

“A STUDY ON ONLINE SHOPPING BEHAVIOUR IN DIGITAL ERA, NEW TREND & CUSTOMER EXPERIENCE”

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ABSTRACT

Electronic commerce, commonly known as E-commerce or e-commerce, is trading in products or services conducted via computer networks such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web at least at one point in the transaction's life cycle, although it may encompass a wider range of technologies such as e-mail, mobile devices, social media, and telephones as well.

INTRODUCTION

Online shopping is becoming increasingly popular for variety of reasons. Online shopping or e-shopping is a form of e-commerce where the consumers directly buy goods or services from the seller over internet using a web browser and also with any other intermediary service. E-commerce has been around in India for more than a decade but has become main stream only in the last few years. E-commerce can be thought of as an activity wherein the customer uses the internet to order a product or service. In most circumstances, the transaction may happen online also. Online shopping places a heavy demand on the use of the internet. More and more people are gaining confidence about purchasing products online. Hundreds of million dollars are being invested by venture capital funds in this sector.

Indian buyers are showing confidence in the online e-commerce. Today many Indians

purchase goods like books, electronic gadgets, air and rail tickets, apparel, gifts, mobiles, computer peripherals, audio cassettes and CDs online. As a result of growing investment and growing trend of consumers in online shopping the present study was conducted to find out whether it holds true for the youth particularly between the age group of 18 to 25 year old. Review of literature has shown that studies have been conducted with respect to rural urban differences with respect to online shopping, money spent in online shopping during festival season and so on. Establishment of online store expands the retailer market and reaches the consumer which usually does not like to go to the physical stores. An online shop aims to make shopping an altogether different experience from buying products or services at a bricks-and-mortar retailer or shopping center. Some of the largest of these online retailing corporations are alibaba, amazon, Flipkart and eBay.

REVIEW OF LITERATURE

Jush and Ling, (2012) defined online shopping as the process a customer takes to purchase a service or product over the internet . A consumer may at his or her leisure buy from the comfort of their own home products from an online store.

Suresh et al., (2011) stated that online shopping is becoming popular in India now. Comscore report, (2013) examined that India is now the world's third largest internet Population.

Younger males and women aged 35-44 emerge as power users.73.8 million Indians surfed the web via a home or work computer. BCG report, (2012) stated that there will be three billion internet users globally, almost half the world's population. The internet economy will reach \$4.2 trillion in the G-20 economics.

KanwalGurleen, (2012) observed that India has more than 100 million internet users out of which one half opts for online purchases and the number is rising sharply every year.

OBJECTIVES OF THE STUDY:

- To analyze the growth of online shopping in India.

- To discuss about the top 10 e-commerce companies in India.
- To examine in the characteristics of convenience with online shopping.
- To know about the factors of online shopping.
- To show about the previous online experience.

SCOPE OF THE STUDY:

- It was proposed that instead of taking a wide coverage and making a broad study, this work should narrow down its focus and go deep into inquiry.
- E-Business includes variety of products, no. of companies and wide range of customer base present in industry.
- It is difficult to the researcher to do segment customers, companies and very important customers for selection as a sample of study.
- Therefore the study undertaken by researcher was focused on “Online Shopping behavior in this era and the experience of the customer”.

STATEMENT OF THE PROBLEM:

This research may fill the gap between the choice of online shopping and offline shopping. This study reflect the problems and factors of online and offline shopping. There are certain problems, why people do not do online shopping and go for market to shop things? What are the major reasons behind the online and offline shopping? This study helps the consumer to get an idea about the online shopping. The study makes the consumer clear about which option should be taken by the consumer to get more benefit out of it.

The present study broadly compares the online shopping behavior, specifically the objectives are:

To analyze the significant difference between the online and offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer. To examine the

factors influencing the consumer to switch from the offline shopping to online shopping and online to offline shopping.

The factor influencing the consumer to shop solely online and solely offline.

To analyze whether the qualification of the consumer affect the online shopping and offline purchasing.

LIMITATIONS OF THE STUDY:

This study has certain limitations.

- The area of the study covers only Vriddhachalam town.
- This study has not covered entire area.
- Today's findings may not hold true for the future.
- The study was only made up of the users of online shopping.
- There is always possibility of changes in value

RESEARCH METHODOLOGY

An analysis of the nature and status of Online Shopping will be presented. The major objective of the study was to find out the satisfaction level of online shopping for the customers.

- Regular online user: Internet penetration in most of the households is one of the major reasons in the increment of online shopping.
- In my study I found 94 percent of the people are regular internet user out of which 89 percent is heavy users of internet.

METHODOLOGY OF THE STUDY:

This part of study defines all the process of data collection. When it comes to data collection, there are two methods in general used by researcher to collect data, primary and secondary method. Primary method includes observation method, interview/questionnaire method, and case study method.

