



REVIEW OF RESEARCH

ISSN: 2249-894X

IMPACT FACTOR : 5.7631(UIF)

UGC APPROVED JOURNAL NO. 48514

VOLUME - 8 | ISSUE - 9 | JUNE - 2019



CHALLENGES & MARKETING STRATEGY IN ONLINE SHOPPING - A SPECIAL RAIPUR CITY OF CHHATTISGARH

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ABSTRACT:

Online shopping has become a very vital part of today's business. As online has again the popularity by breaking the boundaries of variety of shopping products at one webpage by bring the new challenges in the customers and consumers shopping experiences. There are many challenges being faced by the customers and consumer at time of shopping which should be solved for the better growth of online shopping and in order to penetrate challenges in online shopping. Raipur city is growing rapidly by make a deep root under the online sector. In this study we will try to find out the challenge in online shopping by online company, consumer and customers. Every market is aware of the traditional marketing practices and their marketing strategies and there are almost no new options for fostering market competition. And on the way long the entrances of online marketing got the chances with bring near about almost unlimited possibilities and options. This study focus on the growing importance of marketing strategy and also developing online business by taking consumer's and business owner point of views. It also contains brief description of the online marketing itself, basic marketing strategies on the internet.



KEYWORDS: COD (Cash on Delivery), online shopping, WWW (World Wide Web), IT (Internet Technology), online marketing

1. INTRODUCTION:

Online shopping can be defined as an interaction where consumer or customer engaged with an online commercial shopping website or application. Well it is important to note that online shopping is not simply just being able to browsing any online shopping commercial sites to sell or purchase products and

services with the use of any medium, but also what occurs with after the product purchase. Which also bring many challenges for its existences? Chhattisgarh being a semi - metro city has also increase a huge interest on online marketing. According to the Trak.in India's online users population grew over the 50% in July 2012 comparing than to July 2011.

2. OBJECTIVE OF THE STUDY

2.1 This study intends to identify the challenges and problem faced by the online company.

2.2 To study the marketing strategies effectiveness on online business and also to study the impact of online business strategies on consumers.

3. HYPOTHESIS

1. **H0:** There is no significant challenge's faced by consumers in

2. online shopping.

H1: There is significant challenge's faced by consumers in online shopping.

3. **H0:** There is no significant specific impact of marketing strategy in online shopping

H1: There is significant specific solution in online shopping websites.

4. REVIEW OF LITERATURE

According to Susanne Schwarzl, et, in their paper focused on fundamental understanding of consumers' behaviour importants and describes the steps to reach consumers i.e. AIDA model: A - 'Attention', I - 'Interest', D - 'Desire', A - 'Action'.

According to HashemAghazadeh, et, in their paper focus on the five categories of internet competencies marketing strategies are: Transactional adds strategy, Relational marketing strategy, Profile - based marketing strategy, Customer - oriented marketing strategy, and knowledge - based marketing strategies.

5. METHODOLOGY:

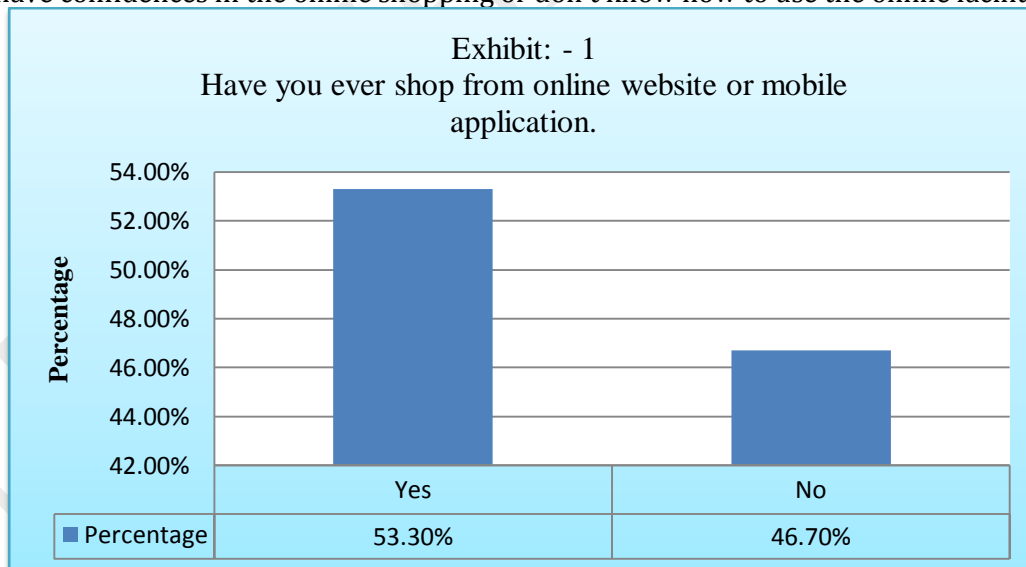
- Data collection: The study made use of both primary and secondary data research methods in order to generate comprehensive and essential details about the challenges of online shopping in Raipur city. For primary data, two-page survey was designed to collect questionnaire and consumer or customer reviews. The collect data is represented in the column chart with representing the respondent percentage with detailed descriptions.

