UGC MINOR RESEARCH PROJECT REPORT

"ANALYSIS OF CONSUMERS PERCEPTION TOWARDS E-RETAILING – A STUDY IN BELTHANGADI TALUK"

MRP (H) -13-14/KAMA009/UGC-SWRO

ज्ञान-विज्ञान विमुक्तये

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DECLARATION

I hereby declare that the UGC Minor Research Project entitled **"ANALYSIS OF CONSUMERS PERCEPTION TOWARDS E-RETAILING – A STUDY IN BELTHANGADI TALUK"**carried out is original and bonafide work undertaken by me.

I also declare that this is my original work and this Minor Research Project report has not been submitted to any other University or organization at any time for any Degree, Diploma, Fellowship or similar title.

Place:Ujire

Date:

Signature of the Principal Investigator

ACKNOWLEDGEMENT

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CHAPTER I

INTRODUCTION

Today E-commerce is a byword in Indian society and it has become an integral part of our daily life. The rapid growth of e-commerce in India Over the last two decades, rising internet and mobile phone penetration has changed the way we communicate and do business. E-commerce is relatively a novel concept. It is, at present, heavily leaning on the internet and mobile phone revolution to fundamentally alter the way businesses reach their customers. While in countries such as the US and China, e-commerce has taken significant strides to achieve sales of over 150 billion USD in revenue, the industry in India also reaching maximum customers through E-Commerce. Over the past few years, the sector has grown by almost 35% CAGR from 3.8 billion USD in 2009 to an estimated 12.6 billion USD in 2015. Industry studies by IAMA2 indicate that online travel dominates the e-commerce industry with an estimated 70% of the market share. However, e-retail in both its forms; online retail and market place, has become the fastest-growing segment, increasing its share from 10% in 2009 to an estimated 18% in 2015. Calculations based on industry benchmarks estimate that the number of parcel check-outs in e-commerce portals exceeded 100 million in 2015. However, this share represents a miniscule proportion (less than 1%) of India's total retail market, but is poised for continued growth in the coming years. If this robust growth continues over the next few years, the size of the e-retail industry is poised to be 10 to 20 billion USD by 2017-2020. This growth is expected to be led by increased consumer-led purchases in durables and electronics, apparels and accessories, besides traditional products such as books and audio-visuals.

Conceptual Framework of Online Shopping

Online shopping

Also known as e-tail from "electronic retail" or e-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. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce or m-commerce describes purchasing from an online retailer's mobile optimized online site or app. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; 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.

History of Online Shopping

Michael Aldrich an English entrepreneur invented online shopping in 1979. His system connected a modified domestic TV to a real-time transaction processing computer via a domestic telephone line. He believed that videotext, the modified domestic TV technology with a simple menu-driven human–computer interface, was a 'new, universally applicable, participative communication medium the first since the invention of the telephone.' This enabled 'closed' corporate information systems to be opened to 'outside' correspondents not just for transaction processing but also for e-messaging and information retrieval and dissemination, later known as e-business. His definition of the new mass communications medium as 'participative' was fundamentally different from the traditional definitions of mass communication and mass media and a precursor to the social networking on the Internet 25 years later. In March 1980 he went on to launch Redifon's Office Revolution, which allowed

consumers, customers, agents, distributors, suppliers and service companies to be connected on-line to the corporate systems and allow business transactions to be completed electronically in real-time.

During the 1980s he designed, manufactured, sold, installed, maintained and supported many online shopping systems, using videotex technology. These systems which also provided voice response and handprint processing pre-date the Internet and the World Wide Web, the IBM PC, and Microsoft MS-DOS, and were installed mainly in the UK by large corporations. The first World Wide Web server and browser, created by Tim Berners-Lee in 1990, opened for commercial use in 1991. Thereafter, subsequent technological innovations emerged in 1994, online banking, the opening of an online pizza shop by Pizza Hut, Netscape's SSL v2 encryption standard for secure data transfer, and Intershop's first online shopping system. The first secure retail transaction over the Web was either by NetMarket or Internet Shopping Network in 1994. Immediately after, Amazon.com launched its online shopping site in 1995 and eBay was also introduced in 1995. Alibaba's sites Taobao and Tmall were launched in 2003 and 2008, respectively. Retailers are increasingly selling goods and services prior to availability through pretail for testing, building, and managing demand.

International e-commerce statistics

Statistics show that in 2012, Asia-Pacific increased their international sales over 30% giving them over $433 billion in revenue. That is a $69 billion difference between the U.S. revenue of $364.66 billion. It is estimated that Asia-Pacific will increase by another 30% in the year 2013 putting them ahead by more than one-third of all global ecommerce sales. The largest online shopping day in the world is Singles Day, with sales just in Alibaba's sites at US$9.3 billion in 2014.

Customers

Online customers must have access to the Internet and a valid method of payment in order to complete a transaction. Generally, higher levels of education and personal income correspond to more favourable perceptions of shopping online.

Product selection

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. Once a particular product has been found on the website of the seller, most online retailers use shopping cart software to allow the consumer to accumulate multiple items and to adjust quantities, like filling a physical shopping cart or basket in a conventional store. A "checkout" process follows (continuing the physical-store analogy) in which payment and delivery information is collected, if necessary. Some stores allow consumers to sign up for a permanent online account so that some or all of this information only needs to be entered once. The consumer often receives an e-mail confirmation once the transaction is complete. Less sophisticated stores may rely on consumers to phone or e-mail their orders (although full credit card numbers, expiry date, and Card Security Code, or bank account and routing number should not be accepted by e-mail, for reasons of security).

Payment

Online shoppers commonly use a credit card or a PayPal account in order to make payments. However, some systems enable users to create accounts and pay by alternative means, such as:

1. Billing to mobile phones and landlines

2. Cash on delivery (C.O.D.)

3. Cheque/ Check

4. Debit card

5. Direct debit in some countries

6. Electronic money of various types

7. Gift cards

8. Postal money order

9. Wire transfer/delivery on payment

10. Invoice, especially popular in some markets/countries, such as Switzerland

11. Bitcoin or other crypto currencies

Some online shops will not accept international credit cards. Some require both the purchaser's billing and shipping address to be in the same country as the online shop's base of operation. Other online shops allow customers from any country to send gifts anywhere.

The financial part of a transaction may be processed in real time (e.g. letting the consumer know their credit card was declined before they log off), or may be done later as part of the fulfilment process.

Product delivery

Once a payment has been accepted, the goods or services can be delivered in the following ways. For physical items:

Shipping: The product is shipped to a customer-designated address. Retail package delivery is typically done by the public postal system or a retail courier such as FedEx,UPS, DHL, or TNT.

Drop shipping: The order is passed to the manufacturer or third-party distributor, who then ships the item directly to the consumer, bypassing the retailer's physical location to save time, money, and space.

In-store pick-up: The customer selects a local store using locator software and picks up the delivered product at the selected location. This is the method often used in the bricks and clicks business model.

Online Shopping in India

Online shopping has had a rather slow and tumultuous journey in India, it has not picked up as much as it should have primarily due to the fact that internet penetration itself is quite low and secondly the online shopping experience has been bad to say the least. Although there are grass root problems, Online Shopping in India is evolving fast and has the potential to grow exponentially in the times to come, as the internet penetration reaches far and wide across the rural area. Traditionally, Indians are conservative in their approach to shopping. They want to touch and feel the products and test its features before buying anything. Most of us are also a witness to the recent mall culture where all the products are available under a single roof and at competitive price points. Little needs to be analyzed about it over here as most of you might have visited a mall at least for once as a past time on a weekend, if not for shopping precisely. Well, I often do it, to be frank. Next in line is the concept of virtual mall or online shopping which is already existent at its preliminary stage in India and is gradually growing exponentially. The market opened up with innovative online shopping initiatives from eBay, Rediff shopping and futurebazaar.com just to name a few. In a sort of change of version from tele-shopping to a broader form of online plus television shopping saw the emergence of a 24-hour shopping channel from Network 18 – TV 18 Home Shopping Network. As per the report, this fast growing channel has spread speedily with market presence across a range of products. It accounts for 4.5% of all digital camera sales in the country and largest seller of Reebok merchandises. In fact, the report further says that Home Shop 18 sells 480 brands under its portfolio. It is akin to mentioning that, "I am wary

about implications of carrying out online transactions to pay my utility bills fraught with risks of phishing and hacking fraud. Indian marketers are also increasingly becoming conscious about the viability of returned goods, if customer is not satisfied with the product. This may not sound true over here, but it is a part-and-parcel of the game involved in online shopping. It is estimated that about a fifth of the buy orders get returned for the goods bought online. As such, most of the online sales are carried out on the condition of 'If not satisfied with the product, full money to be returned'. Another factor is that most buyers pay on delivery which also keeps their options to return good open, if they do not like a particular product.

Online shopping has become a popular shopping method ever since the internet has declared a takeover. There are many individuals that are looking for other amazing alternatives shopping and online shipping is just the fix for that. There are many advantages of online shopping; this is the reason why online stores are a booming business today. Online shopping includes buying clothes, gadgets, shoes, appliances, or even daily groceries. Listed below are several online shopping advantages and these are the following.

