

New Research in E-commerce Business Management

VOLUME - 1

Chief Editor

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Chapter - 1

A Study on the Rise of E-Commerce and the Online Shopping Generation

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Abstract

E-commerce is one of the fastest growing segments in the Indian Economy. The country is currently at the cusp of a digital revolution. Launch of 4G services and decline in the tariffs of data plans and prices of data cards/USB dongles have reduced the cost of ownership of an effective internet connection. Availability of low cost smart phones and the extension of internet and broadband to the remotest corners will boost the augmentation of the internet user base, effectively bridging the gap between potential online buyers and actual buyers. The demographic dividend of the country also seems to encourage and favor the growth of ecommerce. The survival of the e-commerce firms in a highly dynamic environment becomes a challenging task when coupled with the cutthroat competition prevailing in the sector. The onus then lies on the firms to constantly adapt and innovate while providing an information rich and seamless experience to ensure customer loyalty.

Keywords: E-Commerce, survival, customer loyalty, Digital goods.

Introduction

Now-a-days e-commerce is growing popular in an emerging economy. E-commerce began in 1995. It requires the digital goods for carrying out their transactions. Digital goods are goods that can be delivered over a digital network (Laudon and Laudon, 2013). E-commerce is rapidly transforming the way in which enterprises are interacting among each other as well as with consumers and Governments. As a result of changes in the landscape of ICTs, e-commerce is now growing rapidly in several emerging markets and developing economies (UNCTAD/IER/2015). The technologies designed to improve commercial transactions using the Internet have evolved as quickly.

However, we have not yet achieved an ideal world of painless and secure transactions utilizing the Internet, as unresolved privacy issues of the purchaser have impeded the further development of the technologies (Alberto, Avila and violeta-2007). E-commerce has been hailed by many as an opportunity for developing countries to gain a stronger foothold in the multilateral trading system.

Survey of Existing Literature

Gupta (2014) in her paper “E-Commerce: Role of e-commerce in today’s business”, presents a comprehensive definition of e-commerce while isolating it from e-business. The paper enlists the different e-commerce models i.e. B2B, B2C, B2G and C2C, narratively analysing the nitty gritty of each. Rina (2016) also elaborates the different applications of e-commerce in “Challenges and Future Scope of E-commerce in India”, at the same time, defining the degree to which they are operational in the country. Gunasekaran, Marri, McGaughey, & Nebhwani (2002) give a broad outlook of electronic commerce within organisational systems in “E-commerce and its impact on operations management”, defining it with reference to e-trading and elaborating- how it has permeated every field of business.

Research Methodology

Secondary Source of Data Collection

The secondary source of data collected through various case study, journals, publications, newspapers and selective websites which was already done by other individuals and researchers.

Findings

It was found that there are Seven Ways That Big Data Can Foster Positive Change in Any E-Commerce Business. They Are:

1. **Elevated shopping experience:** By collecting data sets from a variety of touch points, Lenovo used real-time predictive analytics to elevate the customer experience and achieve an 11% increase in revenue per retail unit.
2. **More secure online payment:** Many e-commerce sites now offer several payment methods on one centralized platform. Big data analysis can determine which payment methods work best for which customers, and can measure the effectiveness of new payment options like “bill me later”. Some E-commerce sites have implemented an easy checkout experience to decrease the chances of an abandoned shopping cart. The checkout page gives customers the

ability to put an item on a wish list, choose a “bill me later” option, or pay with multiple various credit cards.

3. **Increased personalization:** In fact, many retailers cash in on this strategy, giving members loyalty points that can be used on future purchases. Sometimes, E-commerce companies will pick several dates throughout the year to give loyalty members extra bonus points on all purchases. Typically, this is done during a slow season, and increases customer engagement, interest, and spending. Not only do loyalty members feel like VIPs, they give information companies can use to deliver personalized shopping recommendations.
4. **Optimized pricing and increased sales:** Otto, Germany’s biggest online retailer for home furnishing products, is one of Europe’s most successful E-commerce companies. To maintain that title, Otto has to compete against giants like Amazon. Otto consolidated its many data silos into one database, making it easier to develop 360-degree customer profiles, analyze competitor data, and determine what sales channels perform best. Otto can now easily use big data to optimize pricing, produce more tailored marketing campaigns, and sharpen their strategy for onsite ad bidding.
5. **Dynamic customer service:** Although Shoe retailer ALDO was already collecting customer data, it was challenging to connect customer profiles to transactions and interactions across all channels. Using a big data tool that was agile, fast, scalable, and flexible to capitalize on variable cost, ALDO can now easily expand global reach — supplying a localized experience for each customer. ALDO continues to use big data to create innovative products and deliver a delightful customer experience.
6. **Generate increased sales:** Using a big data platform, Domino’s easily integrated information from 85,000 unstructured and structured data sources. With a single view into customers and global operations, Domino’s can now collect, cleanse, and standardize data from all point-of-sale systems and supply centers. This data is fed into Domino’s data warehouse, where it is combined with USPS, competitor, and demographic information.
7. **Predict Trends, forecast demand:** To optimize pricing decisions, e-commerce sites can also give extremely limited-time discounts. Understanding when to offer discounts, how long discounts should last, and what discounted price to offer is much more accurate and precise with big data analytics and machine learning.

Conclusion

Technology has made significant progress over the years to provide consumers a better online shopping experience and will continue to do so for years to come. With the rapid growth of products and brands, people have speculated that online shopping will overtake in-store shopping. While this has been the case in some areas, there is still demand for brick and mortar stores in market areas where the consumer feels more comfortable seeing and touching the product being bought. However, the availability of online shopping has produced a more educated consumer that can shop around with relative ease without having to spend a large amount of time. In exchange, online shopping has opened up doors to many small retailers that would never be in business if they had to incur the high cost of owning a brick and mortar store. At the end, it has been a win-win situation for both consumer and sellers.

Suggestions for Further Research

Further research should be on the latest digital technologies and tools — such as data analytics, machine learning, and mobile trends — to meet the demands of today’s online shopper.

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Chapter - 2

A Study on Customer Perception towards Online Grocery Industry with Reference to Fresh to Home Foods

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Abstract

Customer perception in a nutshell refers to the customer's feeling about a company or its product. It's built from all the time they have had an interaction with the company or its product and it includes all their expectations, beliefs and experience about the company. The Basic intent of the study is to understand how customers perceive the operations of FreshToHome Foods. The main attractions of the company's services are the price at which they offer the products, the quality of the products, their customer support and their delivery services. So, these four attributes have been taken as the independent variables and are analysed to find out the overall customer perception regarding the survey.

Keywords: customer support, quality products, company.

Introduction

The Covid-induced lockdown caused a spike in the digital grocery segment, which has had a favourable impact on the online meat delivery business as well. In 2019, online meat delivery startups such as FreshToHome, Licious, Zappfresh, TenderCuts, and others had a share of around 0.2 percent of the unorganised meat market. According to RedSeer statistics, the online meat delivery market was able to post 2.5-3X gross merchandise value (GMV) over the period January-September 2020, despite the lockout. Addressing the pain issues connected with offline or local butchers, such as hygiene, product options, wait time in a shop, and odour, has allowed meat delivery startups use the situation in the previous eight- nine months, particularly among Covid. People are becoming more cognizant of healthy meat consumption as they

become more concerned about how meat is packaged offline with the least amount of human contact. This has become the focal point of the entire farm-to-fork operation, where product contamination is extremely unlikely.

In 2019, India's meat market was valued at around Rs. 3.3 lakh crore, with more than 90% of the market being unorganised. Meat delivery startups such as FreshToHome, Licious, Zappfresh, TenderCuts, and others controlled over 80% of the online market, while verticals such as BigBasket, Milkbasket, and others controlled 15-20%, and Swiggy, Dunzo, and others controlled less than 1%. Vertically integrated supply chains with strong quality standards have aided startups in accelerating their expansion. Online meat sales have also increased in ready-to-eat or ready-to-consumer products, since consumers choose to eat at home rather than go out. Being forced to keep themselves at home, people began to have an increased demand for a variety of products such as sausages, momos, and other frozen foods. Following the lockdown in March and April, there were some reservations among consumers about eating meat, which resulted in a decrease in overall meat consumption. Those who ate it, on the other hand, were very concerned about its safety.

