



Role of Online Customers Towards Online Shopping Companies in Today's Digital Era: A Case Study

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Abstract

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. Presently E-commerce plays a very important role regarding the online shopping in customer life, online shopping motivates human body to make these kinds of activities for saving time and money both for their bright future. It provides number of facilities to the people; online shopping service has become a need of the society. Online shopping sector have a great challenges i.e. customer satisfaction, and being a part of the society online shopping is also facing this challenge. The objective of this paper is to analyze the services provided by the online shopping companies, and to observe that how innovative, and new services they are giving to the society, and to know that how much these facilities or services are beneficial for the society and as well as consumers. This paper is descriptive in nature, and data has been collected through various secondary sources. The paper explains the objective with the help of case study of online shopping companies. The paper concluded that online shopping sector has been changed rapidly. Now technology has made tremendous impact on online shopping companies. Now you can get online shopping services anytime and anywhere, wherever and whenever you want. Priority consumers is a symphony of online shopping. Unique investment products, personalized services and exclusive life style, etc., provide benefits that brings complete harmony to all your socialistic needs.

Key words: E-commerce, B2B, e-store, e-shop, web-store etc.

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1. INTRODUCTION

Online shopping sector has become an emerging sector in whole world. Its services are affecting to the human and their life style. No one can deny that the online shoppings are becoming the necessity of everyone, in this era. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping centre; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay. When we buy a product or a service over the internet, instead of going to a traditional brick-and-mortar store, it is called online shopping. Globally, an increasing number of people are buying over the Internet because it is more convenient. This year, holiday shopping for Christmas and New Year is estimated to be over \$20 billion. India is witnessing an unprecedented economic boom. We can see the effect of this boom all around us. Among others, there has been an exponential rise in consumer spending. At the same time, more and more consumers are looking for easy way to shop since they have very less time E-commerce or online shopping provides a way out. Given the near universal availability of Internet connectivity, consumers save time and efforts by shopping online. More and more merchants are realising the enormous potential of the medium of Internet and are gearing up to offer products and services. This paper deals with all the online shopping strategy and the policy which are made by the online shopping company to retain the existing and valuable customers of different societies.

2. OBJECTIVE OF STUDY

In India so many online shopping companies are working. Some are in very good condition in terms of services, training to their employee in innovative way for the development of online group of organization. Some are in bad condition and struggling for their existence due to the innovative technique. The present study is conducted to know the following things related to customer satisfaction from the online shopping companies. The objectives of the studies are

1. To study the steps made during online shopping and to study the advantages from online shopping.
2. To analyse that online shopping companies are profitable for the satisfaction of the Customer as well as for the society.
3. To develop the framework to understand the customer's perception towards the Online shopping companies services provided by the different companies in Uttarakhand.

3. HYPOTHESES

The following hypothesis which is linked to the objectives of the study is as follows:

H₀ There is no significance difference between services of online shopping companies and customer satisfaction.

4. RESEARCH METHODOLOGY

For micro level study we have taken District Dehradun as research area. The result come will be applicable in urban and rural areas of Utrkhand as a whole. Descriptive research design has been used for customer of the Online shopping and their perceptions towards the Online shopping companies. The present study is based on both primary and secondary data. Primary

data has been collected through well designed questionnaires and open ended interviews with the Online shopping customer of the different companies in Uttarakhand. Secondary data have been collected from annual reports, magazines, Newspaper, internet, review and records of Online shopping companies, statistical department of Uttarakhand. We have taken the sample size of 200 customer of Online shopping companies for our study. Sample area of the research has covered the full area of District Dehradun of Uttarakhand. Analysis of data has been made by using various required statistical tools such as Tables, ANOVA test etc. Public survey regarding their Opinion about the functioning of various Online shopping companies in the State Uttarakhand has also been done as a part of study.

5. STEPS KEEP IN MIND DURING THE ONLINE SHOPPING

Online shopping malls are just an electronic catalogue of products. Hence to facilitate easier access to required products, almost all major online malls allow searching the entire catalogue.