Advantages of Online Shopping

1. **Save Time: -** Do you have the specific list that you want to buy? With just a couple of clicks of the mouse, you can purchase your shopping orders and instantly move to other important things, which can save time.

2. **Save Fuel: -** The market of fuel industries battles from increasing and decreasing its cost every now and again, but no matter how much the cost of fuel are it does not affect your shopping errands. One of the advantages of shopping online is that there is no need for vehicles, so no purchase of fuel necessary.

3. **Save Energy: -** it is tiresome to shop from one location and transfer to another location. What is worse is that there are no available stocks for the merchandise you

want to buy. In online shopping, you do not need to waste your precious energy when buying.

4. **Comparison of Prices: -** The advanced innovation of search engine allows you to easily check prices and compare with just a few clicks. It is very straightforward to conduct price comparisons from one online shopping website to another. This gives you the freedom to determine which online store offers the most affordable item you are going to buy.

5. **24/7 Availability: -** Online shopping stores are open round the clock of 24/7, 7 days a week and 365 days. It is very rare to find any conventional retail stores that are open 24/7. The availability of online stores give you the freedom to shop at your own pace and convenience.

6. **Hate Waiting in Lines: -** When buying items online, there are no long lines you have to endure, just to buy your merchandise. The idea of shopping online is cutting down those bad habits of standing in a long line and just waiting. Every online store is designed with unique individual ordering features to purchase the item.

7. **Too Ashamed to Buy**: - There are times that you want to purchase something out of the ordinary that can be a bit embarrassing when seen by other people. Items like weird ornaments, sexy lingerie, adult toys, etc. In online shopping, you do not need to be ashamed; your online transactions are basically done privately.

8. **Easy to Search Merchandise You Want to Buy: -**You are able to look for specific merchandise that includes model number, style, size, and colour that you want to purchase. In addition, it is easy to determine whether the products are available or out of stock.

Disadvantages of Online Shopping

If there are advantages, most likely there will be disadvantages. Despite the success of purchasing through online shopping stores, there are still some disadvantages that most people complain about. These include:

1. **Personally Check the Item –** If you are one of those shoppers who want to touch, see, and test the product personally, at online shopping, you are not able to do so. Online stores are only showing product description and photos of the merchandise, which can be a disadvantage for many online shoppers.

2. **Diminished Instant Satisfaction –** Unlike buying at retail stores, you are able to use the product instantly after you buy it, which can be satisfying. However, online shopping requires patience to wait for the item to arrive at your door step about 2 to 3 times

STATEMENT OF THE PROBLEM

Even though the government of India has taken positive measures to facilitate the speedy growth of E- retailing by the introduction of cyber laws, reduction of taxes on infrastructure etc people are hesitating to buy on lines due to confusions on security and payment methods. There are also frauds taking place in credit cards which can happen while it on the internet. Inadequate infrastructure and excessive tariffs also make the situation worse.

LITERATURE REVIEW

With the above problems researcher collected few of literatures on the topic of E-Commerce and reviewed to find the some research gap, the literature review will be in limited number with the time constraint, the reviewed reports are presented below;

Nagesh (2009), describes that Indian retailing will see a sea of change in the next five years driving consumption boom never seen in the history of any country. From a drought situation we will see a flood of modern retail, So Indian retail will be on a steady ground of sustained growth year after year and thereafter.

Mohanty & Panda (2010) opines about retailing as a sector of India occupies important place in the socio-economic growth strategy of the country. India is witnessing retailing boom being propelled by increasing urbanization, rising purchasing power parity (PPP) of ever growing India's middle class, changing demographic profiles heavily tilted young population, technological revolution, intense globalization drive etc.

Akash (2011) states that Retail business in India, as anywhere else in the world, plays a crucial role in an economy. Retail in India has the potential to add value over Rs 2,00,000 crore ($45billion) business in the coming years generating employment for some 2.5 million people in various retail operations and over10 million additional workforce in retail support activities including contract production and processing, supply chain and logistics, retail real estate development and management.

Sahu (2012) describes that a rise in consumer confidence, improvement in profitability and aggressive expansion plans signal better tidings for listed players in the organized retail space. Moreover, analysts believe listed retailers could attract foreign investments by spinning off their subsidiaries into separate companies which can provide a great opportunity for the improvement of this sector.

Namita Bhandari and Preeti Kaushal (2013) in their study on online consumer behaviour using factor analysis and found the reasons for using online shopping like trust, information about the product and services, convenience, effortless shopping

Anand Sriram, This study gives an in-depth analysis of e-retailing in India and gives a clear picture, where India stands in e-retailing. The study depicts that India has got lot of potential

to grab in this area. But we are still in the infancy stage due to infrastructure shortage and security threats. This area has to be tapped properly for more foreign exchange

Sunil Dutta, It contains different internet business models, internet revenue generation models and the success of different models. The article also depicts the prediction of the growth of internet users during recent years.

Karim (2013) conducted a study on online shopping behaviour of customers and documented that online vendors can assure their consumers for transaction security and avoid long delays in completing online orders and the hassle of returning goods for better online shopping experience.

Morris (2013) conducted a study on 'More Consumers Prefer Online Shopping' Shoppers increasingly want what's called a "seamless Omni channel experience," meaning one in which retailers allow them to combine online and brick and mortar browsing, shopping, ordering and returning in whatever combo they would like.

RESEARCH GAP

The study by researcher on secondary data identified that there are lot works has been done on the concept of E-Retailing related to the technical and possible aspects in E-retailing in future, though the few studies were conducted on the consumers perceptions the present study gives the some of the results on the consumers perception towards the Online shopping with special reference to the Belthangadi taluk of Dakshina Kannada District, Karnataka State.

NEED OF THE STUDY

Marketing made it clear that, customers is a king for all retailers or services providers, the competition in the world made it clear that Consumers attraction and making the more flexible and better feasible services is the new dimension in the world market. The traditional marketing system attracting lesser the clients than the modern marketing system and more over buying and availing the services through modern system made it clear that easy and convenient services are delivered to the customers and attracted more at the distances. Electronic retailing has emerged as a new avenue to consumers for shopping. Internet penetration spread across India at a faster rate, gaining attractiveness for online buying. E-retailers intend to take advantage on it in spite of impediment and escalated competition of e-tailing. Thus, this study is undertaken to analyse the perception of E-Customers towards the E-Retailing and the services of E-Retailers.

OBJECTIVES OF THE STUDY

The following objectives were framed to fulfil the research gap and come out with fruitful conclusion:

1. To analyse the relationship between the socio-economic status and buying behaviour of the E-Consumers

2. To evaluate the consumers perception towards the services of E-Retailers

3. To analyse the influencing factors of E- Retailing on customers

4. To evaluate and suggest the required changes in E-Retailing Business for its better outreach

RESEARCH HYPOTHESES

H1 = There is No significant relationship between the Education Qualification and the use of Internet

H2 = There is No significant relationship between the Occupation and the use of Internet

H3 = There is No significant relationship between the Occupation and the use of Internet

H4 = There is No significant relationship between the Annual Income Level and the products purchased through online

H5 = There is No significant difference between Annual income and amount spending on the online shopping

H6 = There is no significant difference between the Education Qualification and use of Internet

H7 = Customers are not showing interest for purchase of products through online in future

RESEARCH METHODOLOGY

The present study on "Analysis of Consumers Perception towards E-Retailing –A Study in Belthangadi Talluk" is an Empirical one and undertaken the research work with the following research methods

Geographical Area Covered

The present study is based on Consumers perceptions, so the study conducted through collecting the feedback about the E-Retailing from the E-Consumers at Belthangadi taluk of Dakshina Kannada District, Karnataka State India.

Data Collection:

Used Primary and Secondary data for drafting the report on present research work. Primary data collected through questionnaire prepared and collected feedback from the

respondents, the questionnaire is on likert's scale format asking questions on the basic information of the customers and the perception towards the online shopping. Secondary data collected from the sources of books journals and internet sources.

Sampling Design

For the present study researcher selected 100 samples using Simple Random sampling technique at belthangadi taluk. The samples for the study are students, lecturers / Employees, and others has been selected with random choice.

Data Analysis, Tools and Techniques used:

Data collected through questionnaire analysed and interpreted by tabular and graphical representation and used statistical tools like symmetric measures, and t test to find the significance between the variables.

CHAPTER SCHEME:

Chapter I: this chapter deals with the Introduction on the E-Commerce, and the Scenario of E-Retailing in India. This chapter also presents the Statement of the problem, Literature Review, Research Gap, Need for the study, Objectives of the study Research Hypotheses and Research Methodology.

