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Impact of Online Shopping Experience of Consumers With Special Reference To Nagercoil Town

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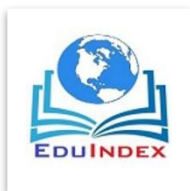
ABSTRACT

Online shopping is a process of marketing of goods and services through electronically by the customers. By rapid development of the internet system the electronic market has a great impact upon the worldwide customers. Nowadays business have been coming up with creative ways to promote their products and services via online. The main development of online shopping is because of rising income, change in lifestyle, the role of female in the profession, improvement in computer literacy and availability of internet facility. Online shopping gives customers the best alternative to save money and time. This study addresses the impact of online shopping experience of customers in Nagercoil town. The sample size consisted of 250 respondents by using structured questionnaire method. The researcher has adopted convenience sampling method for this study.

Keyword – Online shopping, electronic market, internet, customer preference.

INTRODUCTION

The internet is the quickest growing media. The more number of internet users in India provides a bright vision for online shopping. Online shopping is a form of E commerce or electronic commerce which allows consumers to buy goods or services from a seller directly via internet. Since the emergence of World Wide Web, merchants have sought to sell their products to people who search the internet. Online or Internet shopping is one of the widely and commonly used medium for convenient shopping. It has been seen that the online shopping provides more convenience as well as speed. The wide use of internet is not only a networking but also a communication platform which allows the global way of doing business. The rapid growth of technology has created a new market for both the customer and the marketer. Essentially, the idea of online shopping lead the customer to a convenient way of shopping by saving time and money plus retrieved all the product information with just few clicks in few minutes. Compared to physical stores, online stores have many advantages they are more convenient, save time, reduce travelling and no need to wait in long lines to pay cash. The online



shop is always opened and it can be accessible anytime and anywhere. Online market place such as E bay, Amazon, Flipchart etc have significantly reduced financial and reputational barriers top entry for SMEs wishing to trade online.

OBJECTIVES OF THE STUDY

1. To find out the demographic profile of consumers who has online shopping experience.
2. To know the specific reason for which purpose customer purchase via online?
3. To find out the customer satisfaction level for services provided by the online shopping.

METHODOLOGY

A convenient sampling design was followed and intercept method was used for data collection. Two hundred and fifty (250) customers ranging from 18 to 58 years were approached with the structured questionnaire. Both the primary and secondary data collection methods were considered. The collected data will be tabulated and analyzed through Percentage analysis, Weighted average method and Garrett ranking technique.

DATA ANALYSIS AND INTERPRETATION

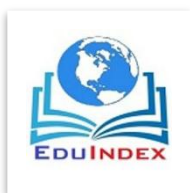
SOCIO ECONOMIC STATUS OF THE RESPNDENTS

The socio economic status influences the online shopping experience of customers. Therefore the researcher analyzes the socio economic status of the respondents.

TABLE 1: SOCIO ECONOMIC STATUS OF THE RESPONDENTS

S.No	Demographic factor	No of respondents	Percentage
1	Gender:		
	Male	115	46
	Female	135	54
	Total	250	100

2	Age	No respondents	Percentage
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	18 - 28 years	70	28.0
	29 - 38 years	68	27.2
	39 - 48 years	72	28.8
	49 - 58 years	40	16.0
	Total	250	100

Source: Primary data

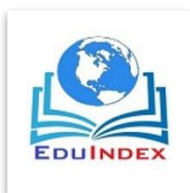
3	Education	No respondents	of Percentage
	Post graduate	64	25.6
	Graduate	67	26.8
	10 th pass	78	31.2
	Illiterate	41	16.4
	Total	250	100

Inference

- 54 percentages of the respondents are females and 46 percentage of the respondents are males.
- 28.8 percentage of the respondents belong to the age group of 39 to 48 years and the least 16 percentage of the respondents belong to the age group of 49 to 58 years.
- One third of the respondents have passed the 10th qualification.

SPECIFIC REASON FOR WHICH PURPOSE CUSTOMER PURCHASE VIA ONLINE

The following table 2 shows the weighted average mean score for the specific reason for which purpose customer purchase via online.



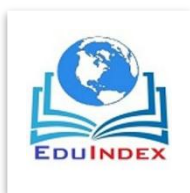
**TABLE 2: WEIGHTED AVERAGE MEAN SCORE FOR THE SPECIFIC REASON
FOR WHICH PURPOSE CUSTOMER PURCHASE VIA ONLINE**

Sl N o	Opinion	Highly satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Highly dissatisfied (1)	Total	Mean Score
1	Availability of information	40 (200)	53 (212)	67 (201)	48 (96)	40 (40)	751	3.004
2	Best Offers	30 (150)	43 (172)	97 (291)	40 (80)	40 (40)	733	2.932
3	Time saving	75 (375)	80 (320)	60 (180)	18 (36)	17 (17)	928	3.712
4	Service availability	40 (200)	45 (180)	65 (195)	60 (120)	40 (40)	735	2.940
5	Less stress	30 (150)	46 (184)	54 (162)	50 (100)	70 (70)	666	2.660
6	Convenience	85 (425)	70 (360)	60 (180)	15 (30)	20 (20)	1015	4.060
7	Product comparison	45 (225)	40 (160)	85 (255)	35 (70)	45 (45)	755	3.020
8	Easy to purchase	30 (150)	35 (140)	75 (225)	53 (106)	57 (57)	678	2.712

Source: Computed data

Inference

It is inferred that, the first place retains to convenience, the second position retains with time saving, the third place product comparison, the fourth position remains to availability of information, the fifth position goes to service quality, the sixth position goes to best offers, the seventh position goes to easy to purchase and the last position goes to less stress.



CUSTOMER SATISFACTION LEVEL FOR SERVICES PROVIDED BY THE ONLINE SHOPPING

The table 3 reveals the results of Garrett ranking in terms of customer satisfaction level for services provided by the online shopping.

TABLE 2: CONSOLIDATED RESULT OF GARRETT RANKING

Sl.No	Service awareness	Mean score	Rank
1	Payment security	67.81	III
2	Product delivery	66.98	V
3	Mode of payment	68.87	I
4	VAT, GST and Custom duty	66.85	VI
5	Warranties, Exchange and return policy	67.50	IV
6	Personal info privacy	67.90	II
7	High shipping cost	66.79	VII

Source: Computed data

Inference

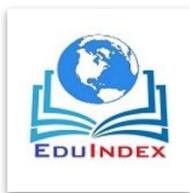
From the above table 3, it is clear that convenience gets first rank and the last rank goes to high shipping cost.

SUGGESTIONS

1. Identify your own brand personality while shopping online.
2. All should have product review written before purchasing through online.
3. Make sure your payment is in safety mode
4. Compare products with one or two online shopping sites before purchasing.
5. Don't go for similar products do wait for your own product until the stock comes back.

CONCLUSION

An online shopping is an emerging form of e commerce business and it has been flourished all over the world. Customer finds online shopping is more convenient than



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conventional shopping. Online shopping profoundly influences the young and ambitious Indian consumers. Anyhow in my study I felt that online shopping has a drawback is that lack of touch and feel, we cannot justify the quality of materials and delay in delivery not all product but some takes too much time.

From the above discussion, it concluded that the future of online shopping in Nagercoil town looks very bright. Online shopping gives customers the best alternative to save time and money. A to Z products are easily available online, it is the marketers task to design the marketing strategy in such a way to catch the customers attraction.

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