

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5220 Cities in 187 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	THE ROLE OF SCHOOL SUPERVISION IN INSTRUCTIONAL IMPROVEMENT <i>ATO. ADEBA HUNDERA</i>	1
2.	LAISSEZ-FAIRE LEADERSHIP STYLE AND ORGANIZATIONAL COMMITMENT: THE MODERATING EFFECT OF EMPLOYEE PARTICIPATION <i>DR. DAVID IRUNGU NJOROGE, DR. JOHN WEKESA WANJALA & DR. BULITIA GODRICK MATHEWS</i>	6
3.	CHALLENGES AND OPPORTUNITIES OF TEACHING BUSINESS ETHICS: AN ACTION RESEARCH <i>DR. ASHA NAGENDRA & SHAJI JOSEPH</i>	11
4.	INFORMATION TECHNOLOGY ENABLED PROVIDER BASED DIAGNOSTIC AND THERAPEUTIC INNOVATIONS IN HEALTHCARE: A PROFILING STUDY <i>MURALIDHAR L B & DR. M K SRIDHAR</i>	20
5.	A STUDY OF IHRM PRACTICES AFFECTING INDIAN ORIGIN EXPATRIATE OVERALL SATISFACTION IN ASIA AND OUTSIDE ASIA IN IT SECTOR <i>VIBHA SHARMA & DR. MITU G. MATTA</i>	24
6.	CHALLENGES AND STRATEGIES OF TEACHING LARGE CLASSES: STUDENTS AND TEACHERS PERSPECTIVE <i>DR. SURUCHI PANDEY, DR. VINITA SINHA & AVINASH KUMAR SINGH</i>	40
7.	ONLINE SHOPPING IMPACT ON BUYING BEHAVIOR OF CONSUMERS <i>MELBHA.D</i>	47
8.	A STUDY ON THE GROWTH PERFORMANCE OF SELECTED PUBLIC AND PRIVATE SECTOR BANKS IN INDIA <i>DR. N. DEEPA & S.SUJITHA</i>	53
9.	GREEN MARKETING IN INDIA <i>BASAVARAJ NAGESH KADAMUDIMATHA & PURUSHOTTAM N VAIDYA</i>	58
10.	EVALUATION OF SELECTED ONLINE SHOPPING WEBSITES: A CONSUMER PERSPECTIVE <i>DHIRENDRA KUMAR GUPTA</i>	62
	REQUEST FOR FEEDBACK & DISCLAIMER	65

CHIEF PATRON**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur
 (An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
 Chancellor, K. R. Mangalam University, Gurgaon
 Chancellor, Lingaya's University, Faridabad
 Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana
 Former Vice-President, Dadri Education Society, Charkhi Dadri
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR**DR. S. GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISOR**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR**PROF. R. K. SHARMA**

Professor & Dean, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR**DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD**PROF. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. CHRISTIAN EHIOBUCHÉ

Professor of Global Business/Management, Larry L Luig School of Business, Berkeley College, Woodland Park NJ 07424, USA

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

DR. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

DR. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Terusan Buah Batu, Kabupaten Bandung, Indonesia

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

DR. CLIFFORD OBIYO OFURUM

Director, Department of Accounting, University of Port Harcourt, Rivers State, Nigeria

DR. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

DR. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture and Technology, Westlands Campus, Nairobi-Kenya

DR. S. TABASSUM SULTANA

Principal, Matrusri Institute of P.G. Studies, Hyderabad

DR. NEPOMUCENO TIU

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

PROF. SANJIV MITTAL

Professor, University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

DR. ANA ŠTAMBUK

Head of Department in Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

DR. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

PROF. NAWAB ALI KHAN

Professor, Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

MUDENDA COLLINS

Head of the Department of Operations & Supply Chain, The Copperbelt University, Zambia

DR. EGWAKHE A. JOHNSON

Professor, Babcock University, Ilishan-Remo, Ogun State, Nigeria

Dr. A. SURYANARAYANA

Professor, Department of Business Management, Osmania University, Hyderabad

Dr. MURAT DARÇIN

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

PROF. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

DR. YOUNOS VAKIL ALROAIA

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

WILLIAM NKOMO

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

DR. SEOW TA WEEA

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

DR. OKAN VELI ŞAFAKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

DR. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

DR. BORIS MILOVIC

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

DR. MOHAMMAD TALHA

Associate Professor, Department of Accounting & MIS, College of Industrial Management, King Fahd University of Petroleum & Minerals, Dhahran, Saudi Arabia

