Project Dissertation

TO CONDUCT PRIMARY RESEARCH ON CUSTOMER EXPERIENCE ONLINE CLASSIFIED COMPANY LIKE OLX AND QUIKR

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CERTIFICATE

I **Dr./Prof Meha Joshi** hereby certify that **Mr. Ankit Chopra** student of Masters of Business Administration at **Delhi School of Management, Delhi Technological University** has completed the dissertation Report on **"To Conduct Primary Research on Customer Experience Online Classified Company like OLX and Quikr"**, under my guidance.

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DECLARATION

I **Ankit Chopra**, hereby declare that the project report prepared by me under the guidance of **Dr. Meha Joshi** on **"To Conduct Primary Research on Customer Experience Online Classified Company like OLX and Quikr"** is an original project report even before nor I have copied it from anywhere. It is my own preparation.

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Enrollment No.

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EXECUTIVE SUMMARY

This project is based consumer experience and perception towards online classifieds websites like OLX and QUIKR. The main objective of this research includes identifying the consumer behavior and perception towards online shopping of second hand goods from OLX and Quikr. Also this study explores the factors attract the customers towards online shopping of second hand goods from OLX and Quikr. This research is based on both primary and secondary data. Primary data was collected through questionnaire survey. Olx & Quikr are an online classified advertisement medium and became meeting point for consumers to consumers. Both brands have been changed entire scenario of classified advertisement category within 8-10 months and aggressively active in-context of brand awareness and consumers experience with online classified in Indian market. Through last decade an effervescent transformation has been occurred in the consumer perceptions about the way advertising and marketing have been used to existing and innovative products. All these advancements are made possible just because of latest technology that has quickly improved the increase of using digital media for communication, particularly the internet. In the present scenario, large amount of companies are dreadfully looking towards internet marketing to achieve, capture and sustain consumers for developing a strong association and advance the level of brand reliability with their existing and prospective customers. Internet is the primary component of digital media. It helps in creating the connection between the computers which helps in the information processes. Due to the growth in internet the way of buying a product is changed from conventional to e-buying and the modes of getting information is changed. Customers can get all the information and even place the order by sitting in their home. It has increased the level of competition because customers have easy access to the information which allows them to compare the products and chose the best among them.

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CHAPTER 1: INTRODUCTION

1.1 Introduction to the topic

Internet has provided a new source of information about products and stores and also new purchasing possibilities. It is a cheap and efficient way to get access to a lot of data given the fact that it makes possible to connect with several different users and stores without having to physically go somewhere. "Within this economic environment, consumers have readily adopted MIDs and their accompanying software applications as tools to enhance their shopping experiences." "Platform businesses are taking a larger and larger percentage of the economic pie". According to these authors, both offline and online platforms are becoming more profitable over the past few years. For this to happen, for these companies to be successful, some key dimensions are crucial. The same authors agree that on the online market, these dimensions include: modularity, increased connectivity, self-organization and low marginal cost of production. Besides these, they also consider important to define a clear strategy and to have a vision on what the platform should evolve to in the future, at least from 3 to 5 years. Online platform leaders are many times lone standers, as usually they take on a large amount of market share. Some online platforms take the form of virtual stores where people can buy, look for and sell products. "Online buying is convenient since consumers can easily and rapidly search for information, order instantly products and services from practically anywhere they have a pc connected to the internet." The advent of smart phones and tablets is also making it easier. Nowadays, if a person wants to sell something online, as long as there is a smart phone with an app connecting to the selling platform, all it takes is to capture a photo of a product, write a brief description and post it online. People also perceive these new sources of information as giving them access to more products and vendors. The fact that it is possible to search, within minutes, throughout a range of products, stores or individual sellers changed the way people are able to negotiate and make good deals. But the world of online shopping encompasses some sources of doubt and suspicion, such as privacy and security issues. The platforms that establish the

connection between sellers and buyers can intervene in the way people manage the transaction, although many times the communication is made directly from the buyer to the seller. However, the platform is one of the most important parts of the transaction, as it is the channel that makes it all possible. And this channel is one of the sources of "direct interest to buyers". According to Mitchell and Montgomery, "in recent years, many second-hand stores have attempted to manage their brand". This effort in building a brand results in making it easier for the buyer to know what types of product are available at the platform. Thus, the customer is more likely to understand the places they are likely to come from and their price range, and these attributes combined contribute to building loyalty towards a platform.

Research Background

Online retailing started in a big way in the late nineties and grew into a major business in the past decade to become a major strategy for many retail companies. A large number of retail companies maintain brick and mortar outlets as well as online presence. It is also common for different stores to operate in the same product group (such as apparels) to have different stores targeting different customer segments. Under such circumstances, it is necessary to target the online customers differently, even though it is likely that the same customers are purchasing from both the stores. In order to achieve such differentiation, the companies need to understand the differences in customer profiles as well as their purchasing patterns. Online retailing started in a big way in the late nineties and grew into a major business in the past decade to become a major strategy for many retail companies. A large number of retail companies maintain a brick and mortar outlets as well as online presence. The shopping experience is different in the online stores as compared to the physical stores and so is the buyer behavior. Not surprisingly, the Internet usage turned out to be one of the most important determinants of the online buyer behavior. Online buyers worked many of hours each week. Consequently, majority of the buyers are time-starved, working long hours. They also use e-mail as a major medium for communication to keep in touch with family and friends.

A key feature of electronic shopping interfaces is that they can easily be personalized based on information about individual visitors' preferences. One of the most promising potential benefits of such personalization is that it allows prospective buyers to screen large sets of products very efficiently and effectively. The researcher discussed insights relating to different forms of personalization, particularly tools that generate product recommendations based on customer preferences and tools that facilitate side-by-side comparisons of products. Research on online buying behavior has indicated that, over time, online consumers can grow to be very loyal shoppers. This occurs because, even though it is easy to navigate from one internet vendor to the next, buyers prefer to shop using interfaces that they are experienced with. Thus, providing personalized shopping interfaces can lead to higher loyalty of the customers.

Various studies relating to online buyer behavior identified a number of factors that are related to online shopping. The major factors among these are demographics, Internet experience, normative beliefs, shopping orientation, shopping motivation, personal traits, online experience, psychological perception, and online shopping experience. Many companies create online stores along with the physical stores in order to take advantage of the online buying habits of the customers. These online stores try to provide unique experience to its customers by personalization. In order to take full advantage of the online stores, it becomes imperative to understand the customer profiles and their online buying behavior. A good understanding of the customer profiles will enable the company to differentiate between different customer segments and create specific campaigns targeted to specific segments

E-Retailing a Briefing:

To start an e-Retailing business, an organization or an individual should have the below.

1. A Unique Idea / Product to sell

When all Personal computer assemblers sell PC's and Servers in a traditional way, Michael Saul Dell, founder CEO of Dell Inc., got a unique idea of selling PC's over web. Beyond this he allowed users to choose all components one by one based on their

interests and requirements and delivered a assembled PC over web, which was a grand success.

2. A Perfect Business Plan

Is all about the e-Retailing business idea, Product or services, people involved, their expertise, a Project report with all standard projected statements prepared by a professional team, Competitor analysis, Capital investment, Loans, Business location, Government regulations & policies, Technology plans, and IT infrastructure required.

3. Technology Plans

Organization may start off in a small way and then based on the response they can get more funding and grow in a big way.

- Need to finalize a hosting server to book web space from their various plans e.g.

- www.Hostmonster.com to start with and later go for their own scalable IT infrastructure setup based on the response and growth.

- Need to Acquire IT team for developing e-Commerce website or to outsource the work. Also we can think of using Open source like OS Commerce a popular e-Commerce application and Open source CRM application for customer relationship.

- If we are going to develop from the scratch on our own technology, the below website development process will be followed

- Compare and finalize Payment gateway based on their initial setup fee / transaction fee the popular payment gateway service providers are CC Avenue, ICICI, Bill desk,

- Pay pal and few more players.

- Once the website is launched, related internet marketing, popularly called as SEO (search engine optimization) work to be started to increase the popularity and visitors of the site.

- Plan and organize supply chain management to deliver product or service to the online users who place orders.

- Post sales support plans.

Differences between Traditional Retail and e-Tail

	Traditional retailing	E-tail
Location and Presence	• Physical branded goods easily identified and found. • Most traditional and oldest location for retail.	• Location is the web address, available globally through internet connection. • Can establish a presence through cross promotions (links between sites)
	• Commands attention In the retail landscape.	
Merchandising	• Use of store space and proper assortment. • Signage other product information tools.	• Web page layout • Relationship between product and text • Signage and other product information tools • Category search and sorting mechanism • Interactive product locations
Promotional Activity	• Pricing strategies and campaigns can be implemented on a daily basis	• Pricing strategies and campaigns can be implemented instantaneously depending on internal organizational constraints
Inventory Management	• Product must be available at multiple store locations to maximize purchasing opportunities	• Multiple inventory ownership options, with most prominent being traditional, "just-in-time" and a hybrid of two.

Overall, the trend for online shopping is very positive. The reasons for this optimism, according to dot-com players, are an increased availability in online payment options, a wider range of merchandise, online tracking of shipments, 24-hour, seven-day-a-week customer care, and a larger Internet reach at cheaper costs. Today, the customer has a choice of payment modes: credit cards, cash on delivery, Internet banking accounts, demand drafts and cash on order.

Effective strategies of e-tailing in India:

Currently e-retailers in India are focusing on producing sustainable and profitable business strategies for their Internet-based operations. Established retailers in India are using physical channels as well as the Internet to market their products. According to Dennis et al. (2004), online shoppers prefer shopping at web sites operated by established high-street retailers. Levy and Weitz (1995) have stated that generally retailers survive and prosper by satisfying customer needs more effectively than their competitors, addressing customer needs through effective. E-tailing in India has rapidly emerged, emulating non-store-based operations and demonstrate how the Internet can potentially completely redefine customer needs using the Internet and the web to create a virtual retail environment with extensive global coverage. For designing an effective e-tailing strategy in India, it is therefore needed to understand the needs of individual customers. Successful e-tailing are concerned with high velocity, flexible systems and procedures, extremely high service levels, and full electronic connections to the trading community (Forger, 2000). In order to develop the right e-tailing strategy, Feare (2002) has addressed five points. They are: (i) prompt delivery, (ii) supply chain, (iii) demand nature, (iv) reverse logistics, and (v) accuracy.

Prompt Delivery:

The first major challenge faced by e-retailers was high expectations for prompt delivery of Web orders by customers. One of several delivery options such as, express (next day), priority (three to four days) and regular (five to ten days) may be selected and paid for by the customer while ordering the product.

Supply Chain:

Ensuring supply of required amount of raw materials and products at the right time for the right price as well as proper slotting and picking methods are very much important for effective operating of e-tailing. E-retailers must have reliable supply-chain partners with the support of a back end supply-chain management systems. Proper slotting and picking methods based on the size, weight and demand nature must be devised to

receive, slot, pick and pack properly. A warehouse management system should be a part of the supply chain management system to oversee the activities like order sorting, packing, and final bar coding for shipment.

Demand Nature:

Successful e-retailing companies will have to assess the supply and demand condition so that they can meet unpredictable demand. A news-worthy event can create a huge demand for a product within a short time. Seasonality factor also contributes to the unpredictability of the demand nature. Popular items and may need to be assessed on its future demand to avoid processing delays. Proper use of seasonality factors in forecasting models may contribute to better demand forecasting for highly unpredictable items.

Reverse Logistics

In any retail business, some products are returned from the point of consumption. Therefore, the challenge is setting up infrastructure and procedures for reverse logistics. The process is not only inevitable but also gaining importance as a viable, sustainable and profitable business strategy. Procedures need to be established for returning orders. Drop-off points must also be set up. A customer wanting to return merchandise should be encouraged to have authorization to do so through the Web site. The e-tailors need to have an understandable product return policy on the Web. A copy of the same policy may also be included in the shipped package. A customer must identify the reason for returning the item. Based on the reason, one of several actions such as, restock, recycle, remanufacture, send back to the supplier may be taken. A flexible sorting or packaging line in the warehouse may be used to handle returned items when needed.

