Consumer Prospect's Activity Catalogue - A Roadmap to E-Tailing Perfection

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ABSTRACT: *For underlying causes of market-enabling circumstances, favourable ecosystem development, youthful demographic profile, and internet penetration, e-tailing is making rapid progress in India with an unrestricted growth rate. This phenomenal development helps to the expansion of the Indian economy and provides tremendous benefits to consumers. Customers' participation is not matching up to the mark due to some basic apprehensions and a lack of comprehensive awareness of e-tailing. While retailers in the field are putting forth their innovative methods and novel ideas to expand their business, customers' participation is not matching up to the mark due to some basic apprehensions and a lack of comprehensive awareness of e-tailing. The goal of this article is to figure out what's causing this situation and to look at potential remedies. One of the possible options is an appropriate and effective catalogue of actions on the part of customers. A research was performed with the assistance of a self-administered questionnaire to support this assumption, and the data collected from 448 respondents was considered for analysis on the basis of simple random sampling using SPSS V20 with the ANOVA technique. Based on the findings of the research, a list of actions has been compiled in a logical sequence, showing the best strategy for consumer acceptance and execution, resulting in customer happiness, mutual advantages, and the success of the e-tailing company as a whole.*

KEYWORDS: *E-fulfillment, E-Tail, E-tailing, Flank strategies, Modern retailing.*

1. INTRODUCTION

The rapid spread of e-commerce in recent years has been quite evident, thanks to deep internet penetration, changing the dimensions of customer experiences beyond any doubt, and as a result, the process of how customers buy and marketers sell has attained a new definition oriented towards the enhancement of both sellers and buyers' satisfaction levels, as well as generating revenues on the paternal side [1], [2]. Electronic retailing, which accounts for the majority of the e-commerce process, has emerged as a strong marketing tool for sending the right message to the right person at the right time with the right product. Electronic commerce deals with motivation to begin with, allowing consumers to select a product/service despite the lack of a touch-and-feel experience, and addressing their requirements, whether pragmatic or psychographic [3]. It is especially useful for those who are short on time to enjoy shopping because it facilitates transactions, saves money and energy, provides access to a diverse product line, and offers a variety of other advantages such as competitive pricing, the ability to purchase with a single click, and the ease with which goods can be returned or exchanged. Customers, too, play an important role in ensuring that the e-tailing process runs smoothly. Retailers play a large role in generating revenues and ensuring that customer satisfaction is as high as possible, and customers play an important role in conducting their transactions effectively and ethically. Customers need clear instructions in this regard.

While there has been a compelling need for a proper checklist in the perspective of e-tailers [4]with ample scope for providing numerous suggestions in all aspects of the e-tailing process, there are no clear directives available in the customer prospect primarily due to its subtlety in nature due to the involvement of human behaviour. It is a difficult job to change people's ideas, and it requires a lot of effort and energy. Without a question, the number of people who buy online is growing by the day, providing the e-tailing sector a significant boost. With the assistance of an effective catalogue of specified activities, the client may create a clear concept about the e-tailing process and conduct efficient e-shopping transactions in a timely, cost-effective, and hassle-free way. This paper examines the customer's role in the entire retailing process and has aided in the creation of an effective, efficient, and most workable activity catalogue in the pursuit of getting the right product/service at the right time with smooth transactions that leave little or no room for returns. Following are the objectives of the study:

a. Advocating for customers to enjoy the ancillary advantages of e-tailing, such as improved knowledge, awareness, expanding their vision, communication skills, and so on, for which e-commerce provides an enormous scope.

b. To raise public awareness about internet penetration, the rapid growth of the e-commerce business, and its benefits to citizens, to cultivate a passion for ecommerce in general, and to suggest a methodical way to operate and practice e-shopping in the simplest way possible, in particular with sustained interest.

c. Design a systematic and practical catalogue of activities engaged in e-shopping, showing its simplicity of use for their simple operations, based on the following two goals.

2. LITRATURE REVIEW

We have conducted an extensive review of the literature based on Halawani et al.'s work containing several surveys, scholarly articles, books, dissertations, conference proceedings, and other resources relevant to the area of research in order to gain a broad and multi-faceted perception of the e-tailing trend in India and, as a result, deduce the customers' role, deliberations, and compulsions in particular [5]. Research papers, conference reports, online journals, business magazines, newspapers, annual reports, industrial survey data, e-commerce journals (IMRB, IAMAI), prior research theses, statistical reports, reviews, abstracts, and electronic media have all been included. Some of the most significant are listed below.

