THINK INDIA JOURNAL

ISSN:0971-1260
Vol-22- Issue-14-December-2019

A Study On Customer Preference Towards Online Shopping Websites In Namakkal City: An Empirical Analysis

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Abstract

Online shopping websites changes real world markets to virtual markets. In the present research primary data were collected by well structured questionnaire from 100 customers using online shopping websites in Namakkal City. To identify satisfaction of customers towards online shopping websites. The hypothesis is framed to find the Demographic factor influence the customer preference towards online shopping websites. The collected data was analysed using simple percentage, Z test , ANOVA and Weighted average. From the finding the study reveals thatvariety of product is a primary factor influence customers to purchases through online shopping websites followed by time of delivery.

Keywords: online, shopping, websites, preference, customers, purchase, product, variety, markets, etc.

Introduction

Rapid development in communication and technology lead to drastic change in customer preferencetransforms the traditional business to modern business strategy where online shopping websites gain a competitive advantage. Usage of online shopping makes the world in to a small area. Online shopping changes real world markets to virtual markets. Online shopping websites also provides a more job opportunitiesfor many small and medium enterprises in India. Customer preference towards online shopping is the complicated socio – communication, education, phenomenon that involves many factor like customer privacy, psychological factor, product distinctness and purchasing experience.

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ISSN:0971-1260
Vol-22- Issue-14-December-2019

Solomon defined as consumer is the study "of the processes involved when individuals or groups select, purchase, use, or dispose products, services, ideas, experiences to satisfy needs and desires"

Online Shopping –A Changing Paradigm

In 1990's Trim Burners- lee created first World Wide Web server and browser. The world famous Pizza hut opens an online pizza shopin 1994 and also in the same year German company intershop introduced its first online shopping. In 1995 Amazon.com launched its online shopping site and e-bay were introduced in the online shopping market. Online shopping websites are open around the clock a day and seven days a week. Online markets are part of the communications and information technology development– intensive service sector that accelerate growth in many countries. Online shopping websites are also very much information intensive. India has more than 100 million online shopping websites customers out of which around half opt for online purchases and the customers preference towards it are growing every year. The following are some of the online shopping websites where customers in Namakkal Cityshop through internet

Amazon It is one of the leading and reputed online e-commerce platforms acknowledged at a wide scale all over the country. Accessed by millions of people from all over the globe, the marketplace is operated by an affiliate of Amazon.com that is Amazon Seller Services Private Limited.
Flipkart It is a reputed and one of the esteemed e-commerce platforms used simply all across the world. No matter, whether you are looking for electronics, appliances, anything related to men and women, baby and kids wear, home and furniture, books and more, it is the best platform to seek for.
Snap deal Itis placed at third position in the list of top 10 e-commerce companies in India. Snapdeal was started by alumnus of IIT Delhi in 2010 and within 3 years capture huge share of Indian e-commerce industry. Snapdeal has numerous product categories

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ISSN:0971-1260
Vol-22- Issue-14-December-2019

that include books, mobiles, electronic items, apparels etc. Initially it was started as discount coupon website but to capture growing ecommerce market Snapdeal has change their business model.
ShopClues It is another growing ecommerce company which act as a marketplace between seller and buyer. ShopClues provide delivery in more than 12,000 locations and offers payment options like Net Banking, Credit cards, Debit cards, and Cash Cards. In 2013 ShopClues awarded Best eRetailer of the Year by Indian eRetail Awards 2013
Jabong It is founded in the year 2012 at Gurgaon,Jabong is leading fashion portal of India. They offer more than 90,000 products, 200000+ Styles and over 2000 national and international brands of fashion clothing, shoes, accessories and home-decor. They are very popular among young internet users who are looking for branded clothes and other fashion products at discounted prices. They also have an international store in the name of "Jabongworld.com".
ebay ebay India is a 100% subsidiary of international top online e-commerce company - eBay Inc. Started operations in 2014, They are among the biggest managed online e-commerce players in the market with more than 2.1 million active users from 4000+ cities in India. They have more than 1.1 million live product listings on their portal across widest 2,000 categories of products.
Mantra It is an online shopping store to consumers they can purchase wide variety of fashion accessories, daily needs, electronic items, kids clothing, handbags & clutches, Women wears, sports fashion, home furnishing, stationery and school items and home appliances.
Junglee It is a shopping service to offer Indian customers a one-stop site to research their options before they buy. On this websites, customers can discover millions of products, read product and seller reviews, and check prices across a wide variety of product categories ranging from mobile phones to books, clothes, organic tea to

