Major Research Project

on

A Study of User Preference of E-commerce Platforms in India

Submitted By

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<u>CERTIFICATE</u>

This is to certify that **Mr Dwarika Dheesh Dubey, 2K21/DMBA/47** has completed the project titled "A study of user preferences of E-commerce plat forms in India" under guidance of **Dr. Archana Singh** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2022-23.

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<u>DECLARATION</u>

I hereby declare that the project report entitled **"A study of User Preference of E-commerce platforms in India"** submitted by me to Delhi School of Management, DTU in partial fulfilment of the requirement for the award of the degree of Master of Business Administration is a record of bona-fide project work carried out by us under the guidance of

Dr. Archana Singh.

Dwarika Dheesh Dubey

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ACKNOWLEDGEMENT

Before we get into the crux of the matter, I'd want to express my gratitude to those who have been a part of this project since its start. This project's writing has been one of the most major academic obstacles I've faced, and it would not have been accomplished without the help, patience, and advice of the people involved.

It gives me immense pleasure in presenting this project report on "**A study of User Preference of E-commerce platforms in India**". I want to express my gratitude to **Prof Rajan Yadav** Sir, Professor, Delhi School of Management who have aided me since the beginning of this project and for his invaluable advice and timely ideas.

Finally, I would like to thank our department's head, **Dr Archana Singh** Delhi School of Management DTU for her recommendations regarding the structure of the report which led to the creation of this report. The success of this project is the product of my hard work and perseverance, as well as the assistance of my mentors and HOD.

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1. <u>Introduction</u>

1.1 BACKGROUND:

India is not an exception to the growing importance of e-commerce in the global economy. The Indian e-commerce sector is anticipated to increase in the next years due to a rising middle class and an increasing number of internet users. The Indian e-commerce market was estimated to be worth US$38.5 billion in 2017 and is projected to increase to US$200 billion by 2026, according to a report by the Indian Brand Equity Foundation.

Companies are putting more effort into offering the finest user experience as the e-commerce business in India expands in order to draw in and keep customers. Customers have many alternatives when it comes to online buying because there are so many e-commerce platforms to select from. As a result, e-commerce businesses are competing harder than ever to stand out from the crowd and offer the best user experience.

E-commerce businesses must comprehend user preferences and behaviours in this environment to remain competitive. On user behaviour and preferences in the Indian e-commerce market, there is, however, little research. The majority of previous study has concentrated on the variables that affect consumers' online buying habits and the uptake of e-commerce in India rather than their preferences and satisfaction levels.

By looking at consumer preferences and satisfaction levels on well-known e-commerce platforms in India, this research tries to close this gap. This study intends to offer important insights into the current situation of the Indian e-commerce business and the shifting customer behaviour by collecting data on user behaviour and preferences. The understanding of the preferences and wants of their clients can help e-commerce businesses, website developers, and business owners make improvements. The results of this study will add to the body of knowledge on user behaviour and e-commerce and offer a thorough understanding of the user experience on well-known e-commerce platforms.

1.2 E-COMMERCE MARKET IN INDIA:

Internet and smartphone use have increased significantly in India in recent years, mostly as a result of the "Digital India" programme. In 2021, there were 830 million internet connections, 97% of which were wireless, with about 55% of them being in metropolitan areas. The number of smartphones has also dramatically increased, and by 2026, it is expected to reach 1 billion. The Indian digital economy, which is predicted to be worth US$ 1 trillion by 2030, has benefited from this rise. This development has encouraged the growth of India's e-commerce industry, changing how businesses run in the nation along with rising revenues. As a result of this expansion, a number of business models, including B2B, D2C, C2C, and C2B, have evolved. Particularly, the D2C and B2B segments have

E-Commerce market Fig 1.1 (Source: IBEF)

experienced tremendous growth. The D2C market is anticipated to reach US$ 60 billion by FY27, and the entire e-commerce business is anticipated to reach US$ 350 billion by 2030, growing by 21.5% in 2022 to reach US$ 74.8 billion.

1.2.1 E-COMMERCE MARKET OF FASHION

The e-commerce market of clothing in India has seen significant growth in recent years, with the emergence of popular platforms like Ajio, Myntra, and Tata Cliq. These platforms have transformed the traditional brick-and-mortar shopping experience by providing a wide range of clothing options, personalized recommendations, and a convenient shopping experience.

The most well-known online clothing stores in India include Ajio, Myntra, and Tata Cliq. These stores provide a wide selection of clothing, accessories, and shoes for men, women, and kids. Due to their affordable prices, practical delivery options, and customer-friendly practises including simple returns and exchanges, these platforms have gained popularity.

Fashion e-commerce website traffic comparison Fig. 1.2 (Source: Business Insider India)

The Indian e-commerce industry for garments is anticipated to reach US$19.7 billion by 2025, with a CAGR of 18.6% from 2021 to 2025, according to a Statista analysis. Increased internet usage, increased disposable incomes, and a growing desire for online shopping are all factors contributing to this growth in India.

In order to meet the increasing demand for online garment shopping in India, Ajio, Myntra, and Tata Cliq have been enhancing their product lines and user interfaces. To give a seamless shopping experience and to offer technology like artificial intelligence and machine learning, they have invested heavily.

However, there are additional difficulties in India's e-commerce clothes business. Concerns over product legitimacy, escalating competitiveness, and logistical issues with garment delivery and returns are a few of these issues.

Overall, the Indian clothes e-commerce business has enormous growth potential, with companies like Ajio, Myntra, and Tata Cliq setting the standard for easy and delightful customer purchasing experiences.

1.2.2 E-COMMERCE MARKET OF GROCERY

With the introduction of well-known platforms like JioMart, ITC shop, and Blinkit, the grocery e-commerce business in India has experienced rapid expansion in recent years. By offering a variety of grocery alternatives, individualised recommendations, and a simple shopping experience, these platforms have revolutionised the traditional brick-and-mortar shopping experience.

The most well-known online grocery stores in India include JioMart, ITC Store, and Blinkit. They provide a wide selection of goods, including fresh produce, packaged goods, dairy items, and household needs. Due to their affordable prices, practical delivery options, and customer-friendly practises including simple returns and exchanges, these platforms have gained popularity.

grocery E-

commerce Fig. 1.3 (Source: Biz Research Labs)

The Indian grocery e-commerce market is anticipated to reach US$10.5 billion by 2025, with a CAGR of 31.4% between 2021 and 2025, according to a Statista analysis. Increased internet usage, increased disposable incomes, and a growing desire for online shopping are all factors contributing to this growth in India.

The increasing popularity of online grocery shopping in India has prompted companies like JioMart, ITC Store, and Blinkit to enhance their services and user interfaces. To give a seamless shopping experience and to offer technology like artificial intelligence and machine learning, they have invested heavily.

However, there are additional difficulties in India's e-commerce grocery business. Concerns about the product's quality and freshness, the availability of specific delivery alternatives, and issues with the delivery and return of perishable goods are a few of these difficulties.

Overall, there is tremendous room for expansion in the Indian grocery e-commerce business, with companies like JioMart, ITC Store, and Blinkit setting the standard for trustworthy and convenient customer service.

1.3 MARKET SIZE:

The online grocery market in India is predicted to increase rapidly, with a compound annual growth rate (CAGR) of 33%, from US$ 3.95 billion in FY21 to an expected US$ 26.93 billion in 2027. This development is a part of India's larger consumer digital economy, which is anticipated to grow from US$ 537.5 billion in 2020 to a US$ 1 trillion market by 2030. This progress in the nation has been greatly aided by the advent of internet services like e-commerce and edtech.

By 2025, Grant Thornton predicts that e-commerce in India would be worth roughly US$ 188 billion. India had the eighth-largest e-commerce market in 2020 with a turnover of almost $50 billion, ranking below France but ahead of Canada. From US$ 38.5 billion in 2017, the Indian e-commerce sector is anticipated to rise to US$ 200 billion by 2026, driven by rising smartphone penetration, the rollout of 4G networks, and rising consumer wealth. After China and the US, India had the third-largest online shopper base of 150 million in FY21 and is expected to be 350 million by FY26.

With 150 million online consumers in FY21 and a projected 350 million by FY26, India has the third-largest online consumer base worldwide. Indian consumers are quickly embracing 5G devices despite the absence of next-generation mobile broadband connectivity in the nation; 5G shipments are expected to increase by 555% year over year in 2021. According to a forecast by IAMAI and Kantar Research, India's population of internet users would increase from 622 million in 2020 to 900 million by 2025, growing at a CAGR of 45%.
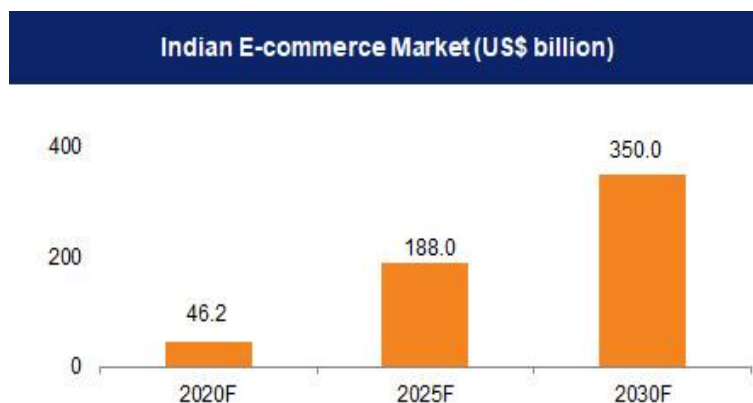

Fig. 1.4 (Source: IBEF)

The Gross Merchandise Value (GMV) on Indian e-commerce platforms increased by 23% over the Christmas season of 2021 from US$ 7.4 billion to US$ 9.2 billion.

1.4 INVESTMENT/DEVELOPMENT

Some of the major developments in the Indian e-commerce sector are as follows:

- In order to encourage the expansion of weavers and craftsmen throughout the state, Amazon India and Manipur Handloom & Handicrafts Development Corporation Limited (MHHDCL) inked an MoU in June 2022.

- PE/VC investments totaling US$ 15 billion were made in India's eCommerce sector in 2021, a 5.4-fold increase from the previous year. The investment value obtained by this industry in India is the highest it has ever been.
- A logistics e-commerce platform called Xpressbees became a unicorn in February 2022, with a US$1.2 billion valuation. The company received $300 million in Series F capital.
- Amazon India introduced the One District One Product (ODOP) bazaar on its platform in February 2022 to promote MSMEs.
- To enable the trade-in of smartphones, Flipkart introduced the "sell back programme" in February 2022.
- Walmart will open its US marketplace to Indian vendors in January 2022 with the goal of having India export US$ 10 billion annually by the year 2027.
- Flipkart announced an expansion of its grocery services in January 2022 and would now provide services in 1,800 Indian towns.
- The US-based ecommerce company XPDEL announced growth in India in November 2021.
- The largest used automobile e-commerce site in India, CARS24, raised US$ 450 million in fundraising in September 2021. This sum was split between a US$ 340 million Series F equity round and a US$ 110 million debt round from several financial institutions.
- Amazon introduced Prime Video Channels in India in September 2021. Prime members will enjoy a smooth experience and have access to a number of well-known video streaming providers thanks to Prime Video Channels.
- Bikayi, a mobile commerce enabler, raised US$10.8 million in a Series A fundraising round in September 2021, with Sequoia Capital India serving as the deal's lead investor.
- Flipkart, a leader in Indian e-commerce, declared in July 2021 that it has secured US$ 3.6 billion in new capital from a variety of sources, including Walmart (parent company), sovereign funds, and private equities.

1.5 GOVERNMENT INITIATIVES

The Indian government has made a number of announcements since 2014, including Digital India, Make in India, Start-up India, Skill India, and Innovation Fund. The development of E-commerce in the nation is anticipated to be supported by the timely and efficient implementation of such programmes. The following are some of the main steps the government has done to encourage e-commerce in India:

- The Manipur Handloom & Handicrafts Development Corporation and Amazon India signed a Memorandum of Understanding (MoU) to support local weavers and artisans, and the Indian e-commerce industry will receive US\$15 billion in PE/VC investments in 2021, the highest amount of investment value ever for any sector in India. Walmart inviting Indian sellers to join its US marketplace with a goal of exporting US\$10 billion from India each year by 2027; Amazon India launching the One District One Product (ODOP) bazaar to support MSMEs; Flipkart expanding its grocery services to 1,800 Indian cities; and XPDEL expanding in India.
- Tata Digital strengthened its foothold in the e-commerce business by acquiring a majority share in the online grocery platform BigBasket in June 2021 for an estimated \$1.2 billion.
- In May 2021, Myntra, a well-known fashion e-commerce site, announced a deal with Mumbai Indians, a cricket team competing in the Indian Premier League, to introduce a line of team gear and fan apparel.
- In April 2021, Flipkart introduced its 90-minute hyperlocal delivery service Flipkart Quick in a few Indian cities. This service allows customers to order groceries, household goods, and other items.
- To bolster its services in the travel and hospitality industries, Flipkart, which is owned by Walmart, purchased Cleartrip, a platform that aggregates travel information, in March 2021.
- Amazon India announced the opening of its first production line in India in January 2021 to make Fire TV Stick devices, generating jobs for the region and supporting the government's Make in India drive.
- The Indian government proposed new regulations for e-commerce businesses in January 2021, including harsher controls on discounting practises and a demand that they offer more information on the origin of the products sold on their platforms.
- Google launched a \$10 billion fund in December 2020 to boost India's digital economy over the following five to seven years. This fund will invest in infrastructural improvements as well as Indian IT businesses.
- Reliance Industries announced the introduction of JioMart, an online grocery platform, in multiple Indian cities in November 2020. JioMart will compete with reputable players like Amazon and Flipkart.
- • Flipkart Plus, a new loyalty programme it will launch in October 2020, would give subscribers perks including free delivery and early access to promotions.
- • The Indian government introduced Bharatcraft, a new e-commerce platform, in August 2020 in an effort to support Indian small companies and promote locally produced goods.

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1.6 Problem Statement

India's e-commerce business has expanded quickly in recent years, and there are many different platforms to select from. While businesses vie to offer the best user experience, little is known about major e-commerce platform users' preferences and levels of satisfaction.