Chapter II: this chapter deals with the Data analysis and interpretation of Primary data collected through questionnaire and the tested hypothesis using Symmetric Measures and T-test

Chapter III: Findings, Suggestions, Conclusion and Bibliography presented in this chapter

Annexure I Questionnaire

CHAPTER II

DATA ANALYSIS AND INTERPRETATION

In the data analysis and interpretation chapter researcher analysed the data collected through questionnaire and interpreted and results shown using the symmetric measures, t – test and with percentage of frequencies, the questionnaire was based on getting the information of basic socio-economic status of the respondents, use of internet and perception towards the use of E-retailing services. The data collected and analysed as follows

Table No. 01, Socio Economic Status of the Respondents

Particulars	Frequency	Percentage	Particulars	Frequency	Percentage
GENDER			**EDUCATION QUALIFICATION**		
Male	72	72.0	Below SSLC	1	1.0
Female	28	28.0	PUC	1	1.0
Total	100	100.0	Degree	67	67.0
AGE			Master Degree	31	31.0
18 to 25 years	76	76.0	Total	100	100.0
25 to 35 years	20	20.0	**ANNUAL INCOME**		
35 to 45 years	2	2.0	below 50000	53	53.0
45 and above	2	2.0	50001 to 200000	26	26.0
Total	100	100.0	200001 to 500000	11	11.0
OCCUPATION			500001 to above	3	3.0
Student	70	70.0	Total	93	93.0
Lecturer/ Employee	24	24.0	Not Answered	7	7.0
Entrepreneur	2	2.0	Total	100	100.0
Research Scholars	4	4.0			
Total	100	100.0			

The above table (No. 1) describes that most of the E-Customers in Belthangadi taluk were the students Aged between 18 to 25 and pursuing or completed their masters degree with the annual income of below Rs. 50000/- go for the online shopping, that means the younger generation were more attracted even in rural places in Belthangadi Taluk,

Table No.02 Details of Usage of Internet Facilities by the Respondents

Particulars	Frequency	Percent
Everyday	61	61.0
Weekly	29	29.0
fortnightly	5	5.0
Monthly	5	5.0
Total	100	100.0

Figure No. 01 Details of Usage of Internet Facilities by the Respondents
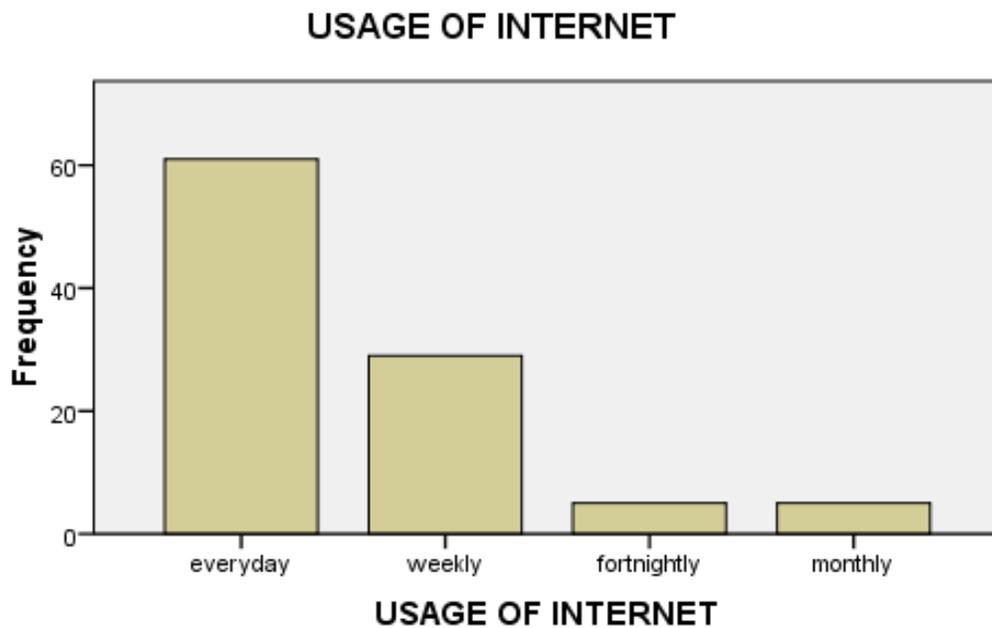
The above table (No.01) and figure (No.01) defines that the how often a person use the internet facilities, 61% of respondents use Internet for regular and some weekly once and few of the respondents use Internet at fortnight and monthly, average respondents use internet either for E-Shopping or access for official purpose as well access of social medias

Table No. 03 Details of Internet Access Point

Particulars	Frequency	Percent
Home	66	66.0
College	14	14.0
Internet cafe	11	11.0
other place	9	9.0
Total	100	100.0

Figure No.02 Details of Internet Access Point
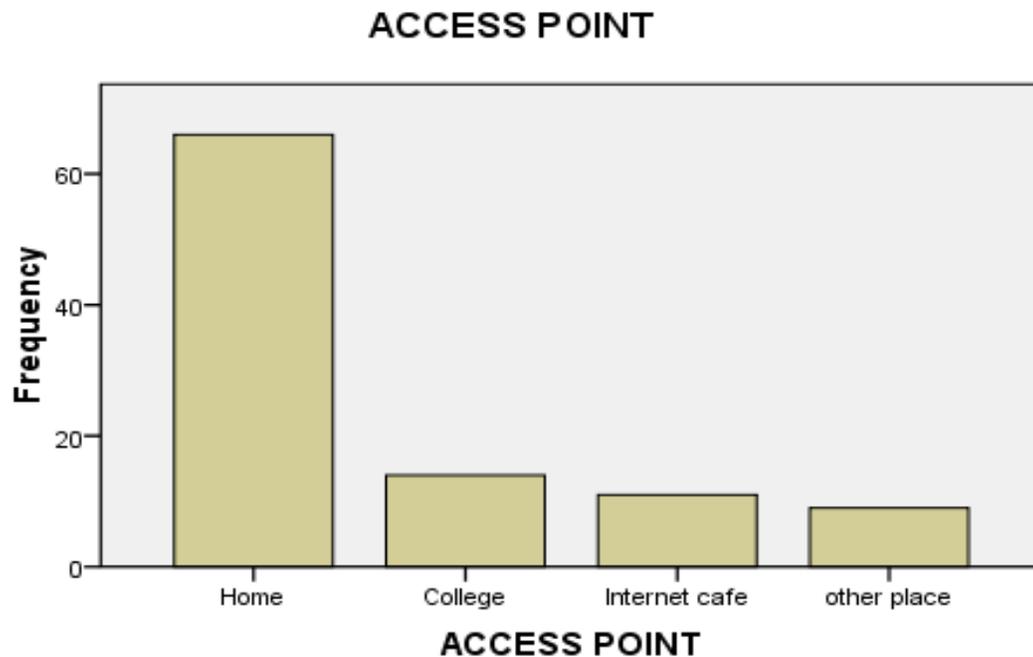
The above table (No. 03) depicts about the where the Internet users access the web at most. 66% of respondents say that they use internet at home than usage of it in college or internet cafe or other places, as there are lot opportunities for use of Internet may the respondents access Internet through Mobile everywhere but customers take their buying decision in cool point and most may prefer home for the access internet and places the orders for products in online.

Table No. 04, The Respondents Influenced from the following for E Retailing

Particulars	Frequency	Percent
Advertisement	15	15.0
Friends and colleagues	44	44.0
Family and Relatives	11	11.0
Other reason	30	30.0
Total	100	100.0

Figure No. 03, Respondents Influenced for Using the Internet Facilities
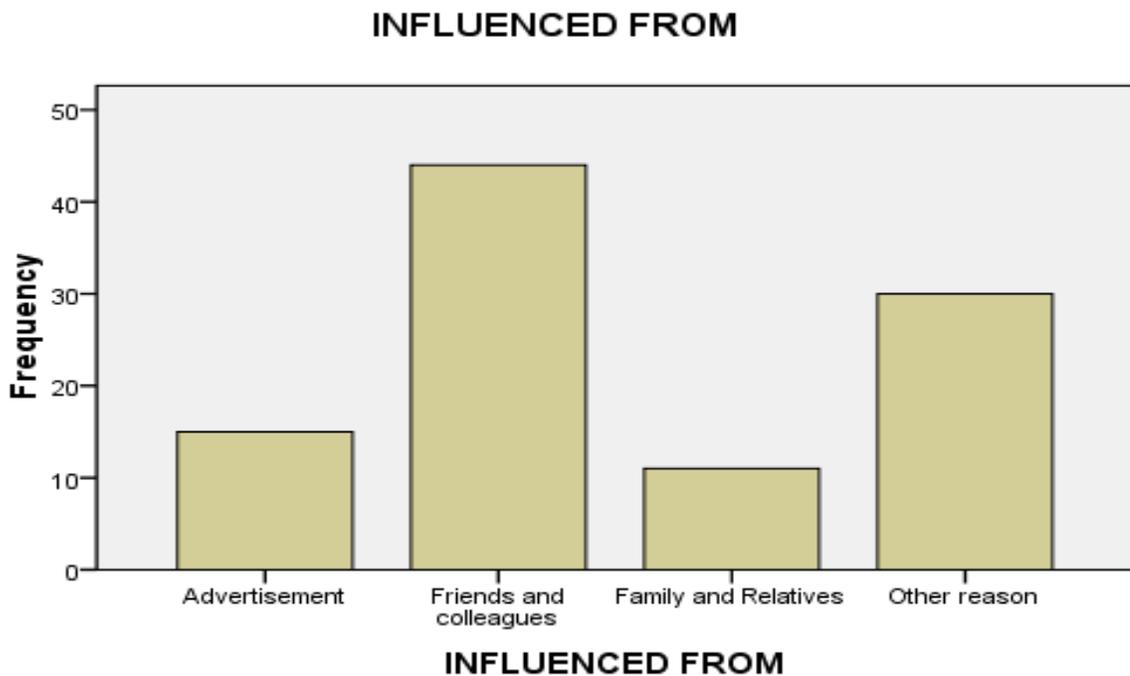
The above table (No. 04) describes about the factors influenced for the E-Customers for their online shopping. Most of the respondents influenced by their friends and colleagues for the online shopping and its followed by the other reason like the self interest or for curiosity they influence on the E-shopping activities, the Advertisement also influences on the customers to go for online shopping which is followed by the influence of family and relatives in moderate

