

# A STUDY ON ONLINE PURCHASING AND ITS IMPACT IN TRIBAL AREA WITH REFERENCE TO BANSWARA (RAJASTHAN)

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## ABSTRACT

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Digital marketing is a broad concept and expected to have a good future in coming next years in India. Data published by Statista Research Publication reveals that current active E-commerce penetration in India stands only 28 percent. A report published in Economic Times reveals that revenue from E-commerce was 25 billion dollar in India in 2017 and expected to increase by 20.2% annually to achieve 52 billion dollar by 2022. Now people are more aware about online purchasing so survey conducted to find out online buying behavior of consumers and its impact in tribal area of Banswara where such study never conducted before. For this research, a sample of 100 people was taken and data were collected through schedule and through various research papers. The results of study reveal that people of tribal area are more sensitive while giving personal details. People also hesitate to do pre-payment through cards because of fear of being cheated. Study also showed various factors that affects consumer's behavior. The results of this study could be used by further studies and help marketers to make their strategies in tribal areas.

**Keywords:** Online purchasing behavior, Digital marketing, Consumer behavior, Tribal area, Customer satisfaction

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## INTRODUCTION

Digital marketing is a broad term and consist of many types such as Internet marketing, Social media marketing, E-mail marketing, search engine operation, search engine marketing, digital public relation, CRMS, content marketing, affiliate marketing, newsletter and display advertising. Digital marketing is also known as 'online marketing' and it is very popular now days as many big sellers are giving digital platform of purchasing of product. A customer can see and compare the different alternatives available. Customers also get an option

of EMI and free home delivery of product. Travel and Tourism is also not untouched from this concept. It's not new but still there is scope in digital marketing for every business to enhance their varieties and qualities in marketing.

## REVIEW OF LITERATURE

(Vidya & Salvamani, 2019) conducted a study to find awareness level of consumer towards online shopping features. In this study maximum respondents were of age group of 25 to 35 years and were more aware about online purchasing. Income,

occupation were not directly related with level of satisfaction while product features were positively correlated with satisfaction of online buying. Overall buyers were satisfied and getting benefits of convenience, low price and home delivery.

(Kanchan, Naveen, & Abhishek, 2015) The objective of the study was to analyze the impact of characteristics on online shopping behavior. Study reveals that male are more frequent buyer and the buyer of age group of 30-45 years are more active towards online shopping. Education and Income has the positive correlation with online shopping. Flip cart found as most popular website for shopping. People also have a fear of security while doing payments sharing passwords and personal details.

(Sathya, 2017) carried a study and concludes that digital marketing is an inexpensive method to market product through various devices such as T.V. tablets, mobile phones, social media. Customers were satisfied while purchasing online and mostly male customers prefer online medium. Around 46% consumers purchase the products 2 to 5 times annually.

(Kavitha, 2017) carried a study with an objective to find buying behavior of customers towards online shopping behavior and various problems faced by customers. Sample size was taken as 100 and revealed that the good price, time element, convenience and product information were major factor for shopping. The major problems faced by customers were lack of quality product, absent of touch and feel of merchant and return problems.

(Singh & Sailo, 2013) carried a study on consumer behavior of Aizawl and found that sixty percent of customers used debit or credit cards for payment and more than 50 % customers compare prices from various websites. Study also reveals that customers were satisfied with prices and other facilities given by online platforms.

(Bouboniene & Guleviviute, 2015) taken interview of 183 people and found that age group of 25-34 years

old people were purchase through online more due to wide availability of product and lower prices.

(Richa D. , 2012) conducted survey to find various categories of demographic factors which affects online buying behavior of customers in India and she revealed that Education, Age, Marital status does not impact much in India. Females are more frequent buyer than Males. Family size also affects buying decision.

(Chandra & Sinha, 2013) carried a study to analyses the factors of online purchasing decision. For this purpose they took the sample of 100 people. The attitude of youth was more positive towards online buying as compare to elderly people. Literacy, Income level also impacts positively on buying decision. The factors like convenience, low price and quality of product also played a major role in influencing buying decision.

(Richa & Vadera, 2019) conducted a study with an objective to find out determinants of online purchase behavior and found six factors- Utilitarian attributes, Convenience, Hedonic, Freedom, Intrusion and Post purchase issue. Companies have to work on refund system as Indian consumers want money back system rather than alternate purchase.