Accuracy:

To achieve high levels of accuracy in e-tailing business, the firm must consider the right equipment to increase accuracy. This will augment the nature of its operations, and the level of adjustment that managers are willing to make to minimize human errors. But if companies gather and analyze warehouse performance statistics regularly, invest in

automated data collection and verification systems and equipment to the extent possible, create efficient picking procedures, and train all employees thoroughly, then they can improve their accuracy level and streamline the customer fulfillment process (Huduck, 1998). Order fulfillment rate, accuracy of order fulfillment and cost per order fulfillment are among important indicators need to be evaluated routinely.

Essentials of e-Retailing

There are certain essential components for an e-Retailing business to be successful. Before setting up an electronic storefront, one must consider these components well in advance. The important essentials of e-Retailing are as:

E-Catalog

Search Engine

Shopping Cart

Distribution of Digital Goods

On line Customer sales person

An order status Checking Facility

Create Consumer Community

Following are the essential factors which are responsible for significant growth of e-Retailing in India.

Provision of Anywhere Anytime Services: People nowadays find it easier shopping online, as the products get home-delivered coupled with the facility to shop 24x7. Thus, an online buyer saves precious time, extra efforts and money while buying online as compared to buying from physical stores.

(a) Best Price with Better Bargains: e-Retailing eliminates the need to maintain expensive and fancy showrooms. Instead, what attracts customer attention to online stores is the _great deals' _best prices' and _better bargains'.

(b) Rising trend of cyber cities: The rising trend of internet shopping has taken off more noticeably in metropolitans such as Delhi and Mumbai where both consumers and merchants have become equally net-savvy. There is also rise in internet shopping in small cities such as Chandigarh, Ludhiana, Jalandhar, puducherry etc.

(c) Mobile Governance: Moreover the growth of the mobile communication i.e. mobile governance has led to the growth of the online retailing as people are more accessible to internet 24 x 7.

(d) Increased use of Net banking/credit cards/ debit cards: The electronic transactions have been made secure by the use of various technologies. The banks (RBI and others) are bringing out new guidelines (like one time passwords, security questions) so that the online transactions can be made safe for the consumer.

(e) Emergence of Nuclear Family in modern era: In the present era, nuclear families are increasing and both husband and wife are working, as they have less time to go to the market for purchasing commodities.

(f) E-Retailing attraction for NRI's: Online shopping is a big attraction for the NRIs (non-resident Indian), the apparel and gifting business online has maximum NRI consumers.

(g) Emerging Rural India: With increased internet and broadband penetration and schemes like e Choupal for the convenience of farmers, the rural India is awakening. If farmers have to purchase any such thing they have to come all the way to a nearby city. The online stores can offer them these products and many good deals in a convenient way.

(h) Mechanism of Product Comparison: Most of the websites are providing product comparison facility wherein shopper can choose the product which exactly suits him.

(i) Government –Online Initiatives: Online shopping trend is not just for consumer market. The Government is another rising user of the online buying under the overall theme of e-Commerce. A series of initiatives from the government, public sector banks and Indian Railways embracing the net, have helped to boost the confidence of users to trade online in this sector as well.

(j) Latest trend of Social Networking: In the age of 21st Century, everyone wants to be in touch with friends and latest trends of technology by using the social networking websites.

(k) Internet Shopping Portal for e-Retailing: Internet shopping portal are also responsible for incremental growth of e-Retailing industry.

Major Benefits Of E-Retailing To Consumer And Retailers

- Consumer Convenience

- Desirable Price and Selection

- Market Research On-line interactive customer service

- Promotional tool for business

- Virtual Showrooms bearing less cost

- Better Information for Customers

- 24X7X365, Anytime- Anywhere services

Major Challenges Of E-Retailing In India

- Un availability of Internet Access

- Absence of _touch-feel-try' experience

- Consumer Favoritism for Brands.

- Untimely Delivery of products

- Loophole of Seasonal Fluctuations

- Lack of trust between buyer and Seller

- Language Barrier

- Cyber Crimes

Retail in India could grow at 6% by 2023; E-tailing could drive growth

The Indian retail market, currently estimated at $490 billion, is project to grow at a compound annual growth rate (CAGR) of six per cent to reach $865 billion by 2023. Electronic retail (e-tailing) will emerge as a key retail channel, which will drive the growth of corporatised retail. The size of e-tailing is estimated to grow from the current $1 billion at 0.2 per cent of the retail market to $56 billion (in real terms) at 6.5 per cent of the total market by 2023, driven by an ecosystem favouring the e-tailing market. The share of corporatised brick-and-mortar retail in total merchandise retail would at best grow from the current seven per cent to 17 per cent by 2023. These were the key takeaways from Technopak's 'Vision 2020 Emerging Consumer Trends and Retailer Responses', presented at a retail leaders' summit, which was titled 'Retail in Momentum, Being Change-ready' and held in Mumbai recently. Ankur Bisen, vice-president, Technopak, said, "Despite the persistent economic pressures and slowdown in India's economy, merchandise retail will continue to witness sustained growth."

An increasing share of incremental merchandise retail will come from the urban and semi-urban centres, which, in turn, is an outcome of rapid urbanisation experienced in India. Apart from these urban centres, the demand will also come from the emerging towns and clusters, where the primary source of livelihood has moved from agriculture to other professions.

"The retail chain will continue to face structural issues encompassing real estate, labour, sourcing and supply chain that will not allow corporatised brick-and-mortar retail to grow beyond the stated estimate," Bisen said.

The panelists at the summit included Manish Tiwary, executive director, sales and customer development, Hindustan Unilever Ltd; Avani Davda, chief executive officer, Starbucks India; Tim Eynon, business head, Provogue; Govind Srikhande, customer care associate and managing director, Shoppers Stop; Sandeep Dhar, chief executive officer, Tesco HSC; Romie Dutt, executive director and chief executive officer, Sahara Q Shop; Himanshu Chakrawarti, chief executive officer, The MobileStore; Devendra Chawla, president, Food Bazaar, Future Group; Rahul Mehta, president, The Clothing Manufacturers' Association of India (CMAI); P K Sinha, professor of retailing, Indian Institute of Management, Ahmedabad (IIM A); Dinanath Dubhashi, managing director and chief executive officer, Larsen and Toubro (L&T) Finance; Mahesh Murthy, founder, Seedfund; Harish Bijoor, brand expert and chief executive officer, Harish Bijoor Consults Inc; Deepa Thomas, e-commerce evangelist, eBay India; Laurent Dhaeyer, president, E-Billing Solutions (EBS), and John Goldrick, global sales director, SAP, amongst others.

The strategic discussions amongst leaders and visionaries presented Indian and global industry barons and visionaries a single platform to put across their concerns to the policy-makers, discover new opportunities, create and expand into untapped markets and understand the existing lacunae and loopholes that impact profits and market shares, thus enriching the industry at large.

This conference saw participation from C+ level executives, business and functional heads from established as well as upcoming retail chains and focussed on bringing the greatest international minds and the industry on the same platform to discuss challenges, exchange ideas and networks.

A visible conversion from saving to spending economy is taking place in India in recent times, following the emergence of a sizeable young generation in the society. Even people in the low-income category buy goods at retail outlets, although the majority of

such a format is dominated by food and groceries. The demography in the retail consumer space is changing fast in India since the advent of technology, mainly online sales and mobile-based transactions. As competition and expansion grows and retail networks expand, the profitability among the large players would gradually taper," he added, and suggested four As, namely ambience, accessibility, availability and affordability, to manage the customer expectations.

In light of the challenging economic scenario, most retailers need to change their business practices for survival. What can international retailers contribute to Indian entrepreneurs? We need an Anand-type cooperative structure for the retail sector in India to sustain growth. C P Toshniwal, group chief financial officer, Future Group, said, "The real challenge faced by the retail industry is largely dependent on the categories of retail, such as grocery. The retail business has low margins and high volumes, whereas lifestyle retail is a high-margin, low-volume business. Foreign direct investment (FDI) will not help the fortunes of the Indian retail business. Indian retailers would evolve their own strategy, and no amount of FDI will have any impact on the domestic industry. In a slowdown, do what is right for the consumers. When the cycle turns, we shall be a far more consumer-centric company than we are today. The summit leaders concurred that continuing with planned investments is important for a long-term growth.

Chawla said when Food Bazaar clubbed several cleaning products, from toilet cleaners to floor cleaners and glass cleaners, into a single pack, it was an instant hit during its recent Independence week sales.

It is akin to the Indian thali versus a la carte menu in a restaurant. Sometimes you want to order all dishes separately, and sometimes you want a thali with some dishes together. This saves the consumer's time, and due to great value, any one of the cleaners, which would not have been picked otherwise, gets into the home, helping to increase penetration and consumption. Bijoor said he recently conducted a survey covering over 18,000 kirana stores that do not offer discounts and over 220 modern trade outlets that

thrived on price-offs, he found out that 90 per cent of the customers were loyal to smaller shops, compared to around 40 per cent for modern stores.

Yet, discounting merchandise contributed over 35 per cent of the leading food and grocery retailers' sales during the year ended March. For global players such as Starbucks, its value for money is what consumers are really seeking out," he added.

With changing demographics and an increase in the quality of life of urban people, the Indian retail sector is poised for a boom. Currently estimated at $500 billion, it is forecast to reach $1 trillion in 2020. However, with 0.1% penetration, the online market presently constitutes only $500 million of the total retail market, but is expected to grow 140 times and reach $70 billion by 2020, thanks to the demand from the so-called Generation Z. E-commerce has brought about a revolution in the shopping model of India. With over 10 million Indian consumers shopping online for commodities other than electronics, this sector is growing at a great pace. Opportunities for webexclusive brands are coming up in apparel, accessories, shoes etc. and also gathering momentum across all market segments with each passing day.

In the last two years, the $130 million apparel e-retailing space has attracted investments worth $70 million i.e. 40% of the total funding Indian e-retailers bagged during the period. In fact, the recent inflow of private equity investment into many garment start-ups is an indication that the apparel e-tailing platform is reaching a tipping point fast. Many PE and VC firms have invested between $5 million and $52 million in portals like Letsbuy.com, Online websites.com, FashionAndYou.com, Yebhi.com, and Snapdeal.com. Apparel e-tailing has experienced significant growth across the country due to increasing time-poverty, changing lifestyles, convenience and flexibility of shopping from home and option of free home delivery (in most cases). Factors such as dramatic increase in penetration of IT devices and communication solutions (especially tablets, broadband and smart-telephony), and emergence of exciting new "virtual reality" technologies are contributing to the expansion of apparel e-tailing.

The average Indian consumer has been experiencing increasing time-poverty these days. People have been spending more time commuting to and at their offices, on leisure and

recreation, on vacations, in grooming and maintaining their well-being, socializing, teaching school-going children etc. leading to limited time available for shopping and such activities. There is an increasing emphasis on reducing the stress and time taken for routine activities (household chores/ shopping etc.) and maximizing the time spent with families and friends. Convenience in terms of ease and time, information, decision-making, transactions and flexibility has been a major factor influencing adoption of e-commerce. This factor to a large extent also plays out for apparel e-tailing.

Increasingly consumers feel stressed to drive to a crowded mall and navigate through it to buy a garment. Rather, they prefer the convenience of shopping at home and getting the goods home-delivered. For them, this allows comparison of designs and prices at their leisure, and in the privacy of their homes, without having to deal with either hovering sales staff or the rush of the stores.

The Internet's ubiquity gives online brands the capability to reach all Indians, even those with no access to an online payment facility, as most brands offer Cash-on-Delivery (COD) options, offering them the luxury of seeing the product

before making payment for it. Infact, COD has been a one of the big factors for online retailing to take off in its second innings in India.

Technology has also played a major role in addressing some key concerns of apparel retailing on the web. High resolution graphics, streaming videos of garments donned by models, virtual dressing rooms and 360° viewing and zoom tools have made online shopping an interesting exercise. Customers can key in their vital measurements to find the right fit, and can also browse through multiple brands for the perfect dress. Players like Yempe.com, India's first online fashion brand, trying to get the first-mover advantage, aim to create experiences and craft consumer memories, apart from offering private-label fashion brands. It has integrated, advanced and highly user-friendly facilities like 'Virtual Dressing Room' where users can "try" the merchandise before the actual purchase. Among big cities, consumers in Mumbai topped the numbers of online shoppers, followed by Ahmedabad and Delhi. However, shopping on the net is gaining

traction with consumers beyond metros and Tier I cities as well and gaining momentum across the country.