The process at FreshToHome involves various aspects such as procurement of fresh raw materials, which is fish or meat in our case, processing it, packing it and routing it into different delivery routes. It's a highly perishable food product and needs to be maintained within a specific temperature limit throughout the entire process until it is handed over to the customer so that it remains fresh. The project work aims to study the customer's perception towards e-commerce business like FreshToHome and the service provided by the particular company to all its customers.

Need for the Study

The main aim of the research is to determine the level of customer expectation and perception about FreshToHome's website their products and their services. The purpose of this study is to look into numerous characteristics and elements such as the price of various products available at FreshToHome, the quality at which they offer their products, the prompt delivery services, and the effectiveness of the customer support systems. Therefore, the purpose of the study is to examine the consumers' post-purchase behavior and perception towards FreshToHome Foods and the services it provides.

Review of Literature

The goal of the literature review is to look into relevant research that has been done in the field of study. The factors under investigation are examined,

and connections between them are discovered. A review of the literature serves as a vital link between the proposed research and previous investigations. It informs us about features that have already been established or concluded by other writers, and it allows us to evaluate the evidence gathered by prior study, allowing us to place our current research work in the correct context. A literature review is also necessary to identify variations in viewpoints, contradictory findings or pieces of evidence, and the reasons presented for their conclusions. An analysis of these aspects can sometimes help one grasp many facets of a complex subject, and other times it can lead to new options that can be investigated in the current project.

Customer Service

Tor Wallin Andreassen, Line Lervik-Olsen, in their paper named “The impact of customer’s perception of varying degrees of customer service on commitment and perceived relative attractiveness”, established that customer service is a critical factor in achieving a competitive edge and a healthy economy by retaining satisfied and loyal customers. Certain businesses place a great value on customer support after the transaction, while others do not. Based on their findings, they concluded that customer service is a key driver of customer equity and, as such, should be a top concern when it comes to recruiting and retaining lucrative customers. They’ve seen that consumers who have had awful customer service consider the same factors in their rating as customers who have had good customer service. Respondents give different weights to each item depending on whether they received bad or good customer service. The strength of the correlations between variables varies as well. Customers who have had poor customer service, on average, consider all aspects of the service more carefully; the connections between the variables were stronger, and the explained variance of each construct was larger, than customers who had received good customer service.

Price

A comparative study of people buying from local markets and online shopping is done in a research paper titled "Comparison of physical store versus online grocery shopping habits based on customer’s environmental variables" (Gulten Bozkurt 2010). Because Indians are price-conscious shoppers, a kirana store will never be able to compete with the discounts and deals that a supermarket can provide. They can only provide a few rupees in discounts, and only to customers who buy frequently. On the other side, most supermarkets are having some sort of promotion. Bulk purchases are always accompanied by discounts and special offers. Another approach utilised by internet retailers is the concept of a "loyalty card," which is a means to split

profit margins with loyal customers. The goal is to keep consumers and then start rewarding them with a portion of the profits generated by loyal customers. The discount-sensitive Indian buyer, on the other hand, often overlooks the long-term gain. This is because the consumer wanders about the business, providing him a better discount at the point-of-sale, rather than using a loyalty card, which only gives fruit when the loyalty card points accumulate.

In the research paper named “A Study on Consumers’ Attitude towards Online Shopping” (N.Jemila Dani Jul. - Sept. 2017) a study was done on evaluating the psychographic dynamics of the customers to discover the psychological elements that are affecting the consumers to buy for food and groceries online. Modern retail establishments devote a significant amount of time and money to determining customer preferences. Mom and pop shops, on the other hand, have a small number of staff who are solely responsible for selling the products, including the proprietor himself. People like local markets because they can see and feel the things, as opposed to Mom and Pop businesses where they must name an item in order to acquire it.

Quality

Ioannis Tzavlopoulos, Katerina Gotzamani, Andreas Andronikidis and Chris Vassiliadis in their paper “Determining the impact of e-commerce quality on customers’ perceived risk, satisfaction, value and loyalty”, state that quality in e-commerce is a critical issue for its further development, both in Greece and globally, given the intensification of competition and the rapid penetration of the internet in the everyday life. Businesses need to understand the factors that determine the quality in e-commerce to be able to achieve customer satisfaction and reduce perceived risk through improved quality. These factors, which consumers perceive as important for quality, are critical. Given the clear relationship between quality, perceived value and satisfaction, e-commerce businesses have the potential to benefit significantly from improvements in the quality of their services, as this leads to increased levels of perceived value, high level of satisfaction and, hence, enhanced customer loyalty, which is in turn reflected in increased sales, positive word-of mouth, improved reputation and brand loyalty.

Dr. Vahidreza Mirabi, Hamid Akbariyeh and Hamid Tahmasebifard in their paper “A Study of Factors Affecting on Customers Purchase Intention Case Study: the Agencies of Bono Brand Tile in Tehran”, states that product quality is the primary criteria that affects customers’ purchase intention. Multiple studies in the past have found that the quality of the product is the key factor that impacts purchase intention of customers.

Matthew A. Waller and Sanjay Ahire in their article “Management perception of the link between product quality and customers’ view of product quality”, state that customers tend to switch to other products if a firm’s quality efforts result in tangential improvements but no real improvement in the quality of its products. Therefore, the prime focus of managers should be the product quality.

Delivery Services

Zetty Madina, Noorazlin Ramli, Fatimah abd Ghani, in their research titled "Online Grocery Shopping: The Effect of Time Availability on Malaysian Consumer Preferences" states that customers with limited time on their hands preferred online grocery shopping to traditional store purchases.

Furthermore, a general trend in online shopper behaviour was observed in the research paper "consumer behaviour and attitude towards internet shopping" (S Freeman and M Gabbot 1999), where it was discovered that delays or increases in waiting time resulted in the customer abandoning the cart in the middle of the process.

Similarly, a Neilsen analysis titled "Response times; the three crucial limits" (1996) came to the broad conclusion that online shopping websites with a delay of more than 10 seconds lose customer interest.

Statement of the Problem

The research problem identified is that the customer perception towards online grocery industry has not been given it’s due importance by many firms. As e-markets are on the rise, it is necessary to gauge customers’ attitude towards these and more specifically towards online grocery stores. This study focuses on online fish and meat industry with reference to fresh to home foods. To understand if online fresh fish and meat industry has any scope in the long run.

Objectives of the Study

1. To Study the Customer perception towards online grocery business of Freshtohome
2. To Find out the factors which influences the attitude of customers towards online grocery shopping
3. To determine whether customers are satisfied with the existing services provided by Freshtohome.

Scope of the study

1. This Study provides a clear understanding about various customer’s perception and their expectation towards Freshtohome Foods.

2. The Study also provides a clear picture about the satisfaction level of the customers towards Freshthome and the services offered by them.
3. The samples of the study were not restricted based on geographical location as the survey questionnaire was posted in social networking sites.

Limitations of the Study

1. The Primary Data for the study was collected through online survey using google forms, where direct interaction with the respondents were not made possible.

Data Collection

Primary Data

Primary data is the first-hand data. The prime information source has been gathered through questionnaire-based survey by sending out google forms through social media platforms on various inquiries organized in a poll.

Secondary Data

Secondary data are existing information, which do not require direct access to the respondents. Journals of past research works, articles from media, relevant websites, as well as other periodicals from libraries, was referred for this data. The secondary data used in this study was mainly taken from company website and other articles.

Sampling Techniques

The population of the study were random individuals from different parts of the country. The method of data collection was a structured questionnaire and Google forms were used for the survey. 142 individuals in India participated in the survey.

Hypotheses

1. Price have a significant positive direct impact on Customer's perception towards the company.
 - 1a. Price has no significant positive direct impact on Customer's perception towards the company.
2. Quality has a significant positive direct impact on Customer's perception towards the company.
 - 2a. Quality does not have a significant positive direct impact on Customer's perception towards.

3. Customer Service has a significant positive direct impact on Customer's perception towards the company.

3a. Customer Service does not have a significant positive direct impact on Customer's perception towards the company.

