



A study on customer's review about online shoppers in India

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Abstract

Online shopping has grown a lot in India. Better Internet availability has made it very compact way to shop; now millions of Indians are shopping online. In fact, some of them completely depend upon online shopping for their daily needs. There are multiple benefits of online shopping, such as: You have thousands of products to choose. The product gets delivered to your home. Online shopping or electronic shopping is a part of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet. Michael Aldrich invented online shopping concept in 1979. The prospect of online marketing is increasing in India with the increasing internet literacy. Online shopping is also known as: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. An online shop evokes the physical analogy of buying products or services at a brick sand-mortar retailer or shopping center; the process is called business to consumer (B2C) online shopping. The popular online retailing companies in India are Mynta, Jabong, Alibaba.com, Snap deal, Amazon.com and e-Bay. A customer review is a review of a product or service made by a customer who has purchased and used, or had experience with, the product or service. Customer reviews are a form of customer feedback on electronic commerce and online shopping sites. There are also dedicated review sites, some of which use customer reviews as well as or instead of professional reviews. The reviews may themselves be graded for usefulness or accuracy by other users. This paper is to enlighten the customer's review about Ten Online Shoppers in India.

The main purpose of this paper is to study and analyze the customer's review about Ten Online Shoppers in India.

This study was done based on secondary data collected from multiple sources of evidence, in addition to books, journals, websites, and newspapers. "Shopping is cheaper than therapy"

Keywords: customer reviews, online shopping, product and rating

Introduction

A customer review is a review of a product or service made by a customer who has purchased and used, or had experience with, the product or service. Customer reviews are a form of customer feedback on electronic commerce and online shopping sites. There are also dedicated review sites, some of which use customer reviews as well as or instead of professional reviews. The reviews may themselves be graded for usefulness or accuracy by other users.

The reliability of customer reviews has been questioned. Abuses akin to ballot stuffing of favourable reviews by the seller, or negative reviews by competitors, need to be policed by the review host site. Since few sites restrict users to reviewing only items purchased from that site, it is difficult to prove a customer has actually used the product they are reviewing.

History of Customer Review

One of the first review sites was Epinions, established in 1999. Epinions.com was a general consumer review site established in 1999. Epinions was acquired by Shopping.com (known as DealTime at the time of the acquisition) in 2003, which in turn was acquired by eBay in 2005. At Epinions, visitors could read new and old reviews about a variety of items to help them decide on a purchase. As of 25 March

2014, all community features, and features for submitting new reviews, were disabled.

Traditional review methods

Before the advent of the internet, methods by which customers could review products and services included customer comment boxes and customer service help lines. These methods are still in existence today although internet review sites have grown significantly in recent years.

Spoof reviews

Humorous customer reviews are common on some major shopping sites, such as Amazon. These are often ironically or sarcastically laudatory reviews of products deemed kitsch or mundane. Another example is methylated spirits described in the style of a wine review. A product may become an internet meme attracting large numbers of spoof reviews, which may boost its sales. Famous examples include Tuscan Whole Milk and the Three Wolf Moon T-shirt.

Online Shopping in India

Online shopping or electronic shopping is a part of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet. Michael Aldrich invented online shopping concept in 1979. The prospect of

online marketing is increasing in India with the increasing internet literacy. Online shopping is also known as: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. An online shop evokes the physical analogy of buying products or services at a brick sand-mortar retailer or shopping center; the process is called business to consumer (B2C) online shopping. The popular online retailing companies in India are Myntra, Jabong, Alibaba.com, Snap deal, Amazon.com and e-Bay.

Amazon

Amazon is favorite shopping site and gets the first position in the list of best-shopping sites in India. The best customer care service is the main reason behind the success of Amazon in India. Along with that, Amazon offers more than 10 crores product under the category of fashion, electronics, mobile gadgets, home appliances, sports, books along with the grocery items. In short, customers find everything on Amazon which they want to buy. In India, Flipkart gives tough competition to Amazon and real competition is between Amazon and Flipkart.

Things that make Amazon at the first position

- A wide variety of products (Every brand's product) on Amazon.
- Best customer service. The customer doesn't have to face any issues regarding refunds. It is the one that other companies have to learn from the Amazon.
- Standard product return period of 30 days.
- Free shipping on an order above Rs 499.

Flipkart

An Indian company Flipkart is one of the most popular e-commerce companies among the Indians. Flipkart offers the same range of products as the Amazon expect the grocery items. To compete with the Amazon, Flipkart acquires the Myntra. Despite, of that Flipkart is at that second position because of Amazon's unbeatable customer service. If there is a choice either Amazon or Flipkart for buying a particular product, then they choose the one that offers the best deal.