Given these reasons, apparel e-tailing has started to boom. In doing so, it has taken three distinct routes:

First is the Multi-brand route - Few players have cashed in on early-bird benefits and captured a significant online market share: Myntra.com – an online fashion store for women and men launched in 2007; Yebhi.com (Big Shoe Bazaar India Pvt Ltd) launched in 2008, is the fastest growing company in lifestyle category in India; Futurebazaar.com – an online retailer which caters to the fashion and apparel category, launched in 2007.

Second is the Apparel brands going online - Brands like Zodiac, Madame, Fabindia, Mustard and La Senza, to name a few, have made their products available online.

Third is the Niche route - Numerous pure-play e-tailers are entering into niche segments to cash in on these untapped categories. Strapsandstrings.com, promoted as India's first online lingerie shopping boutique, offers Indian women the opportunity to shop for international lingerie brands like Lise Charmel, Chantelle, Mimi Holliday and Cosabella, which are not available locally. Learning from the international success of Diapers.com, a number of baby products (including apparel) focussed ventures like BabyOye.com, FirstCry.com, HushBabies.com and LittleHood.com have emerged in the country. E-commerce has come a long way, but the journey is still not complete. This growth story is not devoid of challenges common to the industry, both globally and locally. Consumers, for the longest time, have been accustomed to going to a store and shopping for their apparel and jewellery. Online shopping is a drastic shift for traditional shoppers as they can't "touch and feel" the products. Also, e-commerce in India is in its infancy and the available infrastructure is still inadequate. Lack of common taxation rules further hinder growth in this segment. Inter-state movement of products often poses a problem given the different taxation rates. However, brands and retailers have to understand that it is not merely about setting up a portal and creating an e-catalogue. The consumer mindset, engagement, aftersales service and supply chain, personalization, variety of

offerings, return policies and convenience thereof and above all a greater value proposition to the consumer are some of the key success factors. Currently, huge opportunities lie ahead for the apparel e-tailers. Companies that ensure that their customers are happy are sure to receive success in the field. Having said that online shopping predominantly still remains a practice of urban and middle-class consumers. Apart form the infrastructure adequacy, its proliferation will depend on apparel e-tailers ability to overcome the said challenges. Though consumers in small towns have started using the Internet actively, the transformation from visitors to shoppers will take some time. In this context, apparel e-tailing is an interesting and definitive prospect for apparel brands and has bright future to scale greater heights.

Company Profile

OLX.in is a free local classifieds site. Sell anything from used cars to mobiles, furniture, laptops, clothing and more. Submit ads for free and without creating an account. If you want to buy something - here you will find interesting items, cheaper than in the store. Start buying and selling in the easiest way on OLX.in.

Quikr is India's no.1 online classifieds platform, a placewhere people can connect with each other to buy or sell goods and services. Launched in 2008 with the vision for buyers and sellers to "meet online, transact offline", today we have over 4.2 million listings and have generated over 150 million replies.

Headquartered in Mumbai, Quikr operates from 940 cities across India and is accessed by more than 30 million unique users and 26 million brand new customers per month. We now have over 13 categories and 170 sub-categories, with the most popular being mobile phones and electronics, real estate, cars and bikes.

At Quikr, we have created an online community which is simple and secure. We are constantly innovating so that users can buy and sell in the easiest and most convenient way possible. We recognized that getting a fair price could be a hurdle for our customers, and we developed a Maximum Selling Price (MSP) calculator to help users estimate a reasonable price range. We also pioneered the Missed Call service in India, enabling first time or non internet users in India to give us a missed call so that we can

help them post an ad. This way we aim to make people 'Quikr' users, perhaps even before they are internet users.

Our efforts are being recognized. In BAV® 2013 (a Brand Asset Valuator by Rediffusion-Y&R), Quikr was the only classifieds platform to be featured in the list of top ten 'Best E-commerce Brands in India Amongst Youth'.

1.2 Objectives of the Study

- To identify the consumer behavior and perception towards online shopping of second hand goods from OLX and Quikr

- To explore the factors attract the customers towards online shopping of second hand goods from OLX and Quikr

- To identify the impact of web experience and attractiveness on online shopping behavior second hand goods from OLX and Quikr

CHAPTER 2: LITERATURE REVIEW

Vibha Gupta, (2013) An Empirical Study to Customer Satisfaction level for E-tailing, 2013, E-Tailing has become extremely popular over the last decade. Today is the Era of Globalization and the consumer is not bound within a particular place to access products available anywhere in the world. Now he can go beyond the boundaries of any market area where he lives, to access the things of his interest. This virtual connectivity known as "ETailing or E-Tailing" is really a challenge for Indian customers to be associated with; they face some real time problems related to trust and quality. The Indian shopping trends have shown some rigid behavior towards E-Tailing. The consumers do not trust this shopping style as they can see and choose a product virtually without any kind of physical touch. But in the last 2-3 years trends in E-Tailing have changed at least in metros and big cities. During the whole study we came across the fact that in Indore the online shoppers are satisfied by their respective service providers and online vendors. Customer satisfaction index for E-Tailing is 84.37 %, which is really a very good score. This is a really good thing for business and has to be capitalized quickly as possible. It means the customers are really happy while purchasing online and they would love to in future. So we conclude that the present online vendors and all those vendors who are going to enter in this field should prepare their strategies accordingly. They should not only invest in online marketing to satisfy but should also invest in bringing customer loyalty to generate revenues in long run through E-Tailing

Bela Florentha, (2010), Matching E-tailing Strategies to Customers' Behavior: Three Levels of Interaction, 2010, Although a growing body of research is developing to address the different e-business practices in the electronic marketplace, e-tailing strategies have only been investigated as part of the study of general e-business strategies. However, researchers recognise that innovative and unique modes of e-tailing operations have emerged in recent years. Therefore, this paper introduces an organising framework that categorises the strategies of e-tailers on three levels of interaction: product, process, and partnership. The framework also addresses the perceptions and preferences of customers in relation to e-tailing strategies. Based on the proposed framework, research opportunities and lessons for practitioners are suggested. Based on

an extensive review of e-business literature, this paper presents an organizing structure of competitive strategies e-tailers can practice in response to customer expectations and emanufacturers' capabilities. The organizing framework suggests a three-level hierarchical structure that associates concepts within and across levels. For example, association between price discrimination and price bundling can be seen within the product level. A relationship between preference formation (product level) and indirect "learning" strategies (process level) can be recognised. This representation of e-tailing strategies opens possibilities for new research opportunities and new modes of e-tailing practices. In relation to the partnership level, not many researchers have evaluated the competitive advantage provided by lock-in strategies that are based on the amount of information customers reveal to e-tailers. Different lock-in strategies might result in different levels of commitment. Assessing perceptions of these strategies and their impact on commitment levels could be a contribution to the existing marketing literature.

Rajbeer Singh, (2012) Consumer Perception towards Online Store, 2012. Internet and Information technology have made tremendous contributions for business transformation witnessed nowadays all over the world. This has given birth to E commerce which encompasses several pre purchase and post purchase activities leading to exchange of products or service or information over electronic systems such as the internet and the other Telecommunication networks. Analysing the competitive advantage of E-Commerce it is observed that E-Commerce enables simpler, faster and efficient business transactions. For developing country like India, E-Commerce offer considerable opportunity for growth. E-commerce leads to a boon for the current economic downturn. As India's e-commerce market is worth about Rs 50,000 crores in 2011. About 80% of this is travel related (airline tickets, railway tickets, hotel bookings, online mobile recharge etc.).Online retailing comprises about 15%. India has close to 10 million online shoppers and is growing at an estimated 40-45% per annum. The rapid growth of e-commerce in India is being driven by greater customer choice and improved convenience. The project was undertaken under the supervision of Nirala Imex Inc who currently has their business operation in Taiwanese market in selling of Indian grocery items to the local retailers & wholesaler in the Taiwanese market. The company has

proposed a plan to launch an online grocery store in the Indian market for which the project was undertaken was to determine whether online grocery shopping will be beneficial to the user with respect to questionnaire which will be analyzed in three parts. The project will first study the attitude of customers towards online shopping, also determining the factors which influence the consumer to purchase goods and service. The second half of the project will depict the attributes of online shopping influencing the purchase decision by the respondent. It will also determine the issues regarding the online shopping. The third part of the project determines the purchase decision with respect to grocery. It will determine the place preference of grocery shopping with respect to price, quality, variety, proximity and offers/ discounts. The project will also recommend the business operational plan which works with contracting dealership with the local kirana stores.

Ellisavet Keisidou, (2011) Consumer characteristics and their effect on accepting online shopping, in the context of different product types, Online shopping is among the most popular activities of the internet, yet the reasons why consumers buy online are still unclear. Although it is implied that consumer acceptance of online shopping is affected by different products not many studies have adopted this view. This study attempts to examine consumers' attitude when making online purchases in the context of different product types. A theoretical framework is proposed based on the determinants of consumer behaviour and user acceptance of online shopping, as well as online product classification. The factors that were selected to be tested are Personal Innovativeness of Information Technology (PIIT), Self-efficacy, Perceived security, Privacy, Product involvement and how they affect consumer attitude towards online shopping. Correlation analysis, at first, to determine the relationships among the variables and regression analysis afterwards to verify the extent of the variable interaction were used to test the hypotheses. Based on the aforementioned analyses, results were drawn and compared to the results found by Lian and Lin (2008) in a similar study. It has been found that PIIT, perceived security and product involvement have an effect on the attitude towards online shopping, yet the results vary among the different product types.

From all the above, it is made clear that different product types are responsible for the differentiations of the results. As a final conclusion it can be said that consumer attitude towards online shopping is affected mainly by the product in question.

Additionally, it can be said that in Greece people are still experimenting with online purchases although the annual growth rate is higher than 50%. In the Nielsen Global Consumer Report it is stated that 23% of the Greek online shoppers did not intent to make any purchases in the following six months, when the Europe's average was near 21%. In the same report it has been found that Greek online shoppers prefer electronic equipment and computer hardware which fall under the high cost, rarely purchased, tangible goods which can justify the unwillingness of online shoppers to purchase online short-term.

Overall, it is obvious that the product classification and type of products that were selected are responsible for the variations in the results in the present study. Due to the different characteristics every product has, consumers' attitude shows variations. Consumers behave differently when buying inexpensive products and differently when they are buying expensive products. Also, their attitude changes when it involves everyday products and when they buy products and services they intent to use in the long-term.

The present study provides an understanding of what drives consumers to buy their products online and can be used by companies that promote their products through the internet. However, no personal perceived values such as perceived convenience, perceived danger, perceived website quality and perceived benefits, that could alter the findings of the research, were raised.

Furthermore, the third dimension of the Peterson, Balasubramanian and Bronnenberg (1997) model, the degree of differentiation, was not employed due to the Greek online market not being mature enough. If further attempts were to be made to expand the present model and to further examine the consumers' online buying behavior, it would be interesting if they included personal perceived values and website design

characteristics, as well as involve products and services that fulfill the degree of differentiation dimension.