6. CHALLENGE AND FINDING IN ONLINE MARKETING:

Following are some major online shopping challenge faced by the companies and consumers:

6.1 Gaining trust on online marketing:

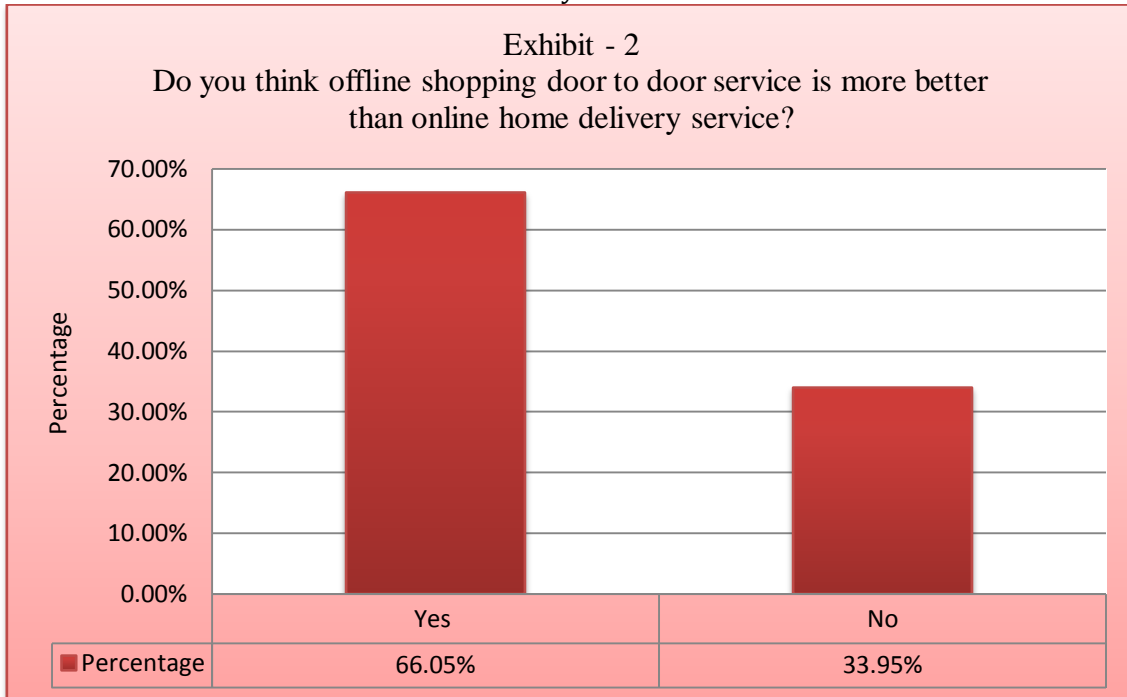
As we can see in the below exhibit - 1, the 53.30% customer or consumer have used the online shopping facility which also implies that it they are familiar which the online shopping environment by 46.70% consumers or customer have not used the online shopping method which also means that they either do have confidences in the online shopping or don't know how to use the online facilities.