According to Jush and Ling, e-commerce experience, product perception, and customer service have a significant impact on the desire to buy online [6]. Consumers who shop online are more inclined to buy clothing, books, and book trips, according to them.

The ultimate goal of the e-retailer, according to Melacini, in his study paper "e-Retailing: Is India Ready for It?" is to create a durable competitive advantage [3]. He also addressed the benefits and drawbacks of e-commerce from the perspective of consumers, as well as the difficulties that service providers face, such as e-customer retention, customer care, and safe payment. He has also addressed the problem of infrastructure, such as website-payment system architecture, supply chain management, troubleshooting help desk, customer data base management, and so on, which is needed for delivering e-retailing services from the service provider side. However, this has given the researcher a better grasp of the function of consumers.

Ratnasari sought to determine the demographic profile of online shopping adopters and non-adopters, as well as the different reasons for adoption and non-adoption [7]. The four major reasons of internet buying include perceived advantages such as price awareness, convenience, variety, and ease of payment. Respondents between the ages of 36 and 45 were early users of internet purchasing.

Customers consider logistics, security and privacy of information, speed, availability, convenience, and customer service while buying online, according to Michal Pilik [8]. In a nutshell, the study greatly aided the researcher in developing the concept of consumer rights and entitlements.

3. METHODOLOGY

3.1. Design:

Designing a successful and efficient catalogue of activities for potential customers requires a thorough investigation, taking into account all of the little details. Because the majority of the research involves human behaviour, dealing with the complexities involved with tact and care is critical. In these situations, the researcher has discovered that the quantitative technique of research is more likely to elicit the data needed to fulfil the study's goals. As a result, a well-structured questionnaire was created with sensitivity in mind to extract genuine information from respondents about various factors affecting online shopping, such as demographics, Internet skills and usage, frequency of e-shopping, website selection, product category, website credibility, motivation to shop online, after-sale services, and aversion to online shopping. To attract the attention of the respondents and obtain the genuine information from them, 13 strategic questions including 34 relevant aspects encompassing e-tailing practices in India and development have been asked.

3.2. Sample:

A sample size of 1200 individuals from throughout the nation was chosen for the simple random sampling method, and questionnaires were given out to 840 participants, with only 448 answers being evaluated for data analysis. The remainder are removed owing to flaws such as insufficient information, ambiguity, and irrelevance, among others. The information gathered was divided into five categories: organizational, technological, e-commerce strategies, consumer behaviour, and external factors, and a thorough statistical analysis was performed using SPSS V20 and the ANOVA method [9], [10], with the results assisting in the creation of an efficient and practical catalogue of activities for e-shoppers.

3.3. Instrument:

SPSS is a statistical analysis application that is developed as a programming language. SPSS is a sophisticated and powerful statistical program with a graphical and syntactical user interface. It is used to perform a variety of data management, analysis, and presentation operations. SPSS has a wide range of statistical capabilities, from simple percentages to intricate evaluations of linear models, variances, and multiple regressions. We can use binary and logarithmic variables to represent our data. It provides us with a wide range of data management capabilities.

3.4. Data Analysis:

3.4.1. Demographics Analysis:

- *Age:*

The participants are split into six age groups: 15 to 20, 21 to 30, 31 to 40, 41 to 50, 51 to 60, and 60 and above. The age group 21-30 years accounts for 47.76 percent (241) of the total, followed by 28.12 percent (126) of the age group 31-40 years.

- *Gender:*

75 percent (336) of the 448 responders were male, while 25% were female (112)

- *Education:*

Schooling, Junior College / Diploma, Graduation, Post-Graduation, M.Phil./Ph.D., and Others are the six stages of education. 54.01 percent (242) of postgraduates and 34.37 percent (154) of graduates make up the majority. Other educational levels make up the remaining 11.62 percent (52).

- *Occupation:*

In terms of occupation (Business, Professionals, Manager/Officer, Clerical, Sales, Operator, Labour, Social Worker, Retired Homemaker, Student, Unemployed, Others), the majority of respondents (28.34 percent - 127) fall into the Professionals category, followed by the functional executives (Manager/Officer) (14.28 per cent - 64).

- *Income:*

Dependent, Rs. 10K, 10K to 25K, 25K to 50K, 50K to 1L, and more than Rs. 1L are the six categories. The major part is made up of 33.13 percent i.e. 135 participants of Rs. 10K to 25K, followed by 25 percent i.e. 112 of Rs. 25K to 50K.