Table No.05   Response towards benefits from usage of Internet Facilities

Particulars	Frequency	Percent
strongly agree	32	32.0
Agree	56	56.0
Moderate	10	10.0
Disagree	2	2.0
Total	100	100.0

Figure No. 04 Response towards benefits from usage of Internet Facilities
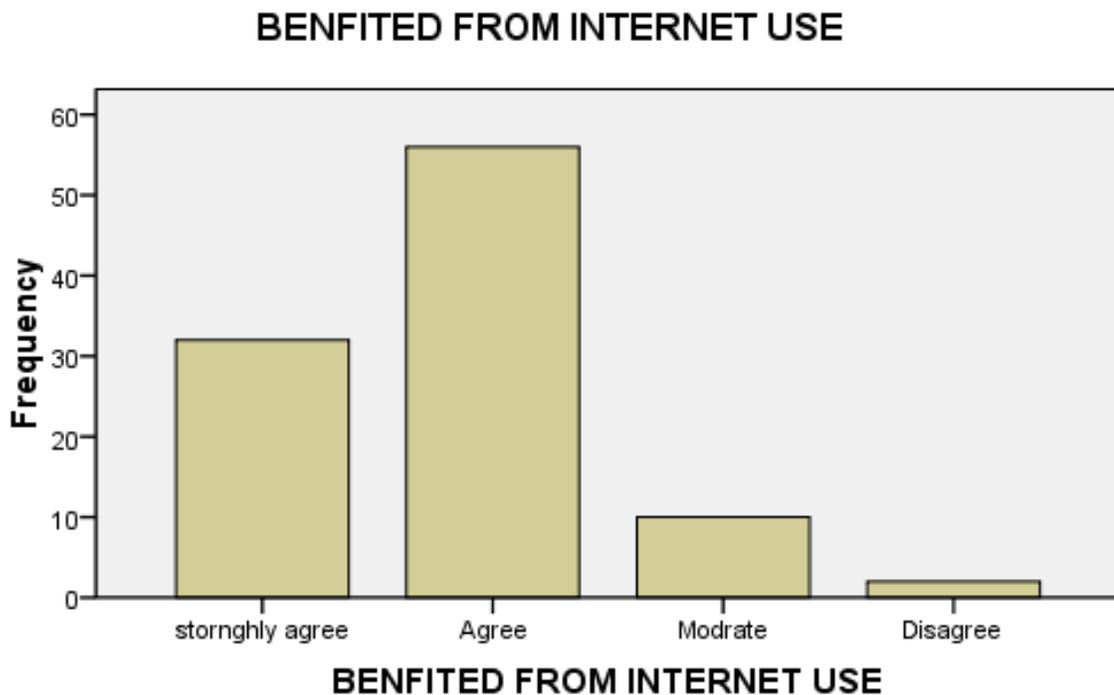
The table (No. 05) states that the satisfaction level of respondents in getting the benefits of Internet use. 32% of respondents strongly agreed the benefits are there from internet use and 56% of respondents agreed that there is benefit of net use and 10% respondents say there are benefits also with the demerits, and only 2% say that internet usage is not a useful. And they say it's better to depend on traditional market method than these risky modern methods.

Table No. 06 Details on the preference on Purchase of Products through online

Particulars	Frequency	Percent
Books	38	38.0
Cloths	7	7.0
Furniture	12	12.0
Cosmetics	7	7.0
Electronic Goods	33	33.0
Groceries	1	1.0
Cinema Tickets/ Travel Tickets	1	1.0
Other Products	1	1.0
Total	100	100.0

Figure No. 05 Details on the preference on Purchase of Products through online

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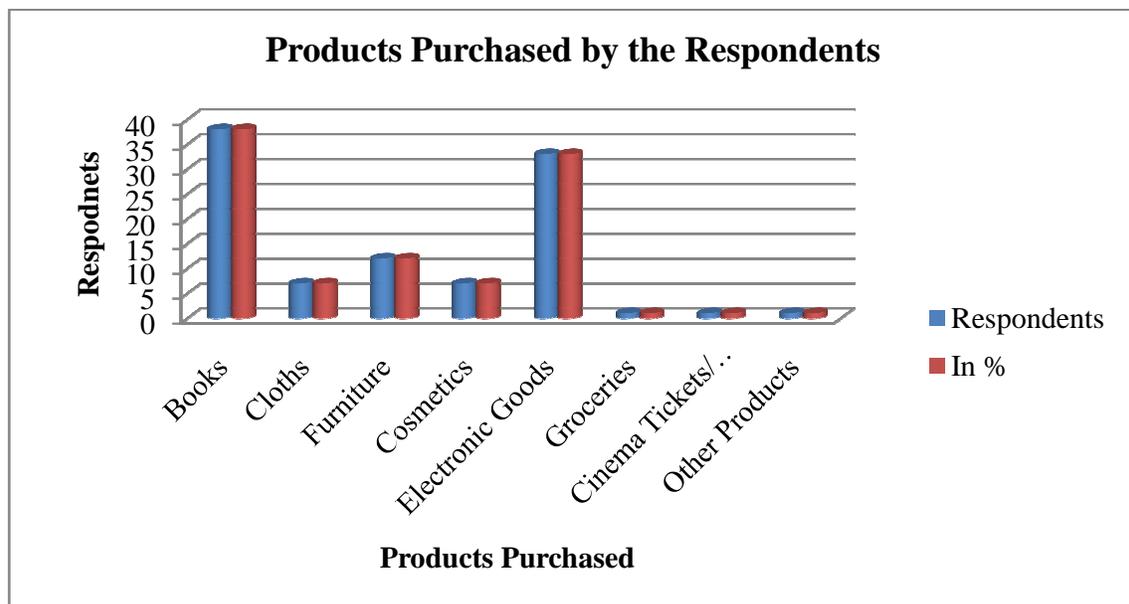
The above table describes about the preference of the respondents in purchasing the products through online, most preference were for purchase of Books and Electronics goods were be given by respondents than for Groceries Travel Tickets and other products.

Table No. 07, The Amount spent on online shopping by the Respondents

Particulars	Frequency	Percent
Less than 1000	11	11.0
1000 to 5000	31	31.0
5000 to 10000	28	28.0
10000 and above	30	30.0
Total	100	100.0

Figure No. 06, The Amount spent on online shopping by the Respondents
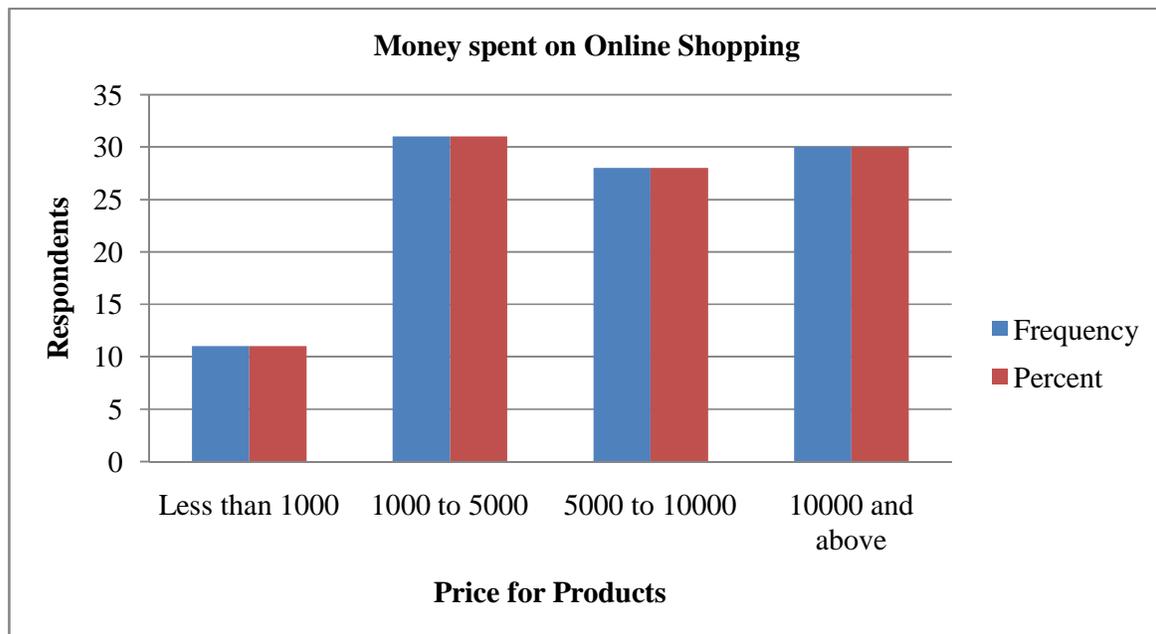
The above table and figure explains about the respondents buying decision on the basis of amount spending for purchase of products through online, customers purchase products priced more than Rs. 1,000 and its as the preference if for Books and electronic goods it costs more than 1000 and as there more discounts compared to traditional markets for their preferred products they go for online trading.