As we can see above which also brings conclusion that it still a challenge for online companies to first motivate consumer to use online websites or mobile applications because many people reveal that they do not have the trust on product sell online.

6.2 Door to door product delivery:

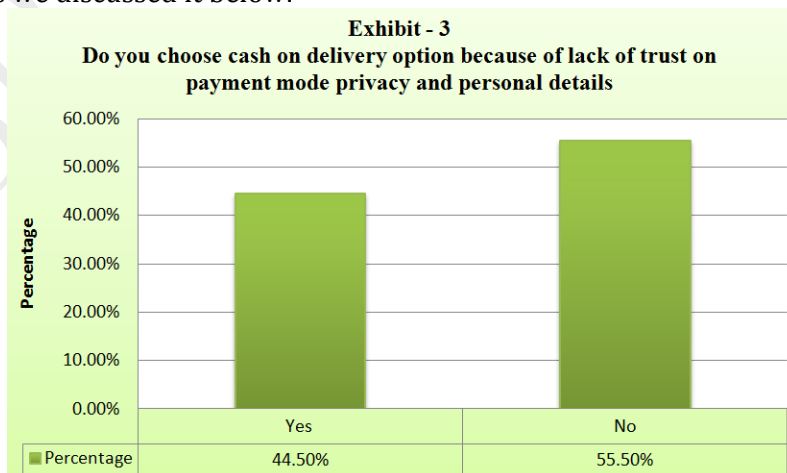
it is one of the biggest challenges for the online companies to bring the product to the door of the consumer or customer at the minimum cost they can.



As we can see above Exhibit – 2 the 66.05% the people of Raipur city say no to offline i.e. traditional retailing and 33.95% people say yes to the offline home delivery service. Every consumer and customer wants to save their time and money. Although door to door delivery has become very easy, but it increases the cost of the product, now the consumer has to pay Cost + delivery charges. Sometime these charges are shown including at cost or MRP price i.e. free home delivery price but in most of the websites this is when the shopping limit is above Rs. 500/- or the prime membership is taken by the consumers or customers.

6.3 Cash on Delivery:

Cash on delivery may be the better option for the consumer who donot have faith in the shopping website as we discussed it below:

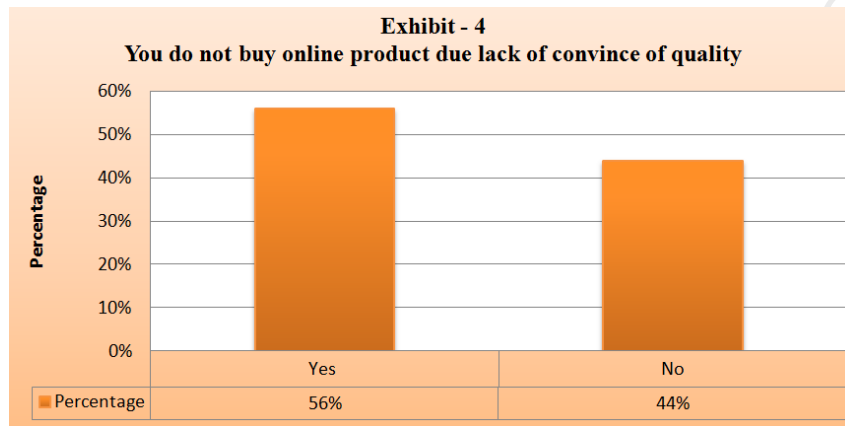


The online company face the challenge as most of the new consumers ordered product with the COD mode, because of which at one hand the company try to give one hand to earn consumer trust to

maintain their privacy and personal detail hidden but on another hand consumer think of losing their privacy which become reason for a consumer to choose COD option many times and also because it is not applicable to every area of customer or consumer provided address.

6.4 Rejection of product: Another problem faced by company that many customer first ordered online product than denied to accept the ordered product after reaching the door which lead to the money and time loss of the companies.

6.5 Convince the good quality of product: it is a challenge for online selling companies to convince the proper quality of product and the product usages in consumer mind.