3.4.2. Internet Usage Analysis:

Internet users account for 100% of the respondents, with 64.50 percent (289) having average abilities and 27.40 percent (123) having expert skills. Since technical advances have resulted in widespread internet access, 60.49 percent (271) of the 448 respondents are linked to the internet through broadband, while 80.80 percent (362) are connected via mobile.

3.4.3. Online Shopping Activities Analysis:

It was discovered that 85.7 percent (384) of respondents shop online, whereas 14.30 percent (65) do not purchase online. According to the respondents' online shopping frequency quotient, 15.63 percent (60) shop

online more than once a week, 16.93 percent (65) shop online once a week, and 41.15 percent (158) shop online once a month. The rest is irrelevant.

3.4.4. Core Factor Analysis:

Table 1: Illustrates core factors and sub factors

S. No	CORE FACTORS	SUB FACTORS
1.	Organizational	a. Brand Image b. Corporate Image c. Organization/Website Policies and d. Age of website
2.	Technological	a. Mobile application compatibility b. Security c. User-friendly environment d. Accessibility e. Speed f. Website design (Time saving, Internal search, Multimedia content)
3.	E-Commerce Strategies	a. Link with other credible websites b. Quality of website c. Manufacturer information d. Detailed offers e. Terms and Conditions f. Payment methods g. Delivery methods h. 24/7 Services i. Feedback j. Grievance Handling k. After sales services: (Product installations, Warranty, Product returns, Money refunds, Maintenance, Periodic checks)
4.	Consumer Behavior	a. Trust b. Convenience c. Product quality d. Price e. Payment methods f. Product and price comparisons g. Reviews and opinions
5.	External	a. Government Support b. Legal Framework c. Banking services d. IT Infrastructure e. Competitors f. Culture

Part by part, the whole data gathered has been split into five categories, which serve as the main contributing components and matching sub elements for micro level analysis. The significance levels (0.05) reached via statistical analysis using SPSS and the ANOVA technique effectively demonstrated the consistency of the findings acquired through the study. As a result, the researcher was forced to create an acceptable catalogue of activities in chronological sequence, which not only assists customers in following the correct approach in their transactions, but also motivates them to engage in online buying. Detailed examination of the methodology's key components as shown in Table 1, includes various factors that are discussed in next section.

4. RESULTS AND DISCUSSION

Various variables mentioned in the previous part are included in a detailed analysis of the methodology's main components which are illustrated in Table 2, Table 3, Table 4, and Table 5, findings are discussed later.

Table 2: Organizational Factors

ANOVA						
Organizational Factors		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Brand Image	Between Groups	15.834	1	15.834	14.604	.000
	Within Groups	412.012	380	1.084		
	Total	427.846	381			
Corporate Image	Between Groups	10.293	1	10.293	10.514	.001
	Within Groups	373.955	382	.979		
	Total	384.247	383			
Age of Website	Between Groups	11.817	1	11.817	15.033	.000
	Within Groups	301.851	384	.786		
	Total	313.668	385			
Website / Organization Policies	Between Groups	11.413	1	11.413	13.389	.000
	Within Groups	327.333	384	.852		
	Total	338.746	385			

Table 3: Technological Factors

ANOVA

Technological Factors		Sum of Squares	Df	Mean Square	F	Sig.
Mobile application compatibility	Between Groups	15.834	1	15.834	14.604	.000
	Within Groups	412.012	380	1.084		
	Total	427.846	381			
Security	Between Groups	16.248	1	16.248	15.738	.000
	Within Groups	392.309	380	1.032		
	Total	408.558	381			
User Friendliness	Between Groups	12.960	1	12.960	12.948	.000
	Within Groups	380.370	380	1.001		
	Total	393.330	381			
Speed	Between Groups	11.121	1	11.121	11.114	.001
	Within Groups	382.213	382	1.001		
	Total	393.333	383			
Website Design						
Internal Search	Between Groups	10.776	1	10.776	10.643	.001
	Within Groups	386.763	382	1.012		
	Total	397.539	383			
Time Saving	Between Groups	11.413	1	11.413	13.389	.000
	Within Groups	327.333	384	.852		
	Total	338.746	385			
Accessibility	Between Groups	10.533	1	10.533	10.253	.001
	Within Groups	392.426	382	1.027		
	Total	402.958	383			
Multimedia Content	Between Groups	12.914	1	12.914	12.936	.000
	Within Groups	379.330	380	.998		
	Total	392.243	381			