This study examines consumer preferences and satisfaction levels on six well-known Indian e-commerce platforms: Blinkit, JioMart, ITC shop, Ajio, Myntra, and Tata Cliq in an effort to close this gap.

The issue that this study seeks to solve is the underappreciation of user preferences and behaviour on these well-known e-commerce sites. Because there are so numerous possibilities, it's critical for e-commerce businesses to comprehend what their clients want and how they may enhance their platforms to satisfy those demands. The goal of this research study is to gather information on user preferences and satisfaction levels in order to offer insightful analysis of the Indian e-commerce market's current situation and shifting consumer trends. These perceptions will help e-commerce businesses, website designers, and businesspeople comprehend the preferences and wants of their clients and adjust their offerings accordingly.

1.7 Objective of the study

This study report compares and contrasts the user preferences of popular e-commerce platforms with an emphasis on the distinctions between established conglomerate businesses and up-and-coming businesses. The following are the study's particular goals:

1. To examine data from a user survey on the preferences and satisfaction levels of online shoppers.
2. To find patterns and trends in the choices, behaviour, and happiness of users on e-commerce platforms.
3. To evaluate how giant conglomerate businesses and cutting-edge businesses compare in terms of customer preferences and satisfaction.
4. To find insightful information about how consumer behaviour is changing when making purchases and the elements affecting e-commerce platform user satisfaction.

The results of this study project will offer useful insights into users' preferences for e-commerce platforms and assist businesses in better comprehending the needs of their clients and enhancing their services. The results of this study will help organisations make data-driven decisions and give their customers a better user experience.

1.8 SCOPE OF THE STUDY

Examining consumer preferences and satisfaction levels across six well-known Indian e-commerce platforms—Blinkit, JioMart, ITC Store, Ajio, Myntra, and Tata Cliq—is the focus of this study project. Using a survey-based research methodology, the study will concentrate on gathering quantitative and qualitative data from e-commerce customers in India.

The following research questions will be addressed by the study:

- What are the user preferences and satisfaction levels on the selected e-commerce platforms?
- Are there any significant differences in user preferences and satisfaction levels between big conglomerate companies and new age companies?
- What are the most important factors that influence user behaviour on e-commerce platforms?
- What are the key challenges faced by e-commerce users in India?
- What are the potential areas for improvement for the selected e-commerce platforms?
- What are the main factors affecting consumer buying decision for selection of an e-commerce platforms.

Utilising a mixed-methods research design, the project will gather both quantitative and qualitative data. While open-ended survey questions will be used to get qualitative data, a structured survey questionnaire will be used to gather the quantitative data.

Only Indian consumers who have utilised at least one of the chosen e-commerce sites will be included in the survey. The study will only use an online poll to collect data, which may restrict how far the results may be applied. Furthermore, as the study will only concentrate on six e-commerce platforms, it could not be entirely representative of the Indian e-commerce market..

2. <u>Literature Review</u>

2.1 <u>Literature Review</u>

There is a substantial body of literature on e-commerce and user behaviour that examines many facets of online shopping. In this overview of the literature, we'll concentrate on studies about consumer preferences and satisfaction in the e-commerce sector, with a focus on apparel and groceries.

The elements that affect user preferences and satisfaction in the e-commerce market have been the subject of numerous research. According to one study by **Kim et al. (2017)**, consumer satisfaction in the online clothes industry was significantly influenced by aspects like product knowledge, product diversity, and convenience of use. Product quality, product variety, and pricing were identified as the primary determinants of user satisfaction in the online grocery market by **Jang et al**. **(2019)**.

Another crucial element of e-commerce that has been studied in the literature is personalization. **Wen et al.'s (2018)** study indicated that in the online clothes sector, personalised recommendations increased user happiness and purchase intent. **Kim et al. (2019)** showed in another study that customer happiness in the online grocery market was increased by personalised recommendations and promotions.

The literature has also looked at the distinctions between modern e-commerce businesses and established conglomerates. According to a study by **Laroche et al. (2020)**, although traditional businesses found it difficult to adjust to customers' shifting expectations, new-age businesses were more successful at offering a personalised and creative purchasing experience.

Numerous studies have looked into the e-commerce business for groceries and clothes in India. The traditional apparel sector in India has been significantly impacted by e-commerce sites like Myntra and Ajio, according to a study by **Das et al. (2020)**, with consumers favouring online shopping due to its ease and broader selection of goods. Online grocery shopping is becoming more popular in India, according to a new study by **Jaiswal and Sharma (2019)**, with BigBasket and Blinkit leading the industry.

The effect of social media on consumer behaviour in e-commerce has also been investigated in other studies. Social media platforms like Instagram and Facebook are used for product discovery, brand interaction, and social validation, according to a study by **Yasin et al. (2020)**, which indicated that social media has a substantial impact on user behaviour in the online clothes industry.

Trust and security are crucial components of e-commerce as well. The variables that affect user trust when shopping online have been examined in a number of research. In one study, **Wang and Emurian (2005)** discovered that user trust in the e-commerce sector was significantly influenced by perceived security, privacy, and website reputation. Another study by **Devaraj et al. (2008)** discovered that user trust was also influenced by website design, usability, and product information.

The COVID-19 pandemic has recently had a major effect on the e-commerce industry. According to one study by **Ali et al. (2021)**, buyers preferred contactless delivery choices and a secure and hygienic purchasing environment as a result of the pandemic, which caused a rise in online food buying. The pandemic, according to a different study by **Debnath and Choudhury (2021)**, increased the usage of mobile devices for online shopping, with users favouring mobile apps for their convenience and user-friendliness.

Overall, the literature suggests that e-commerce user behavior is influenced by various factors like ease of use, personalization, trust and security, and social media. The COVID-19 pandemic has also had a significant

impact on the e-commerce market, with customers preferring contactless delivery options and a safe and hygienic shopping experience.

FYND

Fynd is India's largest omnichannel platform helping retail businesses accelerate growth. Trusted by over 600 brands and 10,000 stores. Integrate now to grow and manage multiple sales channels seamlessly.
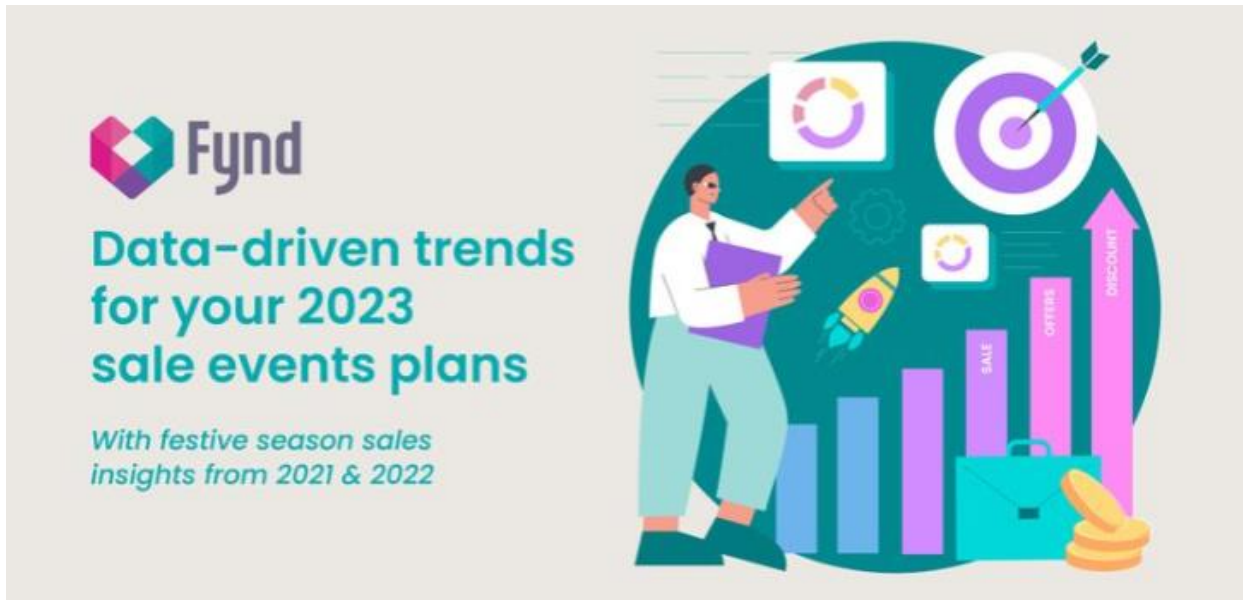
Data Driven trends. Fig. 2.1 Source: FYND

The report that follows is based on the omnichannel sales figures of the businesses we work with across various marketplaces.

Based on the varying dates for sale events during both years, the consideration period is from September 30 to October 31, 2021, and from September 15 to October 15, 2022.

Overall, the overall number of sales produced during the holiday season of 2022 as compared to 2021 increased by almost 97%. The proportions of each insight in this report are all the same. The increase is credited to new additions of businesses as well as the expansion of already existing brands, taking into account both the general expanding tendencies in ecommerce.
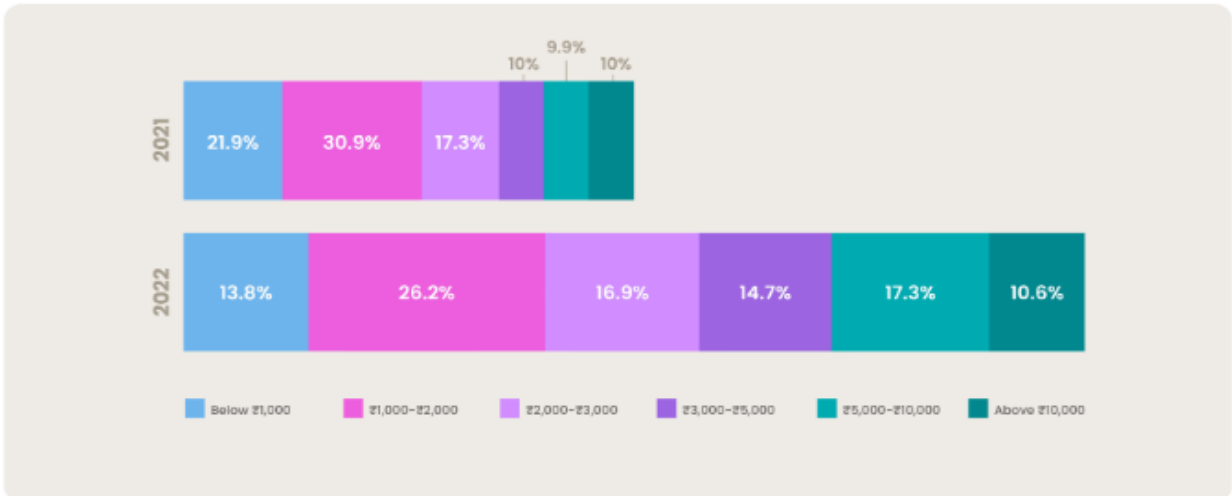
a) Sale Period

Festive sale dates on different marketplaces. Fig 2.2 Source Fynd

b) Price-based insights
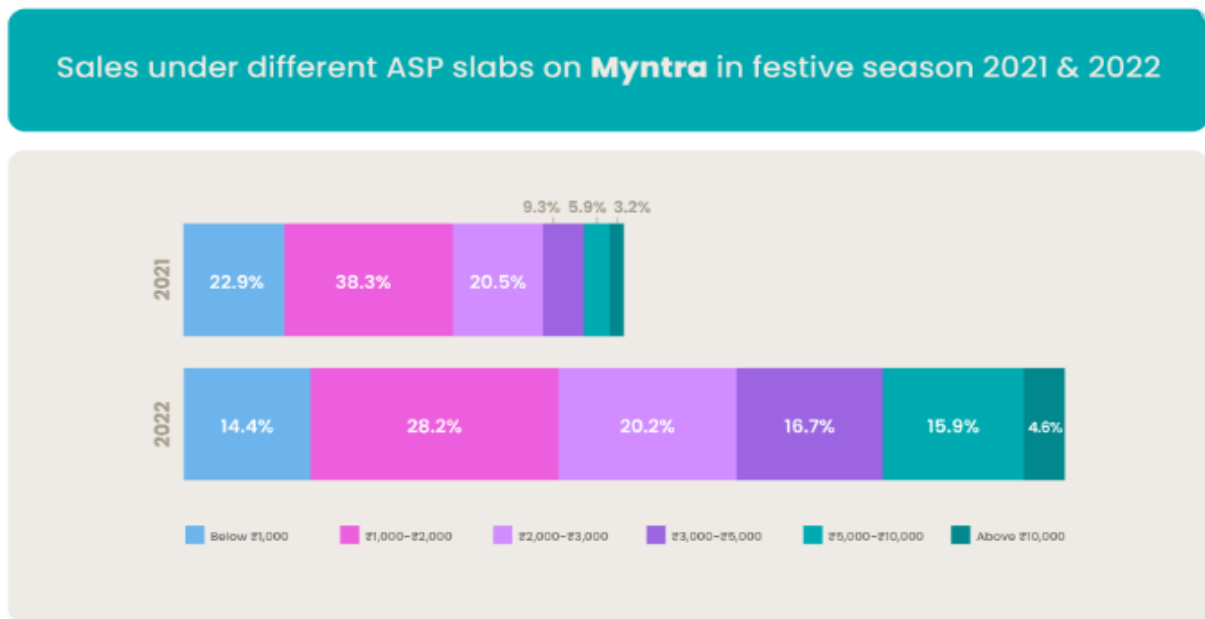

Sales under different ASP slabs in festive season 2021 & 2022.Fig 2.3 Source Fynd

