

An Empirical Study on Online Shopping in Temple Town of Tirupati, Andhra Pradesh



Commerce

KEYWORDS : online, payment, products, satisfaction, websites.

Dr.M.Kumudini

Lecturer in Commerce, S.P.W.Degree & P.G. College, Tirupati

Dr.J. Nalini

Lecturer in Commerce, S.P.W.Degree & P.G. College, Tirupati

ABSTRACT

Online shopping has become a major outbreak in the world of information technology. History of online shopping starts not so long ago. In India people started online shopping with the growth of internet. People do online shopping because it facilitates number of comforts. Now – a –days, most of the people irrespective of gender are doing their jobs. They find themselves with no time in doing shopping in traditional way. They feel comfort in online shopping. Hence, an attempt is made to study in detail about the customer involvement in the online shopping. The present study is conducted in temple town of Tirupati. It is located in Chittoor District of Andhra Pradesh. The town in and around is famous for its temples. It is also a place for number of educational institutions. A sample of 50 is considered for the present study. The data for the purpose of study is collected both from primary sources and secondary sources. An Empirical study is made on various bases such as age-wise; gender-wise; occupation-wise; education-wise; income-wise, purpose-wise, website-wise and product-wise. The study also covered aspects relating to the mode of payment, level of satisfaction and problems faced by the respondents.

1. Introduction:

Online shopping has become a major outbreak in the world of information technology. It had been created for those shoppers who do not have the time and the money to go to a shop and they would rather go online and buy their things there. The act of purchasing products or services over the internet is online shopping. It has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. It has become a trend now with the new technologies and the interface that have allowed the customers to feel like they are really in a real shop. With just a click of the mouse, shoppers can buy nearly any product online i.e. from groceries to cars, from insurance policies to home loans.

2. History and growth :

History of online shopping starts not so long ago. Tim Berners-Lee created “the World Wide Web Browser” in 1990. In 1994, Pizza Hut started online Pizza shop. In 1995, Amazon started operation, one of the largest online shopping mall now. Then in 1996 ebay started its online shopping portal. 1998 witnessed use of electronic postage stamps. In 1999 the first online shop in Uk launched. In India people started online shopping with the growth of internet. Now we can see number of websites facilitating online shopping. People do online shopping because it facilitates number of comforts. Some of them are mentioned below.

i) It promotes sales. ii) It provides 24 hours 7 days week 365 days shopping. iii) It eliminates middlemen. iv) It provides wide range of products. v) It facilitates e-auction. vi) It is suitable to small enterprises. vii) It enables customers to compare product prices, features etc. viii) It facilitates prompt payment. ix) It helps customers in getting new, rare and antique products and x) It saves time of the consumer.

3. Procedure:

The following steps are involved in the online shopping.

- Visit Virtual Mall, select the product and quantity from the online catalogue
- A confirmation page is presented with the value of order for the product selected. Now the customer is required to enter name mail address and postal address .
- Customer makes payment either using debit card or credit card. Here customer is requested to give details of credit card or debit card.
- After payment, customer receives email receipt which is an electronic receipt of the order and
- Finally customer takes delivery of the product.

4. Need for the present study:

With the growth of internet, we can see tremendous change in traditional shopping where customers have to go to the market to buy goods and services, to carry huge amount of cash, to spend their valuable time in selecting the product and taking delivery of the product. Now – a –days, most of the people irrespective of gender are doing their jobs. They find themselves with no time in doing shopping in traditional way. They feel comfort in online shopping. Hence, an attempt is made to study in detail about the customer involvement in the online shopping.

5. Objectives:

The main objectives of the study are as follows :

- To analyze the most frequently used websites
- To study purpose of purchase and product range
- To evaluate the mode of payment.
- To assess the level of satisfaction and
- To examine the problems faced in online shopping.

6. Scope and Limitations:

The study is conducted in temple town of Tirupati. It is located in Chittoor District of Andhra Pradesh. The town in and around is famous for its temples. It is also a place for number of educational institutions. The present study mainly deals with the online websites facilitating online shopping, mode of payment, level of satisfaction that a customer derives from online shopping and problems faced by the customers. The study is not free from limitations. In spite of sincere efforts, the details relating to the problems could not be presented in detail because of the non-availability of data. Furthermore, the study is made taking into consideration a sample of 50 and age group starting from 15 years.

7. Data Collection:

The data for the purpose of study is collected both from primary sources and secondary sources. Survey method is used for collecting primary data. A survey was conducted for the study through self developed questionnaire. A sample of 50 is considered for the present study. Secondary data was also collected for the purpose of study. The sources of secondary data included books, magazines, journals and websites.

8. Descriptive study of survey :

An Empirical study of online shopping is made on various bases such as age-wise; gender-wise; occupation-wise; education-wise; income-wise, purpose-wise, website-wise and product-wise. The

study also covered aspects relating to the mode of payment, level of satisfaction and problems faced by the respondents. A detailed description of the aforesaid is given below.