## RESEARCH OBJECTIVES

1. To analysis the behavior of consumer of tribal area while purchasing online.
2. To identify the problems of consumer while purchasing through online.
3. To study the effect of demographic factors on online shopping behavior of consumers in Banskara.

## RESEARCH METHODOLOGY

Data collected for this research are primary data which are collected with the help of schedule. The sample collected from the Banskara city and the size sample is 100. The research design is descriptive and random and convenience sampling methods are

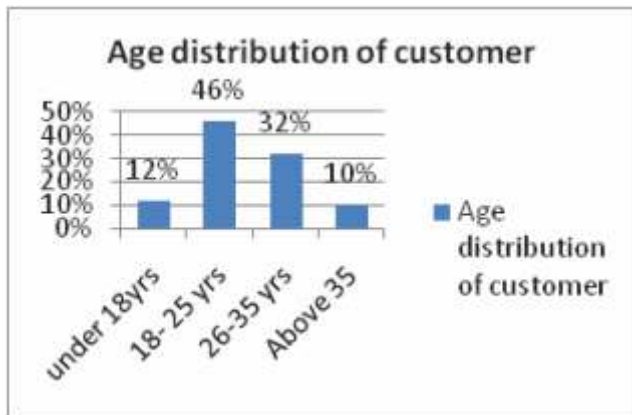
used. Secondary data is collected from various research papers. The data collected have been analyzed with help of percentage analysis.

## ANALYSIS AND INTERPRETATION

**Table 1 : Age distribution of customers**

Age (in years)	Number of Respondents	%
Under 18	12	12 %
18 - 25	46	46%
26 – 35	32	32%
Above 35	10	10%

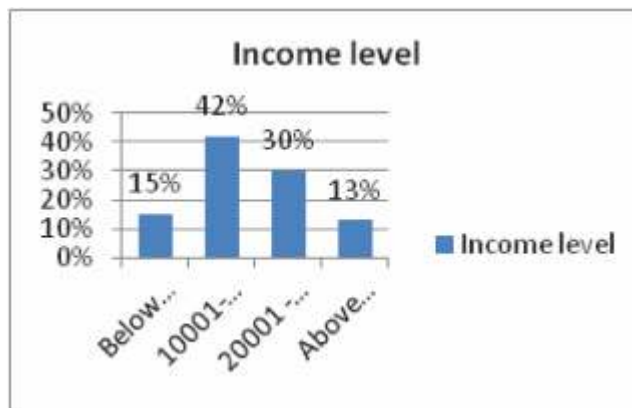
**Figure: 1**



**Table 2 : Income level of the consumer**

Income (in Rs)	Number of Respondents	%
Below 10000	15	15 %
10001 - 20000	42	42%
20001 -40000	30	30%
Above 40000	13	13%

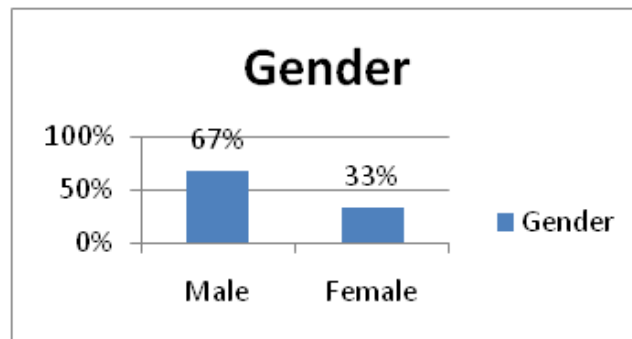
**Figure: 2**



**Table 3 : Gender of Respondents**

Gender	Number of Respondents	%
Male	67	67 %
Female	33	33 %

**Figure: 3**



**Table 4 : Mode of payment**

Mode of Payment	Number of Respondents	%
COD	67	67 %
Credit/Debit cards	21	21%
Third Party	6	6%
Other	6	6%