Soroosh Nalchigar, (2012) A Large-Scale Study of Online Shopping Behavior, The continuous growth of electronic commerce has stimulated great interest in studying online consumer behavior. Given the significant growth in online shopping, better understanding of customers allows better marketing strategies to be designed. While studies of online shopping attitude are widespread in the literature, studies of browsing habits differences in relation to online shopping are scarce. This research performs a large scale study of the relationship between Internet browsing habits of users and their online shopping behavior. Towards this end, we analyze data of 88,637 users who have bought more in total half a milion products from the retailer sites Amazon and Walmart. Our results indicate that even coarsegrained Internet browsing behavior has predictive power in terms of what users will buy online. Furthermore, we discover both surprising (e.g., "expensive products do not come with more effort in terms of purchase") and expected (e.g., "the more loyal a user is to an online shop, the less effort they spend shopping") facts. Given the lack of large-scale studies linking online browsing and online shopping behavior, we believe that this work is of general interest to people working in related areas. Explosive growth of electronic commerce and the increasing number of online users has caused increasing interest in online consumer behavior. Understanding online shopping behavior and factors that affect it is important for researchers and practitioners alike. We use a large sample of 13 months of user browsing logs to create three data tables for (i) users, (ii) products, and (iii) shopping instances. Using various statistical and data mining techniques, we mined these tables to discover interesting patterns from them. We found various significant correlations between internet browsing features of buyers and their pre-shopping behavior. We showed that these coarse-grained internet browsing features of online shoppers could be used to predict what product category a user will buy with a noticeable improvement over a trivial baseline. We also showed that online consumers could be segmented into different clusters based on their internet browsing habits. We characterized such clusters and found that clusters are different regarding product categories and other characteristics such as price and shopping effort. Additionally, we found that the amount
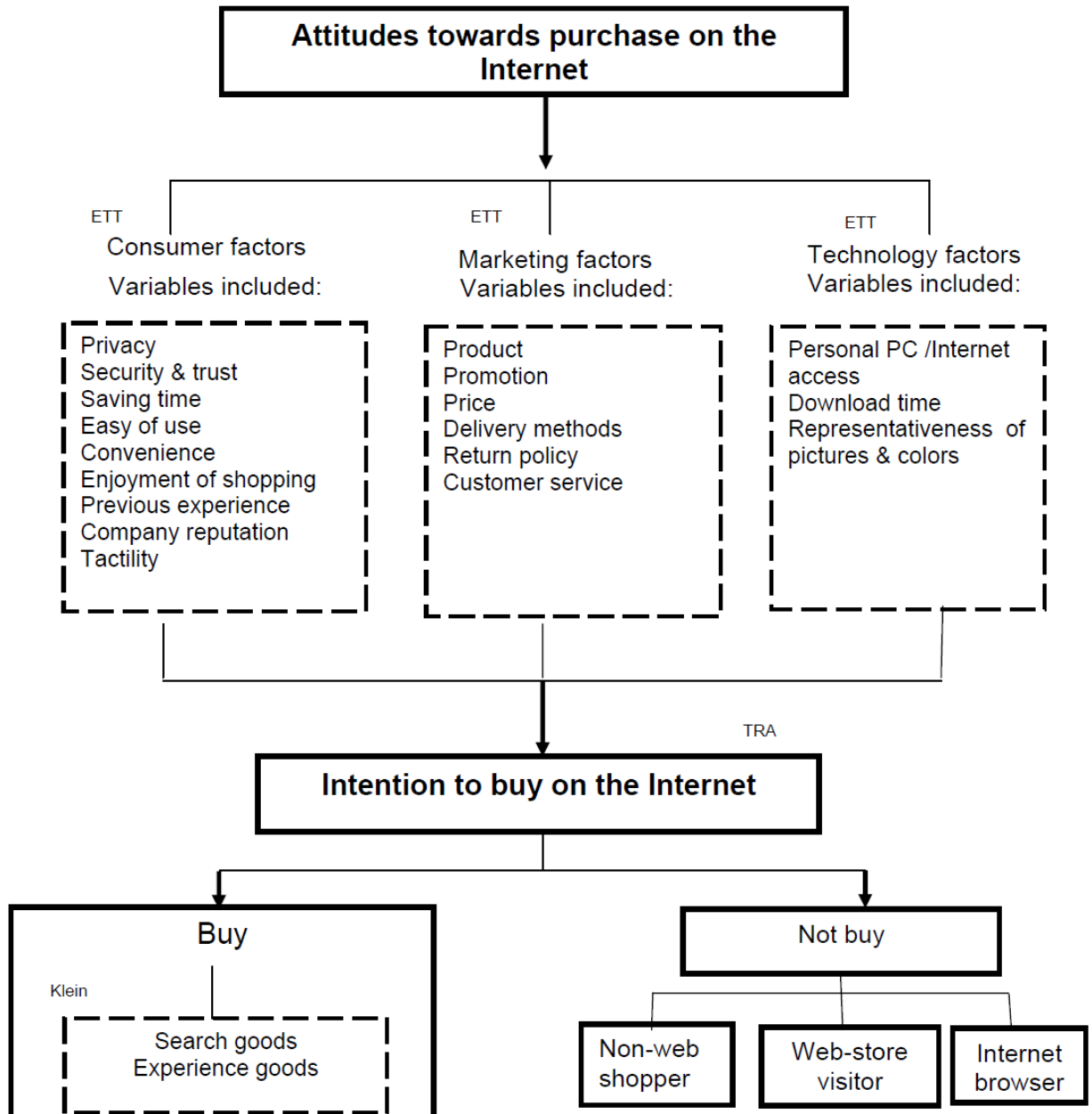
of effort that online consumers spend before buying an item differs for various product categories. Results suggest that experience goods are associated with more effort in making buying decision while, on the other hand, search products are associated with less effort. Moreover, we found that an increase in the level of shop loyalty of users comes with a decrease in the effort that users spend before shopping. Surprisingly, we did not find the expected relationship that more expensive items would come with more shopping effort.

Buyer behaviour for online shopping

Today the Internet has captivated the attention of retail marketers. The Internet, as a retail outlet, is moving from its infancy used by only a few to a market with significant potential. Millions of people are shopping online.

The growth in online sales can be partially attributed to the Internet's advantages of providing large amounts of information quickly and inexpensively and it's growing accessibility. Yet, to reach its full potential, business owners who use ecommerce as a distribution channel need a clearer understanding of who buys online, what they buy online, why they buy online, and how the non-Internet buyer can be transformed into an online buyer in order to increase online sales. Once this information is available, the retailers can develop a clear strategy to retain existing and attract future consumers

Consumer behavior is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires. In order for the Internet to expand as a retail channel, it is important to understand the consumer's attitude, intent and behavior in light of the online buying experience: i.e., why they use or hesitate to use it for purchasing? Consumer attitudes seem to have a significant influence on this decision yet individual attitudes do not, by themselves, influence one's intention and/or behavior. Instead that intention or behavior is a result of a variety of attitudes that the consumer has about a variety of issues relevant to the situation at hand, in this case online buying.

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    ETT │                           ETT │                           ETT │
    Consumer factors            Marketing factors            Technology factors
    Variables included:         Variables included:          Variables included:

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    │ Security & trust │       │ Promotion      │          │ access              │
    │ Saving time      │       │ Price          │          │ Download time       │
    │ Easy of use      │       │ Delivery methods│         │ Representativeness of │
    │ Convenience      │       │ Return policy  │          │ pictures & colors    │
    │ Enjoyment of shopping │  │ Customer service│         │                     │
    │ Previous experience │    │                │          │                     │
    │ Company reputation │     │                │          │                     │
    │ Tactility        │       │                │          │                     │
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    │  │ Search goods    │ │              ▼               ▼               ▼
    │  │ Experience goods│ │       ┌──────────┐    ┌──────────┐    ┌──────────┐
    │  └ ─ ─ ─ ─ ─ ─ ─ ┘  │       │ Non-web  │    │ Web-store│    │ Internet │
    └─────────────────────┘       │ shopper  │    │ visitor  │    │ browser  │
                                  └──────────┘    └──────────┘    └──────────┘
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The following review of the literature grouped the issues into three areas: consumer, marketing, and technology issues that most often are noted as influencing online shopping attitudes.

Consumer Factor

The consumer factor was suggested as important to online shopping and items included were privacy, security, time saving, and ease of use, convenience, enjoyment, previous experience, company reputation and tactility.

Privacy: Privacy in a communications system or network is defined as a protection given to information to conceal it from others' access by the system or network. Privacy concerns were the most frequent reason cited by consumers for not making online purchases. The majority of studies suggested that respondents were concerned that information might be used to send them unwanted offers by this or other companies or accessed by a third party for non authorized activity

Security: Security is defined as that which secures or makes safe; protection; guard; defense. In this study, the term security was used in terms of financial security while privacy was the protection of personal information. Online retailing has greater perceived security risks by consumers than does traditional brick and mortar retailing. Research suggested that most consumers fear the risk of misused credit card information. To increase online shopping, merchants need to take the proactive steps to minimize the consumer's feeling of risk. One method of doing that includes building of consumer's trust in the online store. In the area of financial security, this meant proving the merchant's ability to safeguard personal data. Researcher have proposed a satisfaction-trust-commitment-repurchase intention model and found that consumers' satisfaction would build trust which led him or her to repeat the purchases.

Time: Researcher noted that the efficient use of time was a critical issue for the modern time-scarce consumer. Internet shopping can be viewed as a time saver for the shopper and the buyer. As such, time positively influences Internet shopping as it can eliminate trips to the store and the long lines and delays when at the store.

Ease of Use: *E*ase in using the Internet as a means of shopping positively impacted the consumer's online shopping behavior. A similar finding was noted by Segars and Grover and in Rogers's adoption innovation model (1995).

Convenience: One such attitude that influenced the non-store shoppers has been that of convenience. The non-consumer's primary motivation was to save time, money, and hassles associated with in-store shopping. Non store shoppers sought to solve these issues by utilizing catalogs, cable television shopping, Internet, and other shopping formats. The same attitude of convenience carried over to the consumer's Internet shopping's behavior.

Convenience has been noted as positively influencing online purchasing behavior as it eliminated the necessity of having to travel to one or more stores. Internet shoppers more highly value convenience than did non-Internet shoppers.

Enjoyment: Enjoyment in shopping can be two-fold: enjoyment from the product purchased as well as the process of shopping itself. Online shopping like in-store shopping, provided both types of enjoyment and such enjoyment can positively or negatively influence online shopping.

Previous Experience Studies have found that more years of computer experience and use had a positive, direct effect on the user's acceptance of information technology. This suggests that consumers with more years of computer use would be more likely to adopt the Internet for purchasing. Related technology variables identified by O'Keefe et al. (1998) included technology skill and the technology anxiety as significant elements that predicted online buying behavior.

Company Reputation: Having a positive company reputation can reduce the consumer's perceived risk of trying a new means of distribution. Such a reputation is developed over time through long-term relationships with the consumer. A retailer's reputation is partially built on the customer's ability to have direct face-to-face contact with the store and its management. Online stores, by not having direct contact with the consumer, may

have a more difficult time of establishing a reputation, thus decreasing the likelihood of online buying.

Tactility: The last consumer issue is the ability to test, in terms of touch and sight, a product before buying. Consumers express apprehension when buying a product without a tactile examination.

CHAPTER 3: RESEARCH METHODOLOGY

Research design:

The sampling technique involved is Convenient Sampling. Due to time constraint convenient sample was followed. The data is obtained from books, journals, magazines, reports, case studies, etc.

Data Collection:

From above, the research methodology data can be obtained

      a.   Primary Data

      b.   Secondary Data

Primary Data

Primary data was collected through surveys.

Secondary Data

Secondary data is collected from the company's internal & external resources. While the internal resources include the company's literature, annual reports, etc. the external resources could be independent magazine, journal, etc. here we used both company's internal & external resources.

Research Instrument

Two main instruments for research in collecting primary data are as under:

      1.   Questioners

      2.   Qualitative measurement

Number of respondents: 100

Secondary Data: The relevant data that would be collected through secondary research will be collected from:

• Websites through internet

• Articles in the newspapers, magazines, journals, and

• Books.