1. The first step in the online shopping is to search for the specific product categories using integrated search function. Once you find the required product, put it in a virtual "Shopping Cart" and continue shopping.
2. After you have added enough items in shopping cart, check out each of them. You can add or delete the contents in shopping cart.
3. The next step is to login using a username and password. Many online malls first require you to register with them before allowing you to pay for the bought items. Enter the address to which you want the product to be delivered. You might also want to select the payment modes for payment here. After choosing the mode of payment there will other boxes to fill your billing address or the payment details. Some online malls even ask for your email, phone numbers etc.
4. Then wait for the confirmation of your order, you can also modify the order by adding or removing items. You can also cancel order if needed.
5. Keep the printed copy of the purchased order and confirmations for records. In the event of any disputes, you will need to show these documents for verification.

6. ONLINE SHOPPING ADVANTAGES

1. The major advantage of online shopping is the convenience it offers. By sitting back at home you can now shop anything from candles to vehicles by several clicks of mouse buttons.
2. The worry you may have on travelling, traffic blocks and parking constraints in real world shopping can be avoided while shopping online. With online shopping, you need not have to worry about weather conditions as well.
3. Another big advantage of online shopping is the flexibility of shopping. Unlike offline shops, online shops have no holidays, closing times or any other problems. You can shop 24hrs a day, 7 days a week and 365 days a year. It is not amazing to have a shop open always?
4. One of the advantages of online shopping is the facilities available for product, price comparisons. Since so many companies have come up with the facilities of online shopping, the price comparison and quality comparison of the products and services are possible. Some online malls also provide customer reviews about each product, thus, we can easily find out what other customers think about the product or services before buying it.

5. We can efficiently use these facilities to decide whether a product or service is worth the price quoted. If we are lucky we will be also getting amazing offers from different online stores that effectively reduces the price than buying offline.

In short, online shopping offers more convenience and save time in comparison with real - world shopping.

7. ANALYSIS OF THE STUDY

Following analysis is done on the basis of data for the 200 online shopping customers in District Dehradun regarding their satisfaction from online shopping

Table 1: Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	150	75.0	75.0	75.0
Female	50	25.0	25.0	100.0
Total	200	100.0	100.0	

Source: Field Survey

Most of the customer is being found male like 75% during the field survey while female is 25% to identify that they are getting satisfaction from the Online shopping in District Dehradun according to the above table 1.

Table 2: Age of the Customer

Age of the Customer	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 18	12	6.0	6.0	6.0
18-25	10	5.0	5.0	11.0
25-50	85	42.5	42.5	53.5
50 & above	93	46.5	46.5	100.0
Total	200	100.0	100.0	

Source: Field Survey

Most of the Online shopping customer belongs to the age between 50 & above like 46.5% and the age between 25-50 are 42.5% that means customer above age 25 years are getting more interest to connect with the Online shopping services according to the above table 2.

Table 3: Income of the Customer

Income	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 5000	27	13.50	13.50	13.50
5000-10000	24	12.00	12.00	25.50
10000-50000	68	34.00	34.00	59.50
50000 & above	81	40.50	40.50	100.00
Total	200	100.00	100.00	

Source: Field Survey

Most of the Online shopping customer belongs to the Income group between 50000 & above like 40.5% and the Income group between 10000-50000 are 34.0% that means customer above income

10000 rupees are getting more interest to connect with the Online shopping services according to the above table 3.