As we can see below exhibit 4 the 56% consumer say yes but 44 % say No means the new consumer are most not assure on good quality on online business.

6.6 Convince the reasonable price of product: to compete with the traditional market the online shopping companies have also to compete with the main factor of market i.e. price of any product.

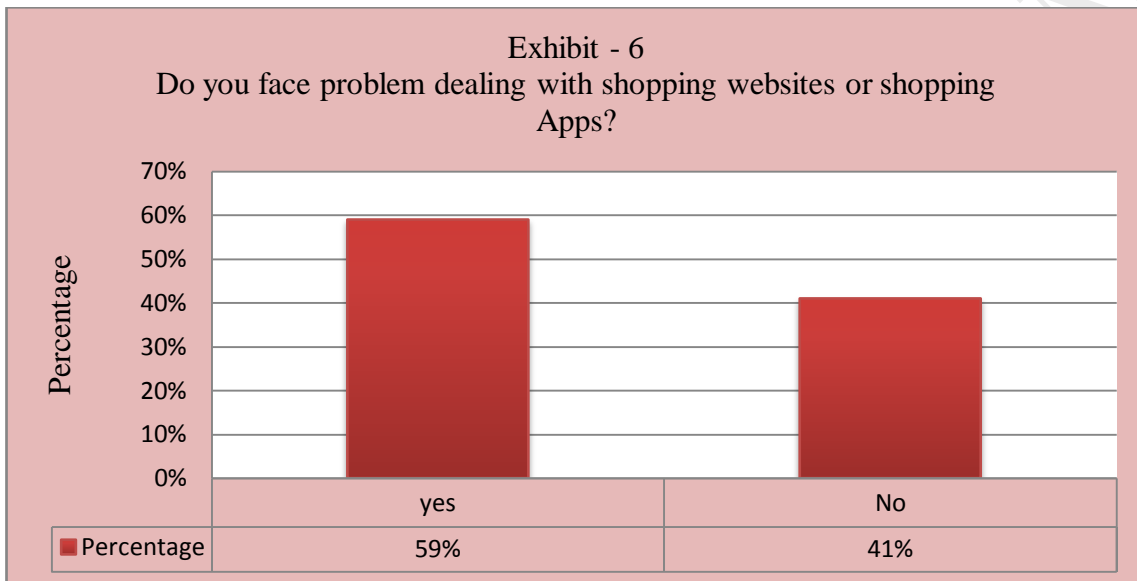


If the price will more than the traditional market the consumer will not prefer to shop online but if the price will be less and at affordable and reasonable to the consumer pocket the consumer will be attracted towards the price, as we can see that 45.50% people think that online is more affordable

and 54.50% still think that online shopping is not affordable than traditional shopping method which means that people at Raipur city trust and give more preferences to tradition shopping methods.

6.7 Finding right shopping websites: Consumer sometime face the problem infinding the right website, due to many reasons:

- a. Lack of website knowledge
- b. Lack of internet knowledge.
- c. Lack of product knowledge. Consumer faces the problem as there concern more to the product then to the shopping websites. Consumer should know the **'Right websites and right deal'**



In the above exhibit – 6 it has been clear that 59% people accept that they face a little problem, where talking about the reasons may be many, whereas the 41% people said no that they are friendly with the shopping websites mediums.

6.8 Lack of Internet Facilities and usage knowledge: one of the challenge of the online marketing is that there are many area where the consumer do not have the internet facility, here it may be any of the below reasons:

- Consumer does not have the internet usage knowledge.
- Consumer cannot effort internet.
- Consumer may do not have smart phone to access internet.
- Network issue in consumer residential area.