Table No. 08 Problems Faced by E-Customers in E-Shopping Process

Particulars	Frequency	Percent
Delay in Delivery	50	50.0
Product Mismatch/Not as Displayed	15	15.0
Not Delivered to convenient Address	31	31.0
Cheap Quality/Damaged Products	4	4.0
Total	100	100.0

Figure No. 07 Problems Faced by E-Customers in E-Shopping Process
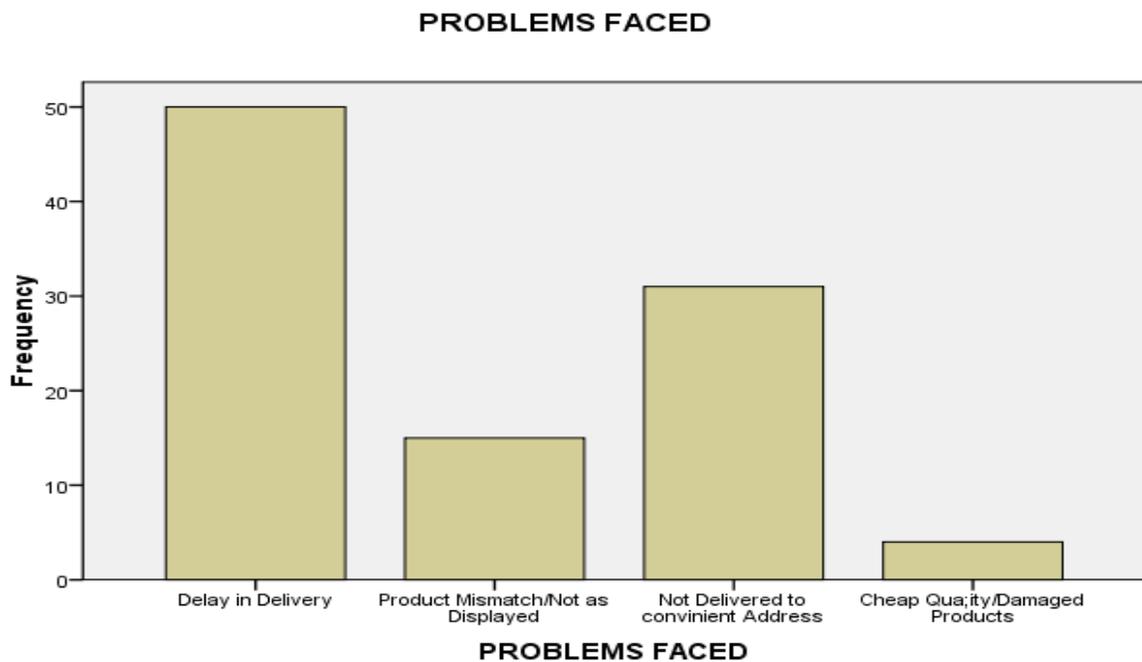
The above table / figure describes about the problems faced by the respondents during online shopping of the products, these factors may be influenced them for not much depend on the online shopping, delay in delivery and not delivered to convenient address, also the sum of customers faced the problem of Products mismatch; they received products through online shopping but the product was not as its in the website, also few customers received cheap quality products thought online shopping.

Table no. 09 Response towards the E-ADVERTISMENT of E-retailers

Particulars	Frequency	Percent
Not good	1	1.0
Moderate	12	12.0
Good	67	67.0
Very good	20	20.0
Total	**100**	**100.0**

Figure No. 08, Response towards the E-ADVERTISMENT of E-retailers
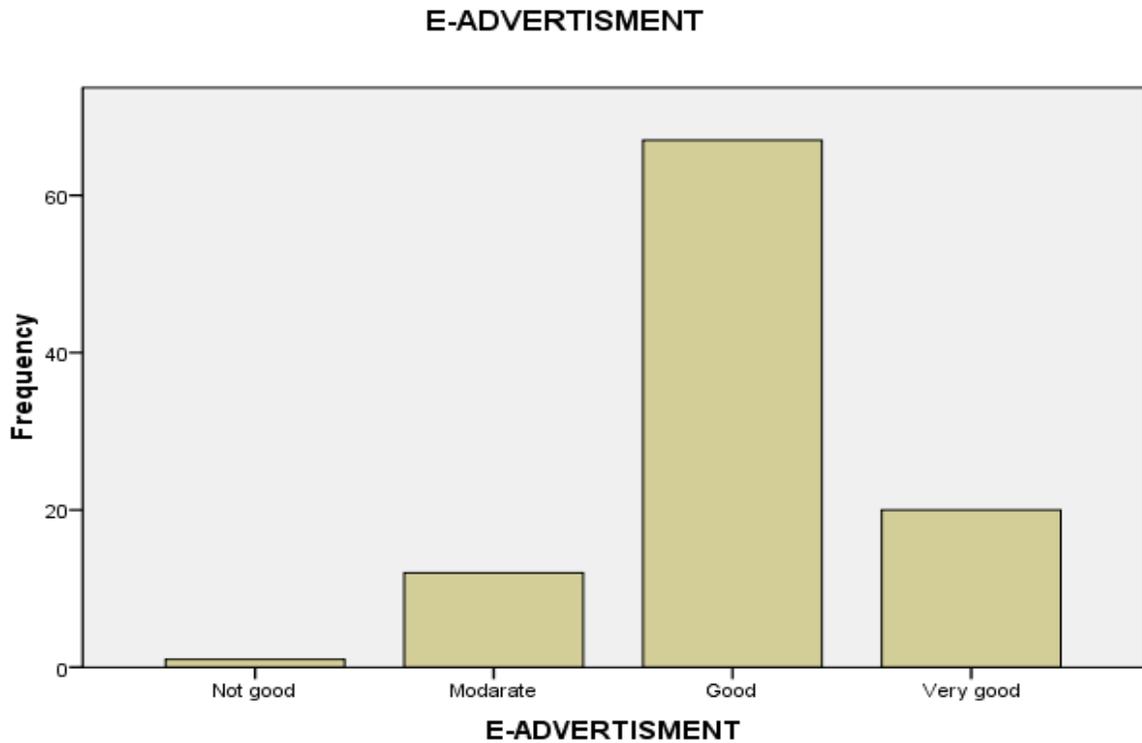
The above table and figure states that, the E-Advertisement by E-Retailers were good and few responded that it's Very good and Moderate as well. The E-retailers play major role in attracting the E-customers for that they use good strategies like Discounts, offers. These may be the reasons for respondent's positive opinion about E-Advertisement

Table No. 10 Response towards the E-STRATEGIES of E-retailers

Particulars	Frequency	Percent
Moderate	6	6.0
good	71	71.0
Very good	20	20.0
None	3	3.0
Total	100	100.0

Figure No. 9 Response towards the E-STRATEGIES of E-retailers
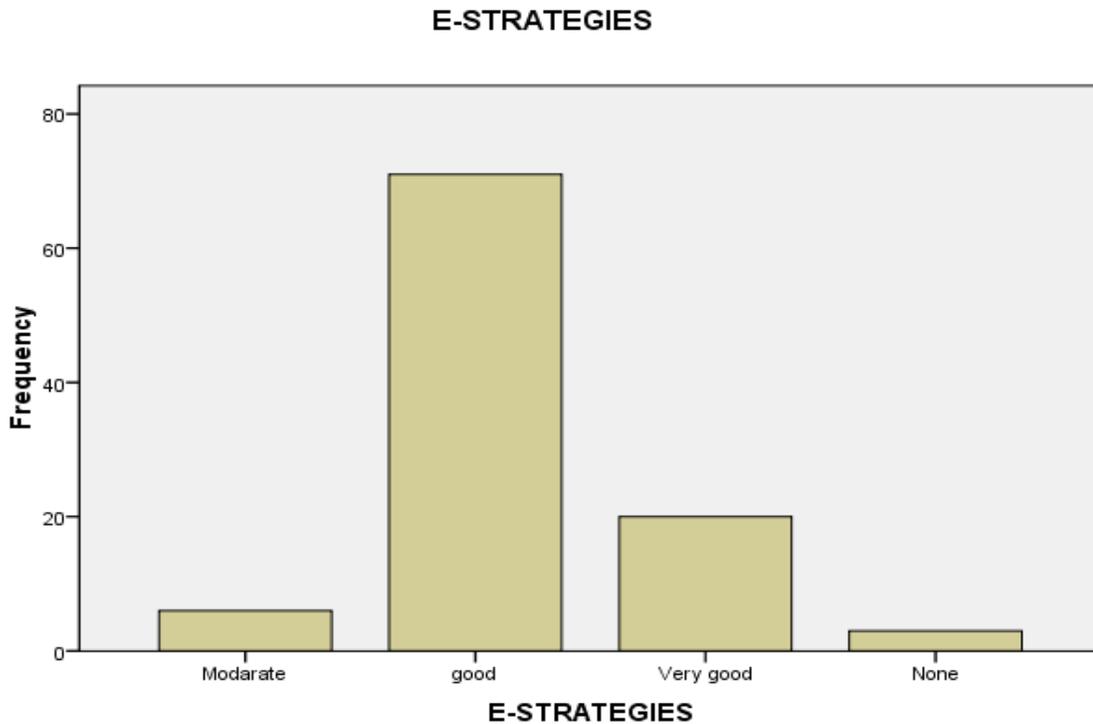
The above table and chart describes about the E-Strategies of the E-Retailers in Reaching or serving the Customers, more than 70% of respondents said that the e-strategies are good and it easily reaches the customers in reaching their products and providing the better services ,

