

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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**ONLINE SHOPPING CATCHING UP FAST WITH THE TREND- CHHATTISGARH CONTEXT****DR. B. B. PANDEY****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES****GURU GHASIDAS VISHWAVIDYALA****CHHATTISGARH****PRATIBHA BARIK****RESEARCH SCHOLAR****GURU GHASIDAS VISHWAVIDYALA****CHHATTISGARH****VANDANA SONI****RESEARCH SCHOLAR****GURU GHASIDAS VISHWAVIDYALA****CHHATTISGARH****ABSTRACT**

Internet penetration in India is fast catching up with the trend as of easy payment modes, vast use of internet and growing technology. At present the new business models are more focusing on e-retailing and are providing exciting services to their e-customers. In this decade of fast growing technology people is more access to internet to get updated. Due to which e-shopping has increased drastically. In this busy life consumers feel more convenient to buy things from online rather than from the traditional market. As in a single finger click shoppers can buy any product online within a minute. Due to its simple and secure process it's beneficial for both customers and merchants. But the Indian internet retail market is far behind its expected potentials. Online shopping is not only budding up in entire India, but its emerging rapidly in Chhattisgarh State. The aim of this research is to know the catching up trend of e-shopping on e-customer's both male and female (Professionals, businessmen's, housewives and students). The study is done in three Districts of Rajnandgaon, Raipur and Bilaspur. The study will attempt to focus mostly on the group which prefer to do online shopping and its buying behavior with respect to the products they like to purchase more and the factors motivating them. The outcomes are expected to hold value to the e-customers and even to internet retailers. Overall this study seeks to provide the prolific prospect for online shopping in Chhattisgarh State. The present research paper has used Qualitative and Quantitative research methods to study the impact of demographic factors of consumers on on-line shopping parameters like satisfaction with on-line shopping, future purchase intention, frequency of on-line shopping, numbers of items purchased, and overall spend on e- shopping.

**KEYWORDS**

Consumers, e-shopping, internet.

**INTRODUCTION**

In the year 1999-2000 internet boomed and it increased the popularity of on-line shopping. The concept of online shopping developed gradually after the launch of the World Wide Web. Online shopping was invented and pioneered by Michael Aldrich in UK in 1979. Charles Stack was the first person to create an online book store in 1992. Today due to vast use of internet in India the online shopping is increasing widely. E-shopping is much more convenient and easier than traditional shopping. Today we can purchase electronic items, books, grocery, clothes, jewellery, footwear's, tickets and everything on a single finger click. Consumers want good quality and quantity of product which they have ordered within the time frame and to be billed properly.

In India online shopping Industry is growing rapidly and scope for its growth is exponential. India's e-commerce market rose 88% in 2013 to \$ 16 billion, riding on booming online retail trends and defying slower economic growth and spiraling inflation, Survey by industry in ASSOCHAM. According to a survey conducted by IMRB International and IAMAI, there was an estimate of 137 million internet users in the country as of June 2012. Out of which 99 million were from urban parts of the country and 38 million were from rural India. Today newly established, large and small scale businesses are using the internet as a medium of sales for their products and services. Now a days it's very easy for everyone to accessing internet through their mobile, laptop, tab etc. However online shopping are not only affected by ease of use, usefulness and enjoyment, but its affected by other factors like previous online shopping experience, faith on online shopping, consumer's individuality, less price than the local market and attracted by advertisement. Therefore to know the awareness of online shopping, who are the influenced customers, what are the factor affecting them, is studied through this research. This study is done in Chhattisgarh region as online shopping holds a great potential here. The aim of the study is to improve the understanding of online consumer behavior by investigating various factors affecting intention to purchase online.

For businesses, the key to survival in the future depends on how well they can integrate this medium in their business models. It was bit like Henryford's famous quote about the model T Ford: "the customer can have any color he wants, as long as it's black." Today's customer is a different kettle of fish. The disposable income of the middle class is rising and the emphasis is more on spending than saving. As truly stated "Customer is the King today", the concept of on-line shopping will not materialize if the customers are not benefited But the biggest disadvantage is that there is no "touch and feel factor" involved in on-line shopping. Apart from item/product cost, transaction cost is also very important. Other important issue is that one of the major options to purchase from Internet is through credit cards. However, it is quite possible that customers may fall victim due to security and privacy problems on the Internet.