7. MARKETING STRATEGIES IN ONLINE SHOPPING:

Some of major marketing strategies are as follows:



a. Online promotions and Advertising: Promotion and Advertisement brings any product in to consumer's knowledge. Today online advertisement moves towards digital and non- digital promotions. In general year 2012 was considered most used medium for online advertising after the television. In the present time the price of adds are decreasing or becoming reasonable and increase the video quality. The advertisement has become very easy and effective in consumer mind.

b. Relational strategies: Here company tries to use Internet facility to achieve a relational proficiency based on e -proficiency, an online business is be able to make a long - range mutual and beneficial relationship with its consumers.

c. Keyword - Advertising: on the search engines result pages, a paid banner is put. Goto.com in 1998 became the first to use this strategy. In 2002 Google also created the foundation of its contemporary success. In 2008 Keyword - advertising became popular in online marketing.

d. Transactional strategies: Here company uses Internet facility and IT (Information Technology) tools to reduce product cost or improve quality of product.

e. Affiliate Marketing: In 1997 Online affiliate Marketing was created at a cocktail party. It cannot said to be new as it exist in the offline marketing business. Affiliate another meaning is 'partner' same as the mean a partner called affiliate promotes product and their services from other firm said as merchant. It implies that putting banners or web links of the merchant's product webpage or website on their own websites to acquire consumers: there are two major types how affiliates get the between price in their pocket i.e. commission:

- Pay amount on per click: If a consumer clicks on the provided link on the affiliate website and ordered product for purchase the affiliate receives a certain amount.
- Pay amount on per lead: Here the affiliate gets a certain amount for per person for filling the web based form with his contact details like mobile number or an e - mail address.

f. Profile - based strategies: Many of online business use some e - tools such as cookies etc. for making consumer profile. These business use consumer profiles to response consumer needs, to satisfy them effectively and also to conduct marketing activities flexibly.

g. Strategies of Customer - oriented: Every business has its own type of strategy according to their situations. Sometimes it is useful to apply it and sometimes not. This types integrated combination of all other strategies like Transactional etc.

h. SMS and E - Mail Marketing: This strategy is used to make a post purchase link with consumers and also to promote new product in ordered to again consumer trust at a low cost. Here the online

business directly offers their product to consumer (may be at discount price) through SMS or E – mail. Mainly is show for a new product or discount offers on the product.

8. FINDING, CONCLUSION & SUGGESTION

In this study intends two objectives to identify the challenges and problem faced by the online company with the hypotheses of challenge's faced by consumers in online shopping and to study the marketing strategies effectiveness on online business and also to study the impact of online business strategies on consumers with the hypotheses specific impact of marketing strategy in online shopping. The challenges experienced in the field of online shopping in Raipur city have been discussed. Based on the data collected from respondents and respondent experiences discussed, many basic challenges facing the online shopping industry in Raipur city, like lack of consumer trust, privacy, personal detail maintains and belief, lack on online knowledge etc. For urban area of Raipur city the online shopping has become common but for the outer area of Raipur city the online shopping still face struggle.

- It is suggested in this study to website should be effective and efficient to complete the consumer or customer requirements.
- The product should be available at the right time and right website.
- As the online are the direct purchaser of the product that means they can lower the final price and may include the door delivery price in their profit margin to again consumer heart.
- The website site should make a proper attention towards the consumer personal details.
- The company block the consumers ordered system if the consumer reject the ordered twice or thrice because of which consumer do not wants to continue buying the ordered and loss trust on online marketing.
- Consumer should have a proper knowledge of shopping websites and read the proper information regarding the product.

In this study the marketing strategies in online business is studied and it is found that online business is growing rapidly but consumer still do not able to trust on online marketing. By reviewing the literature of marketing strategies many facts has been and the major marketing strategies are discussed in this paper. Online business offers a many types of possibilities for consumers. Here we can see constant evolving world which is why continuous development of strategies is necessary. It has become very easy for a consumer to find substitutes of desire product from competitors on the internet with minimum efforts to reach another website. Every internet website or webpage is full of different kinds of direct link or 'touch points' and offers. So an online business has to make more and more efforts to reach to the potential consumers. The online marketing need to growth root at the outer areas also. Although the availability of internet is also important access the online business sites. As the mobile online marketing is popular, the online business can make used of that in upcoming years. To contact consumer SMS or E – mail is not enough, online business should also try to give proper knowledge of using M – Online business (Mobile online business) if the computer facility is not available at the outer areas.

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