Table No. 11 Responds towards Quality of Products delivered by E-Retailers

Particulars	Frequency	Percent
Moderate	8	8.0
Satisfied	69	69.0
highly satisfied	23	23.0
Total	100	100.0

Figure No. 10, Responds towards Quality of Products delivered by E-Retailers
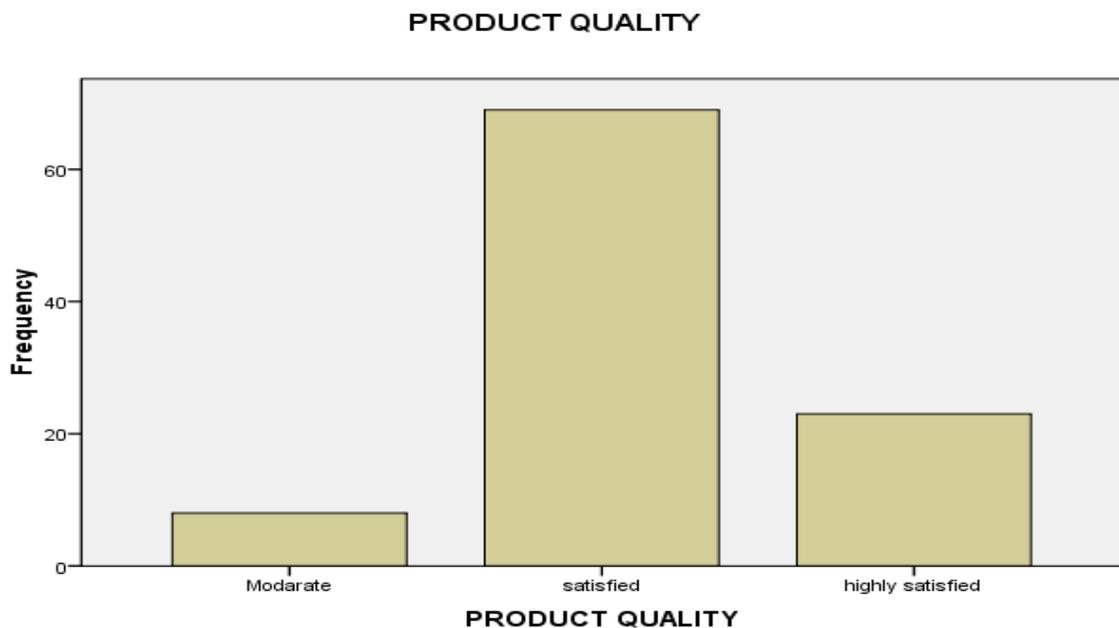
The above table and Chart states about the satisfaction level of respondents towards the products quality supplied by the E-Retailers to the Customers, satisfaction level is more than 50% i.e., 69% , than the highly satisfaction level of 23% and Moderate level of satisfaction is 8%. Overall the supply of products through online by the E-retailers is qualitatively good and made consumer's satisfaction.

Table No.12 Responds towards timely delivery of Products by E-Retailers

Particulars	Frequency	Percent
Not satisfied	7	7.0
Moderate	25	25.0
Satisfied	52	52.0
Highly satisfied	16	16.0
Total	100	100.0

Figure No. 11, Responds towards timely delivery of Products by E-Retailers

The table no. 12 and figure No. 11 states about the satisfaction about the products delivery services based on time factors, 52% of the respondents satisfied with the products supplied in time and 16% of respondents are highly satisfied with the products delivered in time 25% of respondents say that they either feel satisfied nor dissatisfied means they moderate about the satisfaction in the delivery of products in time. And 7% of respondents were not satisfied with the delivery of products in time they say that the delivery of products to the convenient address takes more time and sometimes it makes to go and collect the item from the delivery shops at nearest cities or town.

Table No.13 Responds towards the Warranty/Guarantee of the products supplied by the E-Retailers

Particulars	Frequency	Percent
Not satisfied	3	3.0
Moderate	30	30.0
satisfied	56	56.0
Highly satisfied	8	8.0
None	3	3.0
Total	100	100.0

Figure No. 12, Responds towards the Warranty/Guarantee of the products supplied by the E-Retailers
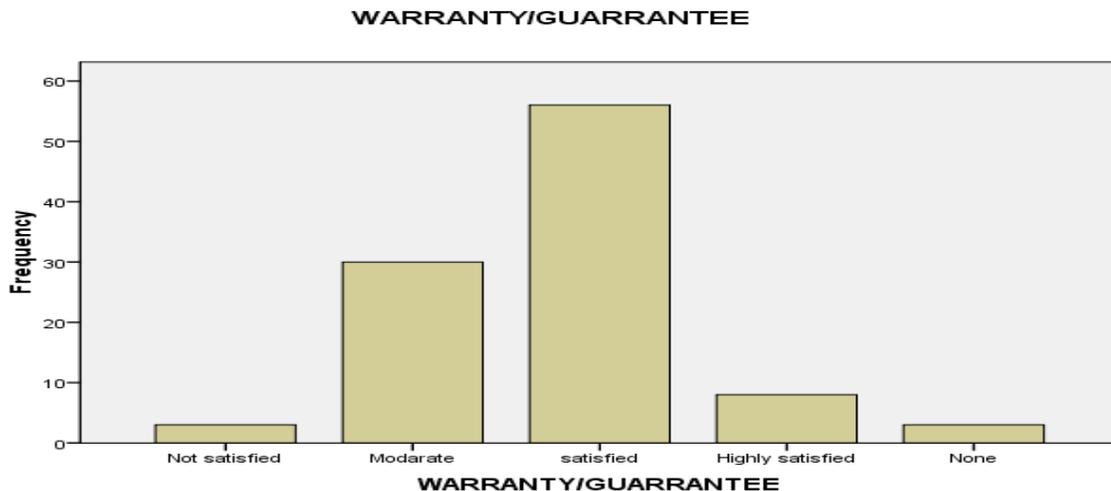
The above table (No. 13) and figure (No.12), describes the satisfaction level of the respondents towards the warranty and guarantee of the products purchased through the online shopping,   30% moderately satisfied about the warrantee and Guarantee of the products supplied, 56 satisfied with Guaranty/Warranty, 8% of respondents highly satisfied and from the sample 3% of respondents are not responded to this questions may the respondents are least bothered about the warranty guaranty of the products they buy and not worried of those factors in their buying decisions

Table no. 14 Satisfaction Level of Respondents towards Services of E-Retailers

Particulars	Frequency	Percent
Not satisfied	4	4.0
Moderate	29	29.0
Satisfied	49	49.0
Highly satisfied	17	17.0
None	1	1.0
Total	100	100.0

Figure No **13, Satisfaction Level of Respondents towards Services of E-Retailers**
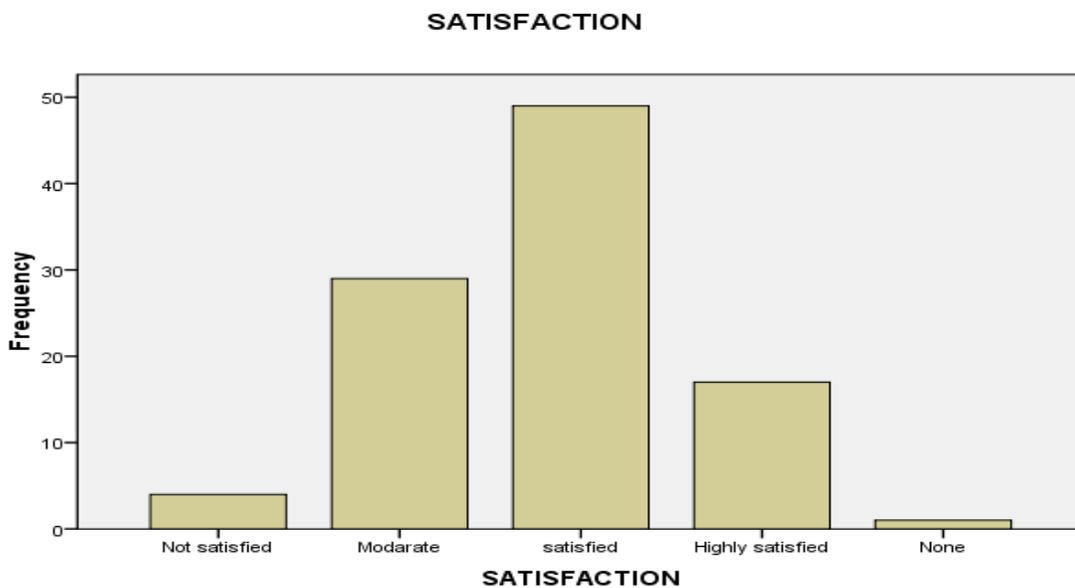
The above table (No. 14) and Figure (No. 13) states about the satisfaction level of the respondents towards the overall services of the E-Retailers, 17% of respondents were highly satisfied, 49% of respondents satisfied, 29% of respondents are moderately satisfied with the services of E-Retailers and the only 4% of respondents are not satisfied with the overall services of the E-retailers and one of the respondents not replied for the questions. It's concluded that the satisfaction level is more for the services offered through online.