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The fact that over 40% of sales throughout both years came from ASP in the ₹1,000–3,000 range is noteworthy. Brands must take this into account when developing their pricing strategy. Throughout the holiday sales, more items in this price range can be added. Or, holiday sale reductions can be designed such that the selling price is within this well-liked range of ₹1,000 to ₹3,000.
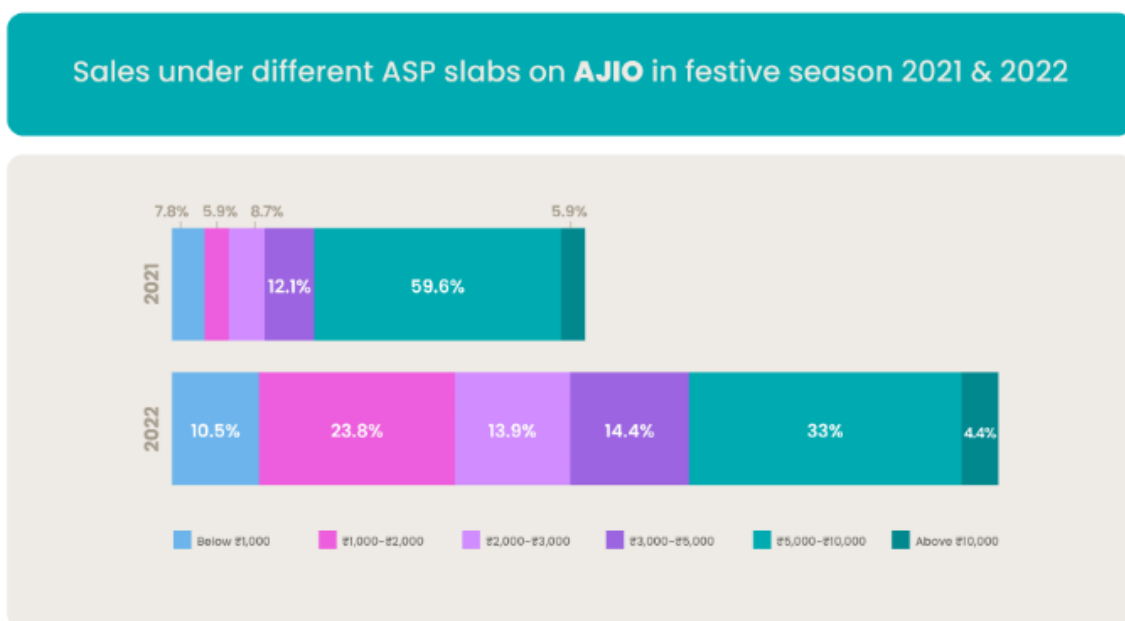
ASP on different marketplaces

- **Myntra**

Sales under different ASP slabs on **Myntra** in festive season 2021 & 2022

| | | | 9.3% 5.9% 3.2% |
| 2021 | 22.9% | 38.3% | 20.5% |

| 2022 | 14.4% | 28.2% | 20.2% | 16.7% | 15.9% | 4.6% |

Below ₹1,000   ₹1,000-₹2,000   ₹2,000-₹3,000   ₹3,000-₹5,000   ₹5,000-₹10,000   Above ₹10,000

Different ASP slabs on Myntra in festive season 2021 & 2022. Fig 2.4 Source Fynd

- **Ajio**

Sales under different ASP slabs on **AJIO** in festive season 2021 & 2022

| 7.8% 5.9% 8.7% | | | 5.9% |
| 2021 | 12.1% | 59.6% | |

| 2022 | 10.5% | 23.8% | 13.9% | 14.4% | 33% | 4.4% |

Below ₹1,000   ₹1,000-₹2,000   ₹2,000-₹3,000   ₹3,000-₹5,000   ₹5,000-₹10,000   Above ₹10,000

Different ASP slabs on Ajio in festive season 2021 & 2022. Fig 2.5 Source Fynd

- **Tata Cliq**
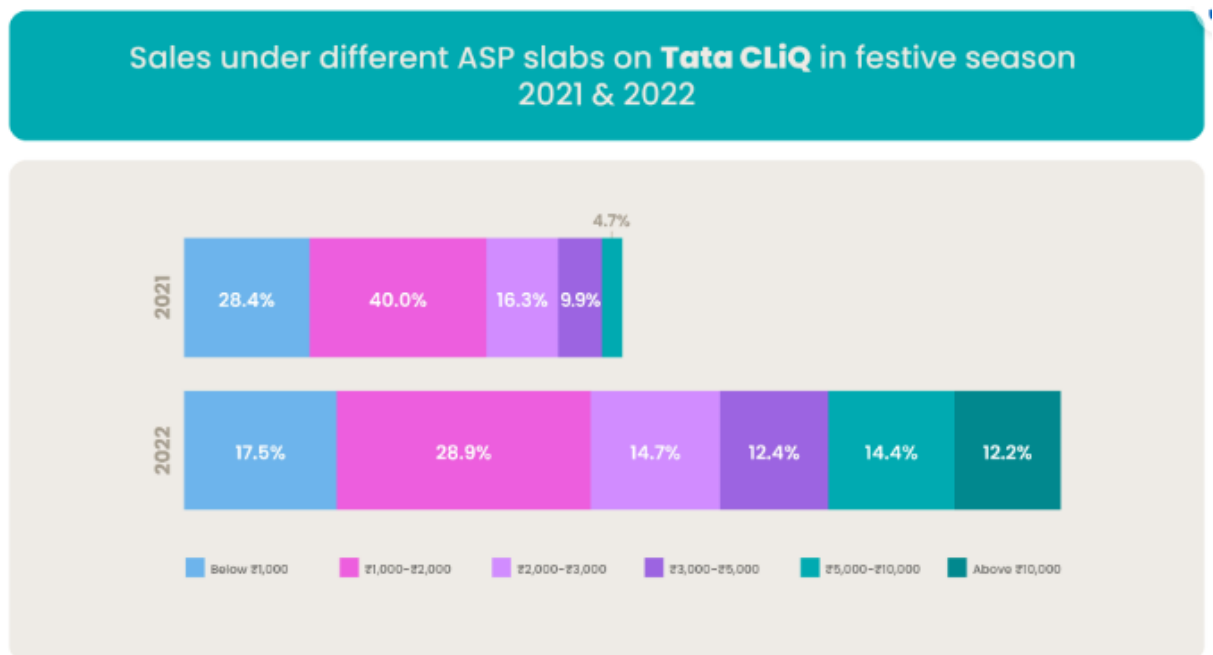
Different ASP slabs on Tata Cliq in festive season 2021 & 2022. Fig 2.6 Source Fynd

2.2 Factors Affecting Indian Online Shopping Behaviour

Examining the elements affecting online buying behaviour in India is crucial if one is to comprehend user preferences and behaviour on e-commerce platforms there. The factors that influence e-commerce adoption and online buying behaviour in India have been the subject of numerous research. These studies have identified a number of variables, such as demographics, trust, convenience, perceived utility, and perceived usability, that affect online purchasing behaviour.

a) Demographics

Indian customers' online buying habits are significantly influenced by their demographics. Numerous studies have shown that people who are younger, more educated, and have higher incomes shop online more frequently than people who are older, less educated, and have lower incomes. This trend, where younger and wealthier people adopt e-commerce more quickly than older and less wealthy people, is characteristic of other countries around the world.

b) Trust

Trust is a crucial extra factor that influences how Indian consumers behave while making online purchases. Trust in online transactions is a big concern for Indian consumers due to the high prevalence of fraud and cybercrime in that country. Numerous studies have found that trust is a key factor in deciding how Indian people shop online. Customers who think e-commerce sites are trustworthy are more likely to shop online.

c) Convenience

Convenience is a key factor that influences how Indian customers shop online. E-commerce platforms give Indian clients the ease of making purchases from the comfort of their homes or places of business, which is

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particularly enticing in a country where traffic jams and protracted commutes are typical. Numerous studies have found that convenience, particularly for time-sensitive transactions, is a key factor influencing online shopping behaviour in India.

d) Perceived Utility

Perceived usefulness is another factor that influences Indian consumers' online shopping activity. Perceived usefulness refers to how much consumers believe online purchases will help them accomplish their goals, such as time or money savings. Numerous studies have found that perceived utility plays a significant role in influencing online shopping behaviour in India. Customers who purchase online are more likely to do so than those who don't because they think it's useful.

e) Appearance of Ease of Use

Perceived ease of use is a crucial factor that influences Indian customers' online shopping activity. Perceived ease of use is a measure of how straightforward and user-friendly consumers think online shopping to be. Numerous studies have shown that perceived ease of use is a key factor influencing online shopping behaviour in India. Those who believe that internet shopping is easy to use are more likely to be regular online buyers than those who do not.

2.3 Indian E-commerce Platform User Experience

To attract and retain clients in the fiercely competitive Indian e-commerce market, e-commerce enterprises must provide a faultless and pleasurable user experience. The phrase "user experience" refers to a customer's overall perception of e-commerce platforms. A multitude of factors, including website design, navigation, product selection, payment processes, and customer service, have an impact on the user experience.

a) Design of Websites

Website design has a significant impact on user experience in India's e-commerce platforms. A well-designed website should look good, be easy to use, and provide concise, clear information about its products. Studies show that the user experience on Indian e-commerce platforms is greatly impacted by website design. Customers are more inclined to purchase products from websites that are both attractive and easy to use.

b) Navigation

Navigation is a key factor that influences user experience on Indian e-commerce platforms. Customers should have no trouble using the website and discovering what they're looking for quickly and easily. Numerous studies have shown that navigation has a substantial impact on user experience on Indian e-commerce platforms. When buying, consumers are more likely to use systems with simple navigation.

c) Product Choice

Product selection is a key factor that influences customer experience on Indian e-commerce platforms. Customers should have access to a wide range of products, and the platform should provide in-depth details on each product. Numerous studies have shown that the choice of products has a significant role in determining the user experience on Indian e-commerce platforms. Customers are more inclined to make purchases from websites that provide a wide range of products and in-depth product information.

d) Checkout Procedure

The checkout process is another crucial element that has a big impact on consumer experience on Indian e-commerce platforms. Customers should be able to complete the checkout process swiftly and easily without encountering any technological glitches or errors. Numerous studies have shown that the checkout process plays a significant role in determining the user experience on Indian e-commerce platforms. Websites with easy checkout processes tend to attract more customers.

e) Consumer Assistance

Another important factor that has an impact on the user experience on Indian e-commerce platforms is customer service. Customers should have access to prompt and supportive customer service that can assist them with any issues or concerns they may be experiencing. Numerous studies have shown that customer service plays a key role in determining the user experience on Indian e-commerce platforms. The likelihood that a consumer will make a purchase from a website is higher if the customer care is prompt and friendly.

2.4 Users' Preferences and Levels of Satisfaction on Popular Indian E-Commerce Platforms

Several studies have been carried out recently to evaluate user preferences and satisfaction levels on well-known e-commerce platforms in India. Numerous variables, such as platform choice, product choice, website design, customer service, and pricing have been explored in this research.

a) Platform Choice

Amazon and Flipkart were the most well-liked e-commerce sites in India, according to a 2020 study by **RedSeer Consulting**, with a combined market share of 90%. The study also discovered that customers favoured e-commerce sites that offered a large selection of goods, quick shipping, and simple returns.

b) Product Choice

India's consumers favoured using e-commerce platforms to purchase domestic and personal care goods, according to a 2019 Nielsen report. Consumers chose e-commerce platforms with competitive price, a large selection of goods, and quick delivery, according to the study's other findings.

c) Design of Websites

According to a 2019 CXO Today study, Indian shoppers favoured e-commerce platforms with straightforward and user-friendly website designs. Consumers preferred e-commerce sites that offered thorough product descriptions and customer testimonials, the study showed.

d) Consumer Assistance

Indian customers preferred effective and timely customer service in e-commerce platforms, according to a 2018 Kantar IMRB study. Consumers favoured e-commerce platforms that offered a streamlined and trouble-free buying experience, the study also revealed.

e) Pricing

The Centre for Monitoring Indian Economy (CMIE) conducted a survey in 2019 that revealed Indian consumers were price-sensitive when using e-commerce platforms. Consumers favoured e-commerce platforms with competitive pricing and regular sales and discounts, according to the report.

In conclusion, India is not an exception to the fact that e-commerce has grown to be a key component of the global economy. The middle class in India is developing quickly, and there are more and more people using the internet, therefore it's projected that the e-commerce market will expand over the next several years. E-commerce businesses must offer the finest user experience to draw in and keep clients in order to stay competitive in this industry. Research can be used to gain a knowledge of user preferences and behaviour for this.

The majority of the e-commerce industry research that has been conducted in India has concentrated on the variables that affect consumers' online buying habits and e-commerce adoption. On popular e-commerce platforms in India, little research has been done on consumer preferences and satisfaction levels.

The literature review included in this research paper focuses on the many elements, such as platform choice, website design, navigation, product choice, checkout process, customer care, and pricing, that affect user experience in Indian e-commerce platforms. According to studies, Indian consumers favour e-commerce sites that offer a broad selection of goods at reasonable prices, quick delivery, simple returns, a user-friendly website design, comprehensive product information and user reviews, effective and responsive customer service, and regular discounts and offers.

This study intends to collect information on user behaviour and preferences in order to close the knowledge gap about user preferences and satisfaction levels on well-known e-commerce platforms in India. By performing this study, important new information about the state of the Indian e-commerce market and shifting consumer trends can be learned. The results of this study will add to the body of knowledge on user behaviour and e-commerce and offer a thorough understanding of the user experience on well-known e-commerce platforms.

The knowledge collected from this research will help e-commerce businesses, website designers, and business owners better understand the preferences and demands of their customers. E-commerce businesses can stay competitive in India's expanding e-commerce market and support the industry's ongoing expansion by offering the finest customer experience.

In conclusion, this literature study emphasises the value of the user experience in Indian e-commerce platforms and the different elements that affect it. The study intends to close the knowledge gap on user preferences and satisfaction levels on well-known e-commerce platforms in India, which can offer insightful information regarding the state of the market and shifting consumer behaviour. E-commerce businesses can deliver the greatest user experience and stay competitive in India's expanding e-commerce sector by understanding consumer preferences and behaviour.

3.1 PROBLEM IN CONSIDERATION

India's e-commerce business has expanded quickly in recent years, and there are many different platforms to select from. While businesses vie to offer the best user experience, little is known about major e-commerce platform users' preferences and levels of satisfaction.

This study examines consumer preferences and satisfaction levels on six well-known Indian e-commerce platforms: Blinkit, JioMart, ITC shop, Ajio, Myntra, and Tata Cliq in an effort to close this gap.