Figure: 4

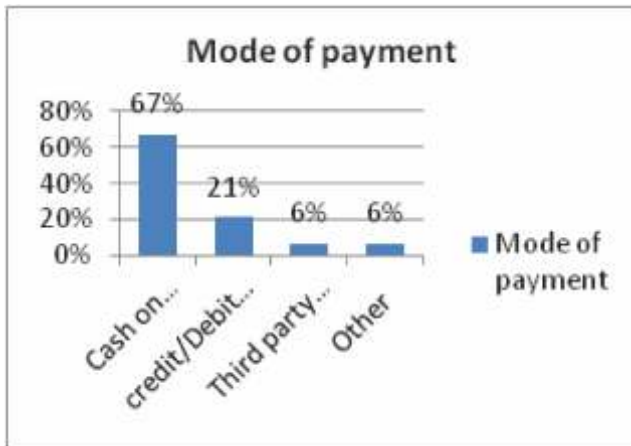


Table 5 : Frequency of online purchase

Frequency of purchase	Number of Respondents	%
Once in a year	24	24 %
2 to 6 times /year	52	52%
7 to 12 times/year	19	19%
More than 12 purchases/year	5	5%

Figure: 5

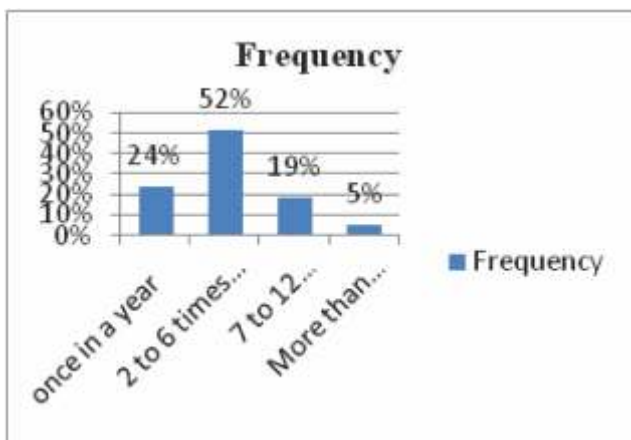


Table 6 : Reason of preference towards online shopping

Preferences	Number of Respondents	%
Convenience	36	36 %
Low price	47	47%
Variety in Products	5	5%
Rare products	12	12%

Figure: 6



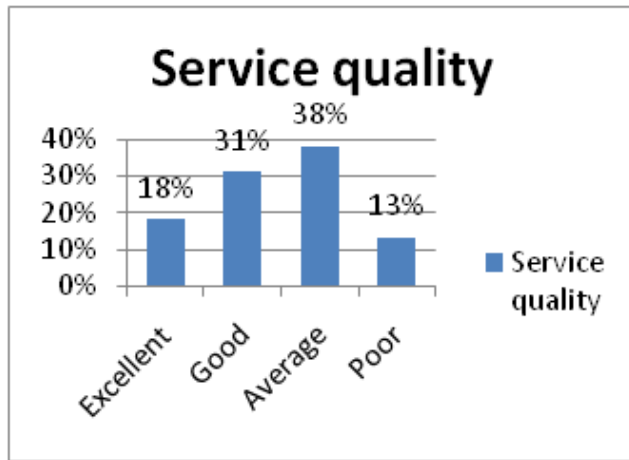
Table 7 : Review (YouTube/others) of product before buying



**Table 8 : Perception regarding service quality**

Preferences	Number of Respondents	%
Excellent	18	18 %
Good	31	31%
Average	38	38%
Poor	13	13%

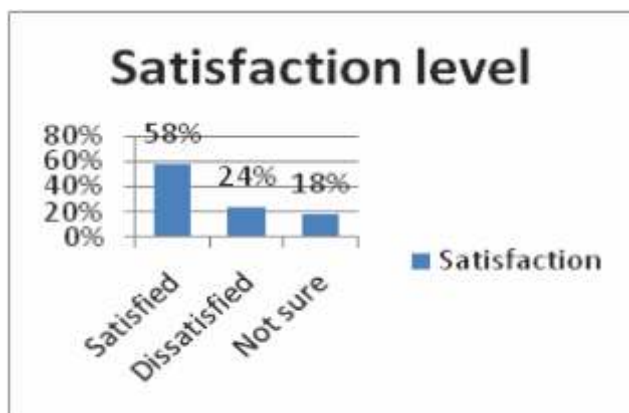
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**Table 9 : Overall Satisfaction of Shopping**

Level of Satisfaction	Number of Respondents	%
Satisfied	58	58 %
Dissatisfied	24	24%
Not sure	18	18%