DR. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

DR. IQBAL THONSE HAWALDAR

Associate Professor, College of Business Administration, Kingdom University, Bahrain

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. ALEXANDER MOSESOV

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

YU-BING WANG

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

SURJEET SINGH

Faculty, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

DR. MELAKE TEWOLDE TECLEGHIOGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

DR. SHIVAKUMAR DEENE

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

FORMER TECHNICAL ADVISOR**AMITA**

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT**SURENDER KUMAR POONIA**

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation/Post* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

EVALUATION OF SELECTED ONLINE SHOPPING WEBSITES: A CONSUMER PERSPECTIVE

DHIRENDRA KUMAR GUPTA
RESEARCH SCHOLAR
DEPARTMENT OF BUSINESS ADMINISTRATION
COMMERCE COLLEGE
MOHAN LAL SUKHADIA UNIVERSITY
UDAIPUR

ABSTRACT

Commerce by means of the Internet, or e-commerce, has experienced speedy development since the early years. E-Shopping exist not only because of the elevated convenience, but also because of the wide selection of products; Value for money pricing and better access to information. For business, it increases customer value and the building of sustainable capabilities, and higher profits. Online stores are generally available 24X7, and many consumers have Internet access both at work and at home therefore it saves time. The objectives of this paper is to study preference of online shopping websites used by customers and Comparison of various facilities offered by online shopping websites. It has been concluded that Amazon is the most preferred online shopping website followed by Flipkart. Furthermore, Amazon is offering best user friendly website, delivery speed and grievance redressal mechanism while Flipkart is offering best packaging.

KEYWORDS

online shopping, e-commerce.

INTRODUCTION

E-commerce has observed a phenomenal growth resulting in superior use of this tool by the traders. In addition, the competition in e-commerce has also intensified. As a result, it becomes more important for online retailers to understand the background of consumer acceptance of online shopping. Such understanding is crucial to customer relationship management, which has been identified as an effective business strategy to attain success in the electronic market. One of the foremost problems of E-commerce web sites is that they fall short in supporting the customers in this process. By understanding the customer's wants and concerns the marketer can offer better products and services. The development in information technology and the all-encompassing ease of use of Internet encompass contribution for the unfavorable fame to web shopping. Customers can obtain products at favorable prices with varieties of vendors for different products. Vendors can also reach wider market area using web shops. Even products which the nearest shop fail to offer to the customer are obtainable with web shop vendors, this is an additional advantage to web shopping.

LITERATURE REVIEW

Vijay Shankar (2015), revealed that ability of web vendors to provide numerous products which even the nearest retailer fails to provide exerted a stronger effect than perceived factors for prospective and steadfast customers. Implication of these findings is that providing best support in terms of security (e-payment), post-sale service, reliability/credibility, quality and privacy are the key intent for ultimate increase/boom of web shopping. Results of the current findings will assist information systems professionals and product vendors in developing personalized sales tactic to target prelude sales and come again sales for different groups of stakeholders.

Nahla Khalil (2014) found that that most of people already shopping online and prefer to make their purchases online, also there are factors that make the buyer hesitant to come online purchasing, Where security and privacy top concern of the purchaser. Among the factors influencing the purchase online are the price, the trust, the convenience and the recommendations.

Wu (2013) found that because online customer complaint behavior can influence customer's loyalty, as well as other customers' purchase intentions, Chinese online retailers Hu et al.: Customer Complaints in Online Shopping have had little choice but to pay close attention to customer complaints.

Jusoh and Ling (2012), studied that how socio-demographic (age, income and occupation), pattern of online buying (types of goods, e-commerce experience and hours use on internet) and purchase perception (product perception, customers' service and consumers' risk) affect consumers' attitude towards online shopping. As per **Sinha & Kim (2012)**, since the recent economic reforms, Indian consumers have just begun to understand benefits of using Internet for shopping. However, the grow-ing number of Internet users has not been reflected to the online sales. Thus, it is important to identify factors affecting Indian consumers' online buying behavior in order to find the way to stimulate their online shopping behavior. The purpose of this study is to identify factors affecting Indian consumers' attitude toward shopping online by investigating Indian consumers' risk perceptions about shopping online. Constructs tested included previously identified factors (convenience risk, product risk, financial risk, perceived behavior control, return policy, subjective norm, attitude, and technology specific innovativeness) and Indian-specific factors (concerns associated with delivery of an ordered prod-uct and cyber laws, shipping fees, and after service) specifically developed for this study. The concerns associated with delivery of product, social and perceived behavioral control have been found to be significant factors affecting attitude toward using Internet for shopping.