Chart 1

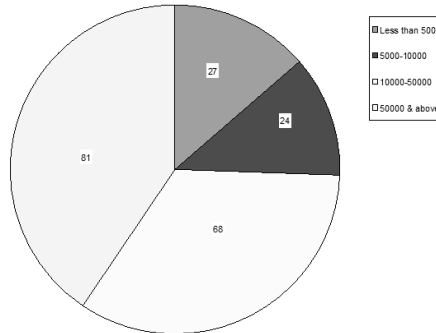


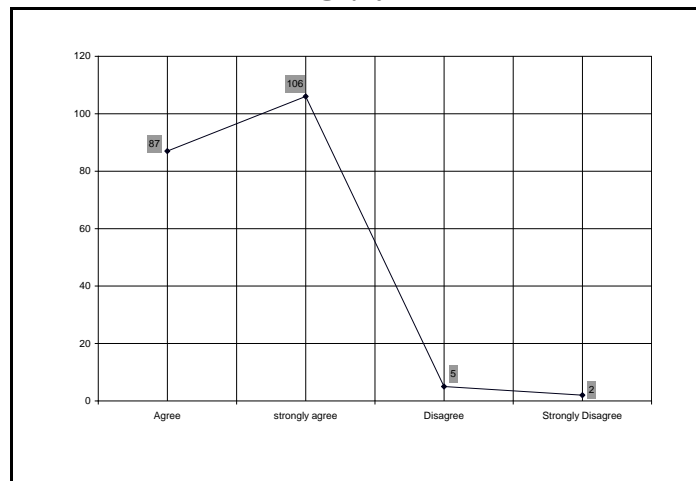
Table 4: Customer Satisfaction after online shopping

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	87	43.50	43.50	43.50
Strongly agree	106	53.00	53.00	96.50
Disagree	5	2.50	2.50	99.00
Strongly Disagree	2	1.00	1.00	100.00
Total	200	100.00	100.00	

Source: Field Survey

Most of the Online shopping customer are strongly agree like 53.0% after using Online shopping services and the customer who are agree like 43.5% while disagree 2.5% and strongly agree belongs to only 1.0% which is showing the customer satisfaction level that means customer are getting more interest to connect with the Online shopping services according to the above table 4.

Chart 2



8. ANOVA TEST

The online customer's perception of the District Dehradun seems to be more interested in Online shopping services from the different companies regarding the satisfaction of customer as well as society for their development. So the null hypothesis (H_0) assumes as **there is no significance difference between services Online shopping companies and customer satisfaction.**

Table 5: ANOVA test descriptive

Particular	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Agree	87	1.299	0.46041	0.04936	1.2007	1.397	1	2
strongly agree	106	1.208	0.40748	0.03958	1.1291	1.286	1	2
Disagree	5	1.400	0.54772	0.24495	0.7199	2.080	1	2
Strongly Disagree	2	1.000	0	0	1	1.000	1	1
Total	200	1.250	0.4341	0.0307	1.1895	1.311	1	2

Table 6: Computation of F test

Gender	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.636	3	0.212	1.13	0.34
Within Groups	36.864	196	0.188		
Total	37.5	199			

Conclusion: The table value of F at 5% level of significance for $V_1=3$ and $V_2=196$ is 2.68 while the calculated value of F is 1.13. The calculated value of F is less than the table value ($1.13 < 2.68$). Hence our null hypothesis (H_0) is true i.e., there is no significance difference between services of Online shopping companies and customer satisfaction. The Online customer seems to more satisfy in terms of satisfaction level and Online shopping services.

9. CONCLUSION

Online shopping is a different experience and you can make the shopping creative over the internet as you get used to it. There can be lot of apprehensions about online shopping when you get in to it for the first time. As you experience more and more of it those apprehensions get disappeared slowly. Remember that if you stick to the basics, online shopping become more enjoyable and easier than real-world shopping. Most of the Online shopping customer belongs to the Income group between ₹ 50000 & above like 40.5% and the Income group between ₹10000-50000 are 34.0% that means customer above income ₹ 10000 are getting more interest to connect with the Online shopping services. Most of the Online shopping customer are strongly agree like 53.0% after using Online shopping services and the customer who are agree like 43.5% while disagree 2.5% and strongly agree belongs to only 1.0% which is showing the customer satisfaction level that means customer are getting more interest to connect with the Online shopping services.

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