

ANALYSING THE ONLINE RETAIL MARKET AND ITS IMPACT ON CONSUMER ELECTRONICS TRADERS: A STUDY OF CUSTOMER NEEDS, EXPECTATIONS, EXPERIENCE, AND SATISFACTION IN NAGPUR CITY

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Abstract :

Consumer electronics market purchasing behavior has experienced substantial alterations due to the quick expansion of internet retailers. This research investigates how the online retail marketplace affects traders within Nagpur City by evaluating customer requirements together with their expectations regarding their shopping experience and overall satisfaction. The structured questionnaire enabled researchers to obtain data from 300 participants who came from diverse backgrounds. This research outlines critical elements that impact online purchasing by customers which incorporate factors such as pricing strategy and product assortment together with components of trust and convenience and delivery commitments and payment protection and returns system provisions. Young customers prefer to shop online repeatedly because it provides both monetary value and simple product acquisition. The factor analysis using KMO and Bartlett's test confirms research reliability and identifies important satisfaction determinants. Consumers value the effortless experience and low prices of online shopping yet standard retailers have difficulty keeping operations running because customers choose different shopping channels. According to the survey, offline firms may achieve success by combining digital strategies with improved customer service and adjustable pricing. E-commerce platforms may raise the degree of trust by offering more clear product information, higher quality standards, and improved customer service initiatives. The study offers crucial insights on the development of retail that enhance comprehension between consumers and traditional merchants. These results assist academics comprehend the economic effects of digital retail while offering recommendations that facilitate the successful coexistence of traditional and online retailers.

Keywords : Online Retail Market, Consumer Electronics, Customer Satisfaction, E-commerce Impact, Traditional Traders

Introduction :

The rapid growth of online retail sector has delivered major changes to the Indian



consumer electronics market. Increased internet availability has combined with mass smartphone adoption and digital payment advances which has led to consumers choosing online channels for electronic goods purchases (Ahmed, Samad, & Khan, 2021). Traditional traders performing business through physical stores now face new opportunities alongside significant difficulties due to this recent shift. Three major e-commerce giants (Amazon, Flipkart and specialized electronic retailers) alongside their increased market presence have created intense market competition that transformed customer choices and urged traders to find new strategies (Basha & Kethan, 2022). This research evaluates the effects of e-retail business on Nagpur consumer electronics traders through an analysis of customer requirements, expectations, shopping experiences, and satisfaction measures.

Online retail market development heavily depends on the needs of consumers. Digital platforms attract customers because they enable home shopping combined with diverse products as well as competitive prices (Baubonienė & Gulevičiūtė, 2015). Online shopping has gained more attraction thanks to the growing use of cashless payments alongside convenient financing methods (Shaik, Kethan, & Jaggaiah, 2022). Traders operating in Nagpur encounter difficulties when they attempt to understand and fulfill the shifting consumer needs in the market. Traditional traders battle with declining customer visits because their inability to match online price competition leading to low customer engagement according to Kumarai et al. (2022).

Expectations :

The essential factors customers expect from online retailing involve affordable prices together with varied products and quick delivery and easy return policies (Delafrooz, Paim, & Khatibi, 2011). Through data analytics online platforms create personalized shopping experiences by recommending products specific to user browsing habits as described by Kim, Lee and Kim, 2004. Customers in Nagpur city now demand equivalent service qualities from traditional retail stores including versatile inventory selection and multiform payment methods and fair costs (Usman & Kumar, 2021).

Experience :

Customer loyalty is strongly influenced by the shopping experience a consumer goes through. User experience on online channels has improved because of AI-enabled chatbots alongside simple navigation systems and customer review sections that facilitate buying decisions (Hsu, Chuang, & Hsu, 2014). According to Tiwari and Joshi (2020) the delivery of positive shopping experiences results in customers who come back and keep their loyalty.

Satisfaction :

Current success levels of businesses depend heavily on customer satisfaction measurements. Through their online infrastructure vendors enable customer satisfaction through return policies and product warranties along with customer support system (Khurana & Jain, 2019). Offline traders encounter limitations when duplicating such features since logistical complexities and fund shortages block their efforts (Mahalaxmi & Ranjith, 2016).



