



AN EMPIRICAL STUDY OF CONSUMER ACCEPTANCE OF B2C IN RAIPUR CITY OF CHHATTISGARH

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ABSTRACT :

In every era the consumer are 'Monarch' of the business where the manufacture follow the distribution channel with indirect connecting to the consumers. The E- Commerce has two major hands 1st B2B (Business to Business) & 2nd B2C (Business to Consumer), where B2C concept had strike a shot on this distribution channel by cracking this and connecting directly to the consumers through online mediums and providing consumers a quality and right price. The study discovers many facts about the consumer acceptance of B2C.

Focus of study: This research is focused on consumer acceptance of B2C in Raipur City capital of Chhattisgarh state.

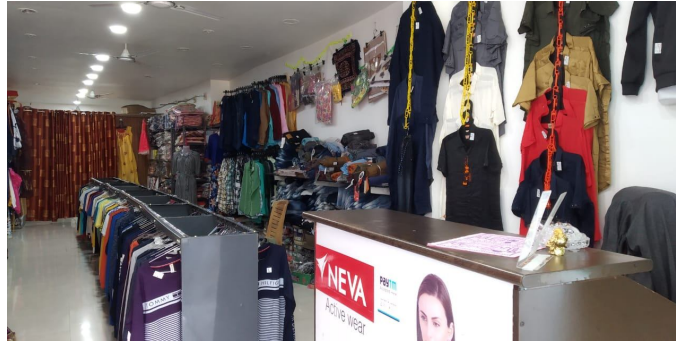


KEYWORDS : B2C: Business – to – Consumer, D2C: Direct – to Consumer, E – tailing.

1. INTRODUCTION

As the Raipur city has become semi – metro with increase in its population, development and the potential of the consumer to understand their own need and discover the sources from where they can buy the product. In general sense it can be said that consumer acceptance is a link with consumer satisfactions because if a consumer like any product they considered it for repurchasing which directly means as consumer acceptances.

B2C (Business – to – consumer): As its name indicates, B2C refers to commerce between business and a single consumer. Now this business can be any type, may be manufacturer, middleman, wholesaler or a retailer. B2C also gives opportunity of D2C (Direct – to – Consumer) with the opportunity of online selling of product directly to the consumer also known as E – Commerce or an E – tailing. E – Commerce took spotlight in the late 1990s, the Amazon surpasses first time more than \$1 billion in sales nearly in 1998. With increasing time the B2C again a big spotlight in the middle of any business by creating the competition and improving quality of the product. As fast as consumer's knowledge updates the chances of consumer acceptance also go in its pick. Online - B2C has many types of business models as discussed below:



- 1.1. Direct Sellers:** It is one of the very popular types. In these types there are many online retail websites where a consumer can buy products. Many companies that sell the product through the medium of one store and chain of stores. Now every business has the opportunity to create website through B2C and take consumer attention by giving them the desire offers.
- 1.2. Online Intermediaries/ Brokers:** the best example of online intermediaries is the Art & Craft; the travel websites etc. create the direct link between the seller and buyer and also service to the consumer.
- 1.3. Advertising:** These types of B2C comes with the high capacity of leverages in the web traffic, this model draw consumer attention because of its high quality free content also known as 'Ads'.
- 1.4. Community:** this model uses the power hands on social media communities to share interest to help market too directly to site users. This may be the online sites to help marketer to target ads according to their desire areas.
- 1.5. Complimentary:** this D2C sites charge a subscription free or sometime fee for their sites access to watch their content, these may be some publication or any entertainment services websites offers a limited amount for free and charge for the full access.

1. OBJECTIVE OF THE STUDY

To know growth of consumer acceptance of B2C retail business in Raipur City.

To review changes of consumer acceptances of B2C retail business in rural and urban area in Raipur City area.

To suggest improvement measures better growth in acceptances of B2C of Raipur City.

RESEARCH HYPOTHESES

H0: There is no significant in growth of consumer acceptance of B2C in Raipur City.

H1: There is significant in growth of consumer acceptance of B2C in Raipur City.

H0: There is no significant change of consumer acceptances of B2C retail business in rural and urban area in Raipur City area.

H1: There is significant change of consumer acceptances of B2C retail business in rural and urban area in Raipur City area.

RESEARCH METHODOLOGY

Respondent are taken for the study, consumers from different region and different categories, consumers and customers who are experience and have knowledge about Business to Commerce have been randomly chosen for this study. Primary data is collected from different region through interview schedule. Secondary data is collected through books, journals, websites etc.

REVIEW OF LITERATURE

Thompson S.H. Teo and Jek Swan Tan (2002) in their paper ‘Senior executives’ perceptions of business-to-consumer (B2C) online marketing strategies: the case of Singapore’The study reveals B2C companies use the market tools like: mnemonic branding and listing in search engines to take consumers and customer’s attention and form their marketing strategy. To build the companies brand equity it is very crucial to provide customized or personalized products and services.

