



EFFECTIVENESS OF ONLINE SHOPPING

Ms. G. Maheswari Process Associate BPO, Tidel Park, ELCOSEZ, Coimbatore.

Dr. S. Kamalaveni* Associate Professor & Head, Department of Commerce IT, Dr. N. G. P. Arts And Science College, Coimbatore. *Corresponding Author

ABSTRACT India's e-commerce market was worth about 53.8 billion in 2009, it went up to \$126 billion in 2013. Online travel accounts for 71 percent of the e-commerce business in India. In Rural India the mobile internet user base is expected to reach 87 million by December 2015 and 109 million by June 2016. **Ninety-four per cent** of users access the internet through their mobile phones in urban India. The year 1991 noted a new chapter is the history of the online world where e-commerce becomes a hot choice amongst the commercial use of the internet. At the time nobody would have even thought that the buying and selling online or say the online trading will become a trend in the world and India will also share a good proportion of this success. Alternative names of on line shopping sites are E-web-store, e-shop, e-store, internet shop, web-shop, web-store, online store, and online storefront and virtual stores.

KEYWORDS : E-Commerce, On-line shopping, e-shop and e-stores

INTRODUCTION

India will have the world's second-largest internet user base by this December, overtaking the US. This is among the many interesting findings in the 'Internet in India 2015' Report released by the Internet and Mobile Association of India (IAMAI) And IMRB International. According to report, India will have 420 million internet users by December 2015 and its user base has increased by 49 per cent compared to last year. In October, 317 million Indian users accessed Internet. China has the largest user base, with over 600 million users. It is not surprising anymore that mobile is responsible for a big chunk of this growth. In Urban India, the mobile internet user base grew by 65 per cent over last year to reach 197 million in October 2015. In Rural India the mobile internet user base is expected to reach 87 million by December 2015 and 109 million by June 2016. Ninety-four per cent of users access the internet through their mobile phones in urban India.

However, 64 per cent also use the desktop or laptop to access the Internet. But 90 percent of those who use the mobile to access the Internet consider is their primary device for

browsing. India's e-commerce market was worth about 53.8 billion in 2009, it went up to \$126 billion in 2013. Online travel accounts for 71 percent of the e-commerce business in India. Online shopping (sometimes known as e-tail from "electronic retail" or e-shopping) is

a form of electronic commerce which allows consumers to identify buy goods or services from a seller over the internet using a web browser. Alternative names are E-web-store, e-shop, e-store, internet shop, web-shop, web-store, online store, and online storefront and virtual stores.

Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or application. The year 1991 noted a new chapter is the history of the online world where e-commerce becomes a hot choice amongst the commercial use of the internet. At the time nobody would have even thought that the buying and selling online or say the online trading will become a trend in the world and India will also share a good proportion of this success.

II. FACTORS RELATED WITH ONLINE SHOPPING



What is Online Shopping?

Online shopping is the process of buying goods and services from merchants who sell on the internet. Since the emergence of the World Wide Web, Merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer.

III. NEED OF THE STUDY

Online shopping has becoming new type of retail shopping. The knowledge of online shopping in India is now beginning to increase rapidly. The main objective of the study is to analyse factors affecting online shopping behaviour of consumers that might be one of the most important issues of e-commerce and marketing field.

IV. SCOPE OF THE STUDY

This study on measuring the effectiveness of online shopping will cover all issues related to online purchases of goods with a view of ascertaining the effectiveness and reliability of such services.

V. OBJECTIVES OF THE STUDY

- To examine the effectiveness of online shopping
- To determine the level of patronage for the online stores.
- Identify the factors which motivates customer for online shopping.
- Identify the factors which motivates customer for online shopping.
- Every people has different range of incomes based on that they make the purchase and to know about the features they admire most during purchase.