**OBJECTIVES OF THE STUDY**

- 1- To study the factors affecting the perception of online customers
- 2- To study the demographic profile of e-customers

**LITERATURE REVIEW**

Online shopping holds a great potential for youth marketers. According to Verchopoulos et.al (2001) youth are the main buyers who used to buy products through online. By Ranganathan and Ganapathy (2002) found four key dimensions of online shopping namely web sites, information content, design, security and privacy. He concluded that security and privacy have greater impact on the purchase intent of online buyers.

Burke et al., (2002); Relevant exogenous factors in this context are "consumer traits", "situational factors" " product characteristics" " previous online shopping experience" and " trust in online shopping". All these factors effecting consumer's perception together provide a framework for understanding consumer's intention to shop on the internet.

Menon and Khan, 2002; Mathwick et al., 2001; says that if consumers enjoy their online shopping experience, they have a more positive attitude toward online shopping and are more likely to adopt the internet as shopping medium. In our framework, we identify three latent dimensions of "enjoyment" construct, including "escapism", "pleasure", and "arousal".

According to Jun et al. (2004) online consumers apparently want to receive the right quality and right quantity of items that they have ordered within the time frame, promised by the retailers and they expect to be billed accurately.

Younger consumers searched for more products online and they were more likely to agree that online shopping was more convenient by Sorce et al. (2005).

Research summarized by Emarketer (2005) showed that the internet applied a bigger influence than for offline media for electronics compared to that for offline media for electronics compared to that clothing, beauty or home improvement as would be expected. Internet marketing has changed the way people buy and sell good and service. It had added lot of convenience and easy to the whole process of buying. Internet buying prevalence is highest in the United States, where 93% of internet users have bought on-line (Business Software Association, 2002) and it is growing rapidly in India as well (www.ebay.com).

Gehrt et al.(2007) identified seven shopping orientation they are recreation, novelty, impulse purchase, quality, brand, price and convenience. Of all the seven shopping orientations, impulse purchase orientation, quality orientation and brand orientation were perceived as more important from web retailer perspective and often investigated together (Ling et al., 2010)

Younger people are more ready to embrace innovative technology compared to the older group. The early adopters of internet technology are typically younger in age primarily on account of its utilitarian and hedonistic benefits (Bordeaux et al., 2002). It is also found that the younger generation is less concerned about the security and reliability aspects of internet technology ( Fogg et al., 2000). Computers intimidate many elderly (Eastman and Iyer, 2004) leading to reduced internet activities amongst older population.

## SCOPE OF THE STUDY

- 1- To determine which factors influence online shopping
- 2- To know the refraining factors distracting e-shopping
- 3- To know which gender is more fascinated towards e-shopping
- 4- To analyze the best features necessary for e-shopping

## RESEARCH METHODOLOGY

Both primary and secondary data has been collected for the study. A structured questionnaire is designed to collect the primary data and secondary data has been taken from research papers, articles in Newspapers, journals, magazines and websites. The questionnaire has been divided into two parts, the first part deals with the demographic details of the potential respondents including age group, education level, income, and number of hours internet use in a day and second part contains statements covering independent and dependent variables of the study. Each statement has been scaled into five points Likert scale with "strongly disagree -1" to "strongly agree-5

### SAMPLE DESIGN

Both male and female consumers are selected for the research. The total sample sizes of respondents are 100 i.e.54 male (students, businessmen and service class) and 46 female (students, service class and housewives)

## RESULTS AND DISCUSSIONS

### 1- H1: OFFERS AND DISCOUNTS ARE SIGNIFICANTLY NOT INDEPENDENT OF AGE GROUP

TABLE 1: OFFERS AND DISCOUNTS

	AGE				TOTAL	9 DEGREE OF FREEDOM
	20-25 YRS	25-30 YRS	35-40 YRS	ABOVE 40 YRS		
STRONGLY DISAGREE	.0%	.0%	5.3%	.0%	1.0%	CHI-SQUARE VALUE 12.582 ASYMP. SIG. (2-SIDED)= .182
NEUTRAL	3.7%	.0%	.0%	.0%	2.0%	
AGREE	42.6%	33.3%	52.6%	.0%	40.0%	
STRONGLY AGREE	53.7%	66.7%	42.1%	100.0%	57.0%	
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	

Table value of chi-square for 9 d.f at 5% level of significant is 16.919. So the calculated value of chi-square is less than the table value, so we accept null hypothesis. Thus offers and discounts are significantly independent of age group. All the age groups of customers are attracted towards the offers and discounts.