PayTm

Started just as mobile recharge app, now PAYTM became the Indian Alibaba. Provides a number of services like mobile recharges, bill payments, ticket and hotel booking along with wide range of generic products. PAYTM offers cash back along with the discounts that make it different from the shopping site. Sometime such cash back makes a big difference and save your extra money.

Things that people don't like about PAYTM

- High shipping charge. Charge on every items even in a single order. Suppose, if there are 5 items in customer's order, then they have to pay shipping on all the 5 items.
- No return policy on some products. Hence check before placing an order.

Snapdeal

Another Indian website, Snapdeal is featured in this list only due to its popularity among the people. Popularity of Snapdeal is due to great deals that they offer to customers. Customer

Service at Snapdeal is worst.

Shopclues

Shopclues is like a roadside shopping site that offer inferior products at cheap rates. It is popular due to its discounted and cheap price. The quality of products is good as per its price. If customers are looking for extreme quality product, then Shopclues will not meet their requirements.

Myntra

Myntra is at the first position in the list of fashion online sites. It offers a wide range of clothes along with the accessories. Customers can find clothes of every brand on the Myntra. Although Flipkart acquires Myntra, yet it is a separate online site.

Jabong

Jabong is an Indian fashion and lifestyle ecommerce company. Its product range is wider than the Myntra. It includes apparel, footwear, handbags and other accessories.

Ebay

eBay is a Multinational E-Commerce company similar to Flipkart, Amazon, and Snapdeal. Customers can shop almost everything i.e. clothes, Electronics, Home Appliances, Health & Beauty and Home & Living products at eBay.

Pepperfry

Pepperfry is the most popular online shopping website for a wide range of products like Home Appliances, Furniture, decorative items, Kitchen items, Furnishing, and much more. The Price on the Pepperfry is very reasonable for the product it offers. Customers will receive welcome coupons of 10,001 after registrations that are applicable for 3 days on Furniture, Bed & Bath, and Décor.

Indiamart

Indiamart is India's largest online marketplace, connecting buyers with suppliers. The online channel focuses on providing a platform to Small & Medium Enterprises (SMEs), large enterprises as well as individuals. Founded in 1996, the company's mission is 'to make doing business easy'.

Objective of the study

- To study and analyse the reviews of customer about Online Shoppers in India based on Customer service, Product Quality, Delivery Timeliness, App & Websites and Reliability for the past 5 years.
- To study and analyse the Overall Recommendation, Ratings and Reviews about Online Shoppers in India.

Research methodology

This research follows the analytical research methodology which is based on the quantitative data. The main source of data used for the study is secondary data derived from the published customer reviews of the selected Online Shoppers in India collected from website (www.mouthshut.com) and other links. The information related with theoretical background has been collected from websites, journals,

magazines, newspapers and books. Present study covers the customer reviews of selected Online Shoppers in India for Five consecutive years. The year of the study is between 2013 and 2017. The rationale behind selecting this year is the availability of data.

Limitations of the study

- The Customer Reviews, data collected is secondary in nature.
- False Results: In case the data upon which the customer reviews are computed are incorrect, then the customer reviews calculated would also be incorrect.
- The scope of study analysis is only for 5 years (between 2013 and 2017).

Hypothesis of the study

- H1a: Positive reviews have a positive effect on Overall recommendation, Overall Rating and Product Rating for the Online Shoppers in India.
- H1b: Moderate reviews have no effect on Overall

recommendation, Overall Rating and Product Rating for the Online Shoppers in India.

- H1c: Negative reviews have a negative effect on Overall recommendation, Overall Rating and Product Rating for the Online Shoppers in India.

Tools and techniques of analysis

The collected data have been suitably re-arranged, classified and tabulated as per the requirement of the study and the following techniques have been applied:

The format of a typical five-level Likert item (Likert response scale), for example,

Table 1

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Poor	Fair	Average	Good	Excellent

Table 1 to 10 (Source: Secondary Data - Website www.mouthshut.com)

Table 2: Amazon.in

Year	Overall Rating	Overall Recommendation	Customer Service	Product Quality	Delivery Timeliness	App & Website	Reliability	Product Rating				
								1	2	3	4	5
2017	3	78%	4	4	4	4	4	15%	5%	22%	26%	32%
2016	3	82%	4	4	4	4	4	10%	5%	8%	31%	46%
2015	3	70%	3	3	3	3	4	23%	6%	9%	28%	35%
2014	2	34%	2	2	2	2	3	61%	5%	3%	11%	19%
2013	3	71%	4	3	4	4	4	14%	14%	14%	14%	43%
Overall Review	3.69	79%	4	4	4	4	4					