Rajneesh Shahjee (2016) In his paper ‘The Impact of electronic commerce on business organization’The research paper reveal that in e – commerce the biggest problem is the disability to find the product or service fast, which is due to literacy. Lack of knowledge of internet and computer in rural area consumers, another reason is credit facility because of which online buying is limited to urban area only.

Ismaila Bojang (2017)in his paper ‘Determinants of Trust in B2C E-Commerce and their relationship with consumer online trust: A case of Ekaterinburg, Russian Federation’ The study resulted indicating consumer most online trust three factors are: perceived security, reputation and privacy with reference to Ekaterinburg’s(Russian Federation) e-commerce consumers, other than this factor as perceived third party and their websites quality.

DATA ANALYSIS AND INTERPRETATION

Section – A (Basic Information)

To know growth of consumer acceptance of B2C retail business in Raipur City.

Analysis table – 1

S. No	Respondent basis				Total
A1	Age	0 – 30 years	31 - 60 years	61 or above	
	Number of respondent	68	54	28	150
	Percentage	45.33%	36%	18.67%	100%

In the above Table – 1 Age is categorized into three parts first is 0 – 30 years where about 45.33% of young age consumer are first accepting the concept of Business to Commerce whereas comparatively the second age i.e. 31 – 60 years, 36% consumers are more acceptance B2C as they buy for the whole family products like: cloths, household products, medicines, etc. 18.67% consumers above 61 years are late accepting the B2C.

Analysis table – 2

S. No	Respondent basis			Total
A2	Gender	Male	Female	
	Number of respondent	78	72	150
	Percentage	52%	48%	100%

In the Table – 2 genders play a very important role in B2C commerce, it has been a shock that the male are accepting B2C more than the female as we can see that males are at 52% and females are the 48%. It has clearly clear that the male consumers are taking more fashion interest as B2C save time and also give reasonable price.

S. No	Respondent basis				Total
A3	Marital Status	Single	Married	Other	
	Number of respondent	49	53	48	150
	Percentage	32.67%	35.33%	32%	100%

In the Table - 3 the consumer marital status show us the consumers psychological environment i.e. how consumer's mind is setup, as we can see the acceptances of B2C in married consumers is 35%, which more than the single status 33% i.e. which means the married consumer are shopping more by showing acceptance of B2C, whereas 32% are other like: widow, widower, transgender etc.

S. No	Respondent basis						Total
A4	Occupations	Student	Housewife	Self - employee	Professional/ Government	Other	
	Number of respondent	43	39	27	20	21	150
	Percentage	28.67%	26%	18%	13.33%	14%	100%

In the above Table - 4 tell us above the occupation of the consumers where the consumers play a different role in accepting the B2C, as we can see the students with 28.67% take the higher spot in acceptance direct purchasing from the business, the next is the housewife at 26% who have to manage their home expenses so their look for the reasonable price products and at good quality. The 18% self – employee and 13% professional/ government consumers are those who have their own income to spent and the other are at 14% who late acceptance B2C.

S. No	Respondent basis						Total
A5	Educational Qualification	Illiterate	High School/ Higher Secondary school	Graduate	Post graduate	Other	
	Number of respondent	19	32	43	34	22	150
	Percentage	12.67%	21.33%	28.67%	22.67%	14.67%	100%

In table – 5, The education qualification play a vital role in accepting B2C as we can see the illiterate consumers are at 12.67% as they do not have much knowledge to accept the advance form of buying, so they take time to accept, talking about the 21.33% high school / higher secondary school consumer they are at their learning status so they go with flow of experimenting of buying products, the 28.67% graduate, 22.67% post graduate and 14.67% are at fastest learning, they are the latest acceptor of B2C.

S. No	Respondent basis					Total
A6	Annual income	Below Rs. 3,50,000	Rs. 3,50,001 – 7,00,000	Rs. 7,00,001 - 10,00,000	Rs. 10,00,001 or above	
	Number of respondent	39	43	35	33	150
	Percentage	26%	28.67%	23.33%	22%	100%

In the Table – 6, The Annual income has been divided into four parts are categorised according to their income basis like 26% are consumer with low income group of below Rs. 3,50,000 acceptance late and 28.67% Rs. 3,50,001 – 7,00,000 are accepting more as they have the curiosity to learn more and more, the next is the Rs. 7,00,001 – 10,00,000 at 23% and above Rs. 10,00,001 where the consumers can easily go with the B2C.

Section – B (Question related to research paper)

To review changes of consumer acceptances of B2C retail business in rural and urban area in Raipur City area.

