Online Shopping: An Empirical Study of Indian Consumers

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ABSTRACT- Online shopping - Consumers are playing an important role. In India young generations are using Internet at an increasing rate it greatly provides an emerging prospect for online retailers. There are various factors which affects Indian consumers, buying behaviour and the associations between these factors and type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones. In this study four key dimensions of online shopping as perceived by consumers in India are identified and the different demographic factors are also studied which are the primary basis of market segmentation for retailers. It was discovered that overall website quality, commitment factor, customer service and security are the four key factors which influence consumers' perceptions of online shopping. the study revealed that the perception of online shoppers is independent of their age and gender but not independent of their education & gender and income & gender Finally, the recommendations presented in this research may help foster growth of Indian online retailing in future.

Keywords:- Online Shopping, consumers, India, website, behaviour.

INTRODUCTION

The project will be named as online shopping. It will provide a web-enabled interface automate the activities of a product. The system will have all the data relating to the product, and the information regarding the shopping. As our project is user friendly, it can be used by any lay men having little bit. It can be used world wide. Online shopping aims at integration of following activities:

- ❖ User's registration
- ❖ Buy the product
- ❖ About the product
- ❖ Various offers

The Internet is an exciting tool that not only puts vast information at your fingertips but also expands your shopping options like never before. Now, with only a few clicks of a mouse, you can go online to buy just about anything you need or want – from airline tickets to rare antiques. The Internet offers some significant advantages to shoppers, and is becoming increasingly popular with both adults and young people. It can give you access to products and services, which are not available in your local stores. It can save time, and help you avoid crowds. It can save you money, as some kinds of products are substantially cheaper in other countries. It can help you research product details and make comparisons of prices and features, before you physically visit a store for a demonstration.

OBJECTIVE OF THE STUDY

- ✑ You can get things far cheaper as the shops don't have to pay expensive overheads.
- ✑ How convenient it is you can shop when you want to.
- ✑ How there's a much broader range you can find specialist items on the Internet you'd never find on the high street.
- ✑ How it's easy to compare prices, and how there are no Queues and plenty of parking online!
- ✑ Design an application tool to enable user interaction.
- ✑ Demonstrate user requirements and the administrative tools as created.

FACTORS AFFECTING ONLINE SHOPPING

The first step of system analysis process involves the Problem Selection. The analysts meet with the customer & the end-users to identify the needs and problems faced. Problem Selection is the starting point in the evolution of a computer-based system.

- What are the main problems faced by the customer?
- What should be the main goals of the solution?
- What data will be provided by the user?
- What information will be produced through system?
- What functions and performances are required?

The analysts make sure to distinguish between customer "needs" and customer "wants". Information gathered during the needs identification step is specified in a System Requirement Specification Document. The customer before meetings sometimes prepares the original concept document with the analyst. This is an era of Information Technology where getting information is the each and every thing. Today market has been expanded and you have to be with the world, today client wants all purchasing in short period of time, because now a days all are busy and they are not having enough time to spend on shopping.
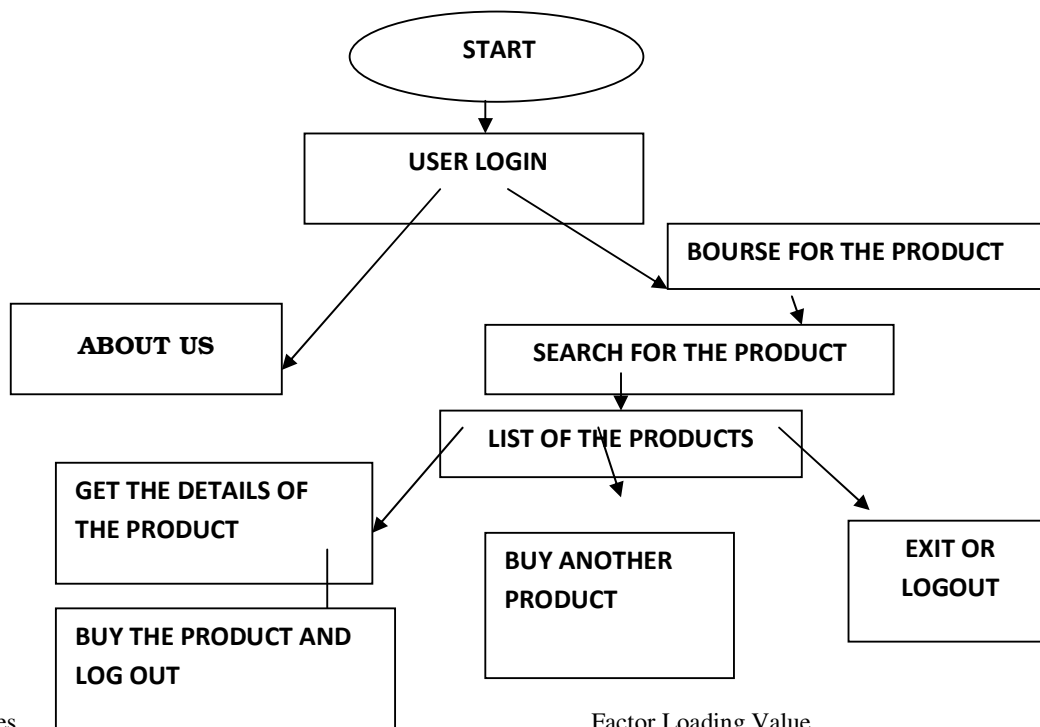
SYSTEM ANALYSIS