Gotland (2011) studied that the most attractive and influencing factor for online shoppers in Gotland is Website Design/Features, following convenience the second most influencing and thirdly time saving. Results have also showed that security is of important concern among online shoppers in Gotland. The research has also found that there are some other factors which influence online shoppers including, less price, discount, feedback from previous customers and quality of product. For the second research question i.e. who are online shoppers in term of demography: the correlation results for the age and attitudes towards online shopping has showed that elderly people are not so keen to shop online.

OBJECTIVES

The purposes of this research paper are as follows:

1. To study preference of online shopping websites used by customers
2. Comparison of various facilities offered by online shopping websites

RESEARCH METHODOLOGY

(a) Research Design: - To have a better understanding about the issue descriptive research design was used. To get the primary data close ended questionnaire was administrated.

(b) Sample Design: - 70 respondents were selected through convenience sampling.

(c) Analysis: - The data collected was analyzed with the help of various statistical tools like likert scale and Weighted Arithmetic mean

ANALYSIS & INTERPRETATIONS

1. DEMOGRAPHIC PROFILE OF RESPONDENTS

TABLE 1: DEMOGRAPHIC PROFILE

Particulars	Frequency	Percent	Cumulative Percent	Particulars	Frequency	Percent	Cumulative Percent
Gender				Monthly Income			
Male	52	65	65	Less Than Rs. 10,000	17	21	21
Female	28	35	100	Rs. 10,001 - Rs. 20,000	36	45	66
Total	80	100		Rs. 20,001 - Rs. 30,000	10	13	79
Education				Rs. 30,001 - Rs. 40,000	15	18	97
Intermediate	5	6	6	More Than Rs. 40,000	2	3	100
Graduate	32	40	46	Total	80	100	
Post Graduate	28	35	81	Monthly Expenditure on Online Shopping			
Professional	15	19	100	Less Than Rs. 1,000	18	23	23
Total	80	100		Rs. 1,001 - Rs. 2,000	28	35	58
Age Group				Rs. 2,001 - Rs. 3,000	22	28	86
Below 25	27	34	34	Rs. 3,001 - Rs. 4,000	8	9	95
25-35	37	46	80	Rs.4,001 - Rs. 5,000	2	3	98
36-50	12	15	95	Rs. 5,001 - Rs. 6,000	1	1	99
51-60	4	5	100	More Than Rs. 6,000	1	1	100
Total	80	100		Total	80	100	

As per shown in table-1 demographics of respondents were classified according to their Gender, Education, Age Monthly Income and Monthly expenditure on online shopping. Out of total 80 respondents 65% are male & rests are female. 40% respondents were graduate and 46% respondents belong to the age group of 25-35 years. Majority of respondents (45%) are having monthly income from Rs. 10,001 to Rs. 20,000 and 35% respondents are spending Rs.1,001 to Rs.2,000 on online shopping.

2. ONLINE SHOPPING WEBSITE PREFERENCE

To analyze that which online shopping website is preferred by respondents they were asked to rank the selected five online shopping websites in order of preference from 1 to 5. To obtain the final rankings weighted Arithmetic Mean is used. In order to calculate total weighted score, the numbers of respondents who have given importance from 5 to 1 are multiplied by 5 to 1 respectively. The mean score is calculated by dividing the total score by total number of weights (i.e. 15). The results are presented in table 2

TABLE 2: ONLINE SHOPPING WEBSITE PREFERENCE

Weights	5	4	3	2	1	Weighted Total	Weighted Avg.	Rank
Rank	1 st	2 nd	3 rd	4 th	5 th			
Online Shopping Websites								
Snapdeal	10	18	11	10	31	206	13.73	3
Flipkart	28	26	10	13	3	303	20.20	2
Ebay	7	7	19	22	25	189	12.60	5
Amazon	30	20	15	14	1	304	20.27	1
Jabong	5	9	25	21	20	198	13.20	4

The table 2 shows that, the Amazon is the most preferred online shopping website with a weighted mean score of 20.27 followed by Flipkart (Weighted Mean score = 20.20). Snapdeal is ranked 3rd with a Weighted Mean score of 13.73, followed by Jabong that ranked 4th with a weighted mean score of 13.20. It was found that Ebay is least preferred online shopping website.