The issue that this study seeks to solve is the underappreciation of user preferences and behaviour on these well-known e-commerce sites. Because there are so numerous possibilities, it's critical for e-commerce businesses to comprehend what their clients want and how they may enhance their platforms to satisfy those demands. The goal of this research study is to gather information on user preferences and satisfaction levels in order to offer insightful analysis of the Indian e-commerce market's current situation and shifting consumer trends. These perceptions will help e-commerce businesses, website designers, and businesspeople comprehend the preferences and wants of their clients and adjust their offerings accordingly.

3.2 OBJECTIVE OF THE STUDY

This study report compares and contrasts the user preferences of popular e-commerce platforms with an emphasis on the distinctions between established conglomerate businesses and up-and-coming businesses. The following are the study's particular goals:

1. To examine data from a user survey on the preferences and satisfaction levels of online shoppers.
2. To find patterns and trends in the choices, behaviour, and happiness of users on e-commerce platforms.
3. To evaluate how giant conglomerate businesses and cutting-edge businesses compare in terms of customer preferences and satisfaction.
4. To find insightful information about how consumer behaviour is changing when making purchases and the elements affecting e-commerce platform user satisfaction.

The results of this study project will offer useful insights into users' preferences for e-commerce platforms and assist businesses in better comprehending the needs of their clients and enhancing their services. The results of this study will help organisations make data-driven decisions and give their customers a better user experience

3.3 Methodology

In this research paper I am using two different sources i.e GT-Metrix and a focused based survey which include total 20 participants. The questionnaire has questions that cover for the above stated objectives. Majority of the questions have been designed around user's satisfaction level, product availability, user preferences that are impact in purchasing decision day-to-day basis by majority of the target audience.

A. <u>GT-Metrix</u>

A web-based application called GT-metrix analyses website performance and offers useful optimisation suggestions. Website owners and developers frequently utilise the tool to enhance the usability, performance, and user experience of their websites.

GTmetrix can be used to assess the functionality and user experience of well-known Indian e-commerce platforms in the context of this research project. The research can learn more about the numerous elements that affect user experience, such as website speed, page load times, and website design, by analysing the performance of these platforms using GTmetrix.
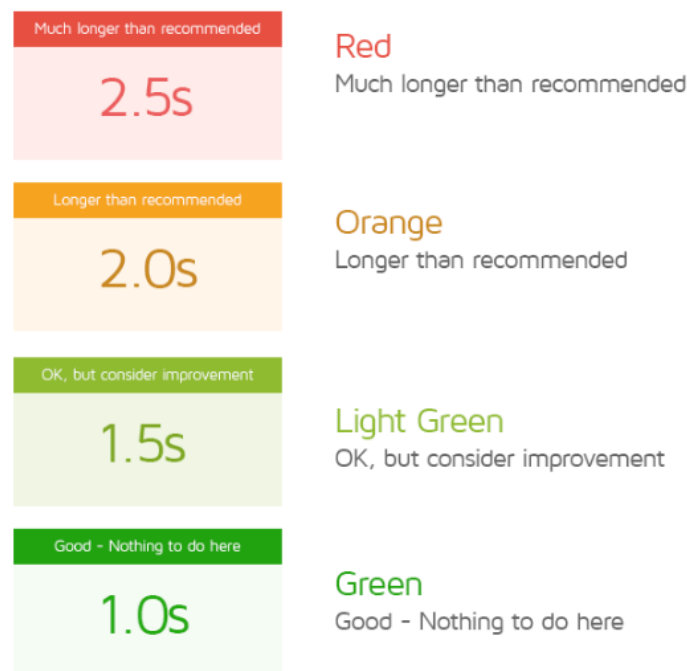
*Colour coding and messages dependent on individual metric thresholds

Fig 3.1 Source: GT Metrics

The research uses GTmetrix to measure key performance indicators, such as page load times, page size, the number of requests sent to the server, and other metrics linked to website performance, to analyse the functionality of well-known e-commerce platforms in India. Additionally, the tool offers a thorough report that identifies areas for development and makes practical suggestions for enhancing website performance.

The research can acquire important insights into the aspects that affect user experience and pinpoint opportunities for development for these platforms by utilising GTmetrix to assess the performance and user experience of well-known e-commerce platforms in India. E-commerce businesses,

website designers, and business owners can utilise this information to optimise their platforms and give their customers the best experience possible.
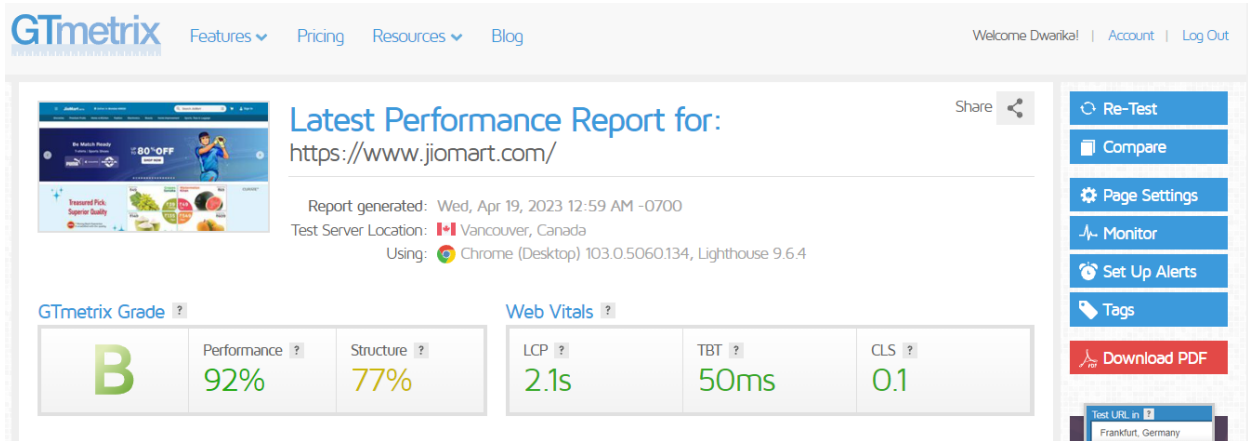
I.   GT-Metrix analysis report for JioMart

Fig 3.2 Source: GT Metrics

Based on the above information provided, it seems that the Structure Score of a webpage is being used to evaluate its performance. While a high Structure Score may indicate optimal performance, it may not always translate to a good user experience

This is because a webpage with a high Structure Score may have been built with optimization in mind, but it may not necessarily prioritize user experience. For example, a page that loads very quickly due to aggressive caching may not always provide the most up-to-date information to the user.
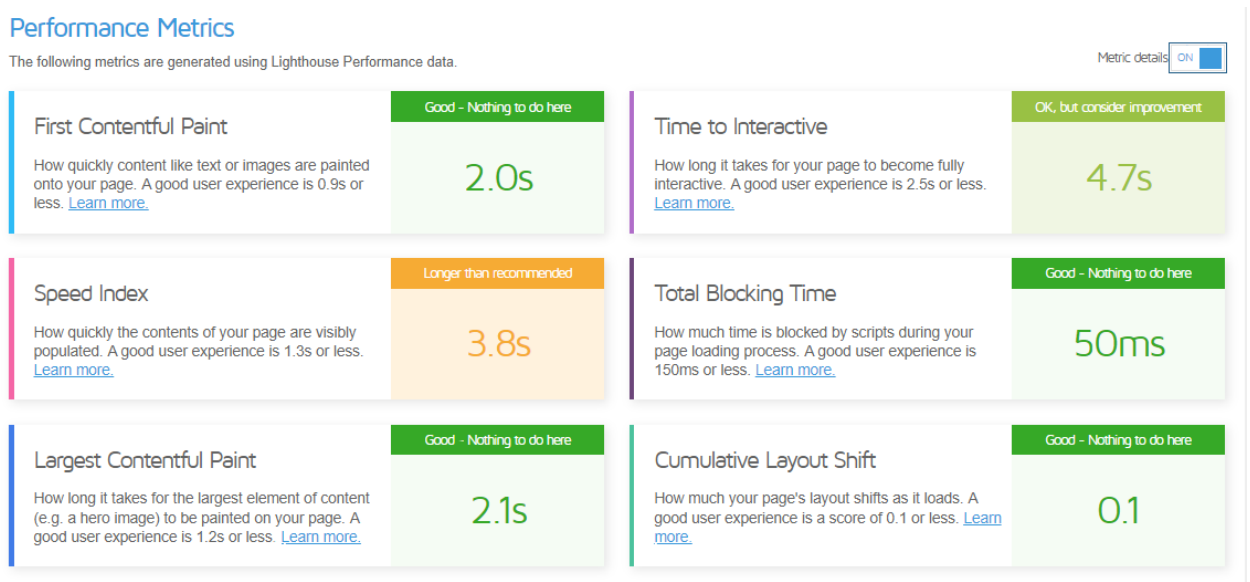
Fig 3.3 Source: GT Metrics

Therefore, it's important to strike a balance between optimizing for performance and ensuring a good user experience. While a high Structure Score may be a useful metric to evaluate the technical aspects of a webpage, it's equally important to consider factors such as usability, accessibility, and content quality to ensure a positive user experience.

As discussed earlier in this performance metrics we can see that speed of loading any content is how quickly the contents of your page are visibly populated. A good user experience is 1.3s or less which is 3.8s which is directly impacting time to interaction of the website

II.   GT-Metrix analysis report for Blinkit
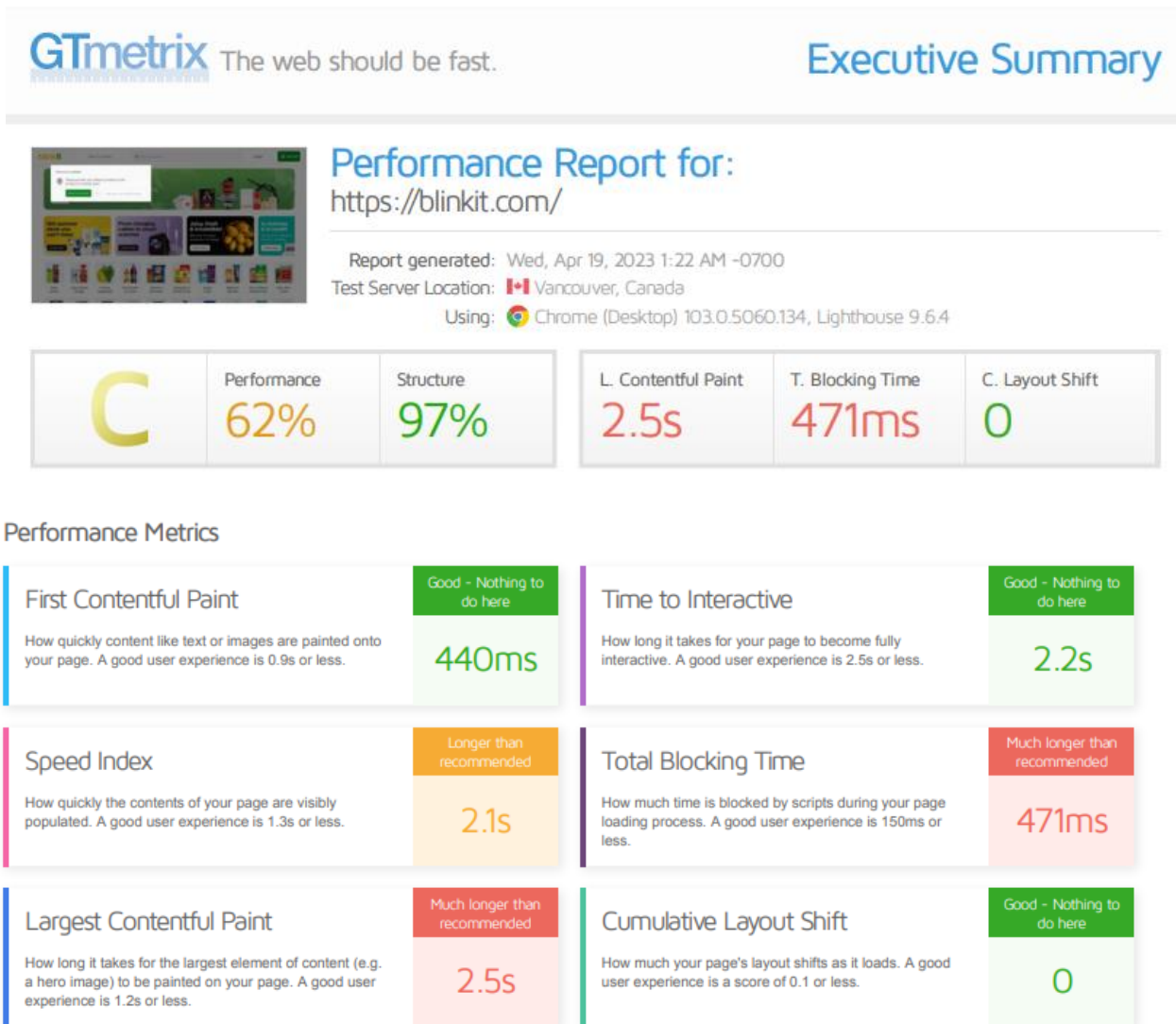
As we can see the overall performance of the website is "C" which is low due to higher time taken in blocking time and Large contentful paint as shown in bellow performance matrix

III.   GT-Metrix analysis report for ITC Store

Latest Performance Report for:
https://itcstore.in/

Share

Report generated: Wed, Apr 19, 2023 1:52 AM -0700
Test Server Location: 🇨🇦 Vancouver, Canada
Using: 🌐 Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

GTmetrix Grade ❓

E

Performance ❓	Structure ❓
43%	67%

Web Vitals ❓

LCP ❓	TBT ❓	CLS ❓
2.3s	671ms	0.03

Performance Metrics

The following metrics are generated using Lighthouse Performance data.   Metric details ON

First Contentful Paint
How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less. Learn more.
Good – Nothing to do here
732ms

Time to Interactive
How long it takes for your page to become fully interactive. A good user experience is 2.5s or less. Learn more.
Much longer than recommended
13.3s

Speed Index
How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less. Learn more.
Much longer than recommended
13.8s

Total Blocking Time
How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less. Learn more.
Much longer than recommended
671ms

Largest Contentful Paint
How long it takes for the largest element of content (e.g. a hero image) to be painted on your page. A good user experience is 1.2s or less. Learn more.
Longer than recommended
2.3s

Cumulative Layout Shift
How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less. Learn more.
Good – Nothing to do here
0.03

Fig 3.5 Source: GT Metrics

The performance of ITC store website is much worse comparative with other two Blinkit & JioMart, this have lower Grade "E" and in terms of performance and structure this have 43% and 67% respectively.