4. Delivery Service has a significant positive direct impact on Customer's perception towards the company.

4a. Delivery Service does not have a significant positive direct impact on Customer's perception towards the company.

Data Analysis

Various techniques were used to analyse the data in this study. The data analysis for this study was done based on the research objectives formulated. The tests correlation is done with the help of SPSS software.

Data Analysis and Interpretation

The analysis and interpretation of the information obtained from the data collected on the topic Study of customer perception on online grocery industry wrt freshtohome foods. The data was collected from 107 consumers across India through a structured questionnaire which was circulated among the respondents via Google forms. The data collected were analysed to get the desired results.

Respondent Profile

Familiarity

Table 1: Number and percentage of People familiar with the brand

No. of people familiar with the brand	107	75.4%
No. of people unfamiliar with the brand	35	24.6%

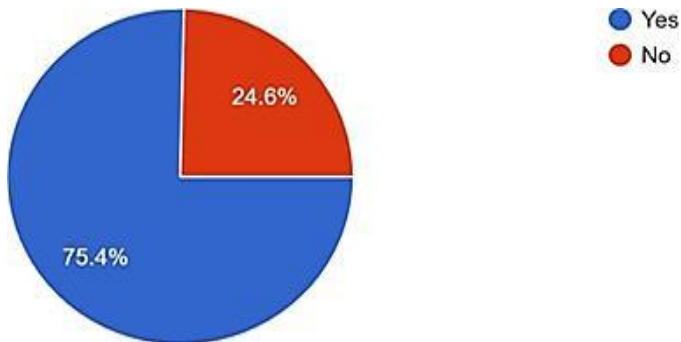


Fig 1: Pie-Chart showing the percentage of people familiar with the brand

Out of the 107 respondents 75.4% were familiar of Freshtohome Foods. Which suggests that the company is quite familiar.

Age

Table 2: Classification based on Age group

Age Group	Frequency	Percentage
15-24	62	57.9
25-34	35	32.7
35-49	9	8.4
Above 50	1	0.9
Total	107	100

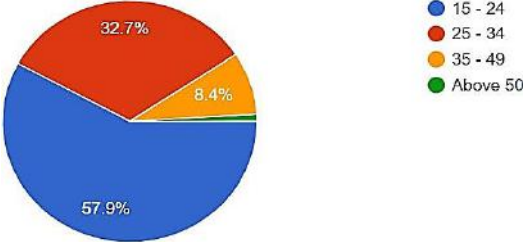


Fig 2: Pie-Chart showing the percentage of people from different age groups

The above chart shows 57.9% of respondents were of the age group of 15-24 years of age, 32.7% were of the age group 25-34 years of age, 8.4% were of the age group 35-49 years of age and 0.9% were of the age group above 50.

Gender

Table 3: Classification based on Gender

No. of male respondents	60
No. of female respondents	47

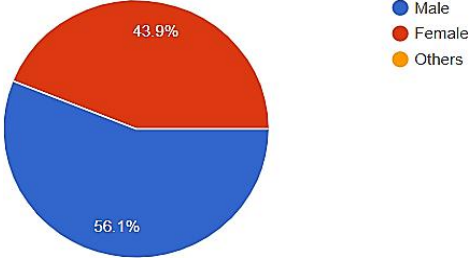


Fig 3: Chart showing the Percentage of people from different gender groups

The above chart shows 56.1% of respondents were females and 43.9% were males.

Annual Income

Table 4: Classification based on Annual Income

Up to 5 lakhs	85
5 lakhs- 10 lakhs	18
Above 10 lakhs	4

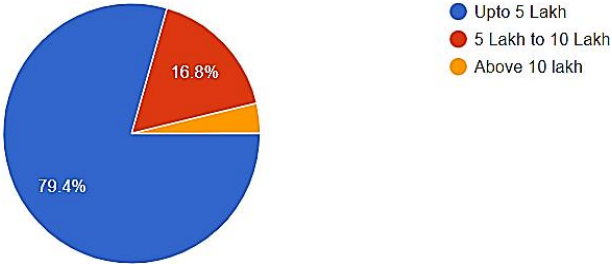


Fig 4: Chart showing the percentage of people belonging to each different income groups

The above chart shows 79.4% of respondents have an annual income up to 5 lakhs, 16.8% have an annual income between 5 lakhs- 10 lakhs and 4% have an annual income above 10 lakhs.

Occupation

Table 5: Classification based on Occupation

Unemployed	8
Business	11
Private Sector	9
Government Sector	6
Student	73

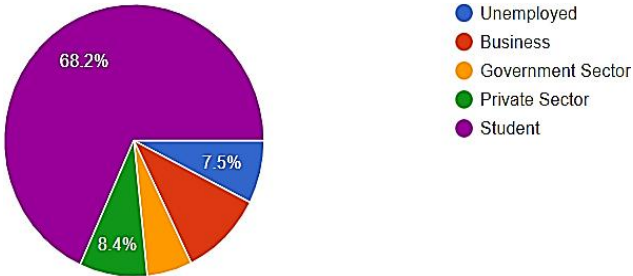


Fig 5: Pie-Chart showing the classification based on occupation

The above chart shows 68.2% of respondents were students, 10.3% of people own business, 8.4% work in the private sector, 7.5% are unemployed and 6% work in the government sector.

Correlation Test

Correlation is used to test relationships between quantitative variables or categorical variables. In other words, it’s a measure of how things are related. The study of how variables are correlated is called correlation analysis.

Correlations are useful because if you can find out what relationship variables have; you can make predictions about future behavior. Knowing what the future holds is very important in the social sciences.

A correlation coefficient is a way to put a value to the relationship. Correlation coefficients have a value of between -1 and 1. A “0” means there is no relationship between the variables at all, while -1 or 1 means that there is a perfect negative or positive correlation (negative or positive correlation here refers to the type of graph the relationship will produce).

Table 6: Table showing the correlation results between price and customer perception

Correlations			
Price			Customer_Perception
Price	Pearson Correlation	1	.512**
	Sig. (2-tailed)		.000
	N	107	107
Customer_Perception	Pearson Correlation	.512**	1
	Sig. (2-tailed)	.000	
	N	107	107

** . Correlation is significant at the 0.01 level (2-tailed).

A Pearson Correlation value of 0.512 between Price and Customer Perception indicates that price has a significant positive direct relationship on Customer Perception. Also, a significance value of less than 0.05 indicates that the relationship is statistically significant.

Table 7: Table showing the correlation results between Quality and customer perception

Correlations		Quality	Customer_Perception
Quality	Pearson Correlation	1	.456**

	Sig. (2-tailed)		.000
	N	107	107
Customer_Perception	Pearson Correlation	.456**	1
	Sig. (2-tailed)	.000	
	N	107	107
**. Correlation is significant at the 0.01 level (2-tailed).			

A Pearson Correlation value of 0.456 between Quality and Customer Perception indicates that Quality has a significant positive direct relationship on Customer Perception. Also, a significance value of less than 0.05 indicates that the relationship is statistically significant.

Table 8: Table showing the correlation results between delivery service and customer perception

Correlations			
Delivery_Service			Customer_Perception
Delivery_Service	Pearson Correlation	1	.509**
	Sig. (2-tailed)		.000
	N	107	107
Customer_Perception	Pearson Correlation	.509**	1
	Sig. (2-tailed)	.000	
	N	107	107
**. Correlation is significant at the 0.01 level (2-tailed).			

A Pearson Correlation value of 0.509 between Delivery Service and Customer Perception indicates that Delivery Service has a significant positive direct relationship on Customer Perception. Also, a significance value of less than 0.05 indicates that the relationship is statistically significant.

Table 9: Table showing the correlation results between Customer service and customer perception

Correlations		Customer_Service	Customer_Perception
Customer_Service	Pearson Correlation	1	.616**
	Sig. (2-tailed)		.000
	N	107	107
Customer_Perception	Pearson Correlation	.616**	1
	Sig. (2-tailed)	.000	
	N	107	107
**. Correlation is significant at the 0.01 level (2-tailed).			