VI. STATEMENT OF THE PROBLEM

Online shopping is become popular throughout the world. There are various opinion to buy product such as price, quality of goods, design etc. in the competitive world number of online shopping websites have been emerged and captured the market too. so online marketing has gained a lot of importance in present marketing conditions. This study is to ascertain the factors that contribute to the effectiveness of online shopping. The purpose of the study is to investigate the relationships between these variables and the variables of models that are associated with effectiveness of online shopping.

VII. SIGNIFICANCE OF THE STUDY

1. The outcome of this study will educate the general public on the effectiveness and advantages of shopping online.
2. This research will also serve as a resources base to other scholars interested in carrying out further research in this field subsequently, if applied will go to an extent to provide new explanation to the topic.

VIII. LIMITATION OF THE STUDY

- Due to time and distance constraints an extensive study was not possible.
- The researcher found that many of the respondents were busy in their work. So it was difficult to interact with them further.
- This study has been taken within Coimbatore city.
- The study has been taken among only 94 respondents.

IX. RESEARCH METHODOLOGY

The study was undertaken to analyse the Measuring the Effectiveness of Online shopping. A sample of 94 Respondents was chosen for our study by adopting a simple random sampling method. Primary data is collected through a **google form**. The period of study is 6 months and the area of study is Coimbatore. The following tools are used for the study.

- Simple Percentage Analysis
- Rank Analysis
- Likert Scale Analysis

X. LITERATURE REVIEW

According to PwC's Annual Global Total Retail Consumer Survey Conduct on February 2015. The Kimberlee Morrison Nov. 28, 2014, conducted a study in "Online Research before they make a purchase". The TNS Australia and Google India conducted a survey with a sample of 800 respondents in November 2014. Chowdhury and Ahmad (2011) has conducted the study on "factors affecting consumer's participation in online shopping in Malaysia". Scarborough & Lindquist (2006) they have conducted an Empirical study an "E-shopping in a multiple channel Environment". Devaraj, Fan & kohli (2006) they have conducted an empirical study in "USA regarding, Examination of online channel preference".

XI. OVERVIEW OF THE ONLINE SHOPPING

Online shopping has changed the over the years. Amazon, alibaba, big basket, Snapdeal, Mynta are the best online shopping websites mostly used by the consumers. Online shoppers commonly use a credit card or a payable account in order to make a payment.

- Billing to mobile phones
- Cash on delivery
- Cheque
- Debit card
- Electronic money of various type
- Gift cards
- Wire transfer/delivery on payment

XI. RESULTS

The study indicates that the demographic profile of the respondents. It shows the 505 of the respondents are in the age group of 18-24 years. The majority of the 68% of the respondents are the female. The majority of the 87% the respondents are the unmarried. The majority 54% of the respondents are the nuclear family. The majority 49% of the respondents are the bachelor degree. The major 70% of the respondents are the student. The majority 85% of the respondents are the time spend on internet every day is 35hours. The majority 35% of the respondents or the shop online at the every 2 or 3 months. To majority 43% of the respondents are to choose the very convenience and time saving. The majority of 32% of the respondents are to choose the factors of the speed of delivery. The majority 36% of the respondents are the time saving.

Table 1 Type of Commodity Prefer to Purchase in Online and Best online Shopping website

Factors	Option	No of Respondents	%
Type of commodity prefer to purchase online	Electronics	18	19
	Ornaments	24	26
	Furniture	27	29
	Stationary Items	25	27
Best online shopping website of the respondents	Amazon	57	61
	Alibaba	11	12
	Big basket	7	7
	Mynta	19	20

Source: Primary Data

It is Identified from the above table that out of total respondents from the study majority (27%) of the respondents are the prefer to purchase furniture items. A majority (61) of the respondents are the to use the amazon for online shopping website.

LIKERT SCALE ANALYSIS

A likert scale is psychometric scale commonly involved in research that employs questionnaires. It is the most widely used approach to scaling responses in survey research, such that then term is often used interchangeably with the rating scale.