IV. GT-Metrix analysis report for Ajio

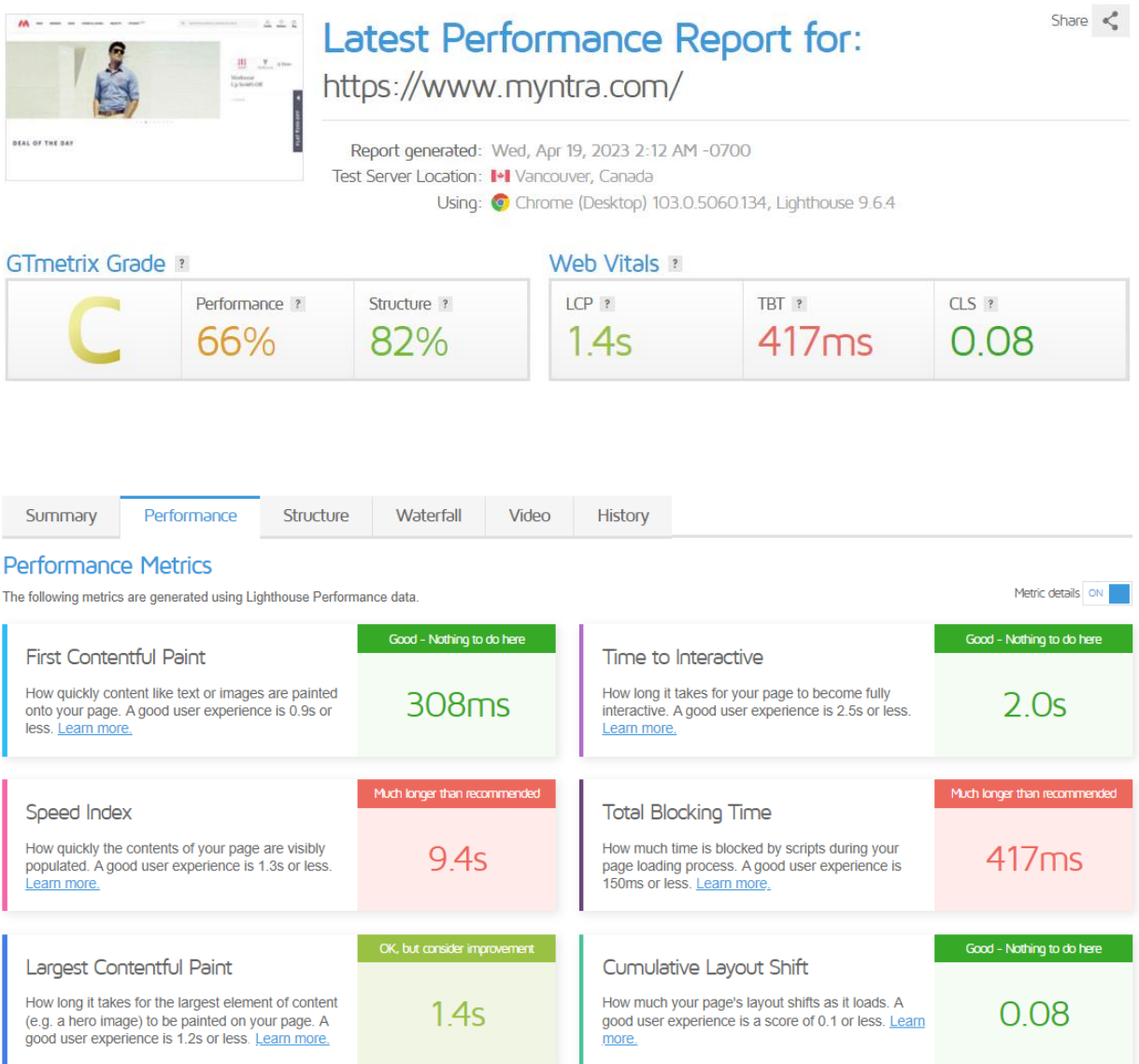Fig 3.6 Source: GT Metrics

V.   GT-Metrix analysis report for Myntra

Fig 3.7Source: GT Metrics

As we can see in this Myntra is performing better with comparison with Ajio for Fashion e-commerce space. This have better performance rating than Ajio except Speed Index and Total Blocking time every things seems good to go no more optimisation needed.
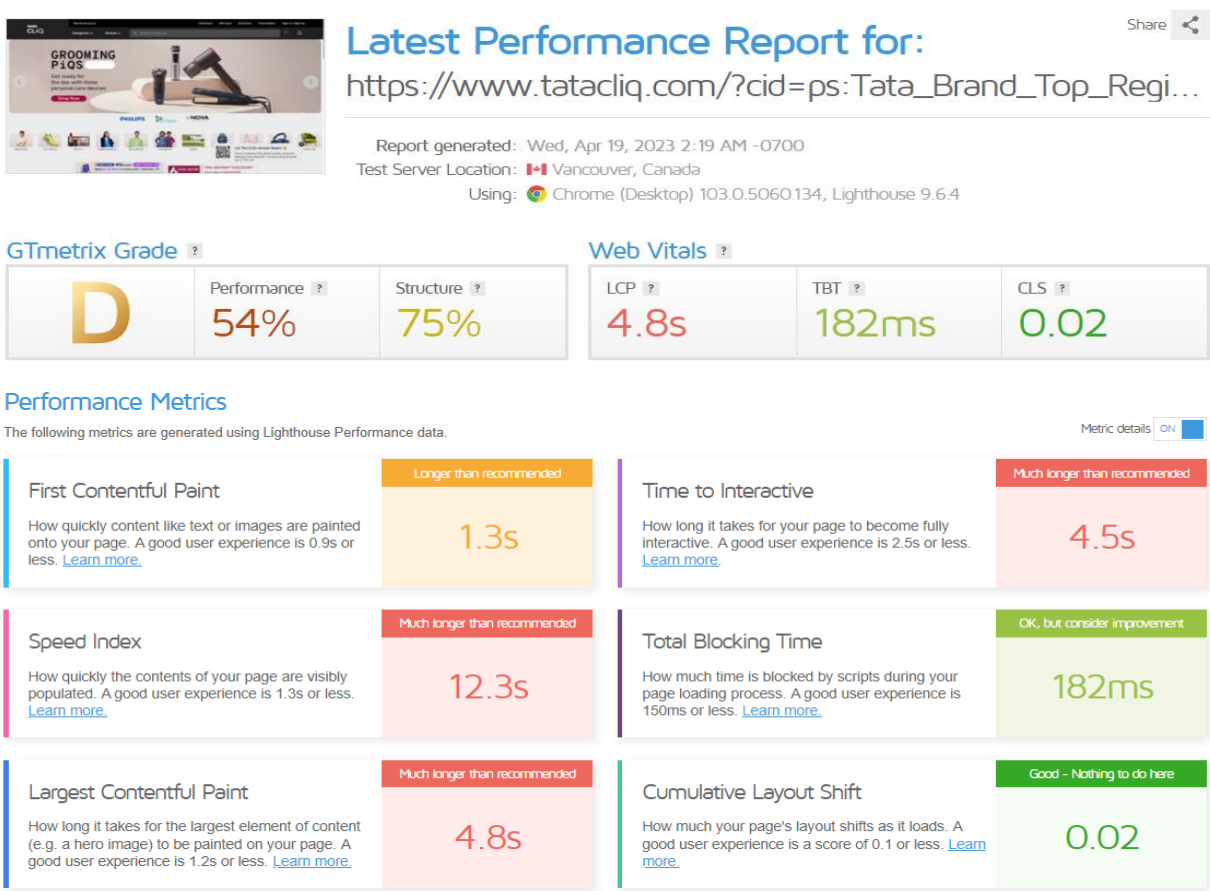
VI. GT-Metrix analysis report for Tata Cliq

Fig 3.8 Source: GT Metrics

3.4 Overall Analysis of Performance Matrix

3.4.1 Browser Timings

Parameters/Brands	Good Score	JioMart	Ajio	Myntra	ITC	Blinkit	Tata Cliq
Redirect Duration	0ms	0ms	0ms	0ms	0ms	0ms	0ms
Connection Duration	178ms	21ms	782ms	27ms	44ms	20ms	177ms
Backend Duration	105ms	3ms	265ms	215ms	102ms	267ms	532ms
Time to First Byte	283ms	24ms	1.0s	242ms	146ms	287ms	700ms
First Paint	1.4s	2.0s	1.3s	308ms	723ms	440ms	1.3s
DOM Content Loaded Time	1.1s	2.3s	2.4s	908ms	2.2s	648ms	1.3s
DOM Interactive Time	1.5s	2.3s	2.0s	679ms	2.1s	462ms	1.1s
Onload Time	2.5s	2.9s	4.4s	1.4s	6.5s	1.9s	2.7s
Fully Loaded Time	9.6s	7.8s	9.6s	12.7s	14.9s	3.2s	30.0s

Table 3.1 Browser Timings

These conclusions can be drawn from the presented data:

- JioMart, Blinkit, and Tata Cliq all receive Good Scores across the board, indicating strong website performance.

- Although Ajio and Myntra have Good ratings across the board, their Backend Duration and Time to First Byte ratings are higher than those of comparable websites, implying slower server response times.

- Only the Redirect Duration metric gives ITC a Good Score, suggesting that there may be opportunity for improvement in other performance areas.

- All websites have optimised their website redirects for quicker loading, as seen by the Redirect Duration score of 0ms for all of them.

- All websites scored poorly for Connection Duration, with JioMart receiving the lowest rating (21ms).

- Websites scored differently for backend duration, with JioMart scoring the lowest (3ms) and Tata Cliq scoring the highest (532ms).

- All websites have quite high Time to First Byte scores, with JioMart having the lowest score (24 ms) and Tata Cliq having the best score (700 ms).

- The First Paint scores on different websites vary widely, with Myntra having the lowest score at 308ms and Tata Cliq having the highest at 723ms.

- All websites have reasonably high DOM Content Loaded Time scores, with JioMart having the lowest score (908 ms) and Ajio having the greatest score (2.4 s).

- All websites have rather high DOM Interactive Time scores, with Blinkit having the lowest score (462 ms) and Myntra having the best score (2.0 s).

- ITC received the greatest Onload Time rating of 6.5 seconds, while JioMart received the lowest rating of 2.9 seconds.

- The Fully Loaded Time ratings for different websites vary widely, with Blinkit receiving the lowest rating (3.2s) and Tata Cliq receiving the highest rating (30.0s).

Overall, it seems like JioMart and Blinkit's websites run the best, with Tata Cliq possibly needing more performance tuning. It's important to keep in mind that a number of variables, like website complexity, server resources, and network speed, can impact how well a website runs and that these variables can change over time.

3.4.2 Performance Metrics

Parameters/Brands	Good Score	JioMart	Ajio	Myntra	ITC	Blinkit	Tata Cliq
First Contentful Paint	.9s	2.0s	648ms	308ms	732ms	440ms	1.3s
Speed Index	1.3s	3.8s	9.7s	9.4s	13.8s	2.1s	12.3s
Largest Contentful Paint	1.2s	2.1s	2.0s	1.4s	2.3s	2.5s	4.8s
Time to Interactive	2.5s	4.7s	13.7s	2.0s	13.3s	2.2s	4.5s
Total Blocking Time	150ms	50ms	3.9s	417ms	671ms	471ms	182ms
Cumulative Layout Shift	0.1	0.1	0.84	0.08	0.03	0	0.02

Table 3.2 Performance Metrics

Looking at the data, we can see the following:

- JioMart has a slower performance than the other brands on all metrics except for the Largest Contentful Paint.

- Ajio has a significantly slower Speed Index and Time to Interactive than the other brands, indicating that the website may have performance issues.

- Myntra and Blinkit have relatively good scores across all metrics, except for a higher Total Blocking Time for Blinkit.

- ITC has a very slow Speed Index and Time to Interactive, indicating that the website may need optimization.

- Tata Cliq has a slow Largest Contentful Paint and a high Cumulative Layout Shift, indicating that the website may have some layout issues.

It's important to note that these metrics should be interpreted in context and with consideration of the specific goals and requirements of each website.

Now if we see in terms of grocery shopping JioMarts beat ITC & Blinkit in terms of their website performance which means that for a layman JioMart's website and application will be more comfortable comparatively Blinkit and ITC store.

Simmilarly in Fashion E-commerce Myntra beats Ajio and Tata cliq in terms of their website performance which means that for a layman Myntra's website and application will be more comfortable comparatively Ajio and Tata Cliq.

3.5 SAMPLING PLAN & STRATEGY

Two techniques were used in this study to collect primary data. First, a group of 20 people from various backgrounds was gathered, including students, working professionals, and business owners. The researcher introduced six distinct brands—Blinkit, JioMart, ITC shop, Myntra, Ajio, and Tata Cliq—during a group meeting so that the participants could become familiar with the applications and websites of these companies before to participating in the study. A week was given to participants to use the platforms.

After that, a survey was given out that asked about demographic data, the use of an e-commerce platform, user experience, user preferences, and user happiness. Focused interviews were undertaken to verify the validity of the survey results and discover any additional elements impacting people's decisions on e-commerce platforms.

3.6 **OBSERVATIONS**

The data has been collected with the help of questionnaire. and it has been analyzed and interpreted. Appropriate treatment has been done to the raw data and logical conclusion are drawn based on findings.

The following data has been observed from Primary Research: 15 males and 5 females have responded.

1. **Age:** The respondents include members of all age groups, most of them falling under the age group 26-30.

