



WWJMRD 2018; 4(3): 54-56

www.wwjmr.com

International Journal

Peer Reviewed Journal

Refereed Journal

Indexed Journal

UGC Approved Journal

Impact Factor MJIF: 4.25

E-ISSN: 2454-6615

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A Study on the Various Products and Services Aailed By the Online Shoppers

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Abstract

Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store.

Keywords: Online Shopping, Impulsive buyer, Purposive Buyer

1. Introduction

The introduction and implementation of internet technologies has created new market for manufacturers and service providers and also has provided new arena for innovative marketing strategies by the professionals. There are various reasons for the customers shift in the buying pattern towards online shopping. The facility of comparing a product with competitive products on the basis of price, colour, size and quality is one of the biggest benefits of online shopping. The other popular names for online shopping are virtual store, e-shop, web-shop, internet shop, web-store and online storefront etc. Because of wide communication network e-commerce has become the new mediator between the companies/manufacturers and their customers. The more innovative ways of online payment and increasing internet penetration has given a paradigm shift and push to this industry. Earlier the Indian customers were more attracted towards electronic gadgets and mobile phones for online shopping but now the products indicative of lifestyle, viz., watches, apparels, perfumes, beauty products are also in high demand through the medium of online shopping. The market is also developing for books, jewellery, home appliances and kitchen appliances etc. Companies are using the internet to put across and communicate the information and simultaneously get a feedback about their products from its customers which helps them to increase their turnover for future.

2. Objective

- To rank order the various products and services availed by the online shoppers.

3. Review of Literature

Keisidou, Sarigiannidis, Maditinos, 2011, Customer's attitude while making online purchase was examined in the context of different product types. Many factors were selected to be analyzed, which are Personal Innovativeness of Information Technology (PIIT), Self-efficacy, Perceived security Privacy, Product involvement and how they affect customer attitude towards online shopping. PIIT, perceived security and product involvement have an effect on the attitude towards online shopping. Jun and Jaafar, 2011, This study analysis the relationships between the perceived usability, perceived security, and perceived privacy, perceived after-sales service, perceived marketing mix, perceived reputation and customers' attitude to adopting online shopping in China. However, only marketing mix and reputation were significantly influence customers' attitude to adopt online shopping.

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4. Research Methodology

The study was based on primary and secondary data. The required information was collected by interview schedule to the selected respondents and through journals, articles etc., the data collected relate to the period June 2016. The location of the study was confined to Coimbatore city on the grounds of easy accessibility to data and time constraints. The researcher has selected 391 samples from purposive buyer and 394 samples from impulsive buyer as the sample size.

5. Analysis and interpretation

5.1 Products Respondent's buy on Internet of Impulsive Buyers

This measures the products which the impulsive respondents often buy on Internet using the Garrets Ranking Technique. The various products mentioned are "airlines / railway / bus ticket booking", "apparels", "banking", "books, online magazines and journals", "cosmetics", "electronic goods - cell phones, computer, laptops and hardware", "entertainment product - music CDs and DVDs", "gifts and toys", "health care product", "home appliances", "home decorations", "jewelry, watches, accessories, glasses", "share trading" and "others".

Table.5.1: Products Respondent's buy on Internet of Impulsive Buyers

| Product | Calculate Average | Garrets Value | Rank |
|--|-------------------|---------------|------|
| Airlines / Railway / Bus Ticket Booking | 23188 | 59.153 | 2 |
| Apparels | 21163 | 53.987 | 7 |
| Banking | 21248 | 54.204 | 6 |
| Books, Online Magazines and Journals | 20739 | 52.906 | 8 |
| Cosmetics | 21395 | 54.579 | 5 |
| Electronic Goods - Cell phones, Computer, Laptops and Hardware | 24327 | 62.059 | 1 |
| Entertainment Product - Music CDs and DVDs | 20043 | 51.130 | 9 |
| Gifts and Toys | 21674 | 55.291 | 4 |
| Health Care Product | 18425 | 47.003 | 12 |
| Home appliances | 19581 | 49.952 | 10 |
| Home Decorations | 18424 | 47.000 | 11 |
| Jewellery, Watches, Accessories, Glasses | 21991 | 56.099 | 3 |
| Share Trading | 15313 | 39.064 | 13 |
| Others | 10522 | 26.842 | 14 |