### 2- H2: TIME SAVING BY e-SHOPPING ARE SIGNIFICANTLY NOT INDEPENDENT OF AGE GROUP

TABLE 2: TIME SAVING BY E-SHOPPING

	AGE				TOTAL	9 DEGREE OF FREEDOM
	20-25 YRS	25-30 YRS	35-40 YRS	ABOVE 40 YRS		
DISSAGREE	3.7%	.0%	5.3%	.0%	3.0%	CHI-SQUARE VALUE-9.688 ASYMP. SIG. (2-SIDED)- .376
NEUTRAL	7.4%	9.5%	10.5%	.0%	8.0%	
AGREE	63.0%	38.1%	68.4%	50.0%	58.0%	
STRONGLY AGREE	25.9%	52.4%	15.8%	50.0%	31.0%	
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	

The table value of chi-square for 9 degree of freedom at 5% level of significance is 16.919. The calculated value of chi-square is less than the table value. So we accept the null hypothesis Time saving are significantly independent of age group. Thus for every age group time is a precious factor, which drive them towards e-shopping.

### 3- H3: COST FACTOR ARE SIGNIFICANTLY NOT INDEPENDENT OF AGE GROUP

TABLE 3: COST FACTOR

	AGE				Total	12 Degree of freedom
	20-25 YRS	25-30 YRS	35-40 YRS	ABOVE 40 YRS		
STRONGLY DISAGREE	0.0%	0.0%	5.3%	0.0%	1.0%	Chi-square value 17.946
DISSAGREE	5.6%	0.0%	10.5%	0.0%	5.0%	
NEUTRAL	16.7%	19.0%	5.3%	0.0%	14.0%	Asymp. Sig. (2-sided)-.117
AGREE	35.2%	23.8%	52.6%	83.3%	39.0%	
STRONGLY AGREE	42.6%	57.1%	26.3%	16.7%	41.0%	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	



The above table shows that the calculated value of chi-square is more than the table value (16.919) of chi-square for 9 d.f at 5% level of significance. Reject null hypothesis. and accept the alternative hypothesis i.e. Cost factor are significantly not independent of age group. Hence it can be describe that people of 25-30 age group are more influence by cost factor than people of other age group.

#### 4- H4: GOODS AND SERVICES ARE SIGNIFICANTLY NOT INDEPENDENT OF AGE GROUP

The calculated value of chi-square is 11.427, whereas the table value of chi-square for 9 df at 5% level of significance is 16.919. Hence we accept the null hypothesis. Thus good services like delivery on time, cash on delivery etc attract each group.

TABLE 4: GOODS AND SERVICES

	AGE				Total	9 Degree of freedom
	20-25 YRS	25-30 YRS	35-40 YRS	ABOVE 40 YRS		
DISSAGREE	.0%	.0%	5.3%	.0%	1.0%	Chi-square value-11.427 Asymp. Sig. (2-sided)-.248
NEUTRAL	20.4%	23.8%	42.1%	.0%	24.0%	
AGREE	72.2%	71.4%	47.4%	100.0%	69.0%	
STRONGLY AGREE	7.4%	4.8%	5.3%	.0%	6.0%	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	

#### 5- H5: AD AND MOUTH PUBLICITY ARE SIGNIFICANTLY NOT INDEPENDENT OF AGE GROUP

TABLE 5: AD AND MOUTH PUBLICITY

	AGE				Total	9 degree of freedom
	20-25 YRS	25-30 YRS	35-40 YRS	ABOVE 40 YRS		
DISSAGREE	3.7%	.0%	.0%	16.7%	3.0%	Chi-square value-22.570 <sup>a</sup> Asymp. Sig. (2-sided)-.007
NEUTRAL	7.4%	14.3%	10.5%	.0%	9.0%	
AGREE	46.3%	47.6%	89.5%	16.7%	53.0%	
STRONGLY AGREE	42.6%	38.1%	.0%	66.7%	35.0%	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	

The above analysis shows that the calculated value of chi-square is more than the table value of chi-square at 5% level for 9df that's 16.919, so we reject the null hypothesis. Advertisements and mouth publicity are not independent of age groups. Thus it can be said that age group of 20-25yrs are highly influenced by the advertisements of e-shoppers, whereas others are less affected. As of today the media plays a very strong role in the promotion of each and every product or services.