Data analysis method: Graphical method

Sample Size: 100

Target Respondents: Online Shoppers

CHAPTER 4: DATA ANALYSIS

Data Analysis

Q1. Age Group
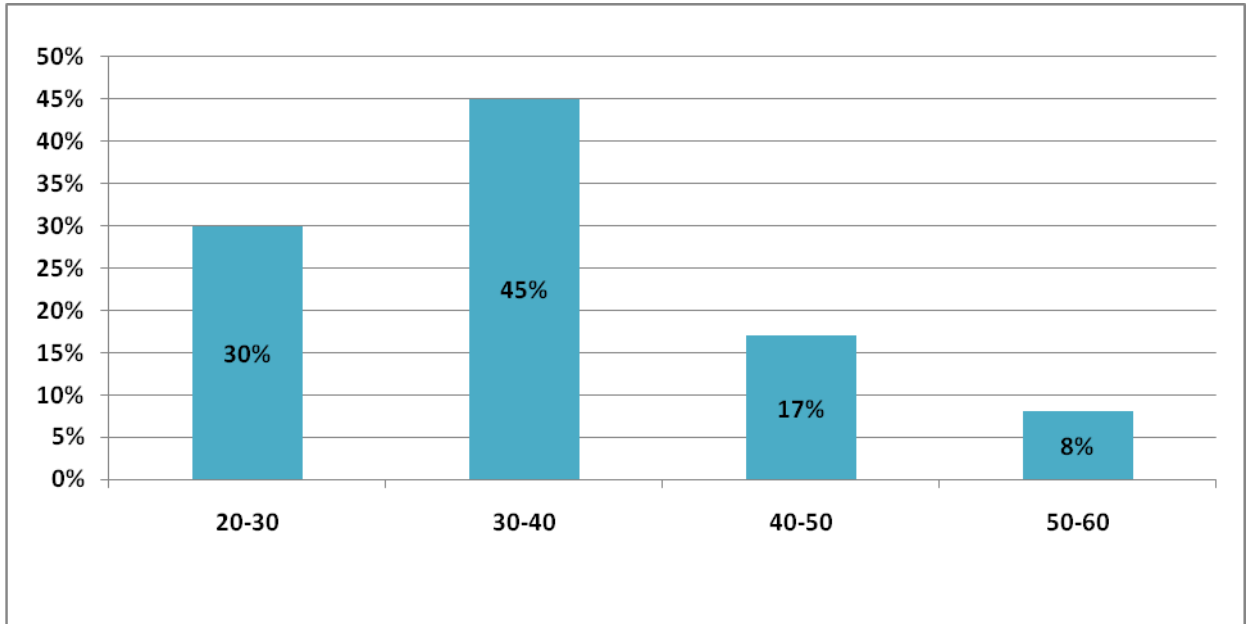
30% respondents were from 20-30 age group however 45% respondents were from 30-40 age group

Q2. Gender
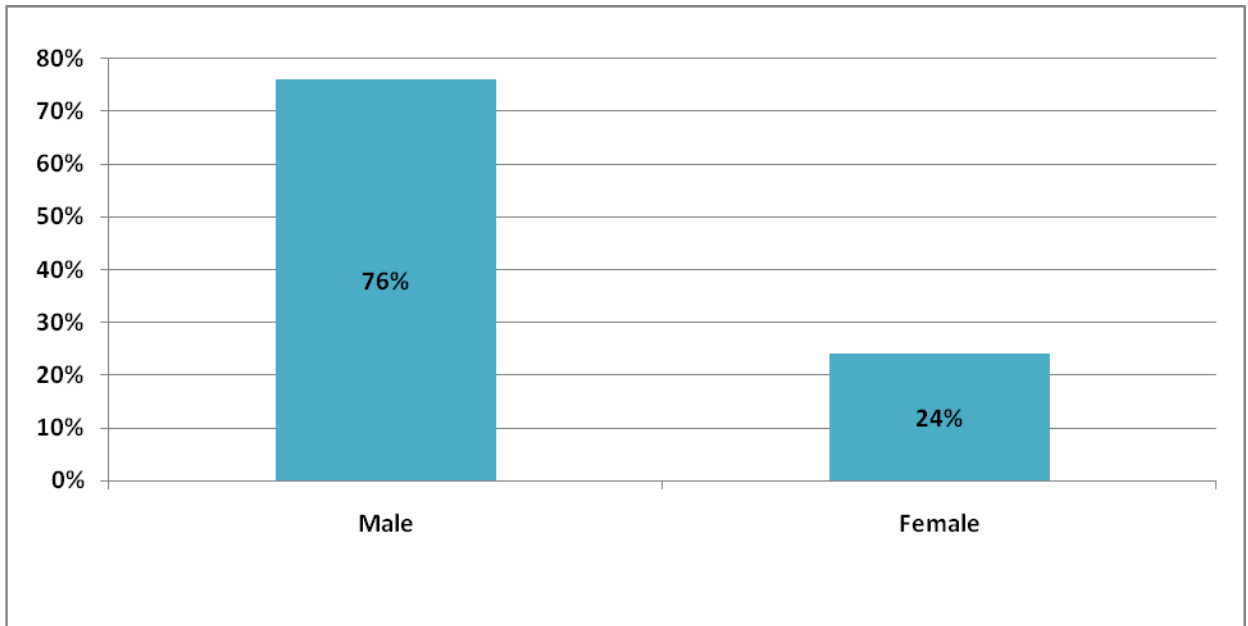
76% respondents were male and 24% respondents were female

Q3. Are you aware about e-retailing of products?
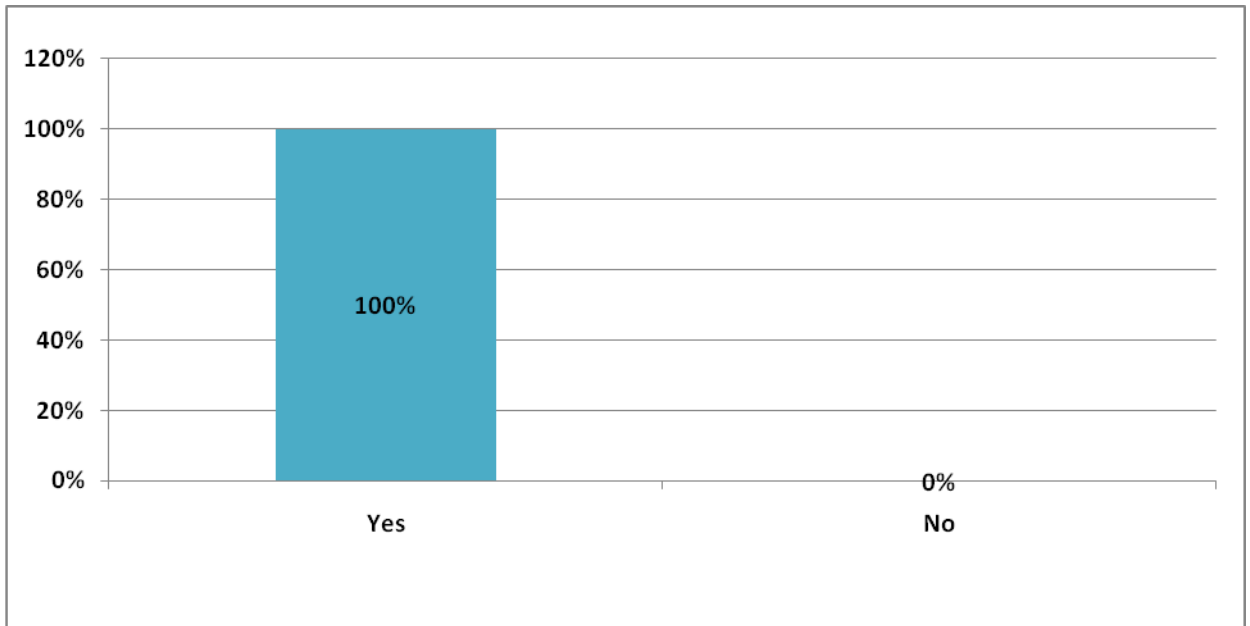
100% respondents were aware of the e-retailing of products

Q4. Do you buy products from OLX/Quikr?
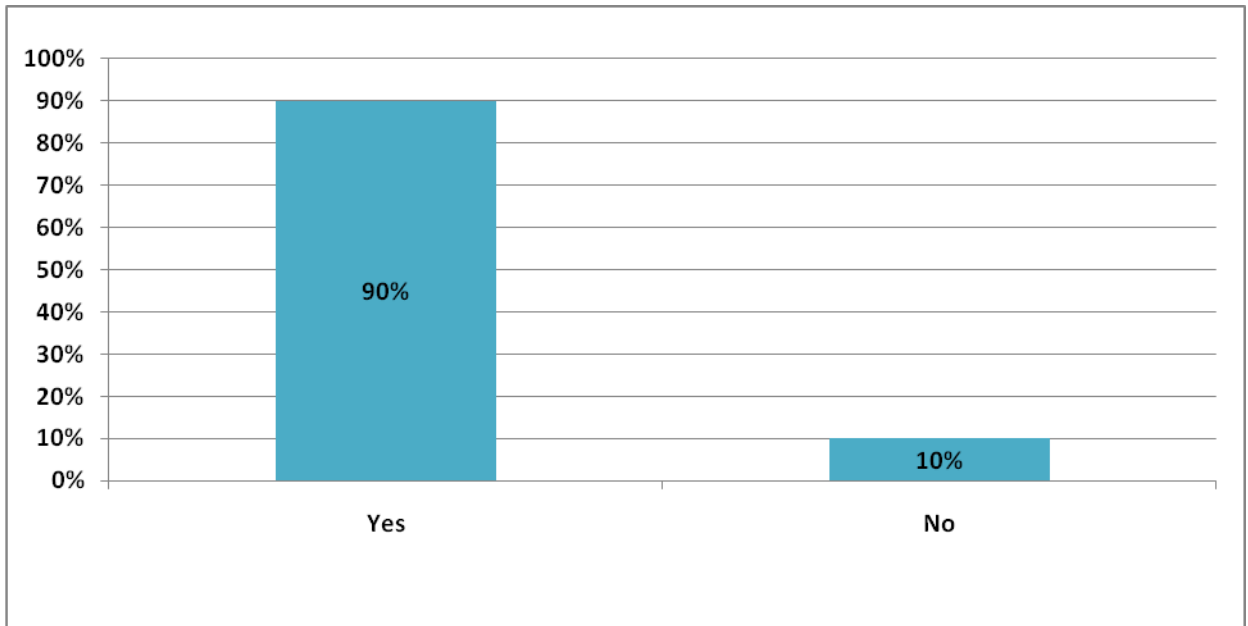
90% respondents replied yes that they buy products from OLX/Quikr

5. I always buy products online from OLX/Quikr
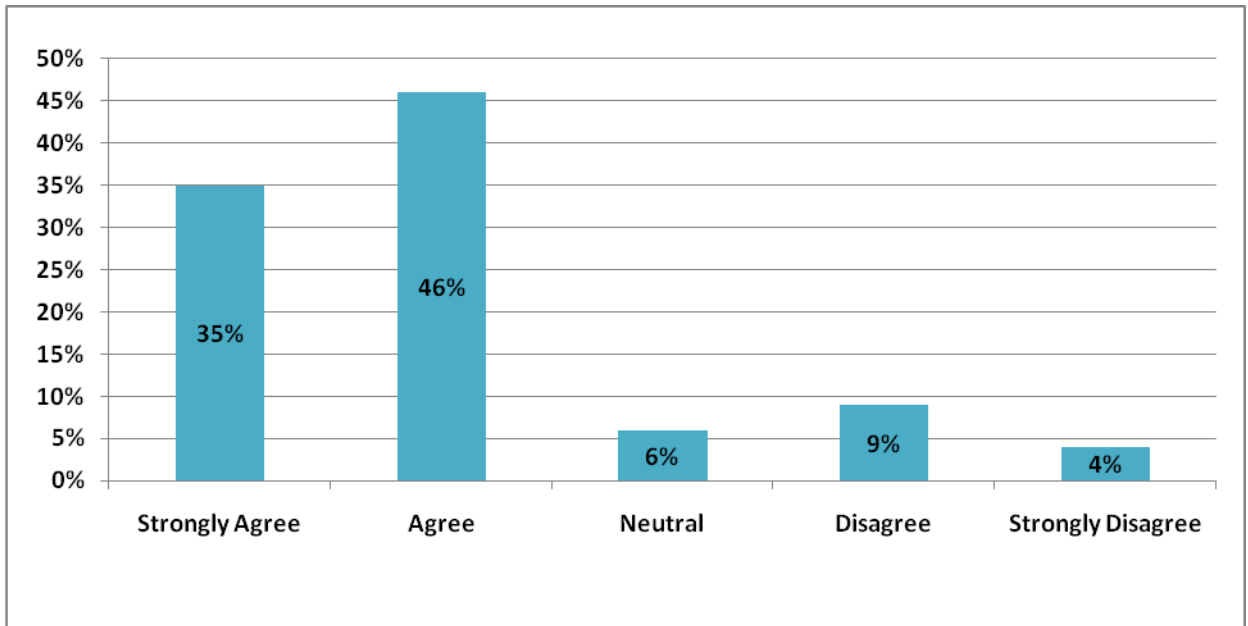
35% respondents were strongly agreed with the fact that they always buy products online from OLX/Quikr however 9% respondents were diagreed with the fact that they always buy products online from OLX/Quikr