Table 4: Consumer Behaviour Factors

ANOVA

Consumer Behavior Factors		Sum Squares	df	Mean Square	F	Sig.
Trust	Between Groups	11.121	1	11.121	11.114	.001
	Within Groups	382.213	382	1.001		
	Total	393.333	383			
Convenience	Between Groups	11.413	1	11.413	13.389	.000
	Within Groups	327.333	384	.852		
	Total	338.746	385			
Product Quality	Between Groups	10.776	1	10.776	10.643	.001
	Within Groups	386.763	382	1.012		
	Total	397.539	383			
Price	Between Groups	16.879	1	16.879	15.951	.000
	Within Groups	402.118	380	1.058		
	Total	418.997	381			
Payment Methods	Between Groups	16.986	1	16.986	16.217	.000
	Within Groups	398.012	380	1.047		
	Total	414.997	381			
Product and Price Comparisons	Between Groups	11.214	1	11.214	13.544	.000
	Within Groups	317.946	384	.828		
	Total	329.161	385			
Privacy	Between Groups	12.960	1	12.960	12.948	.000
	Within Groups	380.370	380	1.001		
	Total	393.330	381			
Reviews and Opinions	Between Groups	10.008	1	10.008	10.178	.002
	Within Groups	375.614	382	.983		
	Total	385.622	383			

Table 5: External Factors

ANOVA						
External Factors		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Government Support	Between Groups	14.926	1	14.926	189.963	.000
	Within Groups	2.750	35	.079		
	Total	17.676	36			
Legal Framework	Between Groups	11.174	1	11.174	21.077	.001
	Within Groups	18.556	35	.530		
	Total	29.730	36			
Banking	Between Groups	14.505	1	14.505	80.514	.001
	Within Groups	6.306	35	.180		
	Total	20.811	36			
IT Infrastructure	Between Groups	14.715	1	14.715	144.848	.000
	Within Groups	3.556	35	.102		
	Total	18.270	36			
Competitors	Between Groups	12.688	1	12.688	51.904	.001
	Within Groups	8.556	35	.244		
	Total	21.243	36			
Culture	Between Groups	9.586	1	9.586	18.329	.000
	Within Groups	18.306	35	.523		
	Total	27.892	36			

The following are some of the findings from the tables above:

a. The majority of participants are between the ages of 21 and 40, and are mostly postgraduates and, to a lesser degree, graduates who earn between Rs. 10k and Rs. 50k and are more professionals.

b. While all of the respondents have used the internet, the bulk of them have very rudimentary abilities. Broadband and mobile internet are used by the majority of them.

c. Internet shoppers make up a significant portion of the responses. Nearly half of them shop at least once a month, approximately 17% once a week, and 16% on a regular basis.

d. A large portion of respondents prefers to shop with well-known e-tailers such as amazon, flipkart, snapdeal, paytm, jabong, and others, with due consideration given to the retailer's reputational aspects, such as brand image (not product), corporate image, website age, and organizational policies.

e. When making purchases, e-shoppers prioritize mobile application compatibility, security, user friendliness, accessibility, and quickness. They are unconcerned with website features such as time management, internal search, and multimedia content.

f. E-shoppers often seek for information about the manufacturer, comprehensive offers, terms and conditions, delivery methods, 24/7 services, feedback, and grievance management on the website, as well as links to other trustworthy websites.

g. When buying online, customers pay close attention to the retailer's conditions regarding product installation, warranty, product returns, money refunds, maintenance, and frequent inspections.

h. Customers value the retailer's reliability and mutual trust factor, as well as convenience, product quality, cost-effectiveness, simple payment options, product features and price comparisons with other e-tailers, privacy, and customer reviews and opinions.

i. In the course of e-tailing company, customers are becoming more aware of general factors such as the role of government, legal framework, financial services, competitor information, IT infrastructure, and culture.

j. In general, online consumers are drawn to the aesthetics of an e-website, tailer's which encourages them to buy there.

5. CONCLUSION

Over the past several years, India has seen a rapid development of e-tailing company with leaps and bounds throughout the nation, with a proportionate rise in consumers. Customers' involvement in e-tailing company is crucial, since it is without them that the firm's purpose would be lost. Although consumers are well-versed in the many elements of e-commerce, their approach often lacks appropriate guidance. Customers' precise dos and don'ts have not been defined anywhere yet, and are left to individual jurisprudence. Customers' valuable contributions make the company complete in every way. The present study's findings have prompted the researcher to create an effective catalog of client actions for adoption, which is thought to pave the way for e-tailing company excellence. Because of its significance in human behavioural dynamics, the study provides room for further research, which is anticipated to keep up with the fast-changing trends in e-tailing.

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