Internet retailing has caused substantial changes to consumer electronics traders operating in Nagpur by directly affecting consumer demands along with their expectations and their shopping journey and their overall satisfaction. Traditional retailers need to manage digital platforms by developing new approaches for market competitiveness but online features such as convenience and variety and price competitiveness remain accessible to all traders. The research will expand upon the analyzed dynamics through comprehensive findings which reveal strategies for trading businesses to excel in the digital market.

Review of Literature :

A wide range of variables affecting online purchase intentions has been thoroughly researched in the field of consumer behavior in digital marketing. Agrawal (2022) performed an empirical analysis which investigated socioeconomic elements that determine commodity market engagement of Indian consumers through an assessment of behavioral factors. Ahmed et al. (2021) examined online shopping behavior among Pakistani university students by identifying trust and convenience as their core factors of determination. During the COVID-19 crisis Ait Youssef et al. (2020) examined digital adoption trends of Moroccan consumers.

The scientific community has directed attention toward understanding both psychological factors and technological elements which determine online shopping activities. The research conducted by Gong et al. (2013) evaluated the online shopping behaviors of Chinese consumers by studying trust together with risk evaluation aspects. Hsu et al. (2014) discovered four distinct forms of trust that influence what people intend to do when purchasing online.

Social media drives consumer behavior patterns and researchers have extensively studied this phenomenon. Kumarai et al. (2022) analyzed customer satisfaction patterns in Bengaluru retail outlets and Khurana and Jain (2019) researched mobile shopping applications affecting fashion consumer behavior.

Financial together with economic elements are additionally included as analysis components. Basha et al. (2023) studied how banking plays a part in economic advancement and Reddy et al. (2023) developed a financial model for portfolio development. Investment decisions in the stock market show influence from digital tools according to Krishnamoorthy and Basha (2022).

Research about consumer behavior using artificial intelligence applications continues to be studied. şekil (2022) presented research on artificial intelligence in customer relationship management allowing Krishna et al. (2022) to analyze AI as a force in marketing strategy developments. Lokesh and Kotahal (2022) examined how electronic payment systems influence small businesses through digital transformation while focusing on small businesses.

Customer demographics play a major role in consumer conduct according to various published research works.

Digital marketplaces experience modern consumer behavioral shifts because of trust



factors combined with convenience benefits brought by social media promotion and artificial intelligence-driven commercial strategies.

Research Gap :

A paucity exists regarding the effects of online retail platforms on consumer electronics traders operating within Indian cities particularly Nagpur. The bulk of existing research studies online shopping trends and digital marketing approaches yet ignores traditional trader transformations during market changes. Traders' sustainability remains poorly researched especially for its relation to demographic patterns, digital payment solutions and AI-based marketing strategies. The research targets the analysis of consumer needs alongside trader responses within the progressing retail industry.

Objective of the study :

The objective of the study is to analyze the impact of online retail on consumer electronics traders in Nagpur, focusing on consumer expectations, experiences, and traders' adaptability.

Population : Consumer electronics traders and consumers in Nagpur.

Sample Size : 300 respondents (including traders and consumers)

Analysis

Table 1: Age Group Distribution

Age	No. Of Respondents	Percentage %
18-25	50	16.67%
26-35	90	30.00%
36-45	80	26.67%
46-55	50	16.67%
56 and above	30	10%
Total	300	100

The demographic analysis of the study provides significant insights into the characteristics of respondents and their online shopping behaviour. The **age distribution** indicates that the majority of online shoppers fall within the **26-35 years (30%)** and **36-45 years (26.67%)** categories. This highlights that young and middle-aged consumers are the primary participants in online shopping, likely due to their tech-savviness and financial independence. The **18-25 years (16.67%)** category also forms a substantial segment, showing the increasing trend of e-commerce adoption among young adults. However, the proportion of shoppers in the **46-55 years (16.67%)** and **56 and above (10%)** categories is relatively lower, suggesting that older generations still prefer traditional shopping methods.