Table 3: Flipkart.com

Year	Overall Rating	Overall Recommendation	Customer Service	Product Quality	Delivery Timeliness	App & Website	Reliability	Product Rating				
								1	2	3	4	5
2017	3	73%	3	3	3	3	3	20%	5%	24%	25%	27%
2016	3	80%	4	4	4	4	4	11%	6%	11%	34%	38%
2015	3	61%	3	3	3	3	3	31%	6%	9%	28%	25%
2014	1	26%	2	2	2	2	2	68%	8%	4%	8%	12%
2013	2	38%	2	3	3	3	3	51%	7%	6%	16%	20%
Overall Review	3.4	72%	4	4	4	4	4					

Table 4: paytm.com

Year	Overall Rating	Overall Recommendation	Customer Service	Product Quality	Delivery Timeliness	App & Website	Reliability	Product Rating				
								1	2	3	4	5
2017	3	72%	3	3	3	4	3	20%	6%	24%	23%	28%
2016	3	72%	3	3	3	4	3	18%	7%	11%	30%	34%
2015	2	46%	2	2	3	3	3	47%	6%	8%	21%	18%
2014	1	7%	1	1	1	2	2	87%	2%	2%	5%	3%
2013	1	12%	1	2	2	2	2	84%	9%	2%	2%	2%
Overall Review	3.24	68%	3	3	3	4	3					

Table 5: Snapdeal.com

Year	Overall Rating	Overall Recommendation	Customer Service	Product Quality	Delivery Timeliness	App & Website	Reliability	Product Rating				
								1	2	3	4	5
2017	2	52%	3	3	3	3	3	36%	10%	17%	19%	18%
2016	3	61%	3	3	3	3	3	24%	10%	10%	29%	28%
2015	2	37%	2	2	2	2	3	47%	8%	14%	18%	13%
2014	1	6%	1	1	1	2	2	87%	6%	3%	2%	2%
2013	1	12%	1	2	1	2	2	79%	5%	2%	5%	8%
Overall Review	2.58	45%	3	3	3	3	3					

Table 6: Shopclues.com

Year	Overall Rating	Overall Recommendation	Customer Service	Product Quality	Delivery Timeliness	App & Website	Reliability	Product Rating				
								1	2	3	4	5
2017	1	15%	2	2	2	2	2	71%	13%	8%	5%	4%
2016	2	26%	2	2	2	2	2	52%	19%	11%	11%	8%
2015	1	25%	2	2	2	2	2	65%	10%	9%	10%	6%
2014	1	6%	1	1	1	1	2	90%	3%	2%	3%	2%
2013	1	91%	3	3	3	3	3	54%	2%	8%	23%	13%
Overall Review	1.83	23%	2	2	2	2	3					

Table 7: Myntra.com

Year	Overall Rating	Overall Recommendation	Customer Service	Product Quality	Delivery Timeliness	App & Website	Reliability	Product Rating				
								1	2	3	4	5
2017	2	60%	3	3	3	3	3	30%	9%	20%	21%	20%
2016	3	69%	3	4	3	3	3	19%	9%	11%	32%	29%
2015	3	65%	3	3	3	3	3	23%	10%	13%	33%	21%
2014	2	32%	2	2	2	2	3	61%	5%	10%	10%	14%
2013	2	45%	3	2	3	3	3	50%	4%	8%	18%	20%
Overall Review	3.03	60%	3	3	3	3	3					

Table 8: Jabong.com

Year	Overall Rating	Overall Recommendation	Customer Service	Product Quality	Delivery Timeliness	App & Website	Reliability	Product Rating				
								1	2	3	4	5
2017	2	32%	2	2	3	3	2	52%	14%	13%	13%	8%
2016	2	48%	3	3	3	3	3	32%	16%	11%	23%	17%
2015	3	61%	3	3	3	3	3	28%	9%	12%	32%	19%
2014	2	18%	2	2	2	2	3	62%	6%	4%	8%	19%
2013	3	63%	3	3	3	3	4	27%	4%	4%	10%	55%
Overall Review	2.67	47%	3	3	3	3	3					

Table 9: Pepparfy.com

Year	Overall Rating	Overall Recommendation	Customer Service	Product Quality	Delivery Timeliness	App & Website	Reliability	Product Rating				
								1	2	3	4	5
2017	1	20%	2	2	2	2	2	70%	7%	7%	8%	8%
2016	2	33%	2	2	3	3	2	50%	12%	6%	17%	16%
2015	2	49%	3	3	3	3	3	47%	5%	5%	18%	24%
2014	2	42%	2	2	2	2	3	37%	3%	3%	21%	36%
2013	1	17%	2	2	2	2	2	89%	4%	2%	2%	4%
Overall Review	2.25	35%	2	2	2	3	3					