Please, choose your age group:
20 responses
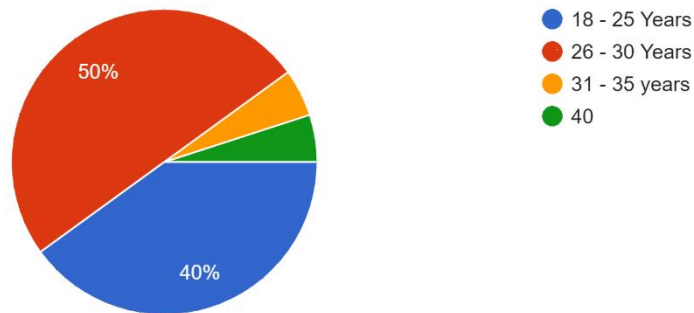
2. **Gender:** Among the respondents who answered to the questionnaire, when asked about the gender, it was found that 25% of them were women, and about 75% were men who filled the questionnaire.
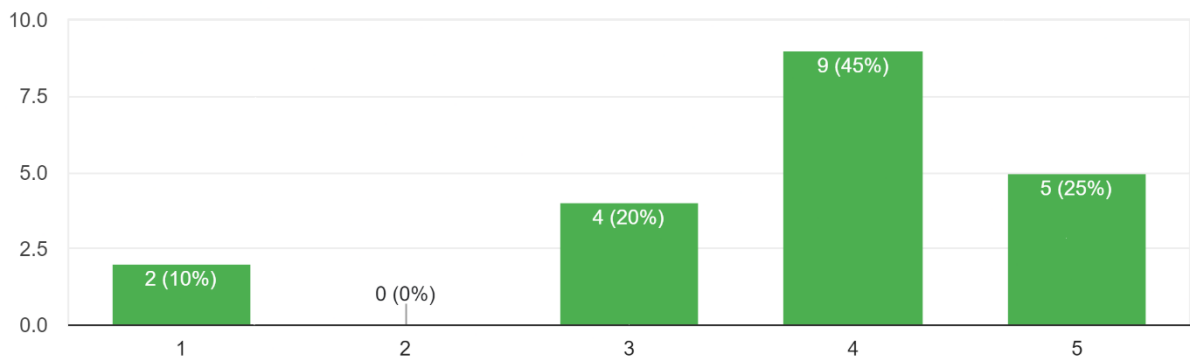
Gender
20 responses
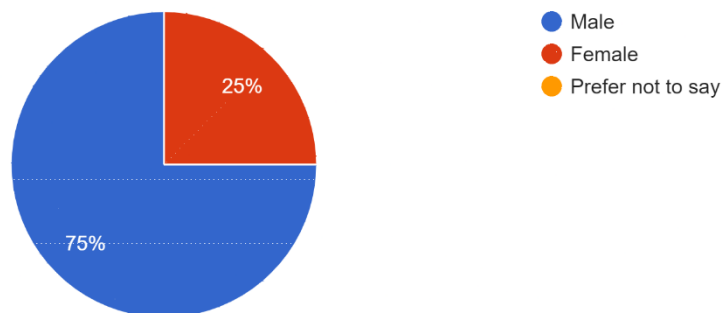
3. What is your current professional position?

Current Profession

20 responses

- Student
- Service
- Self Employed
- Business/Trader
- Home maker

40%

15%

45%
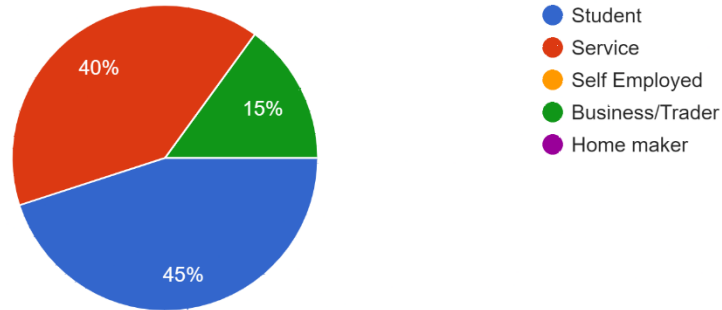
4. How often do you use e-commerce platforms

How often do you use e-commerce platforms

20 responses

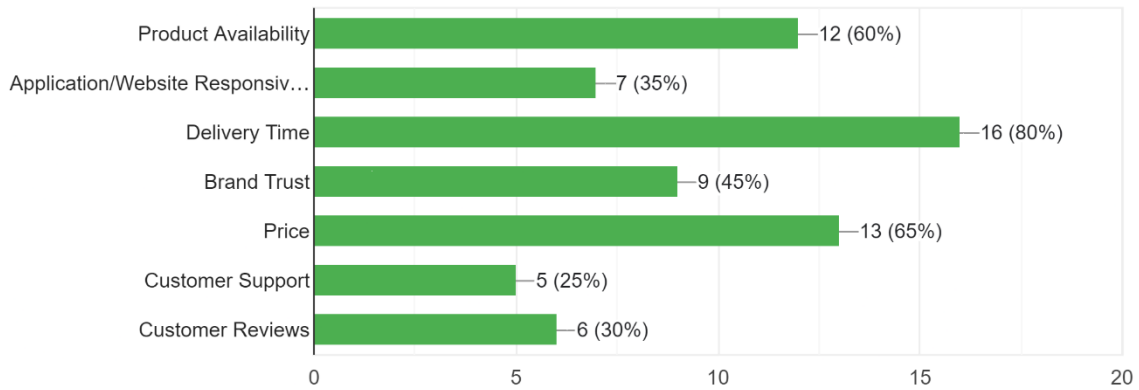**5. Select the most frequently used e-commerce platform by you for your daily needs:**

Select the most frequently used e-commerce platform by you for your daily needs

20 responses
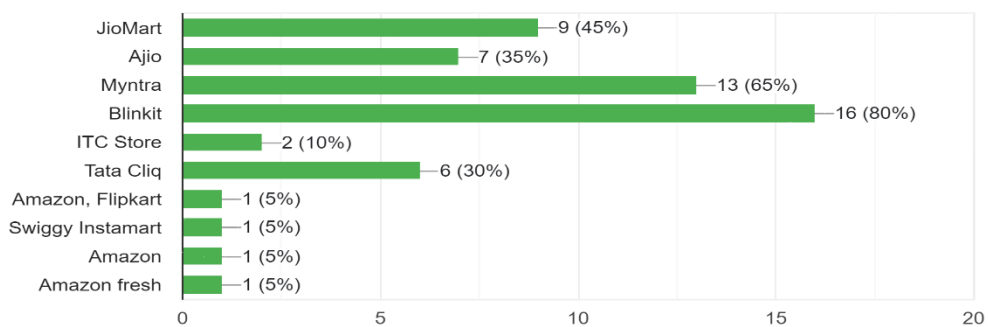
6. reasons for using above e-commerce platforms

What are the main reasons for using above e-commerce platforms

20 responses

Product Availability	12 (60%)
Application/Website Responsiv…	7 (35%)
Delivery Time	16 (80%)
Brand Trust	9 (45%)
Price	13 (65%)
Customer Support	5 (25%)
Customer Reviews	6 (30%)

Rate the following question, where 1- Strongly Dissatisfied & 5- Strongly Satisfied
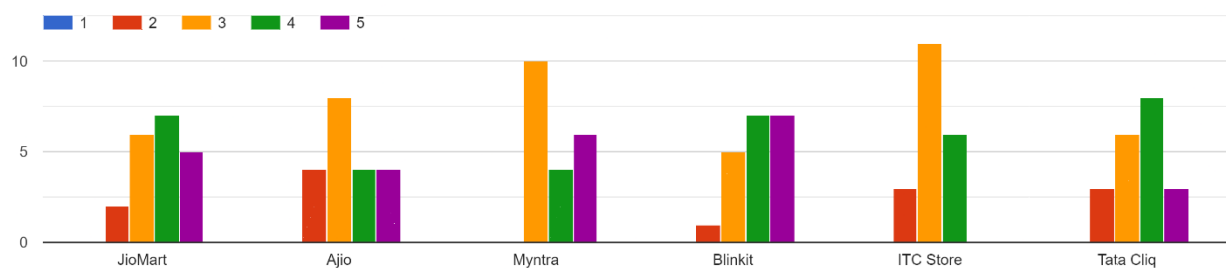
7. Please rate your overall user experience of following e-commerce platforms

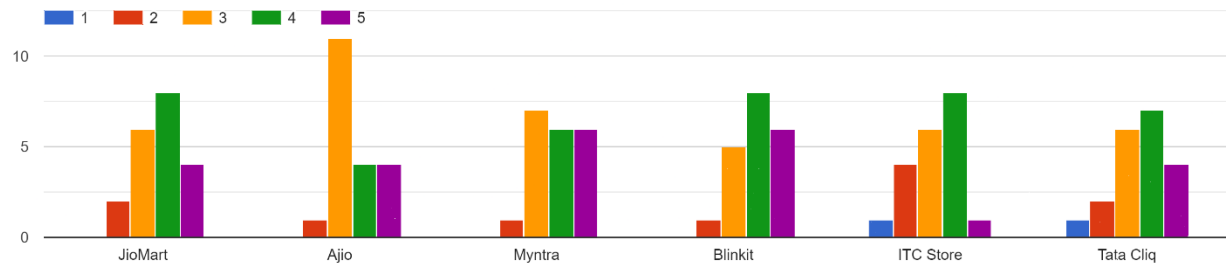Please rate your overall user experience of following e-commerce platforms
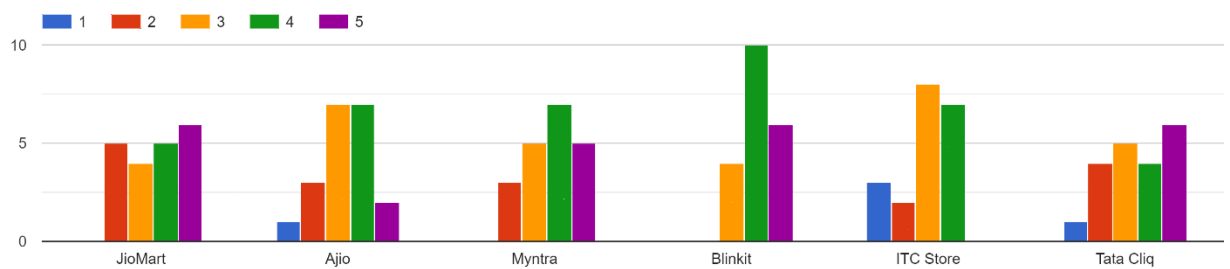
8. It is easy to navigate through the platform

How easy is it to navigate through the platform?

9. Please rate your experience with the platform's user interface and navigation system

Please rate your experience with the platform's user interface and navigation system
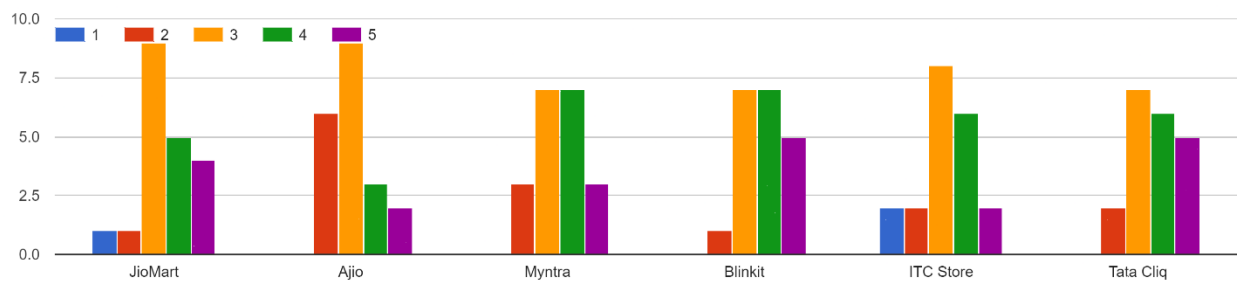

10. Experience with the quality of product information provided

Rate your experience with the quality of product information provided on the following e-commerce platform
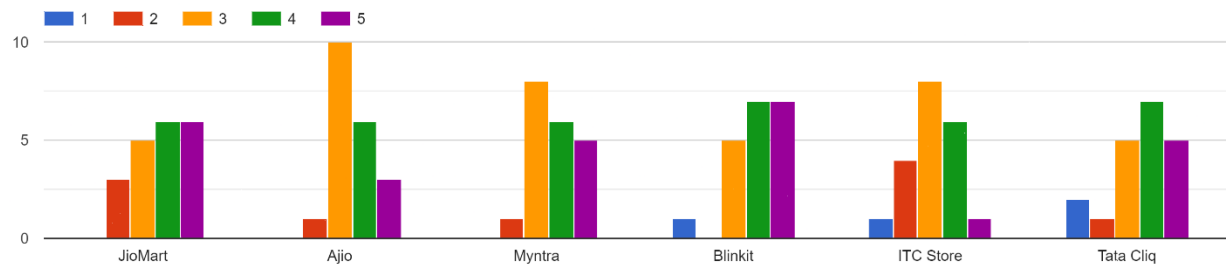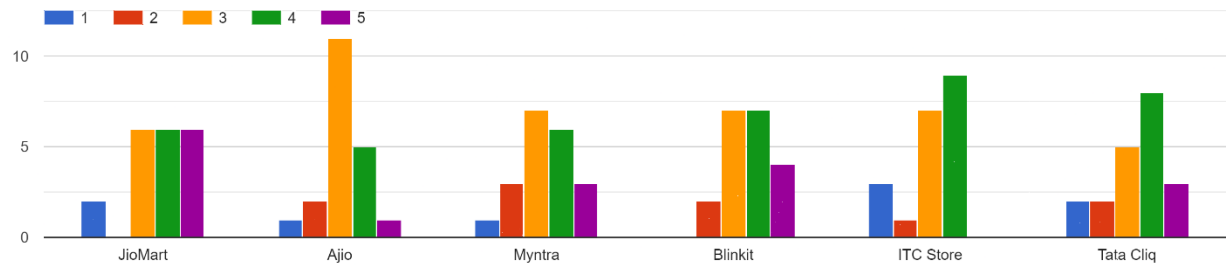