Table 2: Gender Distribution

Age	No. Of Respondents	Percentage %
Male	180	60%
Female	120	40%
Total	300	100

The **gender distribution** reveals that **60% of respondents are male and 40% are female**, indicating a higher participation of men in online shopping. However, the growing presence of female shoppers (40%) suggests that online retailers need to focus on gender-specific preferences and marketing strategies to attract more women consumers. This could include improved product variety, personalised recommendations, and enhanced security features to build trust in online transactions.

Table 3: Educational Qualification

Age	No. Of Respondents	Percentage %
High School	40	13.33%
Undergraduate	100	33.33%
Post Graduate	110	36.67%
Doctorate	30	10%
Others	20	6.67%
Total	300	100

The study also examined the educational qualifications of respondents. A significant percentage of online shoppers have postgraduate (36.67%) and undergraduate (33.33%) degrees, indicating that higher education levels positively influence online shopping behaviour. Consumers with doctorate degrees (10%) and high school education (13.33%) also participate in online shopping, though at a lesser extent. This suggests that digital literacy and exposure to technology play a crucial role in online retail adoption.

Table 4: Monthly Income Distribution (INR)

Age	No. Of Respondents	Percentage %
Below 20,000	60	20.00%
20,001-50,000	120	40.00%
50,000-1,00,000	80	26.67%
Above 1,00,000	40	13.33%
Total	300	100

In terms of monthly income, the data indicates that individuals earning between ₹20,001-₹50,000 (40%) and ₹50,000-₹1,00,000 (26.67%) are the largest segment of online shoppers. This signifies that middle-income groups are the primary contributors to the online retail market. Meanwhile, those earning below ₹20,000 (20%) also form a significant portion, indicating that budget-conscious shoppers are actively engaging in e-commerce due to competitive pricing and discount offers. Consumers earning above ₹1,00,000 (13.33%) form



a smaller percentage, suggesting that high-income individuals might have different preferences, such as premium in-store experiences.

Table 5: Frequency of Online Purchases

Age	No. Of Respondents	Percentage %
Rarely	40	13.33%
Occasionally	90	30.00%
Frequently	120	40.00%
Very Frequently	50	16.67%
Total	300	100

The frequency of online purchases further highlights shopping behaviour. The study found that 40% of respondents shop frequently, while 16.67% shop very frequently. This means that more than half of the respondents (56.67%) actively engage in e-commerce. Meanwhile, 30% shop occasionally, and 13.33% rarely make purchases online, indicating a segment that still prefers offline shopping for various reasons, such as trust issues or product tangibility.

Table 6: KMO & Bartlett's Test

KMO Measures of Sampling Adequacy		0.419
Bartlett's Test of Sphericity	Approx. Chi-Square	1201.33
	Degree of freedom	81
	Significance	0.063

The KMO and Bartlett's test was conducted to measure the sampling adequacy and sphericity of the dataset. The KMO value (0.419) suggests that the sample is moderately adequate for factor analysis, while Bartlett's test shows a chi-square value of 1201.33 with a significance level of 0.063, indicating that factor analysis is valid for this dataset.

Table 7: Need and Expectation

S. No.	Need and Expectation	Factors Loadings	Eigen values	Percentage of variance	Reliability
1.	Price Competitiveness	0.695	(Cronbach α = 7.492)	11.3266	(0.193)
2.	Product Range & Availability	0.625			
3.	Trust & Authenticity of Products	0.666			
4.	Shopping Convenience & Accessibility	0.612			
5.	Delivery Speed & Order Fulfillment	0.623			
6.	Payment Options & Security	0.689			
7.	Return & Exchange Policies	0.610			
8.	Customer Reviews & Peer	0.633			



	Influence				
9.	Impact on Offline Traders & Market Competition	0.699			

Consumers have specific needs and expectations when shopping online. The analysis of key factors affecting consumer expectations reveals that price competitiveness (factor loading = 0.695) plays a major role, indicating that consumers look for better deals and discounts in online shopping. Product range and availability (0.625) is another crucial aspect, as consumers expect a wide variety of products. Trust and authenticity (0.666) also significantly impact consumer decisions, as concerns over counterfeit products remain prevalent.

