

Almost half of the online-shoppers have no clue who the ultimate seller is, finds- a CUTS survey

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Online shopping has become a global phenomenon. In India too we see its adoption grow leaps and bounds. In order to understand the shopping behaviors of consumers, Jaipur-based Consumer Unity & Trust Society (CUTS International), with the support of Retailers Association of India (RAI), Mumbai, recently conducted a survey on the Consumer Buying experiences in three metros viz. Chennai, Kolkata and Jaipur. The survey sample size included 90 consumers with an equal men to women ratio.

It was found that as many as 84% consumers shopped both from online and offline marketplaces while just 4% consumers shopped everything online. About 11% consumers preferred only shopping offline.

About 62% respondents came to know of the online portals they shopped at through advertisements, 37% through word-of-mouth and 11% from other sources.

The respondents cited easy access and availability of the variety and special discounted rates as the main reasons for shopping online; convenience of shopping from indoors, no travel, avoiding traffic and rush and saving of time and energy were some of the other reasons. Consumers also think that ease of doing shopping, transactions, returns and cash on delivery and cash back option facility are motivating them to shop online. Product Reviews and full information about the products in case of electronics are some other motivating factors.

About 63 per cent respondents shopping online, do know the difference between online marketplace and online retailer. However, almost 47 % of them do not know the actual seller. It was also found that about 48% of the respondents who shop online have faced problems related to customer service. Also, around 48% of the respondents expect E-commerce portal they are buying on to take responsibility of the after sales service.

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