11. Checkout Process

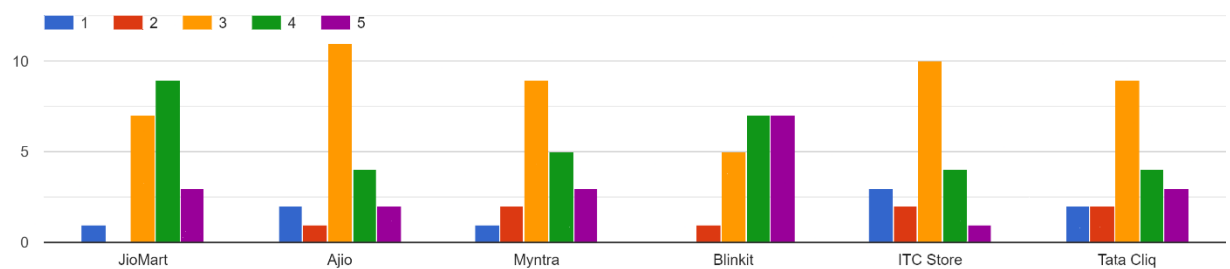Rate the checkout process on the following platform

12. Satisfaction with the product selection

I am completely satisfied with the product selection on following e-commerce platforms

13. Satisfaction level with the delivery time for products purchased
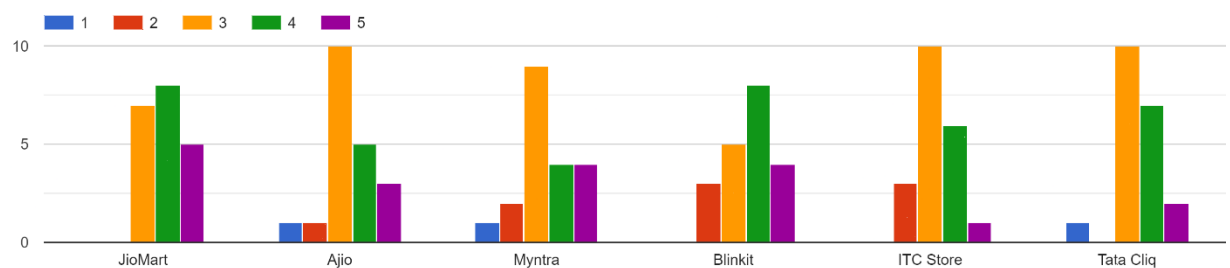
I am completely satisfied with the delivery time for products purchased on following platforms

*Please rate your response on a scale of 1 to 5, where 1 means "Strongly Disagree" and 5 means "Strongly Agree

14. Product search is an important feature for me when using e-commerce platforms

Product search is an important feature for me when using e-commerce platforms

15. I do frequently rely on product recommendations provided by the e-commerce platform while shopping

I do frequently rely on product recommendations provided by the e-commerce platform while shopping
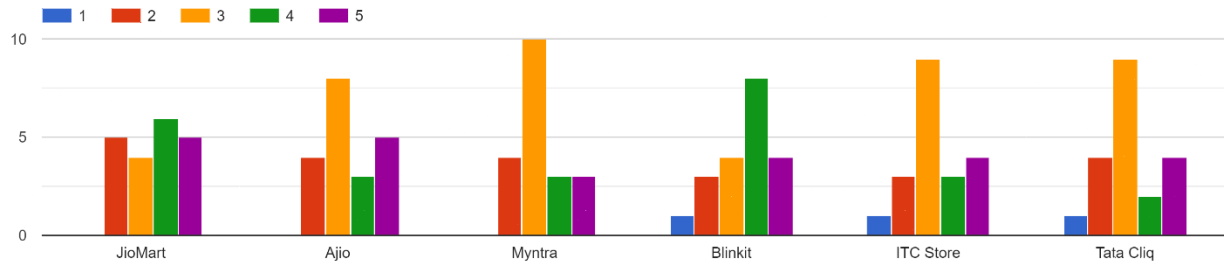
16. I do frequently read customer reviews before making a purchase on following e-commerce platforms

I do frequently read customer reviews before making a purchase on following e-commerce platforms
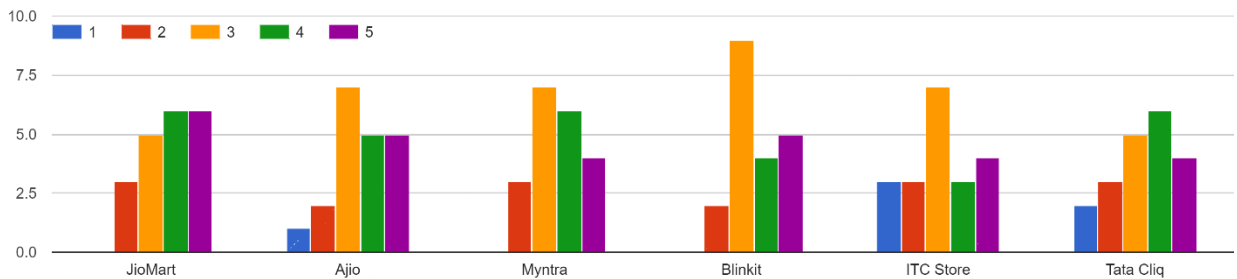
17. Which of the following e-commerce platform do you prefer for shopping?

Which of the following e-commerce platform do you prefer for shopping
20 responses
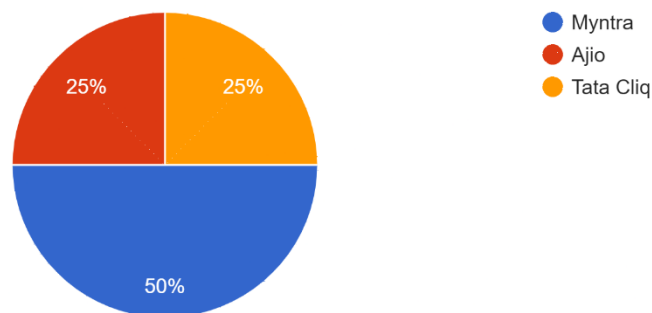
18. Which of the following e-commerce platform do you prefer for grocery?

Which of the following e-commerce platform do you prefer for grocery
20 responses

- JioMart
- ITC Store
- Blinkit

3.7 **DATA ANALYSIS & INTERPRETATION**

Since there are only 20 participants in the sample, tests of any kind (Z-testing, Regression, Component Factor analysis, etc.) were not feasible. However, based on the data gathered from focused interviews and survey forms, I have suggested a few models on which further research can be done. This more critical research will reveal the primary factors that influence users when they choose an ecommerce platform for shopping.

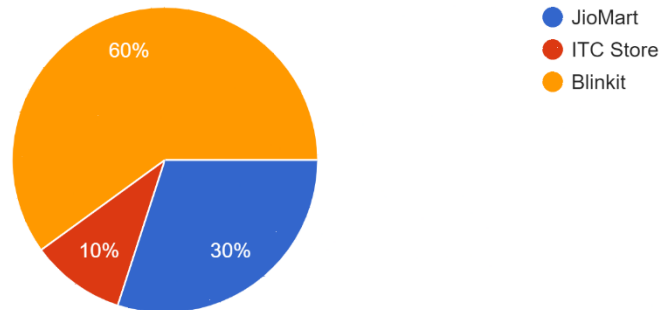As we can see from the data provided by GT-Metrics, Blinkit and JioMart performed well in the food e-commerce category while Myntra fared far better in the fashion category than competitors Ajio and Tata Cliq.

Similarly, ITC Store continually receives the lowest scores, while Blinkit in grocery e-commerce and Myntra in fashion commerce consistently performs well across the board. But it's crucial to remember that the survey results only reflect a portion of the population and could not be accurate for the entire population.

	JioMart	Ajio	Myntra	Blinkit	ITC Store	Tata Cliq
Overall Experience	3.6	3.3	3.7	4.1	2.95	3.5
Navigation	3.75	3.4	3.8	4	3.15	3.55
User Interface	3.7	3.55	3.85	3.95	3.2	3.55
Product Information	3.75	3.55	3.75	3.95	3.1	3.6
CheckOut Process	3.5	3.05	3.5	3.8	3.2	3.7
Product Selction	3.7	3.15	3.35	3.65	3.1	3.4
Delivery Time	3.65	3.15	3.35	4	2.9	3.2
Product Search	3.9	3.4	3.4	3.65	3.25	3.45
Product Reccomendation	3.55	3.45	3.25	3.55	3.3	3.2
Customer Reviews	3.75	3.55	3.55	3.6	3.1	3.35
Total Sum	36.85	33.55	35.5	38.25	31.25	34.5

Table 3.3 Average reviews for all the platforms

Based on the survey data provided, we can analyze the performance of various online shopping platforms on different parameters.

- **Overall Experience**:
  Blinkit has the highest score of 4.1, followed by Myntra with 3.7, and JioMart with 3.6. ITC Store has the lowest score of 2.95.
- **Navigation:**
  Blinkit has the highest score of 4.0, followed by Myntra with 3.8, and JioMart with 3.75. ITC Store has the lowest score of 3.15.
- **User Interface:**
  Myntra and Blinkit have the highest score of 3.85 and 3.95, respectively. ITC Store has the lowest score of 3.2.
- **Product Information:**
  Blinkit has the highest score of 3.95, followed by Myntra and JioMart with 3.75. ITC Store has the lowest score of 3.1.
- **Check-out Process:**
  Blinkit has the highest score of 3.8, followed by JioMart with 3.5. Ajio has the lowest score of 3.05.

- **Product Selection:**
  Blinkit has the highest score of 3.65, followed by JioMart and Myntra with 3.7 and 3.35, respectively. ITC Store has the lowest score of 3.1.
- **Delivery Time:**
  Blinkit has the highest score of 4.0, followed by JioMart with 3.65. ITC Store has the lowest score of 2.9.
- **Product Search:**
  Blinkit has the highest score of 3.9, followed by JioMart with 3.4. ITC Store has the lowest score of 3.25.
- **Product Recommendation:**
  JioMart has the highest score of 3.55, followed by Ajio with 3.45. ITC Store has the lowest score of 3.2.
- **Customer Reviews:**
  Myntra and Blinkit have the highest score of 3.55, followed by JioMart with 3.75. ITC Store has the lowest score of 3.1.

Overall, Blinkit performs well in most parameters, while ITC Store consistently has the lowest scores.

The reliability and generalizability of the results may be impacted by the relatively small sample size, which is 20. A bigger sample size would have produced more accurate and reliable results.

A more thorough understanding of participants' experiences and opinions can be obtained utilising a process that combines targeted interviews with survey forms.

The survey's demographic, which included students and working adults between the ages of 21 and 30, may have limited how far the results could be applied. When it comes to online buying platforms, it's probable that people from different age groups or professional backgrounds would have varied experiences and preferences.

Overall, even if the additional details on sample size, methodology, and demographics provide the poll results more perspective.