Q6. Online products shopping is more convenient than physically products shopping
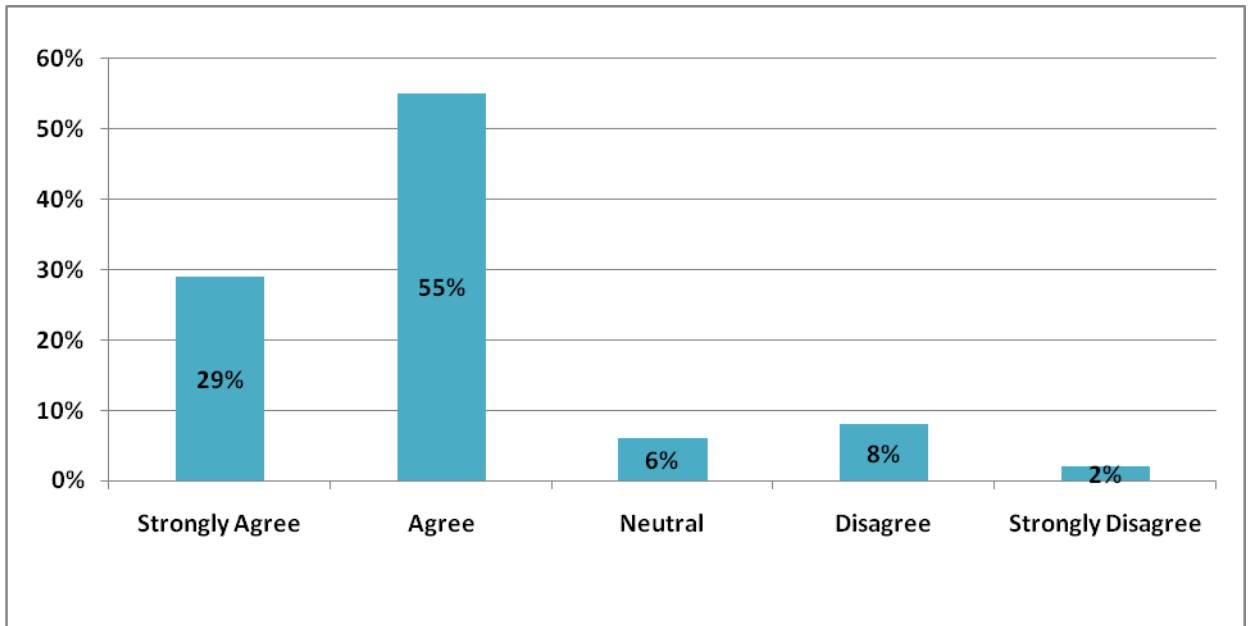
29% respondents were strongly agreed with the fact that Online products shopping is more convenient than physically products shopping however 8% respondents were diagreed with the fact that Online products shopping is more convenient than physically products shopping

Q7. Online products shopping via OLX/Quikr is secure and safe
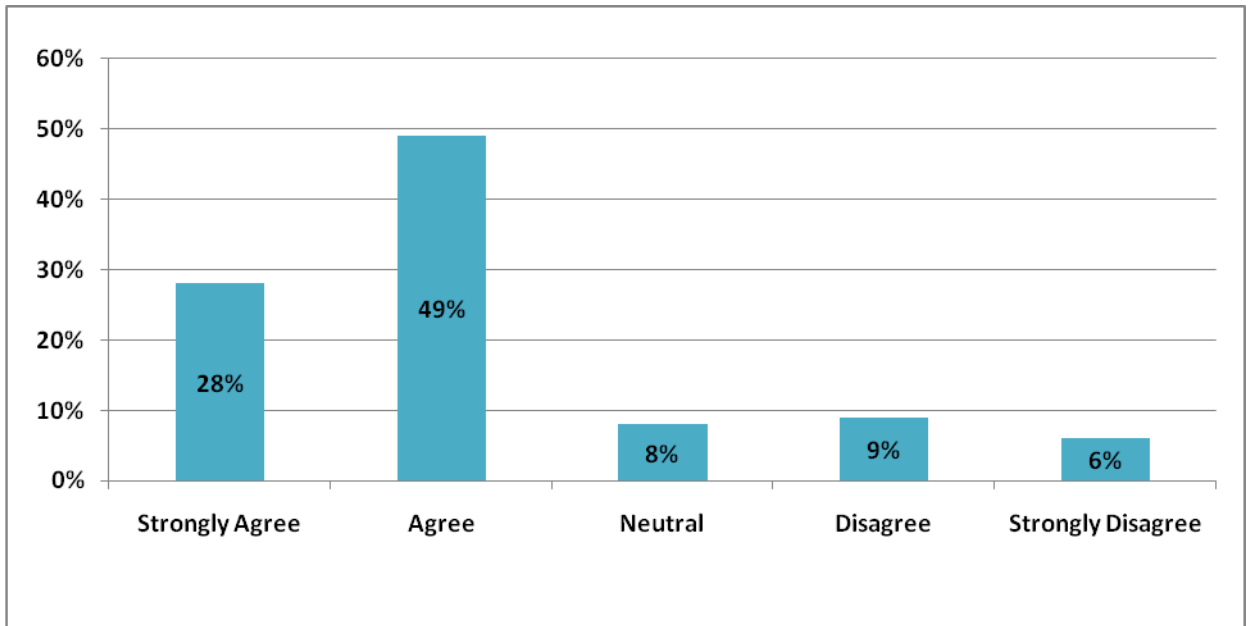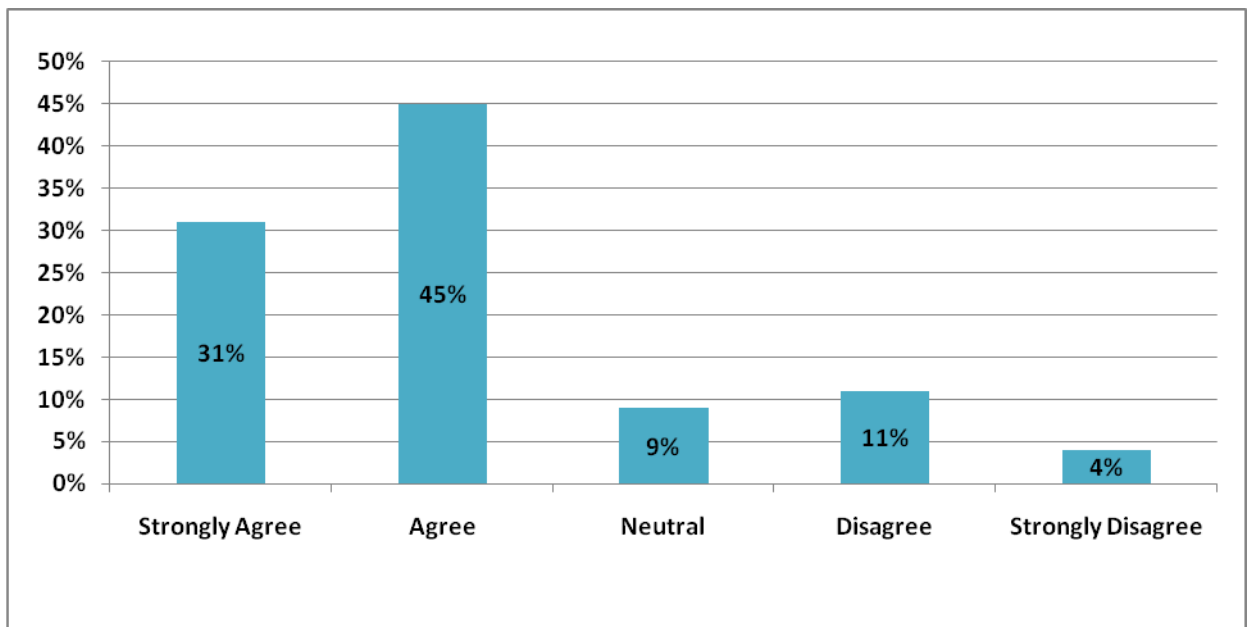

28% respondents were strongly agreed with the fact that online products shopping via OLX/Quikr is secure and safe however 9% respondents were diagreed with the fact that Online products shopping via OLX/Quikr is secure and safe

Q8. Online products shopping via OLX/Quikr is cost effective
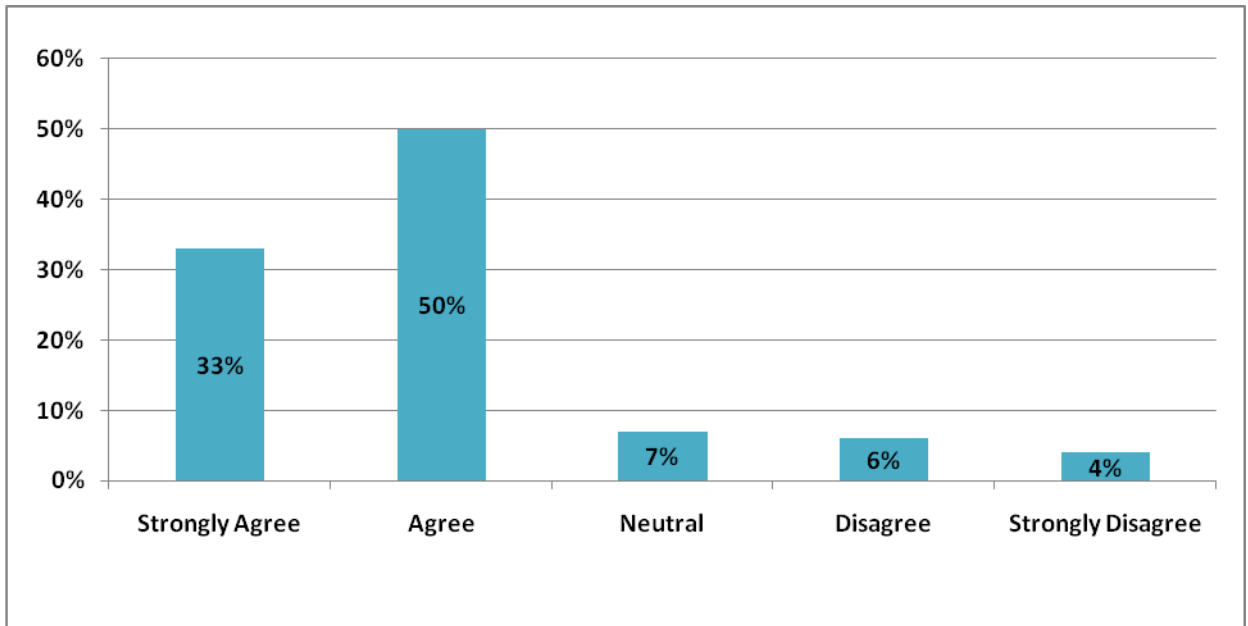
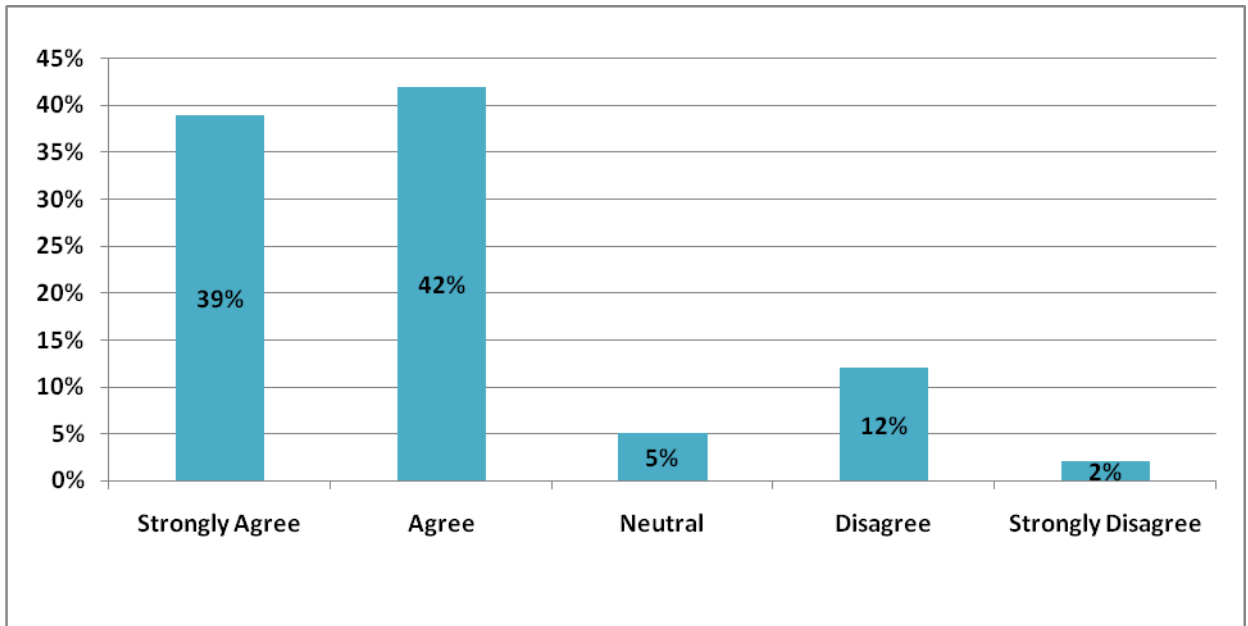33% respondents were strongly agreed with the fact that online products shopping via OLX/Quikr is cost effective however 6% respondents were diagreed with the fact that online products shopping via OLX/Quikr are cost effective

