

A STUDY ON IMPACT OF ONLINE BUYING

(WITH SPECIAL REFERENCE TO EDUCATED

WOMEN EMPLOYEES IN VANIYAMBADI TOWN)

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ABSTRACT

Online shopping allows consumers to buy directly any goods or services from the provider to buyer. Internet using web browser is used to communicate both the buyer and seller. Consumer can visit the website and shall select their products. There are many shopping zones which provide various kinds of products and services to the consumer. The consumers shall select, compare and can see reviews from other buyers and can place their order through online .In this paper the researcher study the impact of online buying and also to give possible solution for the problem aroused on online buying.

KEYWORDS: Online, Consumer, Website, Shopping zone.

INTRODUCTION

English entrepreneur Michal Aldrich invented on line shopping in 1979.Online shopping is a form of electronic commerce which allows consumer to direct them to buy goods or service from a web browser. E-web-store, e-shop, e-store, Internet shop are the alternative names.

From the online buying the consumers shall buy the goods for the satisfaction. In this type of service, the time saved and varieties of products can visualize. It is a paying way for Cash transaction.

OBJECTIVES

- To study the impact of online buying with special reference to Vaniyambadi Town.

- To provide possible solution for the problem aroused in online buying.

SCOPE

- This paper will help the consumer to avoid problem aroused in online buying.
- To educate the consumer about the shopping zone.

LIMITATIONS

- Sample selected on Vaniyambadi so it cannot be generalized with other places.
- Fifteen days was the time period for research.

RESEARCH METHODOLOGY

Research is a systematic method of finding solutions to problems. In this paper we describe a study on impact of online buying and its results are questionnaire research. This research includes surveys and fact finding enquiries of different kinds. The major purpose of research is applying statistical tools to researchers.

SAMPLING DESIGN

A sample design is a finite plane for obtaining a sample from given educated women employees.

SAMPLE SIZE

Sample size is 100

i.e.) $n=100$

METHODS OF DATA COLLECTION

The data's were collected through primary and secondary sources.

Primary data: Primary data are those which are collected for the first time and they are original in character. If an individual or an office collects the data to study a particular problem, the data are the raw materials of the enquiry. They are primary data collected by the investigator himself to study any particular problem.

Secondary data: Secondary data are those which are already collected by someone for some purpose and are available for the present study. For instance, the data collected during census operations are primary data to the department of census and the same data, if used by a research worker for some study, are secondary data.

Nature of research:

Descriptive research, also known as statistical research, describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, where, when and how.

Questionnaire

A well defined questionnaire is used effectively to gather information.

Nature of questions asked

The questionnaire consists of dichotomous, rating and ranking questions and multiple choice questions.

Presentation of data

The data are presented through charts and tables.

Analysis of Data**Percentage Analysis****Pie Diagram****Chi square Analysis****DATA ANALYSIS & INTERPRETATIONS:**

(Table-1) Respondents on the basis of income level

Income level	No. of respondent	Percentage
Rs4000-7000	0	0%
Rs7000-10000	48	48%
Rs10000-13000	40	40%
Rs13000-16000	8	8%
More than Rs16000	4	4%
Total	100	100%

Source: Primary data

INTERPRETATION

The above table shows that 0% of the respondents are Rs 4000 – 7000 income level, 48% are Rs 7000 – 10000 income level, 40% are Rs 10000 – 13000 income level, 8% are Rs 13000 – 16000 income level and 4% are more than Rs 16000 income level.

(Table-2) Respondents on the basis of products bought through online

S. No	Items	No. of respondent	Degree
1	Mobile	20	112.5°
2	Accessories	12	67.5°
3	Books	4	22.5°
4	Cloths	28	157.5°
Total		64	360°

Source: Primary data

INTERPRETATION

The above table shows that 112.5° of the respondents are Mobile, 67.5° are Accessories, 22.5° are Books and 157.5° are of Cloths.

(Table-3) Respondents on the basis of shopping zones and products

Observed Data

S. No	Product items	Shopping Zones			Total
		Amazon	Flip kart	Snap deal	
1	Mobile	10	8	2	20
2	Accessories	8	8	2	18
3	Cloths	22	3	1	26
Total		40	19	5	64

Expected Data

S. No	Product items	Shopping Zones			Total
		Amazon	Flip kart	Snap deal	
1	Mobile	12.5	5.93	1.56	19.99
2	Accessories	11.25	5.34	1.40	17.99
3	Cloths	16.25	7.7	2.03	25.98
Total		40	18.97	4.99	63.96

Source: Primary data

INTERPRETATION

From the above table the respondents are more interested towards buying cloths.

H_0 : Consumers prefer all online services for their products purchase.

H_1 : Consumers prefer specific branded online services for their products purchase.

Statistical Analysis

In Chi - square table

Calculated value $\chi^2 = 8.80$

Degrees of Freedom

$$\begin{aligned} \nu &= \{(c - 1)(r - 1)\} - 2 \\ &= \{(3 - 1)(3 - 1)\} - 2 \\ &= \{(2)(2)\} - 2 \\ &= 4 - 2 \\ &= 2 \end{aligned}$$

Table value

At 5% level of significance for 2 degrees of freedom the table value of χ^2 is 5.991.