S. No	Respondent basis			Total
B1	Do you think B2C has change modern consumer acceptance.	Yes	No	
	Number of respondent	109	41	150
	Percentage	72.67%	27.33%	100%

At Table - 7 it is clearly mention that the 72.67% consumer said yes that they accept the market modern change of market but 27.33% consumers said no that B2C will take more to time get complete acceptance in the market.

S. No	Respondent basis			Total
B2	Do you think B2C get complete attention by Raipur city consumers?	Yes	No	
	Number of respondent	64	86	150
	Percentage	42.67%	57.33%	100%

In the above Table - 8 the 42.67% consumers said no and 57.33% said yes that modern retailing get accepted by Raipur city consumer although not completely but it will take time to overtake the Raipur city market and also to gain consumer loyalty also.

S. No	Respondent basis			Total
B3	Do you agree that B2C is 'reasonable cost, with high quality'?	Yes	No	
	Number of respondent	77	73	150
	Percentage	51.33%	48.67%	100%

In the Table – 9 it has been clearly seen that there is a very thin line between the yes at 51.33% and no with 48.67% means that overall the consumer of Raipur city are at the 50 -50to accept that B2C is reasonable cost and with high quality.

S. No	Respondent basis			Total
B4	Do you believe 'due to change in modern consumer demand the B2C is also change in last few years'?	Yes	No	
	Number of respondent	83	67	150
	Percentage	55.33%	44.67%	100%

In the Table - 10, 55.33% consumer in said yes that changing consumer lifestyle make them to change their demand also which implies that now producers has to make more and more effort to prepare for the market and 44.67% consumers said no that they are not agree with the statement, they believe that there is no connection between modern consumers demand changes in last few years.

S. No	Respondent basis			Total
B5	Which area do you think that consumers mostly give preference and acceptances to B2C?	Urban	Rural	
	Number of respondent	97	53	150
	Percentage	64.67%	35.33%	100%

In the Table - 11, the most effect area is urban with 64.67% and 35.33% said yes to rural area consumers means the consumers from the rural area is more accepting B2C and people from rural are yet lacking behind because of the facility and less development which also bring less knowledge about the modern retailing.

S. No	Respondent basis			Total
B6	Do you agree B2C is not able to defeat consumer expectation of full satisfaction	Yes	No	
	Number of respondent	66	84	150
	Percentage	44%	56%	100%

In Table - 12, 56% consumer said no by defeating the expectation of the fully satisfied consumers but 44% consumers said yes that they believe that B2C cannot complete their expectation of full satisfaction.

FINDING, CONCLUSION AND SUGGESTION

The growth accepting B2C, D2C and E - tailing that any individual make their own concept regarding the product their have selected by using their sensory senses. The consumer before making any acceptances to the product is influenced by their own environment and observations after considering many factors. In this 18 year after the Chhattisgarh state separated from the state Madhya Pradesh Raipur city become the heart of the state by continuously establishing the highs and showing growth by accepting advance methods

of the B2C. But everything comes with its dark side, same as here; the growth also brings a cheating to the consumers and increases the fraud as discussed below.

This growth can be understood by breaking it into two parts:

✓ **Positive Consumer Acceptance of B2C:**

- i. Due to tradition method of purchase chain the consumer have the habit of purchasing anything from the general store or from the particular product categories store, when the consumer firstly purchase any product from any B2C methods and give it a retry or recommended to the other people whom their show their trust can be considered as consumer acceptance.
- ii. B2C get consumer acceptance when their get more and more option to compare price and quality wise.
- iii. B2C breaking the heights of second hand product reselling: Some website like 'OLX' basically second hand selling website opens the door for the non-business people to sell their second hand directly to the other consumer, here the past consumer becomes the present seller. It is very popular in the Raipur city and also used but the kids to even sell their pencils.

✓ **Negative Consumer Acceptance of B2C:**

The negative side that consumer has talked are:

- i. The B2C concept is not in knowledge of rural area, whoever some people have the knowledge about the purchasing apps, websites etc., but are afraid of trying it, they believes that this will bring their loss as its payment mode is online, so when they use their card more money will transfer from their account.
- ii. When any consumer show their acceptance and retry any product their want the frequent availability of product especially product referred to the women's related product, consumer can wait much longer for their product to arrive.
- iii. B2C Breaking Consumer trust: as in B2C business is directly connected to the consumers shopping where sometime consumers are very particular by product quality, sometime it has found that the product shown is different from the product delivered to the consumers.
- iv. B2C Breaking of Middleman and Tradition Markets: due to directly connected with the consumer through different mediums like: websites, Apps, or direct stores etc. the companies are decreasing the middleman profit and traditional marketing as now consumers can shop by anywhere and anytime.

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Abbreviation

1. B2C: Business To Consumer
2. D2C: Direct To Consumer
3. E – tailing: Electronic Tailing

4. E – Commerce: Electronic Commerce.



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