Table No.15, E-Customers Suggestions for the Additional features in E-Retailing

Particulars	Frequency	Percent
Product Warranty/ Guaranty	34	34.0
Service Management	17	17.0
Safety	27	27.0
Reliability/Credibility	5	5.0
Multiple Payment Method	1	1.0
Social Network Integration	16	16.0
Total	100	100.0

Figure No. 14, E-Customers Suggestions for the Additional features in E-Retailing
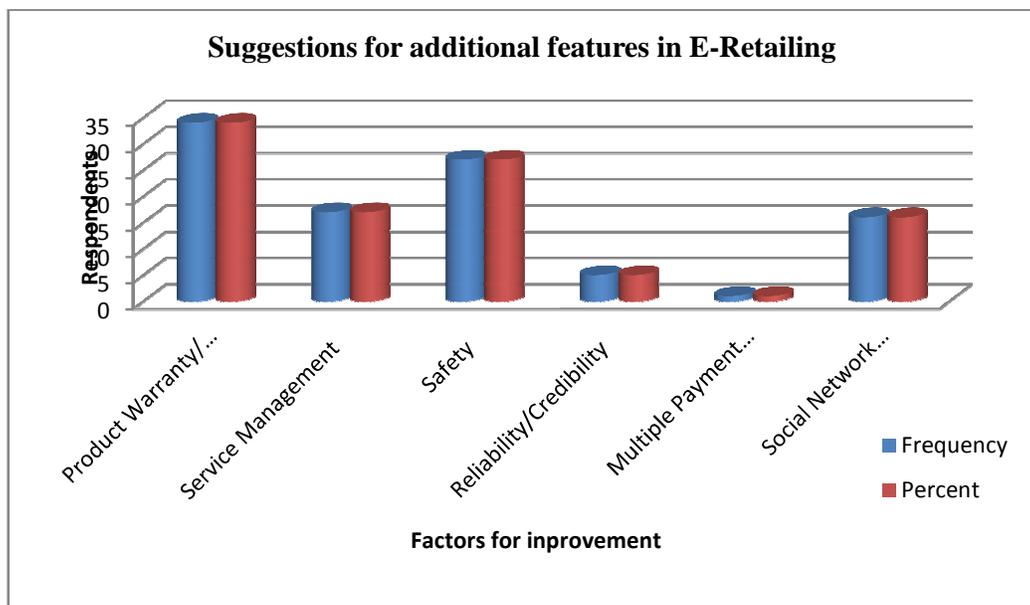
The above table (No. 15) and Figure (No. 14) defines the suggestions of the respondents towards the additional features need to be for the betterment of services and outreach. 34% of respondents say about the product guarantee and warrantee, 17of respondents say about the service management, 27% of respondents say about the safety in delivery and to create awareness about the fraud less services, 5% of respondents say about the reliability or credibility and 16% of respondents speak about the social networking integration.

Table No. 16 Response for the continuation as E-Customers

Particulars	Frequency	Percent
Yes	96	96.0
No	4	4.0
Total	100	100.0

Figure No. 15 Response for the continuation as E-Customers

interest to continue with online shopping

4%

96%

Yes No
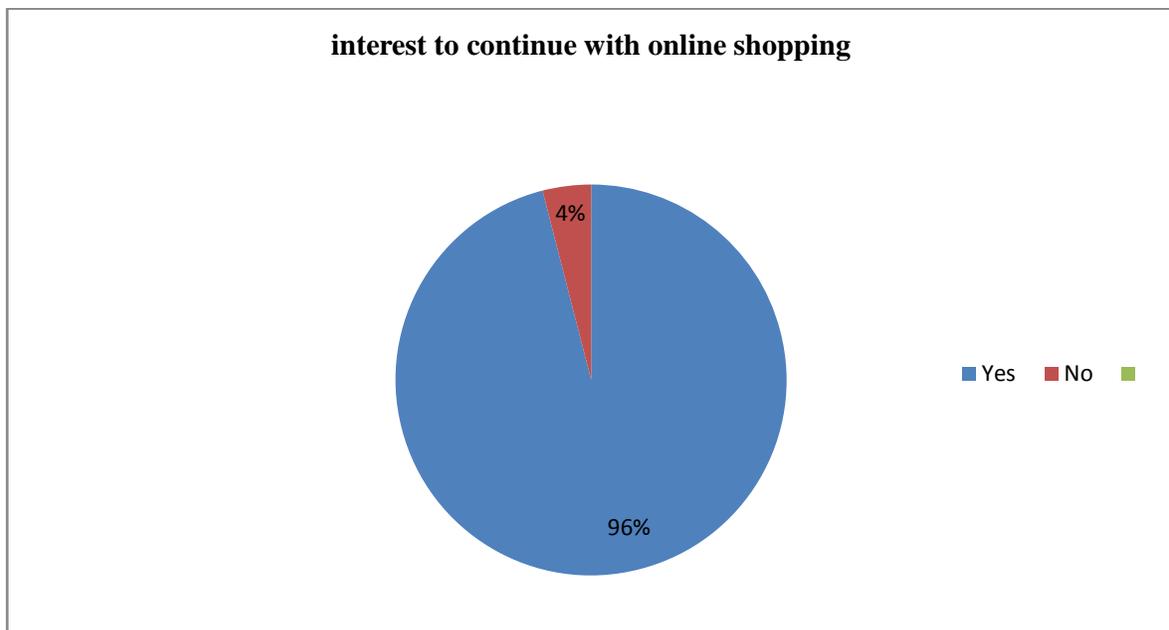
The above table (No. 16) figure (No.15) states that 96% of respondents say that they are ready to continue with the online shopping, as they are comfort with this and they are satisfied with the services of E-retailers and the most the online marketing save the time spent on shopping and also there is possibility of getting all kind of products and services within a span of time with the access of internet through systems and avoid the time consumption for travel and wandering for products at market places.

<p align="center">**TESTING OF HYPOTHESES**</p>

Hypothesis 01

H1 = There is No significant relationship between the Education Qualification and the use of Internet

Table No. 17, Difference of Use of Internet and the Education Qualification of the respondents

Education Qualification	USAGE OF INTERNET				Total
	Everyday	Weekly	Fortnightly	Monthly	
Below SSLC	0	1	0	0	1
PUC	0	1	0	0	1
Degree	35	23	4	5	67
Master Degree	26	4	1	0	31
Total	61	29	5	5	100

Table No. 18, Symmetric measures of Use of Internet and the Education Qualification of the respondents

Symmetric Measures		
	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.356	.105
No of Valid cases	100	

A non significant association identified between the Education qualification and the usafe of internet, where contingent coefficient value if .356 and was found to be nonsignificant (p=.105). in other words the usage of Internet was not similar with the Education qualification of the respondents. As the educated and younger generation uses the interent more compared to the people who are having the double graduates or lessor than the degree may influence for the lessor use of the internet for the online shopping of the products and servicess.

Hypothesis 02

H2 = There is No significant relationship between the Occupation and the use of Internet

Table No. 19, Difference of Use of Internet and Occupation of the Respondents

OCCUPATION	USAGE OF INTERNET				Total
	everyday	weekly	fortnightly	monthly	
Student	38	24	4	4	70
Lecturer/ Employee	19	3	1	1	24
Entrepreneur	2	0	0	0	2
Research Scholars	2	2	0	0	4
Total	61	29	5	5	100

Table No. 20, Symmetric measures of Use of Internet and the Occupation of the respondents

Symmetric Measures		
	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.261	.604
No of Valid cases	100	

A non significant association found between the Occupation and the use of internet, where contingent coefficient value is .261 and was found to be nonsignificant (p=.604). in other words the usage of Internet was not similar with the Occupation of the respondents. As the degree studnets are most prefered for the online usage compared to the other qualified respodnets, and the found difference as the users of interent faiclites are the students then the employees or entreprenuer and the research scholars.