Secondary method is the method in which already collected data. The present study is based on combination of both qualitative and quantitative data. The qualitative data is collected through the sampling from the consumer. Random consumer is selected for the sampling purpose. The sample individual is selected from different age group, different sex and from different location. The different groups of people including student, employee and unemployed, housewives, etc are considered as sample for the study.

(a) Sampling:

The target group is of different age, different age group people are considered because to know whether which groups of people are involved more in the online shopping and which group of people is not confined to shop online.

There are four division of age group in the questionnaire to examine which group is going for more online shopping and which group is going for more offline shopping.

(b) Sample size:

For this research 50 sample size is taken for the interviews. From this sample size the calculation of simple percentages for each variable is done.

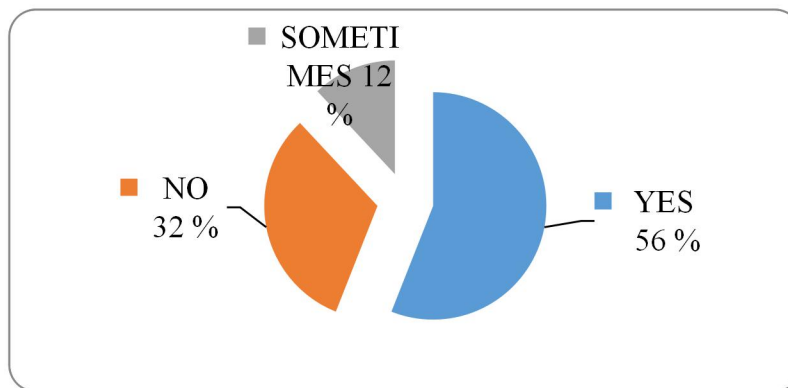
PREFERANCE OF ONLINE SHOPPING

SL.NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	YES	28	56 %
2	NO	16	32 %
3	SOMETIMES	6	12 %

	Total	50	100 %
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Source: Primary Data

CHART -1
PREFERANCE OF ONLINE SHOPPING



INTERPRETATION:

With the changing lifetime, changing is the way of shopping. As from the data, we analyze that 56 percent people prefer online shopping, whereas still 12 percent are not in favour of the same. 32 percent are the not as regular online shopper, so they are not the loyal consumer. There is a scope for this section to move towards the loyal category if the services improve.

Research Tool

CHI SQUARE:

The chi-square test (χ^2) is most widely used non parametric test in statistical work. It is a statistical measure with the help of which it is possible to assess the significance of the difference

between the observed frequencies and expected frequencies obtained from the hypothetical universe.

$$\chi^2 = \sum (O-E)^2 / E$$

O- Observed frequency

E- Expected frequency

NULL HYPOTHESIS (H₀):

There is a significant difference between the duration of dealing with granite stone products and the most preferred brand by the consumers to analysis the market potential area.

ALTERNATE HYPOTHESIS (H₁):

There is no significant difference between the duration of dealing with stone products and the most preferred brand by the consumers.

TABLE 4.21

Duration (years)	Response					Total
	Yotube Costumer	Flipkart	Brand Online	Amazomn	Face book costumer	
0-1years	8	5	4	8	3	28
1-2years	13	6	9	7	5	40
2-4years	14	5	8	3	4	34
4-5years	5	6	4	2	2	19
Above 5	5	6	7	5	6	29

Total	45	28	32	25	20	150
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$$\begin{aligned}
 \text{Degree of freedom} &= (R-1) (C-1) \\
 &= (5-1) (5-1) \\
 &= 16
 \end{aligned}$$

Table value at 5% level = 26.296

Calculated value = 10.387

INFERENCE

The calculated value is less than the table value. So, the hypothesis is accepted. Hence, it is concluded that there is a significant difference between the duration of dealing with granite stone products and the most market potential area to take less risk to sell the stone and also the brand by the consumers.

SUGGESTIONS

- Since majority of the respondents shop online, thus this fact can be beneficial for the corporate sector looking for promoting their brands and doing business over the internet.
- Majority of respondents shop online but still the respondents think the reason of not shopping online is due to inability to touch and see the product physically while shopping.
- It has been found that internet literacy has significant relationship on online purchase, thus proper care should be taken to promote internet literacy so as to promote online shopping.
- From the study it was found that online product price listing has significant impact on online purchase. Thus if online shopping is to be promoted then online price listing should be less compared to traditional market price listing.

CONCLUSION

The findings of the study especially where 56 percent of the respondents admit that they prefer online shopping prove that this trend is here to make a mark. Majority said that they have not received any defective product when they resorted to online shopping. These numbers speak for themselves.

All the features are contributing to the success of online shopping in India. Numbers of online sites are increasing in India and therefore giving tough competition to each other. 75 percent of respondents are satisfied with the consumer care service of this online shopping website.

Especially the growth and development of smart phone users decides the trend in this digital era, E-commerce section of India is developing and grasping the eyeballs of the people. Special discounts, deals and coupons encourage online shopping in India.

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Editorial Staff at [Next What Business](#) is a team of Business Consultants having years of experience in small and medium scale businesses.

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