A Study On Measuring the Effectiveness of online Shopping

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ABSTRACT

The Online Shopping is a web based application intended for online retailers. The main objective of this application is to make it interactive and it seas of use. It would make searching, viewing and selection of a product easier. It contains a sophisticated search engine for users to search for products specific to their needs. The search engine provides an easy and convenient way to search for products where a user can Search for a product interactively and the search engine would refine the products available based on the user's input. The user can then view the complete specification of each product. They can also view the product reviews and also write their own reviews. The application also provides a drag and drop feature so that a user can add a product to the shopping cart by dragging the item in to the shopping cart. The main emphasis lies in providing a user-friendly search engine for effectively showing the desired results and its drag and drop behaviour.

1. INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smart phones. An online shop evokes the physical analogy of buying products or services at a regular "bricks and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. Whenan online store is set up to enable businesses to buy from another businesses, the process is called business-to-business(B2B) online shopping.

MEASURINGCONSUMERPERCEPTIONOFONLINESHOPPING

- When compared to the conventional mode of shopping, online shopping has proved to be bliss for the consumers.

- After all, It is more focused on consumer convenience than the seller.
- Thus, there are numerous reasons which state how online shopping is more effective than conventional shopping.
- Here we will be measuring consumer perceptions of online shopping convenience to know the concept better.

STATEMENTOFTHEPROBLEM:

The up-gradation of technological development has changing the life style of people. Changing family structure and life style has redefined the shopping pattern of customers. Today they prefer online mode of purchase. Though it has reached vast majority of people, even now, some of the customers prefer traditional shopping because of lack of security, Lack of feel and touch, Wrong products deliver and so on. This study tries to identify the customer views and problems faced by them while using online shopping.

SCOPEOFTHESTUDY:

Thisstudyonmeasuringtheeffectivenessofonlineshoppingacasestudyofall issues related to online purchases of goods with a view of ascertaining the effectiveness and reliability of such services.

OBJECTIVESOFTHESTUDY:

- To know the factors influencing to use online shopping.
- To know the security of shopping online.
- To know the necessary for an online shopping.
- To study the problem faced by the shoppers while shopping online.
- To study the problems faced by the consumer's towards online shopping on various demographic factors.

LIMITATIONSOFTHESTUDY

- Time is one of the major constraint, which limits the effective data collection.
- Possibility of errors in data collection due to the bias of the respondents.
- The number of respondents is limited to 107.
- Getting information from the respondents was very difficult

REVIEWOFLITERATUREONONLINESHOPPING:

- **SIMRANJITSINGH, SONIABAJWA (2017):**

Had carried out are search study on "buying behaviour of consumer towards counterfeit products. The main objective of the research was to put emphasis on the reasons for counterfeit purchase and the norms they follow while forming this behaviour. The other objectives were to find out the dominant factors affecting on the consumer while purchasing counterfeit goods, to know the relationship of these factors with the purchase behaviour and application of TPB model for knowing the factors creating inclination towards counterfeit. The sample size was for research was 100 respondents. A structures questionnaire was used b following the convenience sampling method.

- **PRIYANKA SHARMA(2017):**

Performed a research study on "Consumer Behaviour towards Online Shopping-AnEmpirical Study With Reference To Bhiwani City, Haryana". Themain objective of the research was to identify the relationship of demographic factors that influence online shopping, to study the preferences of the consumers

- **M.DHANALAKSHMI,M.SAKTHIVEL,M.NANDHINI(2017):**

Performed a research study on "A Study on Customer Perception towards Online Shopping, Salem". The main objective of the research was to study the customer perception towards online shopping at Salem district. The sample size of the research was 150 respondents.

RESEARCHMETHODOLOGY

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis. "Research as a "systematized effort to gain new knowledge.

DATA ANALYSIS AND INTERPRETATION
PERCENTAGE ANALYSIS

TABLE NO:1 AGE WISE CLASSIFICATION

AGE	NO.OF. RESPONSES	PERCENTAGE%
Below18	12	11.2
18-25	90	84.1
26-35	2	1.9
Above35	*3*	*2.8*
Total	107	100

INTEERPERTATION

The above table shows that out of 107 respondents taken for the study,84.1%of the respondents belong to the age group 18-25 years ,11.2% of the respondents belong to the age group below 18 years ,2.8% of the respondents belong to the age group betweenabove35years,1.9%oftherespondentsbelongtotheagegroupof26-35.

INFERENCE

Hence majority of the respondents are belong to the age group of 18-25.

TABLE NO :2 GENDER WISE CLASSIFICATION

GENDER	NO. OF.RESPONSES	PERCENTAGE%
Male	10	9.3
Female	97	90.7

Total	107	100

2. INTERPRETATION

Theabovetableshowsthatoutof107respondents takenfromthestudy,90.7% respondents are the gender female, 9.3 respondents are the gender male.