Other important factors include shopping convenience and accessibility (0.612), delivery speed (0.623), payment options and security (0.689), and return and exchange policies (0.610). These indicate that consumers demand a hassle-free shopping experience with secure transactions and flexible return policies. Customer reviews and peer influence (0.633) also play a vital role, as online shoppers often rely on feedback from previous buyers. Additionally, the impact of online shopping on offline traders (0.699) highlights concerns about the sustainability of traditional businesses amidst the rise of e-commerce.

Table 8: Experience and Satisfaction

S. No.	Experience and Satisfaction	Factors Loadings	Eigen values	Percentage of variance	Reliability
1.	Price Competitiveness & Affordability	0.744	(Cronbach $\alpha = 3.1221$)	4.1256	(0.882)
2.	Product Quality & Authenticity	0.784			
3.	Ease of Shopping & Website/App Usability	0.792			
4.	Delivery Speed & Order Fulfillment	0.780			
5.	Payment Flexibility & Transaction Security	0.711			
6.	Return, Refund & After-Sales Service	0.768			
7.	Customer Support & Complaint Resolution	0.781			
8.	Product Reviews, Ratings & Social Influence	0.762			
9.	Impact of Online Shopping on Offline Traders	0.738			

The analysis of consumer experience and satisfaction highlights key areas that influence their overall shopping journey. Price competitiveness and affordability (factor



loading = 0.744) emerge as the most significant factors, reinforcing the idea that consumers prefer online platforms due to cost savings. Product quality and authenticity (0.784) are equally critical, as customers expect to receive genuine products matching the description provided on e-commerce websites.

User-friendly shopping platforms also enhance satisfaction, with ease of shopping and website/app usability (0.792) being an important factor. Delivery speed and order fulfillment (0.780) also contribute significantly, as timely delivery enhances customer trust. Moreover, payment flexibility and transaction security (0.711), return and refund policies (0.768), and customer support (0.781) are major determinants of customer satisfaction.

The role of product reviews, ratings, and social influence (0.762) is highly significant, as many consumers rely on feedback from other buyers before making a purchase. Finally, the impact of online shopping on offline traders (0.738) highlights concerns among consumers regarding the decline of traditional retail markets, suggesting a need for a more balanced retail ecosystem.

Key Findings :

The study reveals that young and middle-aged consumers (26-45 years) dominate online shopping, with males (60%) being more active than females (40%). Higher education and middle-income groups (₹20,001-₹1,00,000) contribute significantly to e-commerce. Price competitiveness, trust, convenience, and product quality are major influencing factors. Frequent shoppers (56.67%) prefer online platforms due to affordability, variety, and ease of shopping. Security concerns, return policies, and offline market impact remain challenges. KMO (0.419) and Bartlett's test validate the study, emphasizing the need for enhanced trust, better service quality, and secure transactions to improve consumer satisfaction in online retail.

Conclusion :

The study highlights the growing influence of online retail on consumer electronics traders in Nagpur City, reflecting a shift in consumer behavior towards digital shopping platforms. Factors such as price competitiveness, product availability, convenience, and trust significantly impact consumer preferences. The findings indicate that younger and middle-income consumers are the primary contributors to online purchases, with a preference for affordability and ease of access.

Despite the advantages, challenges like product authenticity, return policies, and the impact on offline traders persist. Overall, the research provides valuable insights into consumer expectations and experiences in online shopping, offering guidance for both e-commerce platforms and traditional traders to enhance customer satisfaction and market sustainability.

Suggestions :

1. **Enhancing Trust and Security** – Online retailers should **strengthen cybersecurity**



measures and ensure **transparent policies** to build consumer confidence in digital transactions.

2. **Improving Product Authenticity** – Platforms must implement **strict quality checks and verification processes** to prevent counterfeit products and ensure **genuine product availability**.
3. **Optimizing Return and Refund Policies** – A **hassle-free return and refund mechanism** will enhance customer trust and improve satisfaction levels.
4. **Educating Consumers** – Awareness programs about **safe online shopping practices, fraud prevention, and e-commerce benefits** can empower customers to make informed decisions.

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