3.7.1. Graphical Representation of Primary survey data
- **For Fashion E-Commerce**

Here we can see blue bar represents Overall User Experience, where Myntra scores highest after then Tata Cliq and Ajio respectively
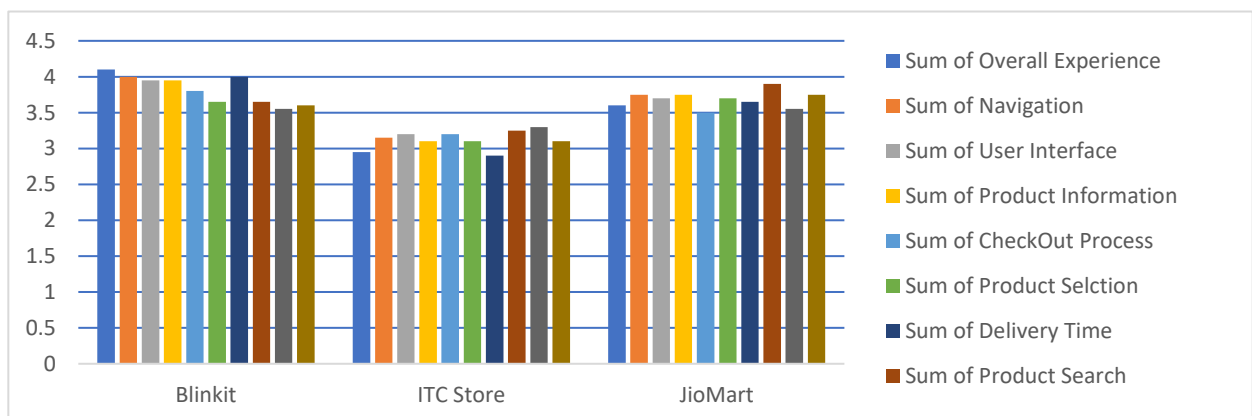
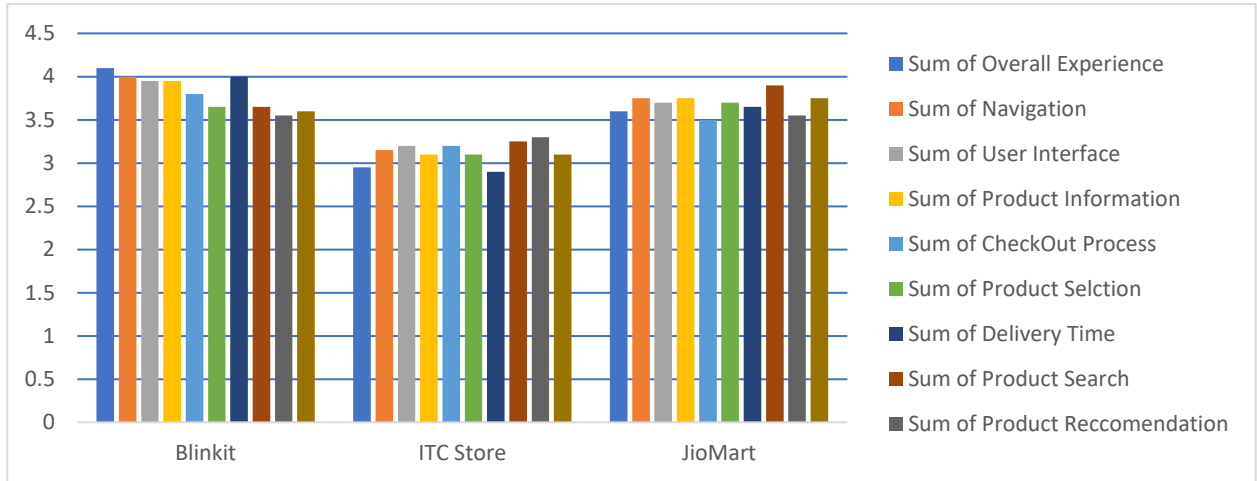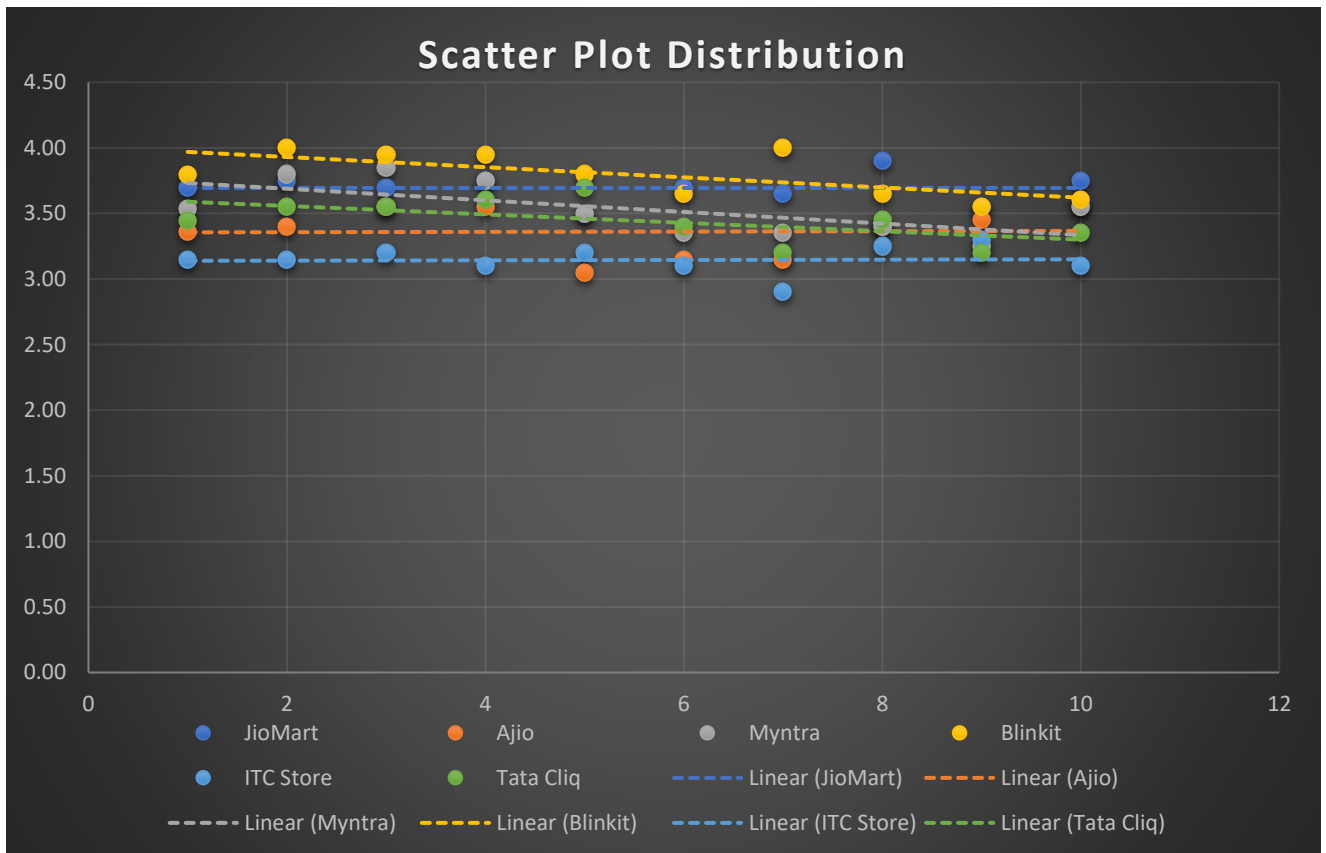- **For Grocery E-commerce**

Similar to the last test GT-metrics, we are receiving the same results here. ITC Store continually receives the lowest scores, while Blinkit consistently performs well across the board.

- **Overall Graphical Representation and trend line**

3.8 Result

In the context of grocery and fashion e-commerce platforms, the current study looked at customer preferences. Our research indicates that the success of e-commerce platforms is significantly influenced by the user experience. In particular, we discovered that Myntra is the favoured option for fashion e-commerce, whereas Blinkit is the preferred choice among JioMart and ITC shop for groceries e-commerce. We must first grasp what people want from digital products in order to comprehend the factors that affect user preferences.

Our analysis of the literature showed that, even in the absence of specific factors, the user journey's simplicity and comfort on the platforms significantly influence user choice. Users rely primarily on the user interface and other features of the platform to make judgements because they cannot physically touch or feel the product. Users are thus more likely to favour systems that offer a seamless user experience.

Using the GT-metrics tool, which takes into account a number of variables like UI/UX, Redirect Duration, Connection Duration, Backend Duration, Time to First Byte, First Paint, DOM Content Loaded Time, DOM Interactive Time, Onload Time, Fully Loaded Time, and others, we evaluated the user journey. The mean value was utilised to standardise the GT-metrics data that we obtained over a range of time periods. According to the data research, the best platforms for grocery e-commerce were found to be Blinkit and JioMart, while the top platforms for fashion e-commerce were determined to be Myntra and Blinkit..

Additionally, we discovered that in some circumstances, customers on e-commerce platforms may overlook problems like lagging and slow responsiveness if other factors such as navigation, user interface, product information, checkout process, product selection, delivery time, product search, product recommendation, customer reviews, and others live up to their expectations. This incident underscores the important role that user experience has in influencing young people who depend on these platforms for daily requirements.

The marketers and architects who create and market e-commerce systems should take note of our findings. Basic functioning is not enough; they must additionally take into account things like interface responsiveness and other suggested features. Ignoring them may result in a bad user experience and lower adoption rates. These elements have a substantial impact on user preference and satisfaction.

As a result, our study highlights how important user experience is in deciding how successful e-commerce platforms are. Our research indicates that users are more likely to favour platforms that offer a seamless user experience, thus marketers and architects should take this into account when creating and promoting e-commerce platforms..

4. LIMMITATION & RECOMMENDATION

4.1 Key Takeaways

Followings are key takeways:

- The user experience is significantly impacted by performance measures such page load times, redirect durations, connection durations, backend durations, time to first byte, and overall blocking periods.
- In terms of page load times and other performance indicators, the performance of e-commerce websites differs greatly amongst brands. Some websites perform better than others.
- According to the poll results, ITC Store has the lowest overall user satisfaction rating, while JioMart and Blinkit had the greatest scores.
- The most crucial elements that affect customer satisfaction are navigation, user interface, product information, the checkout process, and product choice.
- User happiness is also influenced by product recommendations and customer reviews, though to a lesser amount.

Overall, the research report emphasises the significance of website performance and user experience in the e-commerce market and offers insights to help e-commerce websites function better and look better.

4.2 Limitations

There are several limitations in this research paper, including:

- **Sample size:** The survey's sample size is quite small, which could limit how broadly the results can be applied to a larger population.
- **Location:** Because participants from different geographic areas were excluded from the study, the findings may not be generalizable to other regions or nations.
- **Subjectivity:** The survey data is based on the subjective experiences of the respondents, which may have been shaped by things like personal prejudices, prior experiences, and expectations.
- **Lack of comparison group:** Because no participants in the study used e-commerce websites as a comparison, it may be difficult to make firm conclusions on the efficacy of these sites.
- **Timeframe:** Because the study did not identify the time period over which the data was gathered, it may be difficult to make generalisations regarding the e-commerce websites' long-term efficacy.

4.3 Recommendation

Considering the aforementioned restrictions, the following suggestions for future research might be made:

- Conducting more thorough user surveys to get input and viewpoints from a wider range of demographics and regions.
- Increasing the number of e-commerce websites used in the study to improve the results' representativeness.
- Collecting information for a longer length of time to account for any seasonal variances or shifts in user behaviour.
- Providing a more complete view of user behaviour by adding further data like bounce rates and exit rates.
- Using qualitative data analysis methods, such as sentiment analysis or user feedback analysis, to have a better understanding of user views and preferences.

Overall, in order to provide a more rigorous and thorough understanding of user behaviour and preferences in the e-commerce industry, future research should strive to solve the shortcomings of this study.

Conclusion

In conclusion, this study sought to assess the effectiveness of well-known Indian e-commerce sites like JioMart, Ajio, Myntra, Blinkit, ITC Store, and Tata Cliq. In order to assess the overall user experience of the websites, the study combined performance metrics such as page load times, navigation, user interface, product information, checkout process, delivery time, product selection, search, recommendations, and customer reviews with survey results.

According to the study's conclusions, Blinkit performed the best overall across all parameters, earning a respectable 4.1 out of 5. While Ajio and ITC Store underperformed, JioMart, Myntra, and Tata Cliq also did well. The study also identified a strong correlation between website performance measures and overall user experience, including page load speeds, time to interactive, and total blocking time.

The research article includes a number of drawbacks, such as a small sample size for the survey, a narrow geographic scope, and a failure to take into account additional elements that might affect the user experience, like product pricing, customer service, and returns policies.

Based on the study's findings, it is advised that Indian e-commerce businesses concentrate on enhancing website performance, particularly in terms of page load times, time to interactive, and overall blocking time. To increase user engagement and happiness, businesses should also think about implementing features like personalised suggestions, user reviews, and simple checkout procedures.

Overall, this study offers insightful information about the performance of Indian e-commerce websites and emphasises the significance of website performance measures in determining the entire user experience. To address the shortcomings of this study and give a more thorough assessment of e-commerce websites in India, additional research is required.

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• www.statistica.com www.digimedia.com www.neilpatel.com Bruns, 'Trust and 'perceived

A Study of User Preferences of Popular E-Commerce platforms in India

This survey is an attempt to **Study of User Preferences of Popular E-Commerce platforms in India** such as Blinkit, JioMart, ITC Store, Ajio, Myntra & Tata Cliq.

Kindly spare a few minutes to fill out this form. This survey is intended for a research project and the details provided by the respondent would be kept confidential.
Thank You.

*Name

[   ]

Your answer

*Gender

Male
Female
Prefer not to say
Other:

*Please, choose your age group:

18 - 25 Years
26 - 30 Years
31 - 35 years
Other:
[   ]

*Current Profession

Student
Service
Self Employed
Business/Trader
Home maker
Other:

*How often do you use e-commerce platforms

                                      Never

1
2
3
4
5

                                      Everytime

*Select the most frequently used e-commerce platform by you for your daily needs

    JioMart
    Ajio
    Myntra
    Blinkit
    ITC Store
    Tata Cliq
    Other:

*What are the main reasons for using above e-commerce platforms

    Product Availability
    Application/Website Responsiveness
    Delivery Time
    Brand Trust
    Price
    Customer Support
    Customer Reviews
    Other:

Rate the following question, where 1- worst & 5- Great

Please rate your overall user experience of following e-commerce platforms*

	1 2 3 4 5
JioMart	
Ajio	
Myntra	
Blinkit	
ITC Store	
Tata Cliq	
JioMart	
Ajio	
Myntra	
Blinkit	
ITC Store	
Tata Cliq	

How easy is it to navigate through the platform?*

	1 2 3 4 5
JioMart	
Ajio	
Myntra	

Blinkit
ITC Store
Tata Cliq
JioMart
Ajio
Myntra
Blinkit
ITC Store
Tata Cliq

Please rate your experience with the platform's user interface and navigation system*

1
2
3
4
5

JioMart
Ajio
Myntra
Blinkit
ITC Store
Tata Cliq
JioMart
Ajio
Myntra
Blinkit
ITC Store
Tata Cliq

Rate your experience with the quality of product information provided on the following e-commerce platform*

1
2
3
4
5

JioMart
Ajio
Myntra
Blinkit
ITC Store
Tata Cliq
JioMart
Ajio
Myntra
Blinkit
ITC Store
Tata Cliq

Rate the checkout process on the following platform
*

1

	2
	3
	4
	5

JioMart
Ajio
Myntra
Blinkit
ITC Store
Tata Cliq
JioMart
Ajio
Myntra
Blinkit
ITC Store
Tata Cliq

I am completely satisfied with the product selection on following e-commerce platforms *

	1
	2
	3
	4
	5

JioMart
Ajio
Myntra
Blinkit
ITC Store
Tata Cliq
JioMart
Ajio
Myntra
Blinkit
ITC Store
Tata Cliq

I am completely satisfied with the delivery time for products purchased on following platforms *

	1
	2
	3
	4
	5

JioMart
Ajio
Myntra
Blinkit
ITC Store
Tata Cliq
JioMart
Ajio

Myntra
Blinkit
ITC Store
Tata Cliq

Please rate your response on a scale of 1 to 5, where 1 means "Strongly Disagree" and 5 means "Strongly Agree

Product search is an important feature for me when using e-commerce platforms
*

1
2
3
4
5

JioMart
Ajio
Myntra
Blinkit
ITC Store
Tata Cliq
JioMart
Ajio
Myntra
Blinkit
ITC Store
Tata Cliq

I do frequently rely on product recommendations provided by the e-commerce platform while shopping
*

1
2
3
4
5

JioMart
Ajio
Myntra
Blinkit
ITC Store
Tata Cliq
JioMart
Ajio
Myntra
Blinkit
ITC Store
Tata Cliq

I do frequently read customer reviews before making a purchase on following e-commerce platforms
*

	1	2	3	4	5
JioMart					
Ajio					
Myntra					
Blinkit					
ITC Store					
Tata Cliq					
JioMart					
Ajio					
Myntra					
Blinkit					
ITC Store					
Tata Cliq					

Which of the following e-commerce platform do you prefer for shopping

Myntra
Ajio
Tata Cliq

Which of the following e-commerce platform do you prefer for grocery

JioMart
ITC Store
Blinkit