8.1. Age-wise category :

It can be observed from the table1 that the percentage of respondents to total in respect of age group between 15-25 ranked first with 52% followed by age group of 35-45 (20%), 45-50(12%) and 25-35 (10%). The respondents below 15 years and above 50 years formed 2 per cent and 4 per cent respectively.

Table 1 : Age-wise category of respondents visiting online shopping

Age	Number of respondents	% to total
Below 15	01	02
15 - 25	26	52
25 - 35	05	10
35 - 45	10	20
45 - 50	06	12
Above 50	02	04
Total	50	100

Source : Compilation of primary data

It can be concluded that respondents between the age group of 15 and 25 have accepted a new life style. They have shown more interest in online shopping compared to others.

8.2. Gender -wise :

The respondents include both male and female. From the following table 2 it can be inferred that of the total respondents, 62 per cent was female and 38 per cent male.

Table 2 : Gender-wise category of respondents

Gender	Number respondents	% to total
Male	19	38
Female	31	62

Source : Compilation of primary data

8.3. Occupation-wise:

The respondents belonged to different occupations such as student, employee, business and home makers. It can be seen from the table 3 that majority of the respondents were students (50%) followed by employee (36%), business (8%) and home makers (6%). A growing trend can be observed with regard to students. It seems that they prefer online shopping rather than traditional shopping.

Table 3 : Occupation-wise category of respondents

Occupation	Number respondents	% to total
Student	25	50
Employee	18	36
Business	04	08
Home maker	03	06

Source : Compilation of primary data

8.4. Education-wise :

Majority of respondents belonged to professional. The share of professional to total was 48% (see table 4). Graduate and post-graduate constituted 30 per cent and 18 per cent in the total respondents. However, SSC formed only 4 per cent of the total respondents.

Table 4: Education -wise category of respondents

Education	Number respondents	% to total
Professional	24	48
Postgraduate	09	18
Graduate	15	30
SSC	02	04

Source : Compilation of primary data

It can be inferred from the above table that respondents with professional education are doing their shopping through internet because of their interest and constant attachment with electronic media.

8.5. Income-wise :

For the present study income is taken on monthly basis. The respondents include students, teachers, lecturers, doctors, chartered accountant, engineers, businessmen and others. Hence, the income level is considered in the range of below 5000 to above 50000. However, for students their parental income is taken as basis. Majority of the respondents i.e. 28 per cent of respondents income was below 5000 (see table 5). 16 per cent respondents lies between 10001 – 20000. 14 per cent lies in the range of 40001 – 50000. 12 per cent lies in the range of 30001 – 40000. While the respondents in the income range of 5001 – 10000 , 20001 – 30000 and above 50000 constituted 10 per cent each in the total respondents.

Table 5 : Income -wise category of respondents (Amount in rupees)

Income	Number respondents	% to total
Below 5000	14	28
5001 – 10000	05	10
10001 – 20000	08	16
20001 – 30000	05	10
30001 – 40000	06	12
40001 - 50000	07	14
Above 50000	05	10

Source : Compilation of primary data

8.6. Time-wise :

Here an attempt is made to study the distribution of respondents on the basis of time they spend in a month for online shopping. It can be analyzed from the table 6 that 46 per cent of respondents ranked first by spending one hour per month for online shopping followed by 26 per cent of respondents occupied second by using 2 hours and 12 per cent of respondents stood at third by visiting online shopping websites for 3 hours. 8 per cent of the respondents utilized 4 hours for on line shopping and the rest spend 5 to 6 hours for shopping through internet.

Table 6: Distribution of respondents on the basis of time

Time	Number respondents	% to total
1 hour	23	46
2 hours	13	26
3 hours	06	12
4 hours	04	08
5 hours	02	04
6 hours	02	04

Source : Compilation of primary data

It can be concluded that majority of the people spends more hours on internet.

8.7. Website –wise:

As a result of rapid growth of internet, today we can witness number of websites providing online shopping. Because of their umpteen number, they compete with each other in providing attractive offers to customers especially during festival seasons and other auspicious occasions. Of all the online shopping websites, Flipcart.com stood first with 68% of respondents to total respondents followed by Ebay.com (40%), Snapdeal.com (18%), Amazon.com (18%), Mytra.com (16%), Quicker.com (10%) (see table 7) . The rest of the online websites visited by the respondents was below 10 per cent.

Table 7 : website -wise category of respondents

Name of the website	Number of respondents	% to total
Flipcart.com	34	68
ebay.com	20	40
Snapdeal.com	09	18
Amazon.com	09	18
Mytra.com	08	16
Quicker.com	05	10
Jabang.com	04	08
Olx.com	03	06
Vistaprints.com	02	04
Shopclues.com	02	04
Fabfurniture.com	01	02
Jungle.com	01	02
Healthcart.com	01	02
Rediff.com	01	02
Tradein.com	01	02
Alibaba.com	01	02
Printvenue.com	01	02

Source : Compilation of primary data

It can be observed that most of the respondents have their faith in Flipcart.com. It can also be observed that flipcart.com has celebrated big billion day on 06.10.2014. On that day, it offered huge discounts and found it self difficult in receiving and fulfilling orders mainly because of unexpected rush of the customers.