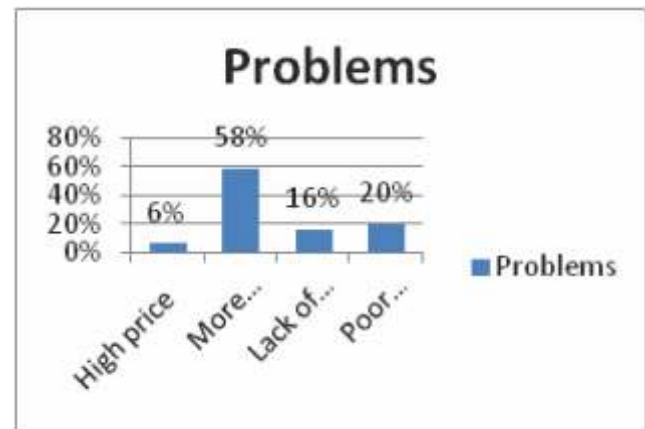
**Figure : 9**



**Table 10 : Problems faced during shopping**

Preferences	Number of Respondents	%
High price	6	6 %
More time in delivery	58	58%
Lack of product availability	16	16%
Poor service	20	20%

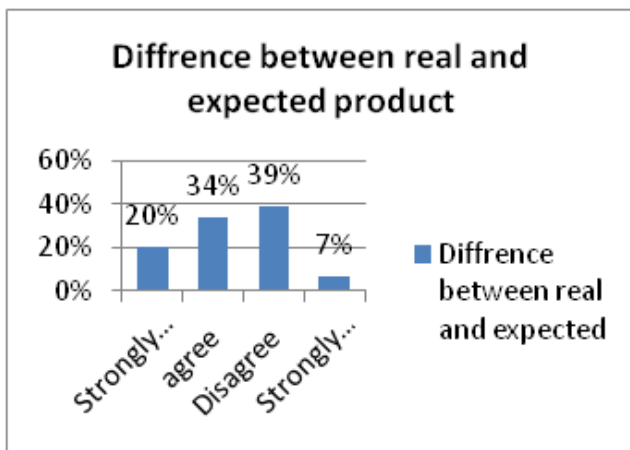
**Figure : 10**



**Table 11 : Difference between Real and expected product**

Preferences	Number of Respondents	%
Strongly agreed	20	20 %
Agree	34	34%
Disagree	39	39%
Strongly disagree	20	20%

Figure : 11



## FINDINGS

- 1 The majority of customers who are using online platform for buying are of age between 18 to 25 years followed by the customers of age between 26 to 35 years.
- 2 72 % of customers are having income level of Rs 10000 to Rs 40000 and only 13 % of customers are having income level above Rs 40000.
- 3 Majority of customers are male (67%) as compare to female (33%).
- 4 Around 67% of people options of Cash on Delivery, 21 % people using credit/debit card.
- 5 52% of people purchases 2 to 6 times annually, 24% purchases once in a year, 19% purchases 7 to 12 times annually.
- 6 47% of people purchases through online due to low price, 36% people purchases because of convenience, 12% purchases as there are availability of products which are rare and 5 % purchases for wide variety in products.
- 7 26% of customers checked review of products about its feature and performances from YouTube, its comment box and others.
- 8 38% of people feels that online purchasing offers average service, 31% enjoyed good service and only 18% respondents said that it offers excellent service.

- 9 58% of people are satisfied with online purchasing, 24% are dissatisfied and 18% are not sure.
- 10 The major problem during online is the time taken in delivery of the product. High price is not an issue for buyers. Poor service is also a problem for online buyers.
- 11 34% people agree that there is difference between real and expected product while 39% are disagree.

## LIMITATIONS OF STUDY

As the sample size taken was 100 and the area covered for the study is very small so the results cannot be generalized and Time and money factor are major challenge for the study.

## SUGGESTIONS

Customers are having lack of trust while doing online shopping so companies has to give good service by doing fast home delivery and avail cash on delivery options for maximum products. Companies have to assure the customers that there is no difference between real and expected product by providing video analysis of product and easy product return policy. Companies should give specific discount related to tribal areas to promote online shopping.

## CONCLUSION

The study reveals that majority of customers are male and youngsters are more active online buyer. Customers having income level between Rs 10000 to Rs 20000 are purchasing more through online Consumers are very conscious in doing advance payment as they had fear of being cheated. Somehow customers are also faced a problem in product replacement service. Product delivery takes longer time. Customers also taking review from YouTube and others for assuring themselves and more than fifty percent of customers are satisfied with online purchasing.



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