A Pearson Correlation value of 0.616 between Customer Service and Customer Perception indicates that Customer Service has a significant positive direct relationship on Customer Perception. Also, a significance value of less than 0.05 indicates that the relationship is statistically significant.

Findings of the Study

- From the study it is found that out of the 107 respondents about 75.4% of them were familiar of the Company
- Majority of the respondents were Male comprising 56.1% of the total.
- About 58% of the respondents fall under the age group of 15-24, 32.7% under the age group of 25-34 and the rest fall under 35 and above.
- The study showed that around 60% of the respondents had a PG level educational qualification.
- Majority of the respondents, around 69% were students.
- The study also showed that majority of the respondents fall under the income category of upto 5 lakh.
- Customer perception was the variable under study and three independent variables were identified which are, Price, Quality, Customer Service and Delivery Service.
- Correlation test was performed to analyse the relationship between the dependent variable and independent variables and addressed hypotheses.
- The Correlation test proved that there is a significant and positive relationship between price, quality, Delivery Service, Quality Service and Customer Perception.

Suggestions

- The company must ensure to implement proper pricing strategies to make the product prices appear reasonable for their customers.
- Freshtohome should come up with various offers and discounts on its products and should be including different other product segments in the product list.
- Freshtohome should come up with various offers and discounts on its products and should be including different other product segments in the product list.

- Freshtohome should also concentrate on some good promotional activities to create more and more awareness about them and their unique services.
- The behaviour of delivery boys affects the overall impression of the company, so they should be given a proper training and orientation on how to mingle with customers.
- Another factor that affects the customers perception about the company is their customer support system. The customer support system should be very efficient in responding to the customers queries and solving their issues.

Conclusion

In conclusion, the “Study of customer perception towards online grocery industry with respect to fresh to home foods pvt. Ltd.” found out to be much relevant. From the above data analysis we can conclude that customers buys goods from the online shopping website on the basis of factors like price, quality, customer service and delivery service. All these factors were taken as the independent variables and were compared with the dependent variable customer perception. The outcome of the research revealed that all the independent variables such as price, quality, customer service and delivery service had a significant positive relationship on customer perception. Majority of the customers were showing a good and positive response towards Freshtohome and the unique service that it provides. The research also shows that majority of the customers were satisfied with the services that provided by Freshtohome. The research showed that fresh products and reasonable price are the two factors that customers look forward to from the company, so the company should ensure that they deliver fresh products at a reasonable price from time.

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Chapter - 3

An Analysis on Impact of Ecommerce on Retail Industry

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Abstract

With the approach of the Internet, retailers have started to check out at web-based business. The retail business is pushing ahead with expanding purchaser interest and strengthening contest. Presently, retailers are devoted to shutting down actual stores to build their web-based presence. Accordingly, the idea of internet business is ascending in the internet. Online business massively affects retail deals. This paper centers around the examination and exploration of the effect of internet business on the retail business.

Keywords: Online business, E-Commerce shopping, retail industry.

Introduction

Online business has emphatically decreased locational significance. Retailers are currently ready to sell their items everywhere. This can possibly expand their income and client base emphatically. Late developments, for example, digital books have additionally upgraded firm government assistance by making new income streams from existing items. Nonetheless, this opposition can possibly overpower a few traditional retailers prompting significant business steady loss. Web retailing has additionally emphatically improved purchaser government assistance. Rather than following the 'Pareto' standard by which a little gathering of items gives most of the business' income, web retailers infer a huge extent of their income from specialty items. Lower online pursuit costs have empowered shoppers to satisfy their inclinations more precisely - driving enormous expansions in government assistance. For instance, one paper assessed that in 2008, customer government assistance in the US expanded by \$3.93 - \$5.04 billion from the offer of specialty books at Amazon.com.

Definition of E-Commerce

"Web based business, otherwise called electronic trade or web trade, alludes to the trading of labour and products utilizing the web, and the exchange of cash and information to execute exchanges. In reference to Ecommerce, it is frequently used to refer to the selling of actual items over the web; nevertheless, it can also describe any kind of business exchange done over the web.

List of Top 10 Online E-Commerce Shopping Sites in India

1. Flipkart.com
2. Jabong.com
3. Myntra.com
4. Snapdeal.com
5. Amazon.in
6. eBay.in
7. Naaptol.com
8. Yebhi.com
9. Yepme.com
10. Infibeam.com

Review of Literature

Tian and Stewart (2007) electronic trade addresses the matter of labour and products, yet additionally keeping purchasers, making associations with clients and different organizations and making organizations with them. Sinha (2010) in his review recognized that in this kind of web-based business, buyers might involve Internet for various purposes like infiltrating the item qualities, outlining the cost charges, picking the item or administration, choosing the approach to paying, settling on conveyance choices and toward the end offer of item or administration is finished. Sharma anukriti (2013) the article named "A concentrate on Ecommerce and Online Shopping: Issues and Influences". In this article an endeavor is made to concentrate on the new patterns, impacts, inclinations of clients towards Ecommerce and internet shopping and to give the ideas for the improvement in web-based shopping sites. That's what the investigation discovered, the greater part of individuals who are occupied with settling on the choice of buying are in the age of 21-30 years. While making the sites for internet shopping it should be planned in an extremely arranged and key manner. Abhijit Mitra (2013) the article named "Web based business in India-A survey". In this article an endeavour is made to concentrate on the

current status and facilitators of Ecommerce in India, dissect the current patterns of Ecommerce in India and inspect the hindrances of Ecommerce in India. That's what the investigation discovered, there has been an ascent in the quantity of organizations taking up Ecommerce in the new past. The investigation likewise discovered that, significant Indian entrance locales have additionally moved towards Ecommerce as opposed to relying upon promoting income. Nisha Chanana and Sangeeta Goele (2012) the article named "Eventual fate of Ecommerce in India". In this article an endeavour is made to concentrate on the outline of things to come of Ecommerce in India and examines the future development portions in India's of Ecommerce. That's what the investigation discovered, different elements that were fundamental for future development of Indian Ecommerce. The investigation likewise discovered that, the generally Ecommerce will increment dramatically before very long in the developing business sector of India. Sarbapriya Ray (2011) the article named "Arising Trends of Ecommerce in India: Some Crucial Issues Prospects and Challenges". In this article an endeavour is made to introduce a preview of the advancement of Ecommerce business demonstrating the sequential request, class of Ecommerce business, depiction of associations engaged with E-business in India. That's what the investigation discovered, the job of government ought to be to give a lawful structure to Ecommerce so that while home grown and global exchange are permitted to extend their points of view, essential freedoms, for example, security, licensed innovation, anticipation of extortion, customer assurance and so forth are completely dealt with.

Green and Rao (1971) Green and Rao (1971) which empowers us to get designated reactions by subjects about unambiguous elements of an item. After some time, this technique has been changed and refined by various specialists, subsequently making the position, requesting and decision elicitation undertakings a successful instrument for any showcasing research study. Teacher of Marketing as Columbia University, Oded Netzer progressed the procedures created by Rao *et al.* by distinguishing and tending to the holes in conventional inclination elicitation and assessment models. In particular, Netzer zeroed in on tending to three parts of inclination estimation: 1) the issue that the review expects to address, 2) plan and approach of the information assortment study and inclination estimation task, 3) progressed inclination assessment models. Dzyabura *et al.* (2016) Dzyabura *et al.* improved and constructed another information combination model that developed the unwavering quality of the web-based evaluations information to foresee disconnected inclinations. They exhibited that enormous errors existed between the on the web and disconnected partworths when purchasers

