

Customer Centricity approach in E-Retailing: with reference to working women in Mangalore Region

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Abstract

Gone are the days where women stayed at home only took care of their families. The current trend is women are financially independent and share the financial burden with their spouse, because of which women have to be multi tasking whereby they take care of their family needs as well as have to fulfill their professional needs. This leads them to have less time to make their necessary purchases. Here is where E-retailing comes into picture. Most of the people depend on E-retailing to make their purchases might be day-to-day items, electronic items, accessories, clothing, gadgets and so on. The most commonly used E-retailing apps are amazon, flipkart, myntra, meesho, bigbasket, chitki, freshtohome and so on. As many E-retailers are establishing their business not only at a international and national level but also at a domestic level. There is a existence of cutthroat competition and it is necessary for these E-retailers to differentiate in the services and facilities provided by them. In this research paper we are going to focus on the different customer centric aspects of a particular E-retailer which makes women to choose a specific E-retailer.

Keywords: E-retailing, Customer centric, trends

Introduction

Marketing has evolved in such a way that previously the customer have to search for their required items and visit the store to make the purchase but now we have reached a time like where the companies themselves come to the customers and sell their products at their own time and place. This has given rise to many e-retailers in the market. The prevailing competition among E-retailers has made the companies adapt to a unique customer centric method which distinguishes them from the competitors. The wide choice and options available to the customers makes it easy for them to switch from one e-retailer to another. Hence it is very important for the e-retailers to provide facilities and services which will their customers happy and loyal to them. It is a well known fact that in the current time period women purchasers have increased tremendously. May it be accessories, clothing, cosmetics, even groceries. Therefore, e-retailers are targeting women buyers and trying to provide them with unique facilities. As women are very precautionary while making purchases, retailers have to be very careful as to fulfill their wants and needs. Women are leaning more towards e-retailing because of lack of time and this more easier than actually shopping. The most commonly used E-retailing apps are amazon, flipkart, myntra, meesho, bigbasket, chitki, freshtohome and so on. As many E-retailers are establishing their business not only at a international and national level but also at a domestic level. There is a existence of cutthroat competition and it is necessary for these E-retailers to differentiate in the services and facilities provided by them.

Literature Review

Vakulenko (2019), the current growth in E-commerce is remarkable which had led the customers to have a competitive advantage. E-retailers are growing by the day which has also led to the cut throat competitiveness among the retailers which is again beneficial to the customers as they can gain the benefits of very E-retailer. The delivery system is very crucial in the satisfaction of the customers. Some of the preferable delivery systems are free deliveries, deliveries at a particular time slot and so on . The study specifies that if the customers satisfaction of E-retailing is based on the supply chain management and bridging the gap between people and delivery system.

Rita (2019), This study analyses the quality of E-retailing is directly connected with the satisfaction of customers. The different dimensions for the satisfaction of the customers are directly connected to the website design and the privacy level. There is gradual increase in the E-

retailers rather than the brick and mortar shop and the customer's also prefer online shopping rather than offline shopping. This report focuses mainly on the Indonesian customers and markets. It is observed that online retailers are entering the markets easily because of low barriers to entry in the market. E-retailers are mainly focusing on the quality of service to retain customers and gain their loyalty.

Patro (2020), Retailing is advancing in a great pace and inculcating innovation in every step and simultaneously the expectations of the customers is also rising very high. Consumer Behaviour is turning dynamic and advanced which has made the retailers to improve their services and promotional strategies. Even though online retailing is a recent trend it is highly popular in the Indian market even in rural areas. There are many factors which lead to designing a appropriate marketing strategy to influence and satisfy the customers

Objectives

1. To study the customer centric features provided by E-retailers.
2. To analyze the challenges faced by women in E-retailing.
3. To predict the future advancements in E-retailing
4. To suggest recommendations.

Research Methodology

To realize the objectives of the study, we have collected the primary information through questionnaires. The respondents were selected working women in Mangalore Region. Both the primary and secondary sources are used for the collection of data. The study focuses on few selected respondents in the Mangalore city limit. Random sampling techniques are used for our study. The study being a descriptive in nature, an attempt is made to understand the Customer centric features provided by E-retailers and the challenges faced by Women in E-retailing.

Findings

The trend of purchasing online which started during pandemic has also continued post pandemic. People specially women because most of the purchasing is made by them, they are dependent on making online purchases regularly which is on weekly basis and were mostly

referred by their friends, families and few were influenced by advertisement. It is noticed that most of the purchases made are for groceries, which is closely followed by fashion items and the most used apps are Amazon and Bigbasket, these are preferred because of wide range of choice and variety of offers provided by them. As most of the respondents are highly satisfied and content they are not hesitant to recommend these apps to others. As women always expect to be treated in a special way and like to be pampered E-retailers gives special offers and privileges to women on special occasions like women's day, mother's day, navarathri special offers and so on.

As everything has its positive and negative points E-retailing also has its pros and cons but it is observed that our respondents have rarely incurred any major problems. The few issues faced were delivery of damaged or defective products, these were sorted by the E-retailers by exchanging or returning products.

Suggestions

1. The quality of the products has to be improved which also includes packaging which protects the products and keeps it safe.
2. The E-retailers have to try and see that the delivery fees as less as possible or completely free.
3. Women specific offers and discounts have to be increased.
4. The time of delivery of products can be reduced.
5. The efficiency of the E-retailers in solving customer related problems or grievances has to be improved.
6. The apps are to be updated regularly with new advanced customer friendly features.

Conclusion

Shopping in the comfort of our homes for things ranging from groceries to electronic items has become the current trend, specially for working women as they are busy with their daily schedules and don't find required time to spend on shopping. Simultaneously E-retailers are growing in number and as the competition increases so does the benefit received by the customers. As the E-retailers are increasing and competing against each other they are inevitably

providing the customers with similar features. Hence it is expected by the customers to receive some new innovative features with increased quality of products.

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