Q9. Online products shopping via OLX/Quikr is very entertaining & enjoyable
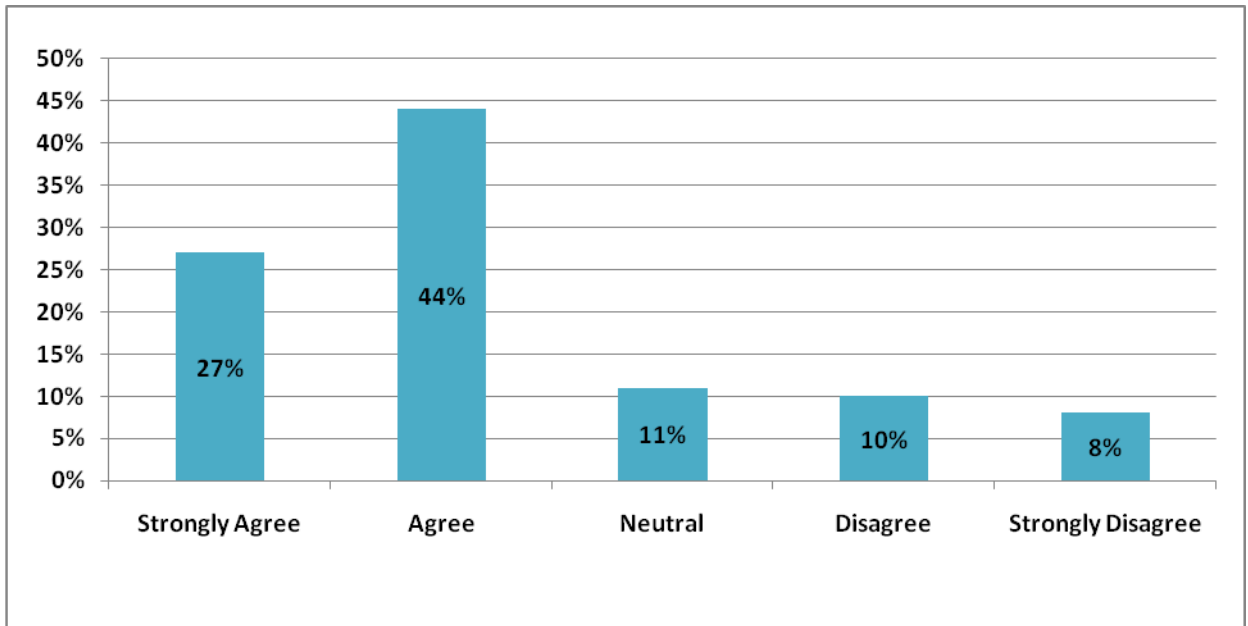
27% respondents were strongly agreed with the fact that online products shopping via OLX/Quikr is very entertaining & enjoyable however 10% respondents were diagreed with the fact that online products shopping via OLX/Quikr is very entertaining & enjoyable

Q10. Online products shopping via OLX/Quikr offers ability to compare prices
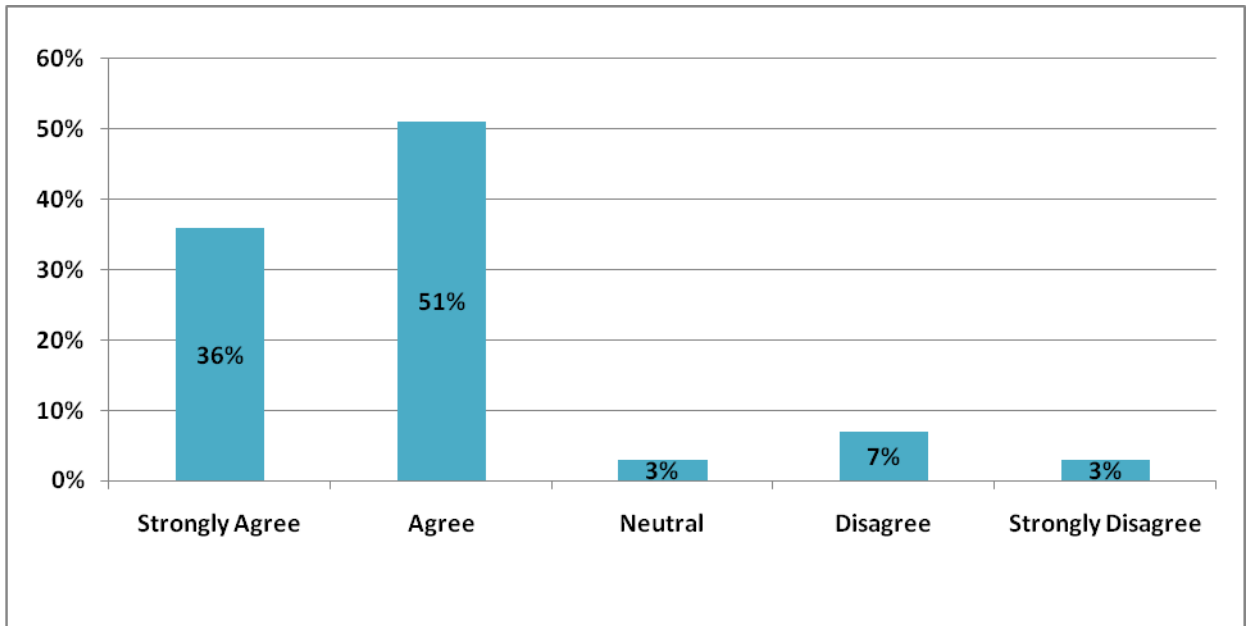
36% respondents were strongly agreed with the fact that online products shopping via OLX/Quikr offers ability to compare prices however 7% respondents were diagreed with the fact that online products shopping via OLX/Quikr offers ability to compare prices

Q11. OLX/Quikr provides timely response

31% respondents were strongly agreed with the fact that OLX/Quikr provides timely response however 11% respondents were disagreed with the fact that OLX/Quikr provides timely response

Q12. OLX/Quikr offers good privacy level

39% respondents were strongly agreed with the fact that OLX/Quikr offers good privacy level however 12% respondents were diagreed with the fact that OLX/Quikr offers good privacy level

Q13. I buy products from OLX/Quikr due to its reputation in the online retailing market
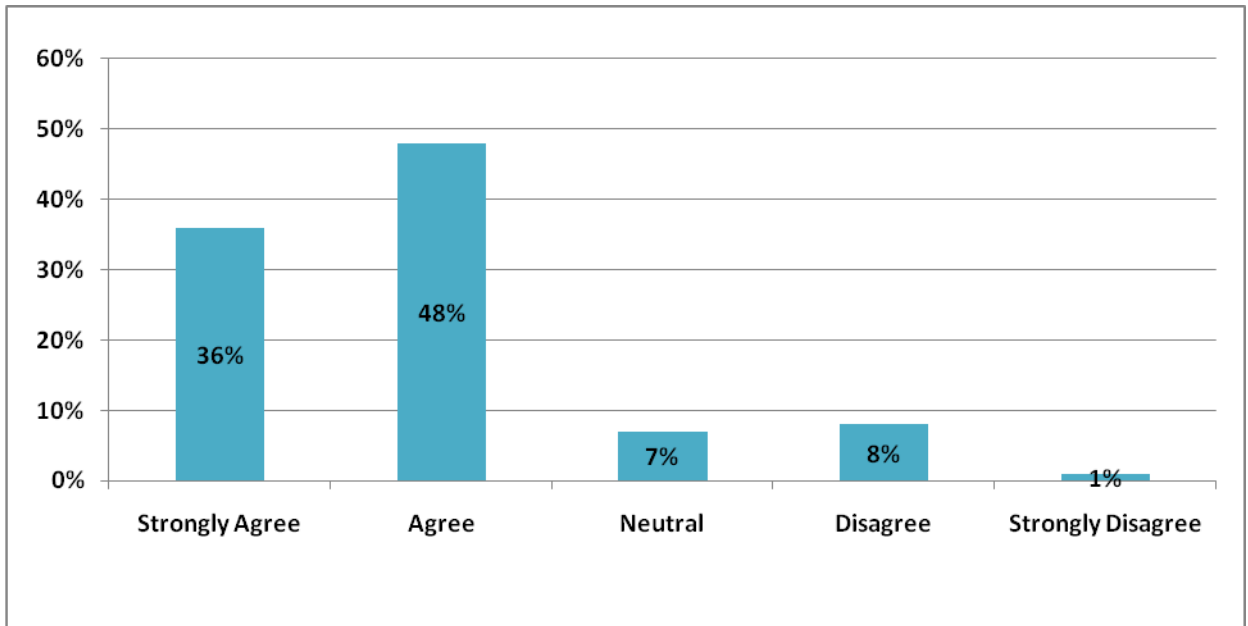
36% respondents were strongly agreed with the fact that they buy products from OLX/Quikr due to its reputation in the online retailing market however 8% respondents were diagreed with the fact that they buy products from OLX/Quikr due to its reputation in the online retailing market

Q14. Shopping of Products via OLX/Quikr always gives great web experience
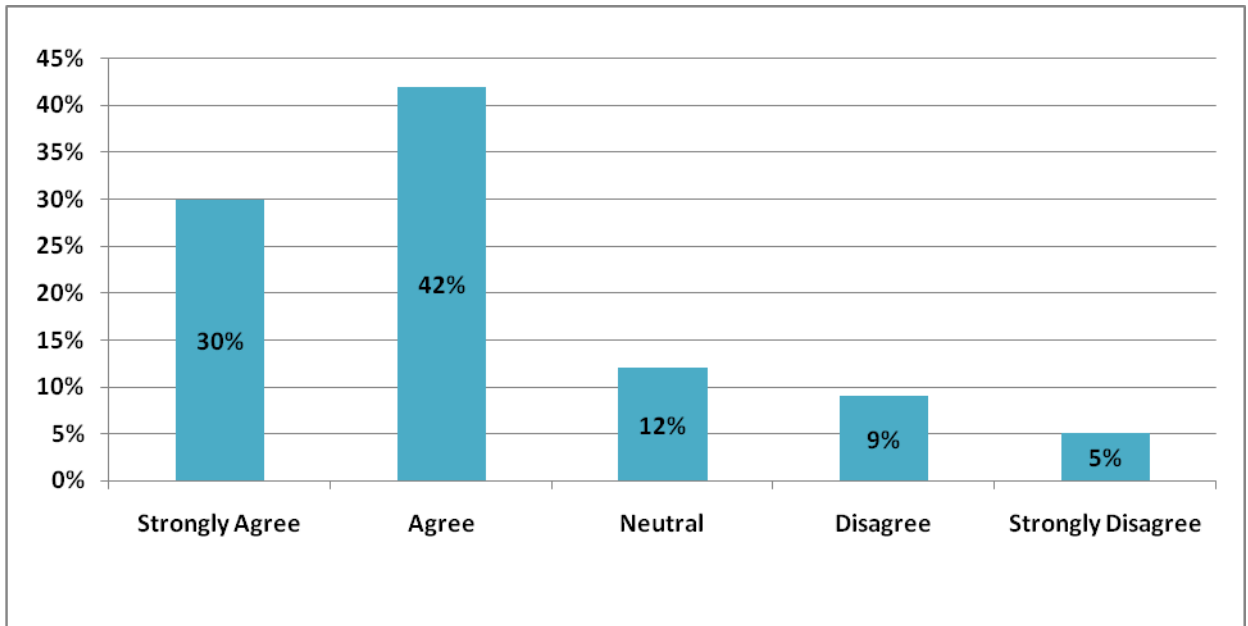
30% respondents were strongly agreed with the fact that shopping of Products via OLX/Quikr always gives great web experience however 9% respondents were diagreed with the fact that shopping of Products via OLX/Quikr always gives great web experience