#### 6- H6: WIDE VARIETIES OF PRODUCT AND INFORMATION ARE SIGNIFICANTLY NOT INDEPENDENT OF AGE GROUP

TABLE 6: WIDE VARIETY OF PRODUCT AND INFORMATION

	AGE				Total	9 Degree of Freedom
	20-25 YRS	25-30 YRS	35-40 YRS	ABOVE 40 YRS		
DISSAGREE	3.7%	4.8%	15.8%	.0%	6.0%	Chi-square value-14.160 <sup>a</sup> Asymp. Sig. (2-sided)-.117
NEUTRAL	40.7%	28.6%	47.4%	16.7%	38.0%	
AGREE	42.6%	66.7%	31.6%	83.3%	48.0%	
STRONGLY AGREE	13.0%	.0%	5.3%	.0%	8.0%	
Total	100.0%	100.0%	100.0%	100.0%	100.0%	

The above table shows that the calculated value of chi-square is less than the table value(16.919) of chi-square for 9 d.f at 5% level of significance. Accept null hypothesis. Hence it can be describe that people of all the age group are affected by the factor that e-shopping sites provide ample variety of product options and information about it.

#### 7- H7: CORRELATION BETWEEN INTERNET USE AND INTERNET SHOPPING IN YEAR

TABLE 7: CORRELATION BETWEEN INTERNET USE AND INTERNET SHOPPING IN YEAR

		i	t
I Use of Internet	Pearson Correlation	1	.246 <sup>*</sup>
	Sig. (2-tailed)		.014
	N	100	100
t- No. of time purchasing in a year	Pearson Correlation	.246 <sup>*</sup>	1
	Sig. (2-tailed)	.014	
	N	100	100

\* Correlation is significant at the 0.05 level (2-tailed).

As the r value is 0.246 hence there is positive relationship between daily use of internet and no of times online shopping done by e-customers.

#### 8- H8: FEMALES ARE MORE FASCINATED TOWARDS E-SHOPPING THAN MALE

TABLE 8: FEMALES ARE MORE FASCINATED TOWARDS E-SHOPPING THAN MALE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.217	1	.217	1.004	.319
Within Groups	21.143	98	.216		
Total	21.360	99			

The table value of F at 5% level of significance for v1=98 and v2 = 1 as 3.92, Since the calculated value of F is 1.004, which is less than the table value so the F ratio is insignificant at 5% level of significance. Hence we accept the null hypothesis and conclude that the male are more fascinated towards e-shopping.

#### 9- FACTORS REFRAINING THE CUSTOMERS FROM E-SHOPPING

TABLE 9: REFRAINING FACTORS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid DISSAGREE	3	1.5	3.0	3.0
NEUTRAL	46	23.1	46.0	49.0
AGREE	49	24.6	49.0	98.0
STRONGLY AGREE	2	1.0	2.0	100.0
Total	100	50.3	100.0	

The above table shows that 49% and 46% of the respondents are neutral and agree respectively that it certain factors exist that refrain the customers from e-shopping like: necessity of having bank account, can't touch the product, not able to return the product, delay in delivery etc.,.

#### 10- APPLICATION OF SUITABLE LEGISLATION TO MONITOR AND REGULATE ONLINE BUSINESS ILLEGAL PRACTICE OF E-COMMERCE

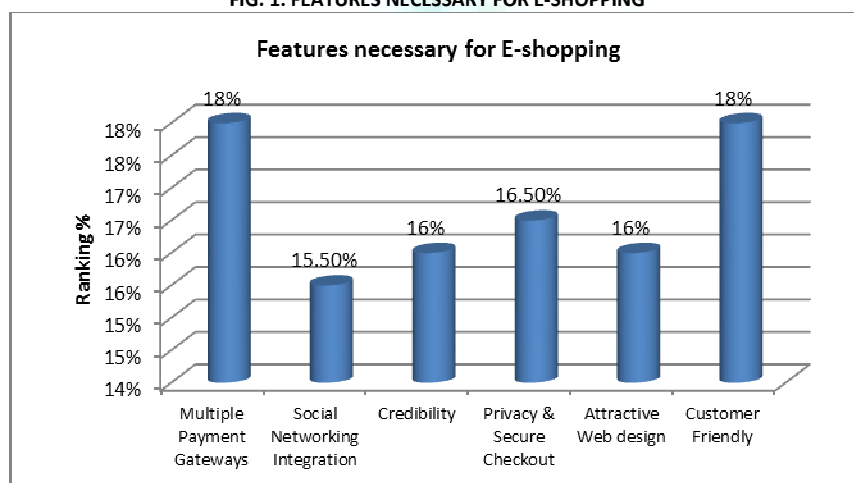
As the analysis show that respondent are in favour of application of suitable legislation to monitor and regulate online business illegal practice of e-commerce.

