

RESEARCH PAPER

An assessment of factors which motivate consumers to shop online in Kanpur city of Uttar Pradesh

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ABSTRACT

E-commerce has made it easier for small business owners, artists and entrepreneurs to sell online from an online store or website. It is easy for the customers to compare products online than at malls or physical stores and there is a lot of information available online regarding products so why not use this vast information. This study will help the e-tailers to change their course of action, logistics or marketing strategies to attract more customers online and win their trust with lesser complains and increased profit for the firm. Samples were selected by convenient and purposeful sampling from a large number of customers at Kanpur. The sample size was 118 and people were interviewed from various areas of Kanpur to get diversity in the sample. The data was analysed by using percentage method. Out of 118 respondents 103 respondents agree and strongly agree that the main reason for shopping online is that it saves time which represents 85 per cent of respondents. More than 50 per cent respondents (*i.e.* 77%) find easy availability of better products (when compared to products offline) a major reason to purchase online. There has been a good number (108 out of 118 respondents) of respondents who consider availability of various colours and sizes of the products online to be a major reason why they prefer to shop online rather than offline. Contrary to the given data out of 135 respondents only 39 consider lower price of online products (as compared to price of same products offline) to be a major determinant of online shopping. Most respondents *i.e.* 60 do not consider lower price of online products to be a major determinant of online shopping. More than 3/4th of respondents which represent 81 per cent consider cash on delivery or easy returns to be a major determinant of online shopping. It means that this feature of certain websites attracts the consumers to shop online.

KEY WORDS : Online shopping, Cash on delivery, Price, Time saving, Colour, Size of product

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