Table 10: Ebay.in

Year	Overall Rating	Overall Recommendation	Customer Service	Product Quality	Delivery Timeliness	App & Website	Reliability	Product Rating				
								1	2	3	4	5
2017	1	23%	2	2	2	2	2	63%	13%	11%	7%	6%
2016	2	38%	2	2	3	3	3	41%	17%	12%	18%	13%
2015	2	33%	2	2	2	2	3	55%	9%	11%	13%	12%
2014	1	12%	1	1	1	2	2	87%	3%	3%	3%	4%
2013	1	18%	2	2	2	2	2	73%	10%	8%	5%	4%
Overall Review	2.1	31%	2	2	2	2	2					

Table 11: Indiamart.com

Year	Overall Rating	Overall Recommendation	Customer Service	Product Quality	Delivery Timeliness	App & Website	Reliability	Product Rating				
								1	2	3	4	5
2017	1	29%	2	2	2	2	2	62%	8%	13%	9%	8%
2016	2	34%	2	2	2	2	2	46%	20%	9%	17%	9%
2015	2	36%	2	2	2	2	2	61%	3%	6%	24%	6%
2014	1	0%	2	1	1	1	2	88%	0%	12%	0%	0%
2013	1	0%	1	1	1	1	1	100%	0%	0%	0%	0%
Overall Review	2.02	31%	2	2	2	2	2					

Findings of the study

- **Likert response scale (Overall) Rating of Online Shoppers in India**

Table 12

Company	Customer Service	Product Quality	Delivery Timeliness	App & Website	Reliability	Overall Rating	Overall Recommendation
AMAZON	Good	Good	Good	Good	Good	Between Average and Good (3.69)	79%
FLIPKART	Good	Good	Good	Good	Good	Between Average and Good (3.40)	72%
PAYTM	Average	Average	Average	Good	Average	Between Average and Good (3.24)	68%
SNAPDEAL	Average	Average	Average	Average	Average	Between Fair and Average (2.58)	45%
SHOPCLUES	Fair	Fair	Fair	Fair	Fair	Between Poor and Fair (1.83)	23%
MYNTRA	Average	Average	Average	Average	Average	Between Average and Good (3.03)	60%
JABONG	Average	Average	Average	Average	Average	Between Fair and Average (2.67)	47%
EBAY	Fair	Fair	Fair	Average	Average	Between Fair and Average (2.10)	31%
PEPPARFRY	Fair	Fair	Fair	Fair	Fair	Between Fair and Average (2.25)	35%
INDIAMART	Fair	Fair	Fair	Fair	Fair	Between Fair and Average (2.02)	31%

- The Product Rating of AMAZON between 2013 and 2017 are 30-77% Satisfied, 3-22% Neutral and 15-66%Not Satisfied.
- The Product Rating of FLIPKART between 2013 and 2017 are 20-72% Satisfied, 4-24% Neutral and 17-76%Not Satisfied.
- The Product Rating of PAYTM between 2013 and 2017 are 4-64% Satisfied, 2-24% Neutral and 25-93%Not Satisfied.
- The Product Rating of SNAPDEAL between 2013 and 2017 are 4-57% Satisfied, 2-17% Neutral and 34-93%Not Satisfied.
- The Product Rating of SHOPCLUES between 2013 and 2017 are 5-36% Satisfied, 2-11% Neutral and 56-93%Not Satisfied.
- The Product Rating of MYNTRA between 2013 and 2017 are 24-61% Satisfied, 8-20% Neutral and 28-66%Not Satisfied.
- The Product Rating of JABONG between 2013 and 2017 are 21-65% Satisfied, 4-13% Neutral and 31-68%Not Satisfied.
- The Product Rating of EBAY between 2013 and 2017 are 7-31% Satisfied, 3-12% Neutral and 58-90%Not Satisfied.
- The Product Rating of PEPPARFRY between 2013 and 2017 are 6-57% Satisfied, 2-7% Neutral and 40-93%Not Satisfied.
- The Product Rating of INDIAMART between 2013 and 2017 are 0-30% Satisfied, 0-13% Neutral and 64-100%Not Satisfied.
- Overall, AMAZON and FLIPKART are performing better than that of other Online Shoppers during the period of study (2013-2017).

Conclusion

- Online shopping has grown a lot in India. Better Internet availability has made it very compact way to shop; now millions of Indians are shopping online.
- In this study we can conclude that the customer overall reviews are between Average and Good for Amazon, Flipkart, Paytm and Myntra. Whereas for all other online shopper, customer overall reviews are below average. Hence these online shoppers should concentrate more on customer service, Product Quality, Delivery Timeliness,

App & Website and Reliability. Presently Amazon and Flipkart are improving their density percentages year to year. Hence they are the leading online shoppers in India.

- In India, Flipkart gives tough competition to Amazon and real competition is between Amazon and Flipkart.
 - If there is a choice either Amazon or Flipkart for buying a particular product, then they choose the one that offers the best deal.
- “Shopping is cheaper than therapy”

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