assessed items genuinely versus on the web. Since gathering a lot of information disconnected is tedious and very costly, huge web-based informational indexes can be joined with little disconnected informational indexes to more readily gauge disconnected inclinations (up to 25% improvement). Arvind Panagariya (2000) Arvind Panagariya (2000) announced that admittance to Ecommerce, which in the WTO pariance frequently implies admittance to e-sends out, has two parts that should be recognized strongly. Admittance to Internet administrations and admittance to administrations that can be exchanged electronically. The previous arrangements with to admittance to Internet framework while the last option connects with explicit responsibilities in electronically tradable administrations. Web based business offers phenomenal open doors to both creating and created nations. In the short run, the addition are probably going to be moved in created nations have more to benefit. This is on the grounds that, in the short run, emerging nations miss the mark on framework important to make the most of Internet. For some nations, particularly creating ones in these nations, most customers don't have PCs or Internet access. A reasonable situation, accordingly, is one in which a small bunch of autonomous business visionaries will get the item by Internet, convert it into actual structure like CDs and offer the last option to buyers. However, this action may itself be expensive spending genuine assets. Purchase over the long haul. They can leapfrog, skirting a portion of the stages in the improvement of Information Technology through which created nations have needed to pass. Elizabeth Goldsmith and Sue L.T. McGregor (2000) Elizabeth Goldsmith and Sue L.T. McGregor (2000) dissected the effect of Ecommerce on buyers, public arrangement, business and training. A conversation of public arrangement drives, research questions and thoughts for future examination are given. Diana Oblinger (2001) Diana Oblinger (2001) detailed that one is that instruction and nonstop learning have become so imperative in all social orders that the requests for distance and open learning will increment. As the accessibility of the Internet grows as processing gadgets become more reasonable and an energy necessities and structure factors recoil, e-learning will turn out to be more famous. Notwithstanding the significance of deep rooted learning, distance training and e-learning will fill in prominence since accommodation and adaptability are more significant choice rules than any other time in recent memory. E-learning will turn out to be broadly acknowledged in light of the fact that openness to the Internet and e-learning frequently starts in the essential levels, hence making more understudies comfortable and alright with web based learning. Truth is told, for some, nations, distance schooling has been the most suitable answer for giving

instruction to a huge number of understudies. Jackie Gilbert Bette Ann Stead (2001) Jackie Gilbert Bette Ann Stead (2001) inspected the extraordinary development of electronic business (Ecommerce) and introduced moral issues that have arisen. Security concerns, spamming, sites that don't convey an "publicizing" name, digital vagrants, web based advertising to kids, irreconcilable circumstances, makers rivaling mediators on the web and "dinosaurs" were examined. Patric Barwise (2001) Patric Barwise (2001) detailed that likelihood 99 % of Ecommerce today is finished utilizing PCs either work areas or Laptops. For B2B Ecommerce this is probably not going to change for B2C Ecommerce be that as it may, things will be more intricate, there will be more extensive scope of pertinent media including intuitive advanced TV and a scope of versatile and remote assistance there will be gigantic distinction between various buyers responsibility for and access innovation. Some will have broadband access and others have no advanced correspondence by any stretch of the imagination. Hernandez (2014) Hernandez (2014) examinations that India's Market Goes Online and accentuates the way that Ecommerce, as an industry, has acquired noticeable quality in the beyond 10 years. The web-based retail industry in India is driving the Ecommerce development as they capitalize on the rising number of web clients. As per the most recent accessible figures, India has 243 million Internet clients, which is more than the US however not as much as China. One of the essential purposes behind development is an ascent in the quantity of Indian web clients. In any event, banking exchanges have become easier because of the presentation of utilizations and advanced stages by the banks. Internet business is likewise drawing in a ton of ability because of further developed compensations and work rehearses. The creator makes sense of that financing human resources will be the following enormous differentiator. With expanded subsidizing, Ecommerce organizations are putting it in their kin, similar individuals who get more development and thusly get more capital. This is a recipe that different organizations would do well to utilize. Maheshwari (2016) Maheshwari (2016) concluded that Indian web based business market to develop quickest all around the world more than 3 years. The review illuminates us that India got ₹6.6 hundred crore in funding and private value interest in 2015, a half increment from the earlier year. This presumably has added to a significant development for the Ecommerce organizations. The GMV of the nation's main three internet business organizations surpassed that of the main 10 disconnected retailers in 2015. Since the Indian market has gigantic potential, the open doors got made. Per capita salaries are probably going to twofold by 2025 and this ought to drive higher yearnings of the Indian customer.

Objectives of the Study

This Study Plans to Achieve the Accompanying Purposes

1. To analyse the effect of web-based business on deals in the retail business
2. To investigate the ways took on by E-Commerce stores to build the deals of the retailer.
3. To investigate the current patterns of Ecommerce in India
4. To break down the different main thrusts and factors influencing electronic trade exercises in the retail business.

Scope of the Study

The scope of the study has been focus on Ecommerce and how has the Ecommerce market impacted on the retail industry.

Research Design

The exploration configuration is an arrangement of an activity to be conveyed forward regarding an examination exposition as a rule for the scientist to keep track on the activity, and to know whether the specialist is moving in right heading to accomplish better objective. Testing Technique The review embraced here is advantageous inspecting procedure and it is most fitting strategy for gathering information. In this review, research procedure utilized is graphic.

Sampling Size: The sample size taken in my study is 50 numbers of respondents.

Sources of Data

Primary Data: Data gathered during the review or examination were gathered through an organized survey, perceptions and cooperations with respondents in a single structure and through private meetings.

Secondary Data: Secondary information will be data that is as of now accessible, for example alludes to information that another person has proactively gathered and handled. While utilizing an optional information, the scientist should take a gander at various sources from which to gather data. This incorporates data from various books, papers, magazines and so on.

Plan of Analysis

The arrangement of examination is to make inference and giving translation regard to subsequent to dissecting of information gathered from respondents into distinct request and showing rate by changing over reactions

into even structure, outlines and diagrams by utilizing straightforward procedure.

Limitations

1. Solid reliance on data and correspondence advancements (ICT)
2. Absence of regulation that enough directs the new Ecommerce exercises, both broadly and globally
3. Market culture is loath to electronic business (clients can't contact or attempt the items)
4. The clients' deficiency of security, the deficiency of locales' and nations' social and monetary personality
5. Uncertainty in the manage of online deals.

Data Analysis and Interpretation

Table 1: Age of respondents

Particulars	Amt	Percentage
14-18	6	12%
19-23	17	34%
24-28	14	28%
28-32	4	8%
>32	9	18%
Total	50	

The table.1. Findings reveal that 19-23(34%) of the total number of respondents were the bulk and lowest respondents were from the age group of the age group 28-32. Furthermore, the data says that age group of 14-18 have 12% of respondents whereas age group of 28-32 has the second highest respondents which are 28% and above 32 have 18% of the respondents.

Table 2: How often Do You Use E-Commerce Platforms?

Particulars	Amt	Percentage
Very often	18	36%
Often	20	40%
Rarely	11	22%
Never	1	2%
Total	50	

The above table.2 says that 36% of the respondents use these E-commerce platforms very often where as 40% of the respondents use them often. Rare users and who people who never used are 22% and 2% which is very less compared to people use these platforms.

Table 3: Which E-Commerce Websites Do You Use More Often For Online Shopping?

Particulars	Amt	Percentage
Amazon	22	44%
Flipkart	14	28%
Myntra	11	22%
Snapdeal	3	6%
Total	50	

The above table.3 says that 44% of the respondents use Amazon platform for their online shopping where as 28% of the respondents use them Flipkart for their shopping and Myntra is used 22% and only 6% of the respondents use Snapdeal and other platforms which is very less compared to other platforms like Amazon and Flipkart.

Table 4: Do You Mostly Look For In These Platforms?

Particulars	Amt	Percentage
Gadgets	10	20%
Clothing	9	18%
Accessories	12	24%
All of the above	19	38%
Total	50	

The above Table.4, says that 20% of the respondents use E-Commerce platforms just for buying of Gadgets whereas 18% of the respondents just use them for Clothing, 24% of them just use these platforms for Accessories shopping and 38% of the respondents use these platforms for buying all of them.

Table 5: How Safe Do You Feel Shopping Online?

Particulars	Amt	Percentage
Very safe	11	22%
Safe	28	56%
Neutral	9	18%
Not safe	1	2%
Very unsafe	1	2%
Total	50	

The above table.5, says that 22% of the respondents feel very safe while shopping from online platforms whereas 56% of them feel safe and 18% of them feel Neutral with these platforms and respondents who feel not safe and

very unsafe are just 2% and 2% respectively. This shows that respondents have much trust in these E-Commerce platforms.

Table 6: At Aspects Make You Shop Online Instead Of Visiting Physical Stores?