**TABLE 10: SUITABLE LEGISLATION TO MONITOR AND REGULATE ONLINE BUSINESS**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	4	2.0	4.0	4.0
	DISSAGREE	4	2.0	4.0	8.0
	NEUTRAL	14	7.0	14.0	22.0
	AGREE	38	19.1	38.0	60.0
	STRONGLY AGREE	40	20.1	40.0	100.0
	Total	100	50.3	100.0	

#### 11- FEATURES NECESSARY FOR E-SHOPPING

**FIG. 1: FEATURES NECESSARY FOR E-SHOPPING**



The above fig.1 shows that multiple payment gateways and customer friendly are the most necessary features needed by e-customers. Apart from this privacy and secure checkout, credibility and attractive web design motivate the customers for e-shopping.

#### CONCLUSION AND SUGGESTIONS

The above study reveal's online shopping saves time and cost of the customer. The discount and offers, ad and mouth publicity, home delivery, and availability of wide varieties of products in single window attract the e-shoppers. The services provided by online retailer their search function, download speed and navigation Search function plays a key role in catching the attention of customer As today the customers are more access to internet which is motivating them to have online purchase. Further the research shows that males are more ahead in e-shopping as compare to female customers. In order to increase their sale the online retailers are more indulge into promotional activities. All this development of e-commerce is possible today because of the updated technology. Study focus that shoes, clothes, railway, airplane and movie tickets are the most preferred items. It was also found that mobile is playing a vital role for developing online shopping. As the trends of online shopping are rapidly growing

With the view of respondent obtained regarding the popularity of e-porters flipkart was found to be the most popular among e-shoppers. As its popularity is spearheading the conversion of offline shoppers into online bargain hunters Also its easy transaction option and availability of wide variety of products added it as a best option among e-customers. As per the report by "The Hindu" Flipkart, this means the unlocking of a vast audience waiting to experience the joys and comfort of shopping online. The customers prefer multiple payment gateway and customer friendly portal As the customers agree that e-shopping can be harmful for the retailers so a suitable legislation to regulate and monitor online business and illegal trade practice of e-commerce should be implemented.

As per the study it was found that all the age group of male customers are mostly fascinated for online shopping as they are diverted towards the new technology and want to get globalized. The research reveals that there is high potential of online shopping in Chhattisgarh. As it can be a big emerging sector. The news of irregular trading and deficiency of service by e-retailers was also on highlights by the Newspapers and other media.

Though as per the Times of India, India stands world's third largest population of internet users. But still in rural areas of Chhattisgarh due to limited internet knowledge of customers and poor network connection it is not possible to connect for online shopping. However it was explore that in practical life people are still standing in queue for railway tickets, movies ticket etc. Recently, The Government of India decided to connect every village with broad band internet connection and the telecommunication companies are also working to reach for the remote areas so Chhattisgarh will also rapidly develop as one of the advanced sector for telecommunication.

As the program is getting success only in urban areas as people are technology skilled and having internet connections, but fail to reach in rural areas So the Government of Chhattisgarh have to try to implement program in untouched areas. But to make it successful computer literacy, a broadband connection, internet connection and telecommunication is must.

#### LIMITATIONS

- 1- As personal view of respondent's towards online shopping was unidentified only data through questionnaire survey has been conducted using e-mail, social networking and personal approach.
- 2- Survey was done only in three districts, other district and rural area is not covered due to the limitations of time and cost.
- 3- All factors that affect online shopping behaviors are not examined only few factor are examined, due to time constrain.
- 4- Data of the age group between 30-35 years has not been collected.

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