Hypothesis 03

H3 = There is No significant relationship between the Occupation and the use of Internet

Table No. 21, Difference of Use of Internet and Annual Income of the respondents

ANNUAL INCOME	USAGE OF INTERNET				Total
	Everyday	Weekly	Fortnightly	Monthly	
below 50000	30	19	1	3	53
50001 to 200000	17	7	1	1	26
200001 to 500000	9	2	0	0	11
500001 to above	2	0	0	1	3
Total	58	28	2	5	93

Table No. 22, Symmetric measures of Use of Internet and the Income of the respondents

Symmetric Measures		
	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.294	.453
No of Valid cases	93	

 A Non significant association was observed between the use of internet facility and the Annual Income of the respondents, where the contingent value of .294 was found to be Non significant (p=.453). In other words the pattern of use of internet not based on the income level of the respondents as they depend on the family or the public facilities the use of internet not same with the income level of the respondents.

Hypothesis 04

H4 = There is No significant relationship between the Annual Income Level and the products purchased through online

Table no. 23, Difference of annual income of respondents and products purchased through online

ANNUAL INCOME	PRODUCTS PURCHASED THROUGH ONLINE								
	Books	Cloths	Furniture	Cosmetics	Electronic Goods	Groceries	Cinema Tickets/ Travel Tickets	Other Products	Total
below 50000	12	5	10	3	23	0	0	0	53
50001 to 200000	10	2	2	2	7	1	1	1	26
200001 to 500000	9	0	0	0	2	0	0	0	11
500001 to above	3	0	0	0	0	0	0	0	3
Total	34	7	12	5	32	1	1	1	93

Table No. 24, symmetric measures of annual Income and purchasing priority of products through online

Symmetric Measures		
	Value	Approx. Sig.
Nominal by Nominal Contingency Coefficient	.492	.098

There is a non significant association observed between the Products purchased and the Annual Income level of the respondents. Where the contingent coefficient value of .492 was found to be non significant (p=0.98). In other words the purchasing priority is not same with the Annual Income of the respondents, there changes the buying behaviour based on the income status of the respondents.

Hypothesis 05

H0 = There is significant difference between Annual income and amount spending on the online shopping

Table No.25, Result of paired sample t test between annual income and amount spent on online shopping

Paired Samples Test			
	t	df	Sig. (2-tailed)
Annual Income - Amount Spent on Shopping	-9.329	92	.000

The paired sample t test reveals that there is significant difference between the Annual income and amount spending on the online shopping with t value 9.329 and p value of .000. it means Null hypothesis is accepted and Research Hypothesis is rejected.

Hypothesis 06

H0 = There is significant difference between the Education Qualification and use of Internet

Table No. 26, Results of Paired sample t test between Education Qualification and the Net Usage

Paired Samples Test			
Particulars	t	df	Sig. (2-tailed)
Education Qualification - Usage of Internet	15.989	99	.000

The paired sample t test states that there is no significant difference between the Education qualification and the net used by the respondents with the t values of 15.989 and p value of .000. It means the there is significant relationship between the Education qualification and use of Internet

Hypothesis 07

H0 = Customers are showing interest for purchase of products through online in future

Table No. 27, Paired Samples t test between the Purchase of products through online and the continuation of Internet usage

Paired Samples Test			
Particulars	t	Df	Sig. (2-tailed)
Products Purchased Through Online - Interest In Continuation	10.654	99	.000

The above table shows the significant p value .000 at t value of 10.654, and it says that there is significant relationship between the Products purchased and internet used by the respondents, means customers show the interest to continue the online shopping in future.

CHAPTER III

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

Following are the findings of the present study the results are presented here based on the primary data collected and interpreted on Chapter II

1. At the rural place like Belthangadi the younger generations, most of the students were depending upon online shopping

2. It's the modern era even all will use the internet through the accessing in mobiles and tabs or other movable electronic gazettes so the use of internet was everyday and it makes the more attraction towards online shopping

3. Most of the Customers use the Internet for the purpose of online shopping at the home place rather than visiting for the nearest net zone

4. Friends and Colleagues influence the customers to go for online shopping, even the advertisements, influence of Family and Relatives and the other reasons like the self interest make the customer to go for online buying

5. Use of internet facilities will be the advantageous for the users and agree that the use of internet brings some benefits

6. Most of the customers go for buying of Books and Electronics good like Mobiles, other accessories

7. The respondents spend more than Rs. 1000 for the shopping at online it shows that customers fell safe for spend more and more money on online buying of products and services

8. Problems in E-Retailing are; the Delay in Delivery and not delivery to convenient address, product mismatch, not delivered as displayed in website

9. The E-Advertisement, E-Strategy of the E-Retailers were good and attractive as per the response of the customers

10. The quality, warrantee, Guarantee of the products and services delivered by the E-Retailers were satisfied to the customers and which made the continuation of online shopping activities

11. Customers say that if the products warranty, safety delivery better services management improved in their marketing the buying behaviour of the customers increases

12. There is No significant relationship between the Education Qualification and the use of Internet

13. There is No significant relationship between the Occupation and the use of Internet

14. There is No significant relationship between the Occupation and the use of Internet

15. There is No significant relationship between the Annual Income Level and the products purchased through online

16. There is significant difference between Annual income and amount spending on the online shopping

17. There is significant difference between the Education Qualification and use of Internet

18. Customers are showing interest for purchase of products through online in future

SUGGESTIONS

Following suggestions were drawn after the findings of the present study, the suggestions includes the some feedback for the Customers and also a review report for the E - retailers in related to the upgrading their services and make possible of 100% high satisfaction about their marketing activities

1. E-retailers should focus on the delivery model for the better services and reach the last consumers at easy and flexible time so that the E-retailing will attract the more and more customers for their products and services.

2. The customers preference will be the Electronics products and most probably the Online shopping may extended only with the supply of Electronic goods with more and more affordable prices, there is need to advertise the domestic products

3. Consumers Should assess the different web portals for the products and for the better services need to focused on the branded web portals and avoided fake discounts offered and fraudulent advertisements

4. The access of internet made it avail at remote places of India but still people have the insecure feel on buying of products through online because of the past facts of accessing wrong and also the problems with delivery, the retailers need to come over with the certain problems so that the online shopping makes more reliable.

CONCLUSION

Term changed as Customers is a king from the Supplier is a ultimate, now a days every customers having his buying rights and negotiating rights, so the attraction of customers with the products and services makes huge completion over the suppliers and each and everyone follow the different delivery models for their products, the booming channel in this period is attracting the educators is E-Retailing which had its own impact over the consumers and created more and more customers. The study on the perception towards the E-retailing in belthangadi taluk given a positive opinion on this model, the users of internet and users of E-retailer's services are satisfied with the services and ready to continue with the same. Finally conclude that the E-Retailing reached the customers of everywhere in the world even it attracted positively towards the rural India, now the question for the future study is what will be the impact on retailers in rural India who is having the petty and small shops depending on few of the customers in their locality!

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Questionnaire

Dear Sir/ Madam,

I would be grateful to if you could answer the following questions honestly. It will assist me in collecting relevant data in my area of research. All the information collected will be kept confidential and strictly for research purpose.

Dharmaraj .P.R, lecturer, SDM college ujire

Sl. No.	A. Basic Information				
1.	Name				
2.	Gender	Male		Female	
3.	Age	18-25 years	25-35 years	35-45 years	45 and above
4	Education Qualification	Below SSLC	PUC	Degree	Master Degree
5	Occupation	Student	Lecturer or Employee	Entrepreneur	If other mention ....
6	Annual Income	Below 50,000	50,001 – 2,00,000	2,00,001-5,00,000	5,00,001 and Above
	B. About Internet Facilities				
7	How often you use Internet	Everyday	Weekly	Fortnightly	Monthly
8	Where do you frequently access Internet?	Home	College	Internet cafe	Other place
9	Influence for use of the Internet	Advertisement	Friends and Colleagues	Family and Relatives	Other reason
10	Internet usage gives a lot of benefits to personal life	Strongly Agree	Agree	Moderate	Disagree
	C. Online Shopping				
11	Product/commodity usually would you like to buy through online	Books	Cloths	Furniture	Cosmetics
		Electronic Goods	Groceries	Cinema Tickets / Travel Tickets	Other Products ....
12	Max. Amount spent on online shopping	Less than 1,000	1,000-5,000	5,000-10,000	Above 10,000
13	Problems faced during online shopping (leave blank if not	Delay in Delivery	Product Mismatch / not as displayed	Not Delivered to Convenient Address	Cheap Quality / Damaged Products

	applicable)				
14	Advertisement on Online Marketing	Very Good	Good	Moderate	Not Good
15	Strategies of Online Marketing	Very Good	Good	Moderate	Not Good
16	Favourite Online site Give Rank (1-12)	Flipkart	Amazon	E-bay	Snap Deal
		Jabong	Yepme	Olx	Quicker
		IRCTC	Homeshop 18	Zoffio	Other if any, mention
	D. Perception and feedback on Online shopping				
		Highly satisfied	Satisfied	Moderate	Not Satisfied
17	Accuracy of Product Quality				
18	Timely Delivery of Products				
19	About Product warranty/ Guarantee				
20	Satisfaction in online shopping than Traditional Marketing				
21	Additional features to be expected for the betterment of online shopping	Products Warranty/Guaranty	Service Management	Safety	Reliability/ Credibility
		Multiple payment Method	Social network integration	Mention if any	
				1)	2)
22	Are you interested to continue the online shopping in future?	Yes		No	

Thank you