Table 2

Factors	No of respondents	Likert scale value(x)	Total (fx)
Highly satisfied	30	5	150
Satisfied	15	4	60
Neutral	17	3	51
Dissatisfied	16	2	32
Highly dissatisfied	16	1	16

Source: Primary data

Likert scale value 3.28 is greater than the middle value, so the respondents are satisfied with the time saving.

Table 3 Awareness level of the Customers in online shopping

Factors	No of respondent	Likert scale value (x)	Total (fx)
Highly satisfied	25	5	125
Satisfied	20	4	80
Neutral	16	3	48
Dissatisfied	18	2	36
Highly dissatisfied	15	1	15

Source: Primary Data

Likert scale value 3.23 is greater than the middle value, so the respondents are satisfied with the price is matter when shopping from online.

RANK CORRELATION

The karl person's method is based on the assumption that population being studied is normal or where the shape of the destruction is known, there is need for a measure of correlation i.e.,

need for correlation that involves no assumption above the parameter of population. It does not matter which way the ranked , items are ranked, item number one may be the largest or it be smaller using ranks rather than actual observation gives the coefficient rank correlation.

Table4 Problems faced by the respondents

Factors	Rank I	Rank II	Rank III	Rank IV	Rank V	Total score	Rank
Delay delivery	26(5)	7(4)	4(3)	7(2)	6(1)	190	1
Safety issues	10(5)	16(4)	8(3)	12(2)	4(1)	166	3
Logistic issues	16(5)	8(4)	8(3)	12(2)	5(1)	185	2
Quality issues	16(5)	10(4)	6(3)	14(2)	4(1)	164	4
Failures while lacking digital transaction	17(5)	6(4)	8(3)	11(2)	8(1)	151	5

In this table delay delivery 1, logistic issues Safety issues 3, Quality issues 4, Failures while lacking digital transaction. Majority of the respondents ranked 1 for delay delivery.

XI. CONCLUSION

Privacy of personal information is a significant issue for some consumers. Many consumers wish to avoid spam and telemarketing which could result from supplying contact information to an online merchant. In response, many merchants promise to not use consumer information for these purpose. To increase online purchases, business must use significant time and money to define, design, develop, test, implement, and maintain the web store as it is truly said that" it is easier to lose a customer than to gain one.

After having detail study on online shopping can see a great change in the behaviour of people in many manners like their attitude, buying pattern. In earlier times people use to do manual shopping but now as time changed people are becoming busy and due to which technology has brought a new revolution i.e. online shopping.

As we started doing survey it came to in notice that young age group people i.e.15-30 uses or prefer online shopping because it is online shopping because it is time and energy saving. But middle-age group does not prefer much because they have wrong perception that by seeing the product one can get the goods of proper quality. And even some people does not prefer using plastic money i.e. credit cards. But online shopping has a great further but to be successful it is necessary

to spread awareness about its benefit.

REFERENCES

1. Al-Maghrabi, T., C. Dennis, S. Halliday, 2011. Antecedents of Continuance Intentions towards E-Shopping: The Case of Saudi Arabia. *Journal of Enterprise Information Management*, 24(1): 85-111
2. Celik, H., 2011. Influence of Social Norms, Perceived Playfulness and Online Shopping Anxiety on Customers' Adoption of Online Retail Shopping: An Empirical Study in the Turkish Context. *International Journal of Retail & Distribution Management*, 39(6): 390-413.
3. Zhou, L., L. Dai, D. Zhang, 2007. Online Shopping Acceptance Model: A Critical Survey of Consumer Factors in Online Shopping. *Journal of Electronic Commerce Research*, 8(1): 41-62.
4. Syed, Bakar, Z., H.B. Ismail, M.N. Ahsan, 2008. Young Consumers Online Shopping: An Empirical Study. *Journal of Internet Business*, 5: 81-98
5. Marketing management, Eighth edition 1967 – Philip Kotler
6. Research Methodology, Second edition 2003 – Gopal Lal Jain
7. Marketing, Seventh edition 1993-Dr. N. Rajan Nair, Sanjith R. Nair