Particulars	Amt	Percentage
Less time consuming	13	26%
More options	11	22%
More Offers	6	12%
All of the above	20	40%
Total	50	

The above table.6, says that 26% of the respondents use these E-commerce platforms because it is just less time consuming where as 22% of the respondents use them because of more options available in these platforms and 12% of the respondents use these because of the offers which are available here and 40% of the respondents use it to avail all the benefits above.

Table 7: How Satisfied Are You With These E-Commerce Platforms?

Particulars	Amt	Percentage
Very satisfied	12	24%
Satisfied	23	46%
Neutral	13	26%
Dissatisfied	2	4%
Very dissatisfied	0	0%
Total	50	

The above table.7, says that 24% of the respondents are very satisfied from these E-commerce platforms whereas 46% of the respondents are satisfied from these and 26% of respondents feel just neutral about them and only 4% of them are dissatisfied and there are no respondents who feel very dissatisfied from these platforms which is a very positive number.

Table 8: How Do You Rate the Availability of Products?

Particulars	Amt	Percentage
1	1	2%
2	5	10%
3	6	12%
4	23	46%
5	15	30%
Total	50	

The above Table.8, says how do the respondents rate the availability of the products on these platforms on the scale of 1 to 5 and 30% of them rate it as 5 whereas 46% of them rate it as 4 and 12% of them rate it as 3 and only 12% and 2% of them rate it as 2 and 1 respectively which shows that the availability of the products is good here.

Table 9: How Do You Rate the Quality of the Products?

Particulars	Amt	Percentage
1	2	4%
2	3	6%
3	11	22%
4	24	48%
5	10	20%
Total	50	

The above table.9, says how do the respondents rate these platforms on the scale of 1 to 5 and 20% of them rate it as 5 whereas 48% of them rate it as 4 and 22% of them rate it as 3 and only 6% and 4% of them rate it as 2 and 1 respectively which is a good rating for these platforms.

Findings

- Age groups between 19 to 28 do more shopping through online.
- Through the time the trust and usage of the E-Commerce platforms have increased and it is increasing continuously
- The online platforms have a large impact on offline and physical retailers.
- Nowadays, People are using these platforms very often and often.
- By the growth of the customer base, there are new platforms created regularly in different industries
- In the rankings Amazon.com is the most favourite platform of the customers
- Whereas Flipkart stands second in the favourite list.
- People look for all kinds of products like Gadgets, clothing, Accessories etc., in online platforms
- Customers feel very safe shopping in these platforms without any trust issues.
- The factors influencing the customers on purchasing are it is less time consuming compared to offline stores, more options are available on

these platforms and more offers are also provided for the customers in online shopping.

Suggestions

- Building more trust in customers is important for any kind of business to run for a long term.
- Creating a niche kind of business is very much important for kind of business
- Adaptability is required to sustain the market and when whole world is moving digital, then it is time to take the retail online businesses also digital and move with world
- Maintaining a business both offline and also offline helps the owner to cover both kinds of the customers
- Retail stores work better in Rural part of the country
- Companies should try expanding themselves throughout the rural areas of the country
- Should create awareness in rural areas about the benefits of the digital platforms and provide services for all.

Conclusion

For retailers in India, internet shopping is earning respect as it involves many advantages for them. A portion of these incorporate no land costs, improved client support, mass customization, and worldwide reach, specialty advertising and concentrated stores. In the following 5 years, internet retailing in India will fortify much further. Electronic trade has been perceived as the fastest approach to directing business in present day days. There has been a development in internet-based stores as organizations perceive the advantages joined to online business in the retail area. Individuals these days can arrange things and such things would be followed through on the doorstep. Online business has helped with expanding incomes for some associations. To achieve an upper hand in this work on, offering limits and it is basic to guarantee persistent advancements. Furthermore, the retail area is expected to adjust to the changing necessities of buyers to guarantee a positive outcome. In such manner, I would prescribe organizations to utilize online business in their activities as it accompanies many benefits, and they can match any semblance of Amazon soon.

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Chapter - 4

A Study of Operation in E-Commerce Company with Reference to Amazon

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Abstract

Consumers can electronically exchange goods and services with no time or location restrictions through electronic commerce, also known as e-commerce. Due to its frequently speedier and less expensive nature, online commerce has attracted more customers from traditional retail. Moreover, e-commerce makes it easier and more flexible to customise goods and services. Over the past 20 years, Amazon has transformed the ecommerce industry more than any other company. Amazon was once a little startup with a great idea. With reference to Amazon, this study focuses on a study of e-commerce company operation.

Keywords: Amazon, Ecommerce Business, E-Commerce, Online Shopping.

1. Introduction

Electronic commerce or e-commerce allows consumers to electronically exchange goods and services with no barriers of time or distance. More customers moved from traditional purchase to e-commerce because it is often faster and cheaper. Besides, e-commerce offers more convenience and flexible for customization option of products and services. Amazon began as a small startup with a big vision and has revolutionized its present in ecommerce business over the past 20 years more than any other company. Amazon was chosen as a case study since it has changed the way people shop online with its e-commerce evolution over the decades. Amazon sells a great deal of consumer goods, the other main feature that puts the company on another level is the multi-leveled e-commerce strategy it employs. It provides services to four primary customer sets: consumers, sellers, enterprises, and content creators. The company also provides other marketing and promotional

services, such as online advertising and co-branded credit card agreements. Selling goods isn't the only way the company makes money; its web site's affiliate program is one of the most famous on the Web. The level of integration that occurs on Amazon is a programming feat that few (if any) online sales sites can match, Amazon makes every possible attempt to customize the buyer experience. The massive technology core that keeps Amazon running is a major challenge, next to facing up growing competitors like Walmart, Alibaba, Google in the online business. In e-commerce (electronic commerce) the trading business is done through the internet and it involves commercial transactions that include transfer of information. E-commerce simply means buying and selling products and services through the internet and is commonly associated with online shopping. It covers a range of different type of businesses, from consumer-based retail sites to business exchange trading goods and services between corporations. There are four principal categories of e-commerce, namely B2B (Business to Business), B2C (Business to Consumer), C2B (Consumer to Business) and C2C (Consumer to Consumer).

E-retailing is the sale of products and services through online. E-retailing is as emerging concept in the present world. Many individuals and startups are approaching the internet to create their own portals to portray their products for sale online. E-Retailing helps the traditional brick- and mortar stores reach more consumers worldwide and increase sales. They can launch their products sitting in a single room and expand the business with a reduced cost. Flipkart and amazon are one among the companies who are using e-retailing concept from the day one of inception of their venture. Many people living in cities have stopped visiting physical stores with the advent of etailing. They find their desired product from the online stores and make their shopping at ease. E-retailing concept has grown well in the urban areas. In this study we have taken a keen interest to know the growth of e-commerce with special reference to amazon. In this study we use the overall analyses and also convenience sampling techniques. In this research simple random sampling is being used. In this Analytical study we identify and quantify associations, test hypothesis, identify causes of the emerging e-commerce with respect to amazon.

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety

of items from online stores. In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store. Despite the convenience of online shopping, not everyone chooses to purchase items and services online. Some people like the idea of physically going to a store and experiencing the shopping process. They like to touch the merchandise, try on clothing, and be around other people. Online shopping does not permit shoppers to touch products or have any social interaction. It also does not allow them to take the merchandise home the same day they buy it. Online shopping allows browsing through endless possibilities, and even offers merchandise that is unavailable in stores. If someone is searching for a niche product that may not be distributed locally, they are sure to find what they are looking for on the internet. What is even more useful is the ability to compare items, similar or not, online. He can search through multiple stores at the same time, comparing material quality, sizes, and pricing simultaneously. Online shopping transactions occur instantly saving the time to get your other errands done! Additionally, unlike a store, online shopping has friendly customer service representatives available 24 hours a day, 7 days a week to assist you with locating, purchasing, and shipping your merchandise.

E-Commerce Industry Electronic commerce, commonly known as ecommerce, is a type of industry where buying and selling of product or service is conducted over electronic systems such as the Internet and other computer networks. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web at least at one point in the transaction's life cycle, although it may encompass a wider range of technologies such as e-mail, mobile devices social media, and telephones as well.

