



ONLINE SHOPPING OF MOBILE PHONES – A STUDY

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Abstract

Online Shopping is the Exercise of leveraging web-based channels to spread a message about a company's brand, products, or services to its customers. The present study analyzes the online shopping of mobile phone in Nagercoil City of Kanniyakumari district. The main objectives of to analyze the factors influencing purchase of mobile phone through online shopping and to analyze the level of customer satisfaction towards online shopping system. For analyzing the customers perception towards online shopping of Mobile phones hundred respondents have been selected from the residents of Nagercoil City. The study covers both Primary and Secondary data. The used to Scientific Package for Social Sciences software package is prepare the collection of data. They prepare on questionnaire of collect the data has been analyzed and interpreted by the help of the competent statistical tools. They prepare a finding of the analyzed the interpretations. It is suggested that the problem solved the solution of online shopping of mobile phone in Nagercoil City. Finally prepare a conclusion of the study on online shopping of mobile phone in Nagercoil City.

Key wards: Online Shopping, E-Commerce.

INTRODUCTION:

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that will satisfy individual and administrative objectives. Shopping is not only about providing products or services but also about providing changing

benefits to the changing needs and demands of the customer. Shopping is thus the sum total of all the activities and processes including creating, communicating, delivering and replacing offering that have value for customers, regulars, partners and society at large. Online shopping refers to advertising and Shopping efforts that use the web and e-mails, large number of product sold through online method of selling but in sometime the customer face some problems such as authenticity of the product may be questionable, as a real product is not available at the time of its purchase. The product may not turn out as expected by the customers.

THE INDIAN CELL PHONE INDUSTRY:

Mobile phones came to India in the year 1882 in KOLKATTA. In 1948, Indian Telephone Industrial Corporation was established in Bangalore to provide sufficient communication facilities to people across the country. The Postal department was divided into the postal department and the telecommunication department in 1973. In 1984 The Department of Telecommunication (DOT) was established.

In 1947- BELL LABS CELLULAR phone concept was introduced. In 1960 – the first automatic analog cellular phone was made.

In 1994– Cell phone services were launched.

GENERATIONS OF MOBILE NETWORKS

Table 1

Generations of Mobile Networks

Ranking	Generation	Year of Upcoming	Features
1	1G	1979	<ul style="list-style-type: none"> • VOICE SIGNALS ONLY • ANALOGUE CELLULAR PHONES • NMT, AMPS
2	2G	1991	<ul style="list-style-type: none"> • VOICE AND DATA SIGNALS • DIGITAL FIDELITY CELLULAR PHONES • GSM, CDMA, TDMA
3	2.5G	1997	<ul style="list-style-type: none"> • ENHANCE 2G • HIGHER DATA RATES • GPRS, EDGE
4	3G	2003	<ul style="list-style-type: none"> • VOICE, DATA AND VIDEO SIGNALS • 3G, W-CDMA, UMTS
5	4G	2010	<ul style="list-style-type: none"> • ENHANCED 3G/ INTEROPERABILITY PROTOCOL • HIGH SPEED AND IP BASED • 4G MOBILE IP

6	5G	2020	<ul style="list-style-type: none"> • IMPROVEMENT OVER 4G • FASTER DATA RATES, HIGH CONNECTION DENSITY • SUPPORTS VIRTUAL PRIVATE NETWORK • PROVIDING 25MBPS CONNECTIVITY SPEED
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TOP NOTCH BEST WEBSITES FOR BUYING MOBILE PHONES

1. **Amazon:** It's one of the top e-commerce websites and with the upcoming technology and changing buying pattern of the consumer it has realized the level of one of the greatest e-commerce websites. It offers a wide range of products from any offering brand. They offer various discounts and cash backs. The number of sellers on this website is much more than any other website. It ensures quick distribution, genuine products, and consumer satisfaction. Every mobile company has its brands selling under Amazon.
2. **Flipkart:** It is the second most popular website in terms of selling every kind of mobile phone. Every hour various attractive discounts and coupons are available on the website for different categories of products. They ensure better service quality and easy returns of the products. Consumers prefer this website as much as they prefer shopping offline.
3. **Snapdeal:** As the name itself suggest Snap the Deal. This website offers various attractive options to the consumer for various brands of mobile phones. This is the most preferred website for those who are looking for mid-range mobile phones with updated technological specifications.
4. **Reliance Digital:** It enables the customer to buy mobile phones following their lifestyle and needs. It provides a wide range of brands of mobile phones to choose from. They have fabulous deals running throughout the year with great discounts and cashback.
5. **Shop-Clues:** It enables its customers to buy with trouble-free filter options, leading to higher satisfaction. One can find mobile phones below 1,000 and with discounts up to 40 percent
6. **Gadgets Now:** This e-commerce site is the division of THE TIMES OF INDIA. Hence reliability and integrity are to a great extent. This site not only sells mobile phones but also keep on updating about the various technological up-gradation in the industry.
7. **Cromā:** It is an Indian retail chain, a subsidiary of the Tata Group. It is the one-stop destination for gadgets and applications since 2006. It provides great platforms for various digital gadgets and when it comes to mobile phones, they have a wide range at all price points. In 2008, it started its own label product range across the electronics and consumer durable categories.
8. **Paytm Mall:** It is like a supermarket that attracts its customers with wide offers, cashback, and never- ending range. It has become a hub for anything you can think of.
9. **Tata Cliq:** This is the e-commerce venture owned by TATA groups offering a wide range of branded products at huge discounts. They try to offer prices with huge discounts less than their rivals Amazon, Flipkart, Snapdeal, etc. to keep themselves in the competition.
10. **Gadgets360:** The NDTV venture which is the user - friendly website providing full specifications and easy comparisons between different models helping in the decision making. This is the best site when it comes to the comparison between different models.