Source: Primary Data

As a result of Garrets Ranking Technique, regarding the purchase of goods in online by the impulsive buyers. Where the respondents gave first rank for Electronic Goods - Cell phones, Computer, Laptops and Hardware, then second rank for airlines / railway / bus ticket booking, then third rank for jewellery, watches, accessories, glasses, then fourth rank for gifts and toys, then fifth rank for cosmetics, then sixth rank for banking, then seventh rank for apparels, then eighth rank for books, online magazines and journals, then ninth rank for entertainment product - music CDs and DVDs, then tenth rank for home appliances, then eleventh rank for home decorations, then twelfth rank for health care product, then thirteenth rank for share trading and finally fourteenth rank for others.

5.2 Products Respondent's buy on Internet of Purposive Buyers

This sub part measures the products which the purposive respondents often buy on Internet using the Garrets Ranking Technique. The various products mentioned are "airlines / railway / bus ticket booking", "apparels", "banking", "books, online magazines and journals", "cosmetics", "electronic goods - cell phones, computer, laptops and hardware", "entertainment product - music CDs and DVDs", "gifts and toys", "health care product", "home appliances", "home decorations", "jewellery, watches, accessories, glasses", "share trading" and "others".

Table. 5.2: Products Respondent's buy on Internet of Purposive Buyers

| Product | Calculate Average | Garrets Value | Rank |
|--|-------------------|---------------|------|
| Airlines / Railway / Bus Ticket Booking | 23188 | 58.704 | 2 |
| Apparels | 21163 | 53.577 | 7 |
| Banking | 21248 | 53.792 | 6 |
| Books, Online Magazines and Journals | 20739 | 52.504 | 8 |
| Cosmetics | 21395 | 54.165 | 5 |
| Electronic Goods - Cell phones, Computer, Laptops and Hardware | 24327 | 61.587 | 1 |
| Entertainment Product - Music CDs and DVDs | 20043 | 50.742 | 9 |
| Gifts and Toys | 21674 | 54.871 | 4 |
| Health Care Product | 18425 | 46.646 | 12 |
| Home appliances | 19581 | 49.572 | 10 |
| Home Decorations | 18424 | 46.643 | 11 |
| Jewellery, Watches, Accessories, Glasses | 21991 | 55.673 | 3 |
| Share Trading | 15313 | 38.767 | 13 |
| Others | 10522 | 26.638 | 14 |

Source: Primary Data

As a result of the Garrets Ranking Technique, regarding the purchase of goods in online by the purposive buyers. Where the respondents gave first rank for electronic goods - cell phones, computer, for laptops and hardware, then second rank for airlines / railway / bus ticket booking, then third rank for jewellery, watches, accessories, glasses, then fourth rank for gifts and toys, then fifth rank for cosmetics, then sixth rank for banking, then seventh rank for apparels, then eighth rank for books, online magazines and journals, then ninth rank for entertainment product - music CDs and DVDs, then tenth rank for home appliances, then eleventh rank for home decorations, then twelfth rank for health care product, then thirteenth rank for share trading and finally fourteenth rank others.

Findings

The above study clearly reveals the order of preference the online shoppers give in purchase of any product or services availed. In both the case of buyers the first preference was given for the purchase of electronic goods through online whereas the final ranking was given for share trading and others. The table clearly states the mindset of the buyers when it comes to online purchase.

Suggestion

The online products and services featured by the companies can be still improvised in terms of offers and discounts, security for the payments made, after sales service, easy payment method, return policy etc.

Conclusion

Though there are many studies related to online shopping, this study was made with an intention to segregate the buyers based on their shopping pattern and to study their pattern of preference of buying through online. The study clearly indicates the purchase pattern and the study can further be extended in terms of factors influencing, perceived risk associated with online shopping, Satisfaction level and the problems faced by the class of buyers.

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