So H_0 is rejected .Because calculated value is more than table value.

We accept H_1 . Consumers prefer specific branded online services for their products purchase.

(Table-4) Respondents on the basis of shopping zones provides online services

S. No	Shopping Zones	No. of Respondent	Percentage
1	Amazon	48	75%
2	Flip kart	4	6.25%
3	Snap deal	12	18.75%
Total		64	100%

Source: Primary data

INTERPRETATION

The above table shows that 75% of the respondents are Amazon 6.25% are Flip kart and 18.75% are Snap deal.

(Table-5) Respondents on the basis of Problems in online buying

S. No.	Problems in Online buying	No. of Respondent	Percentage
1	Products are very less in weight	8	12.5%
2	Some are broken	24	37.5%
3	They are changing the product items	12	18.75%
4	It is not up to the quality mentioned	12	18.75%
5	Other reasons	8	12.5%
Total		64	100%

Source: Primary data

INTERPRETATION

The above table shows that 12.5% of the respondents are Products are very less in weight, 37.5% are some are broken, 18.75% are changing the product items, 18.75% are not up to the quality mentioned and 12.5% are Other Reasons.

(Table-6) Respondents on the basis of possible solution for online buying

S. No.	Possible solution for Online	No. of Respondent	Degree
1	Direct purchasing	12	67.5°
2	Reference Purchasing	8	45°
3	Purchase based on reviews and reality	28	157.5°
4	Return and refund policy	16	90°
Total		64	360°

Source: Primary data

INTERPRETATION

The above table shows that 67.5° of the respondents are Direct Purchasing, 45° are Reference Purchasing, 157.5° are Purchase based on reviews and reality and 90° are Return and refund policy.

(Table-7) Respondents on the basis of online service providers**Approaching the customers**

S. No.	Providers approaching the consumers	No. of Respondent	Percentage
1	Mail	8	12.5%
2	SMS	8	12.5%
3	Advertising through media	40	62.5%
4	Others	8	12.5%
Total		60	100%

Source: Primary data

INTERPRETATION

The above table shows that 12.5% of the respondents are Mail, 12.5% are SMS, 62.5% are advertising through media and 12.5% are others.

FINDING

- Majority of the working women earn Rs. 7000 – 10000 as their monthly income.
- Majority of the women employees buy mobile phone through Online Services.
- Consumers prefer specific branded online services for their products purchase.
- Majority of the online purchaser are carried on Amazon. In
- Women employees are also faced with many problems in online buying. They faced majority broken products through online purchase.
- Problem shall be solved through rectify the reviews from other buyers.
- Majority of the online service providers are advertising their products through media.

CONCLUSION

Online shopping allows consumers to buy directly any goods or services from the provider to buyer. Internet using web browser is used to communicate both the buyer and seller. Consumer can visit the website and shall select their products. Consumers prefer online buying for their purchase.

Even though there are lot of problems in Online buying that can be rectified through some measures that has discussed in the Data Interpretation part of this paper. Consumers are

much involved towards selection of online service providers. They are not placing their orders to all the online service providers.

They select any particular specific online service provider and they are placing their order in that specific shopping zone that is found and justified by the researcher through chi - square analysis.

Reference:

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1. NAME:

2. QUALIFICATION:

3. NATURE OF WOMEN : WORKING/ NON WORKING

4. YEAR OF EXPERIENCE:

- A) 1-2 Years B) 2-3 Years C) 3-4 Years D) 4-5 Years E) more than 5 Years

5. Income level

- A) Rs.4000-7000 B) Rs.7000-10000 C) Rs.10000-13000 D) Rs.13000-16000
E) more than Rs.16000

6. Are you online buyer?

- A) YES B) NO

7. How long you are associated with on line buying

- A) 1-3 Years B) 3-5 Years C) 5-7 Years D) 7-9 Years E) more than 9 Years

8. What are the products you bought through online?

- A) Mobile B) Accessories C) Books D) Cloths E) Medicine F) others

9. How many times you purchased through online

- A) 1-3 Times B) 3-5 Times C) 5-7 Times D) 7-9 Times E) more than 9 Times

10. State the reason you prefer online buying

- A) Quality B) Easy cash transaction C) Time saving D) Variety of collections
E) Others

11. Why you do not prefer online buying

- A) Less Quality B) Less genuinely C) Product may vary D) Less Weight E) Others

12. State the Shopping zone which provides online services

- A) Amazon. In B) Flip kart C) Snapdeal.com D) Naaptol E) eBay f) Phonepe

13. State ranking for the online service provides

Amazon.in

Flip kart

Snapdeal.com

Naaptol

EBay

Phonepe

14. State the problem you experienced in online buying

- A) Products are very less in weight B) Some are broken
C) They are changing the product items D) It is not up to the quality mentioned
E) Other reasons

15. State the possible solution for the problem you

- A) Direct purchasing B) Reference purchasing C) Purchase based on reviews & reality
D) Return & Refund policy E) Others

16. How the online service providers are approaching their consumers

- A) Mail B) SMS C) Advertising through media D) Others