OBJECTIVES OF THE STUDY:

- To analyze the factors influencing purchase of mobile phone through online shopping.
- To analyze the level of customer satisfaction towards online shopping system.

SCOPE OF THE STUDY:

The present study covers the online shopping of mobile phones in Nagercoil City. The study focusses on various factors influencing the customers to purchase the mobile phones through the online shopping. The study also analyzes the customers satisfaction towards online shopping system.

METHODOLOGY OF THE STUDY:

The present study is based on the field survey conducted with the help of a well – structured questionnaire and interviews with the respondents. This study is purely on analytical in nature based on both primary and secondary data.

METHODS OF DATA COLLECTION:

The primary data secondary has been collected through well prepared interview schedule from the customer those who are purchase mobile phone through online shopping in Nagercoil City. The secondary data are collected from various books, journals, magazines and reports.

SAMPLING DESIGN:

The Sampling design consist of various following.

Population.

The study is concerned with the online shopping of mobile phones in Nagercoil City. Hence the residents of Marketing Mantras of 21 Century in India Nagercoil City are considered as the population.

Sample Frame.

The primary data have been collected from the residents of Nagercoil City. The following areas have been considered for collecting the primary data. These are Kottar, Chettikulam, Meenakshipuram, Vadasery and Ganesa puram. 20 respondents have been chosen from each village as random sampling method. The sample size is 100 respondents.

Tools for Analysis.

The collected data are tabulated for analysis and interpretation. Percentage analysis is widely used. The Friedman Ranking Technique and t-test are also used for the study.

RESULTS AND DISCUSSION:**Table -2****Demographic Profile of Customers:**

Demographic Variable	Variable Description	No. of Respondents	Percentage
Age	Up to 30	63	63
	21 – 40	21	21
	41 – 50	16	16
	Total	100	100
Gender	Male	61	61
	Female	39	39
	Total	100	100
Occupation	Professionals	8	8
	Business Man	25	25
	Govt. Employee	20	20
	Private Employee	12	12
	Students	30	30
	Unemployed	5	5
	Total	100	100
Experience of Online Shopping	Less than 1 year	52	52
	1-3 Year	28	28
	3-5 Year	17	17
	More than 5 Year	3	3
	Total	100	100

The respondents, 63 percent of the respondents are between the age group of Up to 30. 21 percent of the respondents are between the age group of 31 to 40. 16 percent of the respondents are between the age group of 41-50.

The respondents, 63 percent of the respondents are between the gender group of Male. 35 percent of the respondents are between the gender group of Female.

The respondents, 20 percent of the respondents are between the Occupation of Students. 25 percent of the respondents are between the Occupation of Business man. 20 percent of the respondents are between the Occupation of Government employee. 12 percent of the respondents are between the Occupation of Private employee. 8 percent of the respondents are between the Occupation of Professionals and 5 percent of the respondents are between the Occupation of Unemployed.

The respondents, 52 percent of the respondents are between the experience of online shopping of Less than 1 years. 28 percent of the respondents are between the experience of online shopping of 1-3 years. 17 percent of the respondents are between the experience of online shopping of 3-5 years. 3 percent of the respondents are between the experience of online shopping of More than 5 years.

Type of Mobile-phones:

The selected respondents are classified according to their preference towards type of mobile phones. It is shown in Table.3

Table 3

Types of Mobile phones

SL. No	Mobile phones	No of Respondents	Percentage
1	Samsung	35	35
2	Vivo	40	40
3	Lava	07	07
4	Oppo	10	10
5	Apple	15	15
6	Moto	03	03
	Total	100	100

The respondents, 40 percent of the respondents are between the types of Mobile phones of 'Vivo'. 35 percent of the respondents are between the types of Mobile phones of 'Samsung'. 15 percent of the respondents are between the types of Mobile phones of 'Apple'. 10 percent of the respondents are between the types of Mobile phones of 'Oppo'. 7 percent of the respondents are between the types of Mobile phones of 'Lava' and 3 percent of the respondents are between the types of Mobile phones of 'Moto'.