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ISSN:0971-1260
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home furniture etc.,
Home Shop Best Online shopping site for household appliances, Electronics, Clothing, Accessories, Footwear, mobiles etc.,
Deals andyou It is placed at fifth placed. Deals and you is a deals website that brings discounted deals of numerous day to day products. Deals help consumers to get discount and also increase the sales of the sellers.
Yebhi.com It is another well-known ecommerce company started in 2009 and within 4 years become the establish player in ecommerce industry. Yebhi was started as BigShoeBazaar.com and then changed its identity to Yebhi. After seen the potential in this company Nexus Venture Partners and N. R. Narayana Murthy's Catamaran Ventures invested 40 crore in this company.
Caratlane It is a leading jewellery website in India that has product range from Diamond Jewellery, Rings, Earrings, Pendants, Bangles, Necklaces, Nose Pins, Mangalsutra etc.
Naaptol It is established in the year 2007, Naaptol started as price comparision website. In 2009, they started their online marketplace and pitched their products to consumers online, offline, newspaper advertisings and via TV shopping. Their site has 90,000 visitors visiting them and conducting 5000 transactions a day, which generate daily sales of Rs.1.5 crores.

Review of Literature

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ISSN:0971-1260
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Prashant Singh(2014),examined the perception of Flip kart users towards online shopping. The main objective of the researcher are Flipkart offering best prices, good products and completely hassle-free shopping experience for our users. The researchfelt that the success of any e-commerce business in India is depending upon its popularity, its branding image, its unique and fair policies, and its customer relations. The project concludes that loyalty, commitment, and reliability e-commerce, most of customer'sgive positive responses/view for this e-commerce business..

Mohammad jafarEsmaeili and Ali Eydgahi (2016),evaluate how different factors influence the adoption and usage of mobile commerce. A survey was collected from 99 participants, out of which 95 were useful responses. The survey questionnaire consists of few demographic questions followed by scales to measure factors such as computer anxiety, perception of mobile risk, mobile anxiety, mobile self-efficacy, and mobile commerce usage. The study concludes that the relationships that exist between computer anxiety and mobile commerce adoption, between mobile risk and mobile commerce adoption.

Ken Kin-Kiu Fong and Stanley Kam Sing Wong (2015),analysis the behavior intention of e-commerce service users in Hong Kong. For this study 390 respondents were collected from well structured questionnaire indicates the four key factors influencing customer's intention to use a electronic commerce service are: the attitude of consumers toward the mobile commerce service, the consumers' perceived subjective norm, or the intensity of social and peer group pressure to use a electronic service; the perceived ease of use of the electronic commerce service, and the localization of the electronic commerce service. This research concludes body of knowledge in the fields of service marketing, technology adoption, and customer relationship management are the behavior intention of electronic commerce service users.

Research Methodology

Namakkal City is the study area selected for this research. Primary data is collected through well structured questionnaire. A sample of 100 customer's in Namakkal City have been selected by Conveniently sampling method. The collected information were reviewed and consolidated into a master table. For the purpose of analysis the data were further processed by using statistical tools. The statistical tools are

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ISSN:0971-1260
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- ✓ Simple Percentage
- ✓ ANOVA
- ✓ Z-test
- ✓ Weighted Ranking Method

Limitations ofThe Study

The study is restricted to the selected sample of Namakkal City and hence the result of the study cannot be generalized.

The statistical methods used to analyze the data have their own limitation.

All the limitations of primary data are applicable to this study.

Objectives

- To study the demographic factors influence on consumers preference toward online shopping websites
- To study the preference level of customers towards online shopping websites.

Findings of the study

With the help of simple percentage statistical tool it has been found that the profile data collected from 100 online shopping website customers show that, 55 percent were male, 42 percent were in the age of 25 to 40 years, 48 percent were employed , 48 percent were Under Graduates, 51 percent of the customers family monthly income was in between Rs.20001-Rs.35,000.

Z – Test is used to study the preference of the customers towards online shopping websites on the basis of their gender.

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Table 1-Z test between Gender and Customer Preference towards online shopping websites

online shopping websites	Gender	N	Mean	S.D	|Z|	Sig.
Frequency of usage	Male	55	21.51	5.18		
	Female	45	21.63	5.22	1.34	0.905
Awareness	Male	55	14.68	14.68		
	Female	45	14.41	14.41	0.83	0.378
satisfaction	Male	55	19.73	3.03		
	Female	45	19.96	3.30	0.83	0.719
Problem	Male	55	28.40	6.92		
	Female	45	26.34	6.62	2.88	0.134

The table 1 reveals that, the calculated value are greater than 5% level of significance, hence the null hypothesis is accepted. It is inferred that, on an average both male and female have the same opinion on the customer preference towards online shopping websites like Frequency of usage websites, awareness of online shopping websites, Satisfaction towards online shopping websites and problems faced on online shopping websites.

ANOVA is used to analyse the influence of demographic variables like age, education level and family monthly income on customers' preference towards online shopping websites.

