned product by using return policy and 40% said that they returned product by return policy.

- ✓ Out of the total percent of respondents said 'yes' in the above question,81.25% respondents said there only difficulty they faced while requesting return is late response from the portal, 12.5% said that they don't face any difficulty while the process of product return.

4.5 Facilities/ Benefits of Buying Online Interior Products

- Majority of the respondents (72.5%) got free shipping for their product from the online portal they order and only 27.5% said that they don't get free shipping for their product. for heavy and expensive interior products like dining table, double bed, couch etc. customers have to pay online shipping charges which makes it more expensive.

- Majority of the respondents 95% get the choice of colors and materials for the product they wish to buy and happy with online mode of shopping and only 5% don't get any choice of color/ material for the products

- Majority of the respondents 60% said that online portals from which they bought don't provide any quality check system for the products while, 40% respondents said that online portals provide quality check system for the products

- Majority of the respondents said that they have been offered some kind of discount/ scheme/ deal by the online portals and only 10% respondents said that they don't get any kind of discount/scheme/ deal.

- Major benefits of online shopping according to the respondents are 72.5% said that they do online shopping for benefits like time saving and flexible shopping hours, 55% respondents said they get variety of design on online portals, 42.5% said they get free home delivery, 32.5% respondents said that it is easy to compare products online, 30% respondents said that they get discounts and variety of colors on interior products easily through online portals, 22.5% respondents said that they get international trends and design and 20% respondents said that they get free installation of products.

- Majority of the respondents 65% said that they are not provided with free maintenance for products for limited period and 35% respondents said that they get free maintenance for limited period for the products they buy.

4.6 Drawbacks/Disadvantages of Buying Online Interior Products

- Majority of the respondent (62.5%) says that their product was delivered in less than a week, 32.5% says that their product take one to three week to deliver the product and 5% says that their product was delivered in more than three weeks.

- Majority of the respondents 70% are satisfied with product details as there is no specification difference as shown in and 30% of respondents said that there were specification difference in products in terms of color and material.

- Major factors which inhibit the customers from doing online shopping according to the respondents are (65%) said that getting no guaranty/ warranty on the interior product is the greatest risk, followed by 45% said insecure payment, 42.5% installation problem, 35% counterfeit products, 27.5% late delivery of products, 25% non delivery of product, 5% wrong delivery of product and 2.5% fear from risk of broken products.

- Majority of the respondent 82.5% said that till now they don't have received any broken interior product and only 17.5% said that they have received broken products.
  - ✓ Out of the respondents who had received broken interior products 57.15% said when they received the broken interior product they apply for return, 42.5% respondents said they repair the product by themselves and none of them resell the product.

4.7 Satisfaction level from online shopping of interior products

- Majority of the respondents 60% preferred flipkart for buying online interior products because of no risk of fake products and quality products, 37.5% preferred Amazon because of excellent service and variety of design, 5% respondents preferred Fab furnish, 5% preferred urban ladder and only 2.5 % respondents preferred Pepperfry because of heavy discounts.

- Respondents rate the horizontal and vertical online portals on the basis of variety of choices, ease of placing order, ease of cancelling order, after sales support, return policy and payment options provided by them. Findings revealed that flipkart and Amazon were rated highest on all the criteria's of rating scale followed by Snapdeal, ShopClues, urban ladder and Pepperfry. Snapdeal has been rated as "average"

in providing return policy. Fab furnish and urban ladder had been rated as "poor" for providing ease of cancelling orders.

- Results showed that 90% respondents will recommend others to shop online for interior products and only 10% respondent will not recommend others.

V.   SUGGESTIONS AND RECOMMENDATIONS

- Online portals should have more risk reduction activities as perceived risk could unequivocally impact customers' online buying choices. Also, particular sorts of perceived risks like online cheats should be taken care of in various situations. Consequently, online portals should have a Certificate of Authenticity (a seal or little sticker intended to show that the thing is honest to goodness and hazard free) and should have security image with a specific end goal to safe shopping.

- Online portals should enhance customers' value perceptions about the products and lessen perceived risk of customer's in the online shopping environment by giving quality items, timely delivery and fulfil their expectations.

- Perceived privacy of customer information can be improved by ensuring that at no point of time the customer is asked for irrelevant personal information.

- The main stress of buyers is in regards to the reliability of a few sites, since they need to give their credit card details to shop online. A number of the buyers know about the different online tricks because of which they are exceptionally concerned and hesitant while giving their credit card details. Likewise the online buys take a more drawn out time in shipments and conveyances.

- Websites should be made more authentic, genuine and appealing to the buyers in order to retain the potential shoppers. Moreover, the sellers should ensure that the shopper easily and quickly gets to the final shopping-cart web page, instead of undergoing a series of clicks from one webpage to another.

- There is still low level of computer accessibility and lack of awareness of online shopping even in the educated. There is a barrier in experiencing online shopping. Hence the companies should make the people aware through different ways like organising camps in RWA/ markets.

- Further, some kind of legal framework like "online consumer forum" should be setup in

order to check online frauds. Moreover, the complaints related to online shopping should be heard by online consumer forum.

- Standard parameters of rating portals are not available which makes the buyer less confident. Government should draw more guidelines to monitor the activities of portals.

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