Electronic commerce is generally considered to be the sales aspect of e-business. It also consists of the exchange of data to facilitate the financing and payment aspects of business transactions. Ecommerce can be divided into: • E-tailing or "virtual storefronts" on websites with online catalogues, sometimes gathered into a "virtual mall." • The gathering and use of demographic data through Web contacts and social media. • Electronic Data Interchange (EDI), the business- to-business exchange of data • E-mail and fax and their use as media for reaching prospective and established customers

(for example, with newsletters) • Business-to-business/ Business-to-Customer buying and selling. • The security of business transactions etc. The term "Electronic commerce" (or e-Commerce) refers to the use of an electronic medium to carry out commercial transactions. Most of the time, it refers to the sale of products via Internet, but the term ecommerce also covers purchasing mechanisms via Internet (for B-To-B). A client who purchases on the Internet is called a cyber-consumer. E-commerce is not only limited to online sales, but also covers.

Preparation of estimates online • Consulting of users • Provision of an electronic catalogue • Access plan to point of sales. • Real-time management of product availability (stock) • Online payment • Delivery tracking • After-sales service In certain cases, electronic commerce makes it possible to highly customize products, in particular when the electronic commerce site is linked with the production system of the enterprise (e.g., business cards, customized items such as T- shirts, cups, caps, etc.) Finally, insofar as electronic services and products are concerned (mp3files, software programs, e-books, etc.), electronic commerce makes it possible to receive the purchase in a very short time, if not immediately. Factors Affecting E-Commerce Key drivers of e commerce may be categorized in terms of 4 key business environment factors which influence the e commerce industry. They are 1. Political Factors Number and type of government initiatives to support use and development of modern technology. Discouraging rules and regulations of the government. Ability of the government to adapt and plan for technological growth and development 2 Economic Factors. Economic growth of the country. Average income of the people, cost of hardware and software, cost of access to telecom infrastructure. Commercial structure and innovative 3 Social Factors, Literacy level of the people and penetration rate of PC's, Number of internet users 15, Willingness and ability of people to adopt new technology. 4. Technological Factors, State of telecommunication infrastructure, Access to new technological developments, Bandwidth availability and internet rates Need For The Study Electronic commerce or E-commerce allows consumers to electronically exchange goods and services with no barriers of time or distance. More customers moved from traditional purchase to e-commerce because it is often faster and cheaper. Besides, e-commerce offers more convenience and flexible for customization option of products and services. Amazon began as a small startup with a big vision and has revolutionized its present in ecommerce business over the past 20 years more than any other company. Selling goods isn't the only way the company makes money; its web site's affiliate program is one of the most famous on the Web. This research is descriptive and analytical in nature. This paper makes an extensive analytical

study of the e-commerce with reference to Amazon. This helps to reveal the extent to how much e-commerce helped Amazon in their growth.

2. Review of Literature and Company Profile

Amazon.com, Inc. is an American multinational technology company based in Seattle, Washington, which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is one of the Big Five companies in the U.S. information technology industry, along with Google, Apple, Microsoft, and Facebook. The company has been referred to as "one of the most influential economic and cultural forces in the world", as well as the world's most valuable brand. Jeff Bezos founded Amazon from his garage in Bellevue, Washington on July 5, 1994. It started as an online marketplace for books but expanded to sell electronics, software, video games, apparel, furniture, food, toys, and jewelry. In 2015, Amazon surpassed Walmart as the most valuable retailer in the United States by market capitalization. In 2017, Amazon acquired Whole Foods Market for US\$13.4 billion, which substantially increased its footprint as a physical retailer. In 2018, its two-day delivery service, Amazon Prime, surpassed 100 million subscribers worldwide. Amazon is known for its disruption of well-established industries through technological innovation and mass scale. It is the world's largest online marketplace, AI assistant provider, livestreaming platform and cloud computing platform as measured by revenue and market capitalization. Amazon is the largest Internet Company by revenue in the world. It is the second largest private employer in the United States and one of the world's most valuable companies. As of 2020, Amazon has the highest global brand valuation. Amazon distributes downloads and streaming of video, music, and audiobooks through its Prime Video, Amazon Music, Twitch, and Audible subsidiaries. Amazon also has a publishing arm, Amazon Publishing, a film and television studio, Amazon Studios, and a cloud computing subsidiary, Amazon Web Services. It produces consumer electronics including Kindle e-readers, Fire tablets, Fire TV, and Echo devices. Its acquisitions over the years include Ring, Twitch, Whole Foods Market, and IMDb. Amazon has been criticized for practices including technological surveillance overreach, a hypercompetitive and demanding work culture, tax avoidance, and anti-competitive behavior. Amazon startup began with its founder's own savings, loan from bank and family. It began as a destination to buy books, and eventually other media. It then offered marketplace services for online retailers and/or individuals, while simultaneously selling other physical goods for homes, offices, cars, and beyond. The company is a giant in the online retail with tremendous product range and they make every

possible attempt to customize the buyer experience. After 1996, Amazon received extra investment of \$1 million from venture capital. Amazon did not rely solely on its internal strength to conquer the market. Eventually, Amazon went public on NASDAQ in May 1997, Amazon acknowledged that only the stock market would be able to provide the kind of financing it was looking for. Today the shares are valued at approximately 6 \$268.

In 2001 the stock price plunged to just \$5.97 with the dotcom crash. Amazon managed to survive this industry challenge period, though had to close two warehouses and lay off 15% of their staff in the process. The company finally turned a profit in late 2001 despite the dotcom crisis. Even when profitable, Amazon have never declared or paid cash dividends on common stock, opting instead to retain all future earnings to finance future growth. Amazon is simply the ultimate hub for selling merchandise on the Web, it lets almost anyone sell almost anything using its platform. Since 2000, customer can also find goods listed by third-party sellers to individuals or small companies and retailers like Target and Toys 'R Us, used goods, refurbished goods and auctions. The embedded marketing techniques that Amazon employs to personalize shopper experience are probably the best example of the company's overall approach to sales by knowing its consumers very well. Customer experience good deals when they visit Amazon.com, from special offers and featured products to some customized recommendations to attract personal shoppers. 7 Amazon is also able to lead the industry as it has been sensitive to the macro environment changes throughout the world, by trending of consumer buying behavior and keeping track with fast development of technology in every business aspect.

Merchant Partnership In 2000, U.S. toy retailer Toys "R" Us entered into a 10-year agreement with Amazon, valued at \$50 million per year plus a cut of sales, under which Toys "R" Us would be the exclusive supplier of toys and baby products on the service, and the chain's website would redirect to Amazon's Toys & Games category. In 2004, Toys "R" Us sued Amazon, claiming that because of a perceived lack of variety in Toys "R" Us stock, Amazon had knowingly allowed third-party sellers to offer items on the service in categories that Toys "R" Us had been granted exclusivity. In 2006, a court ruled in favor of Toys "R" Us, giving it the right to unwind its agreement with Amazon and establish its own independent e-commerce website. The company was later awarded \$51 million in damages. In 2001, Amazon entered into a similar agreement with Borders Group, under which Amazon would co-manage Borders.com as a co-branded service. Borders pulled out of the arrangement in 2007, with plans to also launch its own online store. On

October 18, 2011, Amazon.com announced a partnership with DC Comics for the exclusive digital rights to many popular comics, including Superman, Batman, Green Lantern, The Sandman, and Watchmen. The partnership has caused well-known bookstores like Barnes & Noble to remove these titles from their shelves. 19 In November 2013, Amazon announced a partnership with the United States Postal Service to begin delivering orders on Sundays. The service, included in Amazon's standard shipping rates, initiated in metropolitan areas of Los Angeles and New York because of the high-volume and inability to deliver in a timely way, with plans to expand into Dallas, Houston, New Orleans and Phoenix by 2014. In June 2017, Nike confirmed a "pilot" partnership with Amazon to sell goods directly on the platform. This pilot ended in November 2019. As of October 11, 2017, Amazon Fresh sold a range of Booths branded products for home delivery in selected areas. In September 2017, Amazon ventured with one of its sellers JV Appario Retail owned by Patni Group which has recorded a total income of US\$ 104.44 million (₹ 759 crore) in financial year 2017–18. In November 2018, Amazon reached an agreement with Apple Inc. to sell selected products through the service, via the company and selected Apple Authorized Resellers. As a result of this partnership, only Apple Authorized Resellers may sell Apple products on Amazon effective January 4, 2019.