3. COMPARISON OF ONLINE SHOPPING FACILITIES

Numbers of facilities are offered by online shopping websites out of which four prominent facilities were selected i.e. user friendly website, delivery speed, packaging and grievance redressal mechanism. To compare these facilities, Customers were asked to indicate the effectiveness of these facilities on five point scale starting from highly effective (5) to not at all effective (1). To conclude the results weighted arithmetic mean is calculated and ranking is done.

(A) User Friendly Website

TABLE 3

Weights	5	4	3	2	1	Weighted Total	Weighted Avg.	Rank
Level of Effectiveness								
Online Shopping Websites	Highly Effective	Moderately Effective	Somewhat Effective	Slightly Effective	Not at all Effective			
Snapdeal	6	5	9	30	30	167	11.13	5
Flipkart	28	32	11	9	0	319	21.27	2
Ebay	7	6	29	28	10	212	14.13	3
Amazon	32	28	13	6	1	324	21.60	1
Jabong	7	9	18	7	39	178	11.87	4

It can be seen from table 3 that Amazon is offering best user friendly website while Snapdeal website is least user friendly.

(B) Delivery Speed

TABLE 4

Weights	5	4	3	2	1			
Level of Effectiveness								
Online Shopping Websites	Highly Effective	Moderately Effective	Somewhat Effective	Slightly Effective	Not at all Effective	Weighted Total	Weighted Avg.	Rank
Snapdeal	0	3	17	20	40	143	9.53	5
Flipkart	32	28	14	3	3	323	21.53	2
Ebay	0	16	29	28	7	214	14.27	3
Amazon	48	22	8	2	0	356	23.73	1
Jabong	0	11	12	27	30	164	10.93	4

Again here it has been observed that deliver speed of Amazon is highest followed by Flipkart. On the counter side Snapdeal delivery speed is very slow.

(C) Packaging

TABLE 5

Weights	5	4	3	2	1			
Level of Effectiveness								
Online Shopping Websites	Highly Effective	Moderately Effective	Somewhat Effective	Slightly Effective	Not at all Effective	Weighted Total	Weighted Avg.	Rank
Snapdeal	6	18	9	22	25	198	13.20	3
Flipkart	38	22	11	5	4	325	21.67	1
Ebay	3	8	18	18	33	170	11.33	5
Amazon	32	20	17	8	3	310	20.67	2
Jabong	1	12	25	27	15	197	13.13	4

It was identified that Flipkart is offering safe and best packaging while Ebay's packaging is not commendable.

(D) Grievance Redressal Mechanism

TABLE 6

Weights	5	4	3	2	1			
Level of Effectiveness								
Online Shopping Websites	Highly Effective	Moderately Effective	Somewhat Effective	Slightly Effective	Not at all Effective	Weighted Total	Weighted Avg.	Rank
Snapdeal	0	14	4	29	33	159	10.60	5
Flipkart	33	18	13	12	4	304	20.27	2
Ebay	0	25	28	25	2	236	15.73	3
Amazon	47	13	10	4	6	331	22.07	1
Jabong	0	10	25	10	35	170	11.33	4

As far as grievance redressal mechanism is concerned Amazon is effectively handling the grievances of shoppers while Snapdeal has been proven unsuccessful in this area.

CONCLUSION

From this research following conclusions can be drawn:

1. Amazon is the most preferred online shopping website followed by Flipkart.
2. Amazon is offering best user friendly website, delivery speed and grievance redressal mechanism while Flipkart is offering best packaging.

REFERENCES

1. Högskolan på Gotland, "Consumers' Attitude towards Online Shopping Factors influencing Gotland consumers to shop online", Master Thesis in Business Administration, Department of Business Administration, Pa Gotland.
2. Jayendra Sinha, Jiyeon Kim, "Factors affecting Indian consumers' online buying behavior", Innovative Marketing, Volume 8, Issue 2, 2012
3. Nahla Khalil, "Factors affecting the consumer's attitudes on online shopping in Saudi Arabia", International Journal of Scientific and Research Publications, Volume 4, Issue 11, November 2014
4. Vijay Shankar P., "Assessment of 10 Arbitrary Indian Shopping Websites", Advances in Management, Vol. 8 (5) May (2015)
5. Wu, I.L., "The Antecedents of Customer Satisfaction and Its Link to Complaint Intentions in Online Shopping: An Integration of Justice, Technology, and Trust," International Journal of Information Management, Vol. 33, No. 1:166-176, 2013.
6. Zuroni Md Jusoh & Goh Hai Ling, "Factors Influencing Consumers' Attitude Towards E-Commerce Purchases through Online Shopping", International Journal of Humanities and Social Science Vol. 2 No. 4 [Special Issue – February 2012]

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