Assuming that a new system is to be developed, the next phase is system analysis. Analysis involved a detailed study of the current system, leading to specifications of a new system. Analysis is a detailed study of various operations performed by a system and their relationships within and outside the system. During analysis, data are collected on the available files, decision points and transactions handled by the present system. Interviews, on-site observation and questionnaire are the tools used for system analysis. System study in the development of Geographic Information system includes. How the system should be approached so that is proves to be more efficient in comparison to manual system.

Requirement Specifications

Introduction:

This Application is dedicated to Online Shopping. The objective of this Application is to provide an opportunity to the customers who are remotely decorated over a large geographical area.

Information Description:

The Application acts as a middleman between customer and Shop. It maintains record of Customer   (Buyer), Products available and Staff members and helps in automation of official work which increases efficiency.

Functional Description:

❖   Login (As a User Or a new User)
❖   Providing information to customer about product
❖   Shopping of goods
❖   Billing of purchased Items

Behavioral Description:

The event occurs in this site in two ways. One by the submission of the form by the user and other by the application. When the user submits a particular form a particular VB.Net. program is called depending upon the nature of the job is to be perform.

DATA FLOW DIAGRAM OF ONLINE SHOPPING:-

Measures

The commitment reported by Moore and Benbasat (1991) for the scale and Cronbach's alpha for scale commitment obtained from our sample. The Cronbach alpha estimated for website security scale was 0.887, for website commitment scale it was 0.800, for overall website quality scale it was 0.723, and for customer service scale it was 0.796. Commitment of our sample showed a reasonable level of commitment (a>0.70).

Factor Loading Value

Variables	Factor 1	Factor 2	Factor 3	Factor 4
Security	.809	.146	.172	.107
Security	.776	.210	.137	.099
Security	.776	.210	.117	.120
Security	.601	.244	.223	.147
commitment	.173	.596	.221	.068

commitment	.207	.573	.141	.114
commitment	.170	.570	.152	.236
commitment	.131	.551	.216	.175
commitment	.180	.507	.202	.097
Overall website quality	.212	.244	.623	.071
Overall website quality	.128	.093	.605	.142
Overall website quality	.202	.099	.601	.128
OWQ Overall website quality	.097	.273	.484	.103
Overall website quality	.046	.305	.443	.170
Customer service	.145	.218	.254	.751
Customer service	.167	.301	.288	.575
Customer service	.269	.245	.257	.490

Extraction method: Principal Axis Factoring. Rotation Method: varimax with Kaiser

Data analysis
The following table reveals the Age, Gender, Education & Income details of respondents who uses internet.
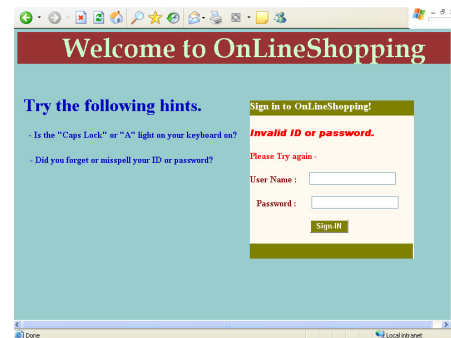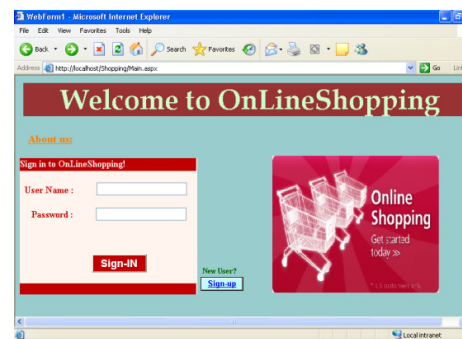
Table 1. AGE

Particulars	No. of respondents	Percentage
Valid <18 years	1	8
30-39 ears	6	.
30-39 years	1	0
>-40 years	4	
Total	8	7
	2	4

Table 2. Gender

		Frequency	Percent
Valid	Male	132	66.0
	Female	68	34.0
	Total	200	100.0

Table 3. Education Qualification

		Freque	Percent
Valid	Intermed		14.0
	Graduate		34.0
	PG		44.0
	Others		8.0
	Total		100.0

CONCLUSION
The first step that is required for any information system development is the need to develop that information system. Development of any information system must be supported by sheer business logics of profitability and applicability. . The need for this system was felt as the team members were searching for a project to do with a database orientation.
The following conclusions can be drawn from this report:-
• The organizational scenario was well documented.
• The problem was identified and scope of the solution was defined.
• A successful system analysis has been documented.
• The design of the problem was proposed and the various models verified.
• The database design was implemented using relational database software.
• A web enabled User Interface was designed to make interaction with the software meaningful and easy.
• The system developed was tested for errors and non functionality.

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