Type of online Shopping preferred by the Respondents.

The selected respondents are classified according to their preference towards type of online shopping. It is shown in Table.4

Table 4**Types of Online Shopping**

SL. No	Online Shoppers	No of Respondents	Percentage
1	Flipkart	51	51
2	Amazon	30	30
3	E-Bay	16	16
4	Any other (Specify)	03	03
	Total	100	100

Table 4 reveals that, 51 per cent of the respondents have prefer Flipkart, 30 per cents of the respondents have prefer Amazon, 16 per cent of the respondents have prefer e-bay, 3 percent of the respondents have prefers other online shoppers.

Factors influencing purchase of Mobile phones.

There are number of factors for buying a mobile-phones through online shopping by the customer. These are easy access, fast access, informative, delivery in time, after sales service, convenience and price are clearly stated. The factors influencing buying the mobile phones though online shopping are identified and analyzed with the help of Friedman Ranking which is presented in Table. 5

Table 5**Friedman Ranking for factors influencing purchase of mobile phones**

SI. No	Reason	Mean Score	Rank
1	Easy Access	2.63	VII
2	Faster access to latest news	4.27	III
3	Highly Informative	3.12	VI
4	Delivery on time	4.08	IV
5	After sales service	5.31	I
6	Convenience	3.22	V
7	Price clearly stated	5.27	II

It is observed from the above Table shows that analysis for factors influencing purchase of mobile phones through online marketing. First rank goes to 'after sales service', the second rank goes to 'price clearly stated', faster access to 'latest news' are getting the third rank. The fourth rank goes to 'delivery on time, the fifth rank goes to Convenience', the sixth rank goes to 'Highly informative' and the seventh rank goes to 'Easy access'. Hence the study report that after sale service is an important factor influencing purchase of mobile phones in the study area.

Level of Satisfaction towards Online Shopping:

The level of satisfaction towards identified and marketing analyzed with the help of t- test. The mean scores obtained and respective t-values are presented in table 6

Table 6**Level of Satisfaction towards Online Shopping:**

SL. No	Factors	Mean Score among Respondents		T-test 1.164
		Male	Female	
1	Easy access to wider information	4.4615	4.3115	0.465
2	Faster access to latest news	4.4872	4.4098	0.773
3	Easy search for information	4.1795	3.0000	1.409
4	Shopping cost clearly stated	3.6154	3.1311	2.559
5	Product price clearly stated	3.5128	3.1148	2.409
6	Web pages lead faster	3.3077	3.3607	0.445
7	More products variety for selection	3.9744	3.8525	-0.340
8	Better product return service	4.0769	4.1475	1.442
9	Delivery on time	4.0000	3.2623	-0.424
10	Cash on delivery	4.6154	4.5574	2.395
11	Debit/ Credit/ Card acceptance	3.6923	3.5574	0.641

The reason for level of satisfaction towards Online shopping between two groups of respondents are analyzed from Table 6. Among males the highest level of satisfaction is "cash on delivery' facility, 'Faster access to latest news' and 'Easy access to wider information', Since the respective mean scores are also 4.6154, 4.4872 and 4.4615. Among females these are 'Cash on delivery' respective / 'Faster access to latest news' and 'Easy access to wider information', since the respective mean 4.5574, 4.4098 and 4.3115. The significant difference between the two groups of scores are respondents are identified in variable such as 'shipping cost is clearly stated', 'product price is clearly stated and 'cash on delivery'. Since the respective t-test are significant at five percent level. Thus, the analysis infers that these variables are significantly impact the online marketing of Mobile Phone in the study area

SUGGESTIONS:

- Most of the customers have known the online marketing through friends and relatives. So that the marketer could undertake more on advertisement with famous actors.
- After sales service is important reason for purchase the mobile phone through online marketing. So the marketers should strictly adhere to the after sales service. Price clearly stated is the second factor that influence the purchase of the mobile phone in the most cases and hence the product price should be clearly stated.

CONCLUSION:

The researcher made a thorough analysis over the online shopping of mobile phone in Nagercoil City. It provides an overall idea about the people in study area Today there are number of brands of mobile phone is available in the online marketing and they differ in price, quality, colour and technology. The different brands like Samsung, Redmi, MotoG, Lenova and Lava are available to the people. But the people are purchasing their favorite brand of mobile through online marketing due to number of reasons.

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