

## Online Purchasing in Nagercoil

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### ABSTRACT

*Online purchasing is a modern day to day shopping concept. With online purchasing is the performance of online activities via the internet. Online purchasing is also known as internet shop or online shop. Now a bay, online purchasing is one of the most popular ways for people. Even the people from rural and urban areas use online purchases to show them beautiful and attractive in the screen. Online ensure this proactive is safe for customers by using encryption technology many conceptually innovative products were born setting new trends and high standards in various economic parameters. The primary data for this study was compiled through a well-structured questionnaire filled in on a one-to-one basis by 60 customers of online purchasing in Nagercoil.*

**Keywords:** Online purchasing, factor, using, online store, e-commerce.

### INTRODUCTION:

With the rapid global growth in electronic commerce (e-commerce), businesses are attempting to gain a competitive advantage by using e-commerce to interact with customers. Nowadays, online shopping is a fast growing phenomenon. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers. The act of purchasing products or services over the Internet. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item. 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 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones. An online shop evokes the physical analogy of buying products or services at a regular. The process is called business-to-consumer (b2c) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (b2b) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices. Online stores typically enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the internet and a valid method of payment in order to complete a transaction, such as a credit card, an interact-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the ships the products to the customer; for digital products, such as digital audio files of songs or software, typically sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

### **STATEMENT OF PROBLEM:**

The purpose of this project is to give a better understanding and knowledge of the online purchaser in Nagercoil. Now-a day online shopper are used by all the people, even the people from rural and urban areas, the actor and actresses use online purchases to show them beautiful and attractive in the screen. In day to day life online shop are very essential for us for personal grooming. Not only the bride and groom are using online purchases, but even the relatives also use online shop. Since the people of the study area are well educated, they know the importance of online. Now-a-day most of them are using online purchases, at least the basic items. Hence, the project team has selected the topic online purchasing in Nagercoil for their paper work.

### **SCOPE OF THE STUDY:**

The study was undertaken to analyze the online shopping in the study area of Nagercoil. The approach of the study has been from the point of view of the customer attitude towards online shopping in Nagercoil. The study is designed to find out the frequency of factors influencing and the level of reason for using online purchases of the respondents.

### **REVIEW OF LITERATURE:**

Review of literature is needed for making a worthwhile contribution to the field in which the study is undertaken. Review of literature is essential to keep updating the field of research and enacting researchers to define the frontiers of related field.

Kassim, (2004) in his article E-commerce is a tool for the Internet and electronic commerce were the two most significant development of information. There has been a marked increase in the number of consumers who purchase over the Internet, as well as an increase in sales worldwide conducted via electronic commerce. Innovation and electronic commerce relationships have resulted in tremendous changes in market competition among various industries.

Pavlou and Fygenon(2006),Online shopping behavior is a type of attitude which involve consumers browsing websites to search, select and purchase of goods and services, in fulfilling their needs and wants. It involves the reaction and choice of consumer decision making. Consumer intentions to use Internet as a shopping channel is a significant predictor of consumers' actual participation in online transactions. Generally, positive online shopping behaviors will lead to the successfulness of e-commerce transaction, such as online shopping.

Somashekar N.T.(2009) Online stores must describe products for sale with text, photos, and multimedia files, whereas in a physical retail store, the actual product and the manufacturer's packaging will be available for direct inspection (which might involve a test drive, fitting, or other experimentation). Some online stores provide or link to supplemental product information, such as instructions, safety procedures, demonstrations, or manufacturer specifications. Some provide background information, advice, or how-to guides designed to help consumers decide which product to buy. Some stores even allow customers to comment or rate their items. In a conventional retail store, clerks are generally available to answer questions. Some online stores have real-time chat features, but most rely on e-mails or phone calls to handle customer questions. Even if an online store is open 24 hours a day, seven days a week, the customer service team may only be available during regular business hours.

### **OBJECTIVES OF THE STUDY:**

- 1) To study the demographic profile of the online purchasing in nagercoil.
- 2) To study the factors that influence to shop online.
- 3) To analyse the reason for using online purchasing in nagercoil.

### **RESEARCH METHODOLOGY:**

The present study is mainly based on both primary and secondary data.

#### **Primary Data:**

The primary data needed for the study have been collected by using a well structured questionnaire.