Table 2-ANOVA between Age and Customer Preference towards online shopping websites

online shopping websites	Age	N	Mean	S.D	|Z|	Sig.
Frequency of usage	upto25	35	21.62	5.73		
	25to40	42	21.07	4.81		
	41to55	8	24.00	5.31	0.72	0.598
	Above55	15	21.60	4.85		
Awareness	upto25	35	14.82	1.54		
	25to40	42	14.42	1.46		
	41to55	8	13.75	1.98	0.82	0.685
	Above55	15	14.60	1.29		
satisfaction	upto25	35	20.11	3.37		
	25to40	42	19.73	3.31		
	41to55	8	19.00	2.82	0.89	0.790
	Above55	15	20.06	2.46		
Problems	upto25	35	28.37	8.42		
	25to40	42	27.64	5.29		
	41to55	8	27.12	3.64	0.36	0.001
	Above55	15	23.73	7.01		

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ISSN:0971-1260
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The table 2 indicates that, the calculated value are greater than 5% level of significance except in problems faced on online shopping websites, hence the null hypothesis is accepted. It is inferred that, on an average different age group have the same opinion on the customer preference towards online shopping websites like Frequency of usage, Awareness and Satisfaction. The calculated value is lesser than 5% level of significance indicating that, the null hypothesis is rejected. This means on the average different age groups do not have the same opinion on problems faced on online shopping.

Table 3-ANOVA between education and Customer Preference towards online shopping websites

online shopping websites	**Education**	**N**	**Mean**	**S.D**	**|Z|**	**Sig.**
Frequency of usage	school level	12	20.66	7.42	3.625	0.160
	UG	48	22.41	4.81		
	PG	24	19.00	4.10		
	Professional	16	23.62	4.50		
Awareness	school level	12	14.50	2.31	0.71	0.975
	UG	48	14.50	1.27		
	PG	24	14.66	1.46		
	Professional	16	14.50	1.71		
Satisfaction	school level	12	21.25	2.63	1.533	0.211
	UG	48	19.75	3.48		
	PG	24	20.12	2.49		
	Professional	16	18.75	3.19		
Problems	school level	12	22.50	6.73	2.943	0.370
	UG	48	27.41	6.36		
	PG	24	27.62	4.95		
	Professional	16	29.87	9.03		

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ISSN:0971-1260
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From the table 3 it is understood that, the calculated value are greater than 5% level of significance except in problems faced on online shopping websites, hence the null hypothesis is accepted. It is inferred that, on an average different educational group have the same opinion on the customer preference towards online shopping websites like Frequency of usage, Awareness , Satisfaction and problems faced on online shopping websites.

Table 4-ANOVA between family income and Customer Preference towards online shopping websites

Factor	Family income	N	Mean	S.D	|Z|	Sig.
Frequency of usage	Upto Rs.20000	35	21.06	4.61	0.85	0.473
	Rs.20001-Rs.35000	59	22.42	6.08		
	Above Rs.35000	6	21.66	4.92		
Awareness	Upto Rs.20000	35	14.64	1.42	5.69	0.005
	Rs.20001-Rs.35000	59	14.62	1.41		
	Above Rs.35000	6	13.00	2.36		
Satisfaction	Upto Rs.20000	35	20.69	3.16	5.84	0.007
	Rs.20001-Rs.35000	59	18.77	2.82		
	Above Rs.35000	6	18.00	2.44		
Problems	Upto Rs.20000	59	26.11	6.66	0.590	0.390
	Rs.20001-Rs.35000	6	26.33	6.32		
	Above Rs.35000	24	27.62	4.93		

The table 4 indicates that, the calculated value are greater than 5% level of significance, hence the null hypothesis is accepted. It is inferred that, on an average different family income group have the same opinion on the customer preference towards online shopping websites like Frequency of usage, Awareness, Satisfaction and problems facing towards online shopping websites.

Weighted Average is used to find the primary factor which influences the customer's preference towards online shopping websites.

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ISSN:0971-1260
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Table -Weighted Average Rank for the factors influence customers towards online shopping websites

Factors	1	2	3	4	5	weighted average	Rank
Payment mode	22	41	26	6	5	15.4	7
Time of delivery	26	54	20	0	0	12.9	2
Promotional / offers	30	46	21	2	1	13.2	3
Shopping experience	20	58	22	0	0	13.45	4
Price of the product	24	41	34	1	0	14.13	6
Quality of the product	22	48	28	2	0	14	5
Variety of product	58	30	12	0	0	10.26	1

The table 5 observed that, "variety of product" is assigned first rank followed by time of delivery (Rank 2) and Promotional/offer (Rank 3).

Conclusion

Every online shopping websites should understand the shopping behaviour of customers because it is very important to know about the influence of particular brands, product mix, promotional mix, purchase of motivation, etc. A success or failure of any product/ services in online depends on the shopping behavior of customers. The first and foremost for the online shopping websites is to clearly understand the women consumers' preference before purchase, at the time of purchase and after purchase. To the online shopping websites customers preference in the shopping decision process is to be considered more seriously than the influence of any other factor. Hence it is concluded that online shopping websites allows the customers to shop more conveniently

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