8.8. Product-wise :

Most of respondents preferred to purchase consumer electronics through internet. The percentage formed 40 of the total percentage (see table 8). Next comes clothing (26%), followed by household articles (24%), handbags and wallets (22%), books (18%), mobile accessories (16%), watches (16%). The percentage of shoes and chappals, jewellery, stationery items and baby items varied between 10 per cent and 8 per cent. The rest of the products such as gifts, medical equipment, hardware, software and sporting goods constituted less than 5 per cent.

Table 8 : Product-wise category of respondents

Name of the Product	Number of respondents	% to total
Consumer electronics	20	40
Clothing	13	26
Household articles	12	24

Handbags, wallets	11	22
Books	09	18
Mobile accessories	08	16
Watches	08	16
Shoes and chappals	05	10
Jewellery	04	08
Stationery items	03	06
Baby items	03	06
Gifts	02	04
Medical Equipment	02	04
Hardware	01	02
Software	01	02
Sporting items	01	02

Source : Compilation of primary data

8.9. Purpose-wise :

It can be observed from the table 9 that majority of the respondents i.e. 92 per cent buy products for personal purpose. Only 2 per cent of respondents buy for business and the remaining 2 per cent buy both for personal and business purpose.

Table 9 : Purpose-wise category of respondents

Purpose	Number of respondents	% to total
Personal	46	92
Business	02	04
Both	02	04

Source : Compilation of primary data

8.10. Mode of payment:

Mode of payment means the method by which consumer makes his payment to the online merchant. It can be noted that some respondents are using both cash on delivery and debit card for their online payments. Table 10 indicates that 58 % of respondents

Table 10 : Mode of payment

Mode of payment	Number of respondents	% to total
Cash on delivery	29	58
Debit card	19	38
Credit card	05	10

Source : Compilation of primary data

selected cash on delivery method for making their online payments whereas 38 % of respondents used debit card and the rest of 10 % made their payments through credit card.

8.11. Satisfaction level :

The level of satisfaction is categorized into satisfied, most-satisfied and not satisfied to ascertain the satisfactory aspects of the respondents. Table 11 shows that 76 per cent of respondents were satisfied with the services provided by the online shopping websites while 16 per cent of respondents were most satisfied and the remaining 8 per cent were not satisfied because of various reasons.

Table 11 : Satisfaction level of the respondents

Satisfaction level	Number respondents	of	% to total
Satisfied	38		76
Most satisfied	08		16
Not satisfied	04		08

Source : Compilation of primary data

8.12. Problems faced by the respondents :

The problems faced by the respondents include delay in delivery, variation in quality, replacement of product, net work problem etc. From the following table 12, it can be seen that 38 per cent of respondents are facing with a problem of delay in delivery. Out of the total respondents, 28 per cent of respondents.

Table 12 : Problems faced by the respondents

Problem	Number respondents	of	% to total
Delay in delivery	19		38
Variation in quality	14		28
Replacement of product	03		06
Network failure	02		04
No problem	18		36

Source : Compilation of primary data

experienced variation in quality of products when received. The other 6 per cent and 4 per cent of respondents have the problem of replacement and network failure respectively. However, it is noteworthy to see that 36 per cent of respondents do not have any problem at all while doing online shopping.

Conclusion :

Online shopping has become a major outbreak in the world of information technology. It had been created for those shoppers who do not have the time and the money to go to a shop and they would rather go online and buy their things there. With just a click of the mouse, shoppers can buy nearly any product online i.e. from groceries to cars, from insurance policies to home loans.

- Respondents between the age group of 15 and 25 have accepted a new life style.
- 62 per cent of female respondents visit online websites.
- 50 per cent of respondents belongs to student category..
- 48 per cent of respondents belongs to professional category.
- 28 per cent of respondents income is below Rs. 5000.
- Majority of respondents use internet service for one hour in a month for online shopping.
- With regard of online websites visited by the respondents, Flipcart.com stands first.
- Most of the consumers preferred to purchase consumer electronics through internet.
- 92 per cent of respondents buy products for personal use.
- 58 per cent of respondents selected cash on delivery method for online payment.
- Of the total respondents, 38 respondents are satisfied with the services offered by the online websites.
- Most of the respondents are facing a problem of delay in delivery.
- It is noteworthy to see that 36 per cent of respondents do not have any problems at all.

REFERENCE

1. P.T. Joseph, S.J., E-Commerce, An Indian Perspective, PHI Learning Private Limited, Delhi, 2013. | 2. Brinda.S.Mangavani.R and Prashanth Kumar.K, E-Commerce, Kalyani Publishers, Hyderabad, 2104. | 3. Commerce and Management Explorer International Journal of Social Science

Research, Vol.4, PP: 80 – 88. |