Q15. Which of the following marketing factors attract you most towards online shopping of products from OLX/Quikr?
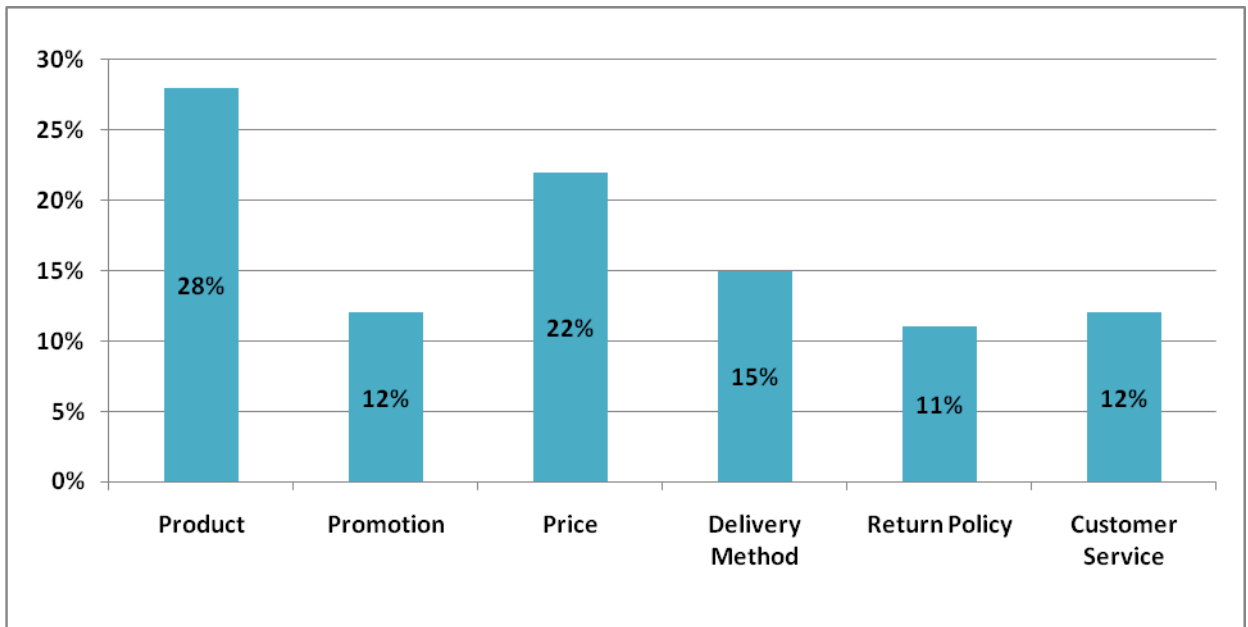
28% respondents replied that product factor attracts them most towards online shopping of products from OLX/Quikr however 22% respondents replied that price factor attracts them most towards online shopping of products from OLX/Quikr

Q16. Which of the following web element has a great impact on your purchasing decision regarding products shopping from OLX/Quikr?
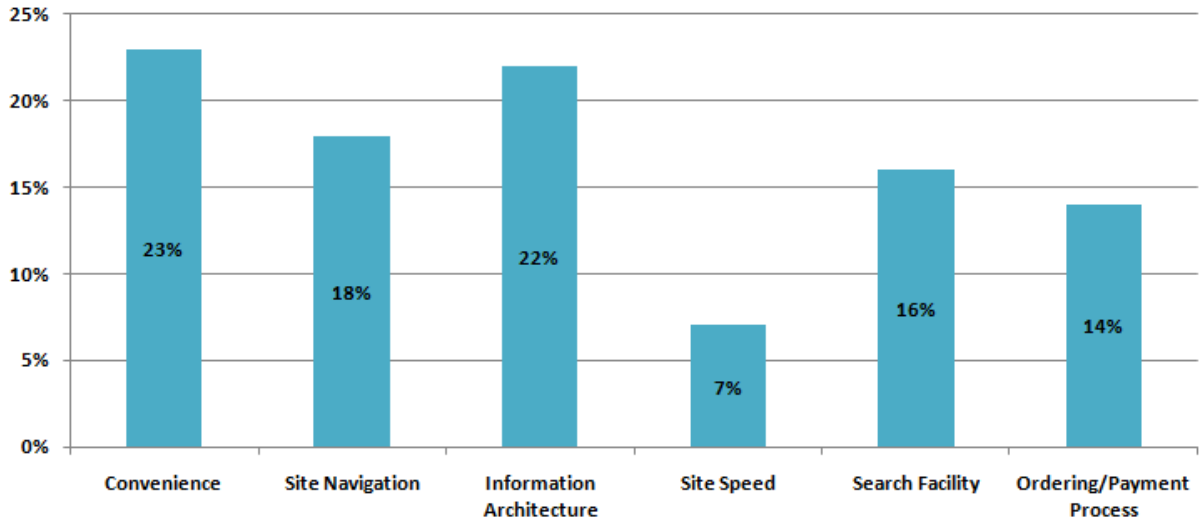
23% respondents replied that convenience factor has a great impact on your purchasing decision regarding products shopping from OLX/Quikr however 22% respondents replied that information architecture factor has a great impact on your purchasing decision regarding products shopping from OLX/Quikr

Findings and Recommendation

The action of selling an article that one has already possessed entails different stages and actions. Taking the decision to selling an article seems to be greatly associated to financial reasons. More than half of the respondents said they did it in order to get some money, and also a big number of responses pointed to a need of space in home, which could indirectly lead to a financial need. Another interesting fact is that want a new version of the same article. The fact that a person would want a new version of something does not mean they would have to sell the older version, but the truth is that nowadays brands discontinue some models to offer their customers new ones, thus maintaining the cycle alive. Customers then position themselves in one part of this cycle depending on the moment of their purchase, being innovators those who look forward to keep up to date with the new products being launched by companies. So a rational way to keep on being an innovator is to sell the product and acquire the new one with the money obtained: indeed, 80% of the people said they were doing the best they could with the resources in hand. This way, the innovators can buy the new versions of the same articles with a little help from the old ones, and customers who are not so worried about having the latest products can still get good items with a discount. As for the means of selling an article, the internet is the preferred place to do it. Confirming that idea, one of the respondents said "it is much easier to sell through online platforms." In the online space OLX is the great winner, being the place where sold their item the last time. This could be linked to the notion of effort, a reason that has been mentioned in the questionnaire as a reason for not taking the action of selling. OLX's campaign focused on the sellers, making it seem easy to do so. Also, when the different platforms were analyzed, OLX was the one that required fewer steps to post something online.

This study identifies the main constituents of the online experience or Web experience as being:

- The functionality of the Web site that includes the elements dealing with the site's usability and interactivity;

- The psychological elements intended for lowering the customer's uncertainty by communicating trust and credibility of the online vendor and Web site; and

- The content elements including the aesthetic aspects of the online presentation and the marketing mix.

These three sets of factors are the main online marketing tools under the control of the e-marketer. Despite the fact that a good deal of research has been done on identification of the individual components of the Web experience during the last five years, little attention has been paid in integrating this research endeavor. This study, based on an extensive review of research published during the last six years, identifies and classifies these Web experience components in a framework emphasizing their extend, variety and interdependence. The study also underlines the fact that knowledge as to the exact way these factors interact with each other as well as their individual weight and importance is still very limited. The Web experience framework can be useful to both practitioners and academics; it could help online marketers and Web site designers to identify issues requiring special attention when designing and building their online firm or evaluating their existing online venture. For academic researchers this classification could be a basis for the formulation of new hypotheses and research questions leading to better mapping of the online consumer's behavior. The framework could also be the basis of further research focused on better understanding of the nature and weight of the Web experience elements, either in isolation or in interaction with each other and in different virtual market settings.

- The companies can take the advantage of this internet revolution and can reach the potential customers through emails, online advertisements and online yellow pages.
- They should focus on the growing spending power and convenience shopping expected by the middle class families.
- The online stores can increase the trust of the customer by collaborating with banks which provide secure transactions with the use of SSL.

- They should explicitly mention on the website about the expected delivery time, return policy and security of customers data. It should also encourage happy customers to post feedback on the website. Customer feedback is an important tool to drive prospective and potential customers.

- The website design is also an important factor and the website navigation should be simple and customizable. They can also use 3D technology to give the user an experience similar to touch and feel.

Limitations of the Study

The market research conducted in the context of this dissertation was distributed through an online survey. It provided relevant information about three main aspects: the way people use internet as a tool in the purchasing decision making process; the feelings associated with selling or buying second-hand products; and the relation between OLX and consumers. However, there are some limitations to the information that was collected that need to be addressed. The first factor that might influence the results obtained is the fact that the sample analyzed may not represent the overall population of the Portuguese consumers. The results show that 55% of the participants had between 20 and 24 years old and only 8% had more than 55 years of age, meaning that there was a greater focus on younger consumers. Also, most of the respondents lived in the district of Lisbon, which can influence the results as people who live in the capital have access to more information and products. Another problem could be the fact that the market research was only conveyed through a computer program, constraining the answers to people who actually use a computer. It could be interesting to understand the way the brand is perceived by people who do not usually use a computer, as most of their advertising campaign was posted in traditional media.

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ANNEXURE

Questionnaire

Q1.   Age Group
      20-30   30-40
      40-50   50-60

Q2.   Gender
      Male   Female

Q3.   Are you aware about e-retailing of products?
      Yes   No

Q4.   Do you buy products from OLX/Quikr?
      Yes   No

Please rate the below from 1 to 5,

Where 1 means strongly agree, 2 means agree, 3 means neutral, 4 means disagree and 5 means strongly disagree

Q5.   I always buy products online from OLX/Quikr
      Strongly Agree   Agree   Neutral
      Disagree   Strongly Disagree

Q6.   Online products shopping is more convenient than physically products shopping
      Strongly Agree   Agree   Neutral
      Disagree   Strongly Disagree

Q7.   Online products shopping via OLX/Quikr is secure and safe
      Strongly Agree   Agree   Neutral
      Disagree   Strongly Disagree

Q8. Online products shopping via OLX/Quikr is cost effective

Strongly Agree   Agree   Neutral

Disagree   Strongly Disagree

Q9. Online products shopping via OLX/Quikr is very entertaining & enjoyable

Strongly Agree   Agree   Neutral

Disagree   Strongly Disagree

Q10. Online products shopping via OLX/Quikr offers ability to compare prices

Strongly Agree   Agree   Neutral

Disagree   Strongly Disagree

Q11. OLX/Quikr provides timely response

Strongly Agree   Agree   Neutral

Disagree   Strongly Disagree

Q12. OLX/Quikr offers good privacy level

Strongly Agree   Agree   Neutral

Disagree   Strongly Disagree

Q13. I buy products from OLX/Quikr due to its reputation in the online retailing market

Strongly Agree   Agree   Neutral

Disagree   Strongly Disagree

Q14. Shopping of Products via OLX/Quikr always gives great web experience

Strongly Agree   Agree   Neutral

Disagree   Strongly Disagree

Q15. Which of the following marketing factors attract you most towards online shopping of products from OLX/Quikr?

Product   Promotion   Price

Delivery Method   Return Policy   Customer Service

Q16. Which of the following web element has a great impact on your purchasing decision regarding products shopping from OLX/Quikr?

Convenience   Site Navigation   Information Architecture

Site Speed   Search Facility   Ordering/Payment Process