#### **Scondary Data:**

The secondary data has been collected from various books, journals, magazines and the present status of the online purchasing were obtained from internet.

**Sampling Design:**

Thesampling for the only 60 samples were selected on random basis for this study. From the sample respondents, primary data have been collected with the help of a well structured questionnaire designed for the study.

**Tools for Analysis:**

Statistical tools such as table, percentage, Garrett ranking, Weighted Average method were used to analyse the data collected and to arrive the conclusion.

**LIMITATIONS OF THE STUDY:**

It is essential to point out certain limitations of the study.

- 1) The study covers the sample of only 60 respondents. So the results cannot be generalized.
- 2) The customer behavior is flexible in nature and it may change in future. So the findings are suited for a specific period of time.

**ANALYSIS AND INTERPRETATIONS:**

The demographic profile of the sample respondents are presented in the following table

**Table 1: Demographic Variables**

Variables	Category	Frequency	Percentages (%)
Gender	Male	40	67
	Female	20	33
Age	Below 20	5	8.5
	20-30	20	33
	30-40	20	33
	40-50	10	17
	50 and above	5	8.5
Level of Education	HSC	4	6.5
	UG	21	35
	PG	21	35
	Diploma	10	17
	Any other	4	6.5
Occupation	Students	22	37
	Business/profession	14	23
	Government agencies	12	20
	Private services	8	13
	Unemployed	4	7
Monthly Income	Below Rs.10,000	4	7
	Rs.10,000-20,000	10	17
	Rs.20,000-40,000	18	30
	Rs.40,000-60,000	20	33
	Above Rs.60,000	8	13

The above table shows that most of the respondents are male (67%), who are online purchasing in the study area as compared to female in the city. The respondents in the age group of 20-30 and 30-40, maximum use the online purchasing in Nagercoil (33% each). Among the total of 60 sample respondents, (35%) of the respondents having educational qualification of undergraduate level use the online shopping. Similarly another (35%) of the respondents having educational qualification of post-graduate level also use the online shopping. Under the occupation category the students (37%) maximum use the online purchasing. As regards the income, the persons who are earning Rs.40,000-60,000 income level (33%) maximum use the online purchases in Nagercoil.

**RESPONDENTS REASON FOR USING VALUE IN ONLINE PURCHASES:**

The respondents were asked to rate the reason for using by the five point scale. The marks assigned on this scale were 1, 2, 3, 4 and 5 respectively.

**Table 2: Respondents Reason for using Value in Online Purchases**

SI. No	Reason	Very good (5)	Good (4)	Fair (3)	Not good (2)	Not at all good (1)	Total	Rank
1	Time saving in online shopping	26 (130)	14 (56)	8 (21)	10 (20)	2 (2)	229	II
2	Law price	20 (100)	10 (40)	10 (30)	6 (12)	12 (12)	194	IV
3	Twenty-four-hour access online	38 (190)	15 (60)	6 (18)	6 (12)	2 (2)	282	I
4	Product reviews available , Price comparison available And Good quality	18 (90)	15 (60)	7 (21)	8 (16)	12 (12)	195	V
5	Special discount/offer	18 (90)	15 (60)	10 (30)	9 (18)	8 (8)	206	III
6	While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order	-	12 (48)	20 (60)	8 (16)	20 (20)	144	VI
7	Convenience	4 (20)	10 (40)	14 (32)	12 (24)	22 (22)	138	VII
8	Laziness to go to shop & no time go to shop	-	5 (20)	8 (24)	17 (34)	30 (30)	60	VIII

**Source:** Primary data.

It is inferred from the table – 2 that, Twenty-four-hour access online are maximum attitude by the sample respondents and it holds the first rank, Time saving in online shopping are reason for reason next and it holds the second rank, Special discount/offer and selecting the right product while shopping online the third rank. Laziness to go to shop & no time go to shop Online scores the last eighth rank respectively.

**CONCLUSION:**

Specially understanding the purchasing in online, the analysis of data helped to find out various interpretations which helped the researcher to bring out few suggestions to make the online shopping better. It also help the authorities to plan and implement the remedial measures to overcome the difficulties. Making improvement in the factors that influence customer to shop online and working on factors that affect of purchases in Nagercoil. We foresee that our findings will give a clear and wide picture to online retailers and will help them understand the specific online purchaser. This analysis has helped to read the minds of the online purchasing users as well.

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