INFERENCE

Hence majority of the respondents are female.

TABLE NO:3 OCCUPATION WISE CLASSIFICATION

OCCUPATION	NO.OF. RESPONSES	PERCENTAGE%
Student	31	29
Undergraduate	60	56.1
Post graduate	2	1.9
Employee	14	13.1
Total	107	100

INTERPRITATION

The above table shows that out of 107 respondents taken from the study, 56.1% of therespondentsarestudents,29%oftherespondentsareundergraduate,13.1%of the respondents are employee, 1.9% of the respondents are post graduate.

INFERENCE

Hence majority of the respondents are under graduate.

TABLENO: 4WEBSITESDOYOUPREFERFORONLINE SHOPPING

SHOPPING APPS	NO.OF. RESPONSES	PERCENTAGE%
Flipkart	25	23.4
Amazon	64	59.8
Ajio	6	5.6
Snapdeal	2	1.9
Other	10	9.3
Total	107	100

INTERPERATION

The above table shows that out of 107 respondents taken from the study, 59.8% of the respondents are shopping through amazon, 23.4% of the respondents are shopping through flipkart, 9.3% respondents are shopping through other app, 5.6% oftherespondentsareshoppingthroughajio,1.9%oftherespondentsareshopping through snap deal.

INFERENCE

Hence majority of the respondents are shopping in amazon.

TABLE NO: 5 The problem faced after purchase of Apparel in online

PROBLEMS	NO OF RESPONDENT	PERCENTAGE
SIZE	116	64.4
PRODUCTS DIFFERENTATION	33	18.3
PRODUCTDEFICT	23	12.8
COLOUR DIFFERENTATION	8	4.4
Total	180	100

INTERPRETATION

From the above table it is interpreted that 64.4% responded have said size is the main problem after purchase,18.8% responded has said product different that what there ordered,12.8% responded said product deficits as the reason,4.4% responded have said Colour different as the problem after purchase. Therefore the majority of the responded has said size is the major problem after purchase and least said colour differentiations.

ANOVA

Analysis of variance is a statistical analysis tool that separates the total variability found within a data set in to two components random and systematic factors. The random factors do not have any statistical influences on the given data set, while the systematic factors do. The ANOVA test is used to determine the impact independent variables have on the dependent variable in a regression analysis**.**

Source	SumofSquares	DoF	MeanSquare	F0
Factor	$SSF=J\sum(\bar{y}i.-\bar{y}..)2$	I-1	$MSF=SSF/(I-1)$	MSF/MSE
Residual	$SSE=\sum\sum(yij-\bar{y}i.)2$	I(J-1)	$MSE=SSE/(I(J-1))$	
Corr.Total	$SST=\sum\sum(yij-\bar{y}..)2$	IJ-1		

HYPOTHESIS

H0: There is no significant influence between gender and problems faced in online shopping by the respondent

H1:There is significant influence between and problems faced in online shopping by the respondent

How often do you shop apparel online?

Descriptive
What is your monthly income?

	N	Mean	Std. Deviation	Std. Error	95%ConfidenceInterval for Mean		Minimum	Maximum
					Lower Bound	UpperBound		
Festival season	50	2.84	1.330	.188	2.46	3.22	1	5
Monthly	9	3.11	1.269	.423	2.14	4.09	2	5
Occasionally	43	3.09	1.377	.210	2.67	3.52	2	5
Once in three months	78	2.74	1.178	.133	2.48	3.01	2	5
Total	181	2.88	1.272	.095	2.69	3.07	1	5

ANOVA					
What is your monthly income?					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5.217	4	1.304	.802	.525
Within Groups	286.109	177	1.626		
Total	291.326	181			

Interpretation

There is no significant influence between monthly income and shopping on apparel by the respondent. Hence Accept H0

FINDINGS

- Majority84.1%oftherespondentsare18-25agegroup
- Majority90.7%oftherespondentsarefemale
- Majority56.1%oftherespondentsareundergraduate
- Majority59.8%oftherespondentspreferredwebsitesisamazon

SUGGESTIONS

- Display all the available categories for shopping on the homepage.
- Display all the subcategories on the homepage, that are associated with any particular item.
- Admin has the authority to add new particulars to the items list whenever needed.
- Permission to the administrator to remove items, anytime.

3. CONCLUSION

A successful web store is not just a good looking website with the dynamic technical featuresbutisalsoemphasisonthebuildingtherelationshipwiththecustomerswith making money. It shows the company value towards its customers over the website communication. Customers' needs and expectation are not the same age, gender, experience, culture are all the important factors. Users with more online influence focus on the variables that directly influence the task. To increase the online purchases business must use the significant time and money, define, design, development, implement, test and maintaining the web store. To remine in the online business a web store should responding the customers emails, notifying the customers problems and always being honest towards the customer.

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