Amazon Competitors Amazon operates in three general segments: media, electronics and other merchandise. As of November 2014, the company became the largest internet company in the US and a multinational consumer electronics company. In the media segment, Amazon competes with auction site eBay, media game-changer Netflix, Time Warner Cable, Apple, with iTunes, Google with its Play Store and media producer Liberty Interactive. Amazon has several competitors in the electronics and general merchandise segment, many of which are brick and mortar rivals including Best Buy, Family Dollar, RadioShack, Staples, Target, Walmart, Sears, Big Lots, Delia and Systemacs. Where else in the online electronics and general merchandise segment the competitors include Alibaba Group, Light In The Box Holding Co., Overstock.com, PCM, Vipshop Holdings, JD.com, Wayfair Inc. and Zulily. In the other operating segment, Amazon competes with several of the world's largest companies including CDW, PC Connection, Insight Enterprises, Google, Oracle; salesforce.com, Accenture and Citrix Systems, among others. Amazon's CEO realized that not only could Amazon sell products for less than its competitors but could also make them much cheaper than its competitors. By streamlining manufacturing, distribution and retail of products, Amazon has a significant competitive advantage due to the scale it operates in. 20 Literature Review • Dejan Petrovic:

2007 The report outlines about the most relevant behavioral characteristics of online consumers and examine the ways they find, compare, and evaluate product information. Comparison of the newly collected survey data with the existing consumer behavior theory resulted in detection of several issues related to a specific consumer group. The purpose of this report is to translate these findings into a set of implementation activities on strategic and technological level. Execution of these recommendations will result in better conversion of visitors into customers and encourage customer loyalty and referrals. • Research by Shun & Yunjie (2006); showed that there are product types, which are more likely to be sold online such as software, books, electronics, and music. Reason for this is that when purchasing these types of products, one does not require personal inspection and most, if not all features, can be outlined in the product description and images. Most products in the mobile phone family belong to this category. • Shun & Junkie (2006) in their study showed that there are product types, which are more likely to be sold online such as software, books, electronics, and music. Reason for this is that when purchasing these types of products, one does not require personal inspection and most, if not all features, can be outlined in the product description and images. Most 21 products in the mobile phone family belong to this category. According to the recent research on consumer behavior on the Internet users (Cotte, Chowdhury, Ratenshwar & Ricci, 2006), there are four distinct consumer groups with different intentions and motivations: 1.Exploration 2.Entertainment 3.Shopping 4.Information Daily updated collection of music videos and lyrics. Majority of young adults interviewed for purpose of this research tend to be active information seekers. A high level of technological confidence within this group tends to be an encouraging factor when it comes to product information research online. The following analysis presents both, focus group results and behavioral theory in a parallel fashion divided into two main research topics: Information Retrieval and Search Patterns Perception of Product Information Online These two areas is mutually dependent and particularly important in a market where consumers have the power to choose the right product from a number of competing suppliers. Well structured product information that cannot be found easily online is as much of a problem as is having easily accessible information that does not meet the consumer's expectations. 21 • Anders Hasslinger; Selma Hodzic; Claudio Opazo (2008-02-01) in their study they showed that developed into a new distribution channel and online transactions are rapidly increasing. This has created a need to understand how the consumer perceives online purchases. The purpose of this dissertation was to examine if there are any factors that influence the online consumer. Primary data was collected

through a survey that was conducted on students at the University of Kristianstad. Price, Trust and Convenience were identified as important factors. Price was the most important factor for many of the students. Furthermore, three segments were identified, High Spenders, Price Easers and Bargain Seekers. Through these segments we found a variation of the different factor's importance and established implications for online bookstores.

- Lee & Lin (2005) identified the main factors influencing the customer perception of the eservice quality online shopping: website design (degree of user's friendliness), reliability (reliability and security), responsiveness (responsiveness and helpfulness), trust (trust and mechanisms provided by a website), and (differentiating services to satisfy specific individual needs).
- Stein field and Whitten (1999) suggested that the combination of the Internet, plus physical presence, provides more opportunities to capture business than the online-only presence, because they can provide better pre-purchase and post-sales services to lower consumer transaction cost and build trust in online stores.

Bellman *et al.* (1999) investigated various predictors for whether an individual will purchase online. These authors concluded that demographic variables, such as income, education and age, have a modest impact on the decision of whether to buy online, whereas the most important determinant of online shopping was previous behavior, such as earlier online purchases. This is consistent with Forrester Research which proved that demographic factors do not have such a high influence on technology as the consumers 'attitudes do (Modal, 2000). (Gefen *et al.* 2003; Venkatesh and Brown, 2001; Yu *et al.* 2005) beliefs and attitudes that are found in the stage prior to the adoption of e-commerce are different to those in the "postadoption" stage. Ernst and Young (2000) reported that Internet users purchased online because of good product selection, competitive prices, and ease of use, but were concerned about shipping costs, lack of opportunity to prior examining the products, as well as the confidentiality of credit card and personal information. Know and Lee (2003) explored consumers' concerns about payment security and its relationship to online shopping attitude and actual purchases. They observed a negative relationship between attitude towards online shopping and concerns about online payment security. Consumers with a positive attitude seem to be less concerned about payment security. (Lorek, 2003; Magee, 2003; Maloy, 2003; Retail Merchandiser, 2003) popular literature cited ease of shopping comparison, low prices, timely delivery, convenience, time saving, 22 low shipping costs, improved customer service, tax exempt status and speedy e-mail response, as key reasons for the increase in online shopping. Sridhar Vaithinathan (2010) A review of e-commerce literature on India and research agenda for the future. Firms across the globe have adopted e-commerce (EC)

in their operations and have reaped benefits thereof. While firms in technologically developed countries like US and UK has deployed EC to its advantage, whereas firms in developing countries like India failed to follow the suit. Though it has been widely acknowledged by the researchers that the adoption of EC by businesses in developing countries is an important economic indicator of growth; many firms in India still have not realized the potential benefits of EC. This study examines the existing status of EC in India and reviews the available literature on E-commerce adoption in India and puts forth opportunities for future research. The study might serve as a starting point for further research in ecommerce in India. A Harasis, Muhammed Imran.

Qureshi, Amran Rasli (2018) this paper systematically reviews the literature on the continuous usage intentions from 2009 to 2015. From the review of literature on continuance usage intentions, some models have been put forward to explain the continuity of the e-Commerce. However, each model is extensively different from one another. Over the years, a considerable development in the literature of Continuous intentions. However, there is still a necessity to present a more comprehensive and integrative model for the continuance usage intention of e-commerce users than the models in existence now. The Expectation Confirmation Model (ECM) has been widely accepted in general. In addition, many researchers stated that ECM model can be employed to look into e-commerce better than other existing models and theories. • Madhurima Khosla, Harish Kumar (2017) E-commerce is one of the fastest growing segments in the Indian Economy. Though marked by high growth rate, the Indian ecommerce industry has been behind its counterparts in many developed and emerging economies, primarily due to a relatively low internet user base. In a study conducted by global management consultancy firm AT Kearney in 2015, there were only 39 million online buyers in India; a tiny fraction of the 1.2 billion who live in the country. However, increased technological proliferation combined with internet and mobile penetration, presents a favorable ecosystem for the development of e-commerce in India. The country is currently at the cusp of a digital revolution. Launch of 4G services and decline in the tariffs of data plans and prices of data cards/USB dongles have reduced the cost of ownership of an effective internet connection. Availability of low-cost smart phones and the extension of internet and broadband to the remotest corners will boost the augmentation of the internet user base, effectively bridging the gap between potential online buyers and actual buyers. The demographic dividend of the country also seems to encourage and favor the growth of E-commerce. The survival of the e-commerce firms in a highly dynamic environment becomes a challenging task

when coupled with the cutthroat competition prevailing in the sector. The onus then lies on the firms to constantly adapt and innovate while providing an information rich and seamless experience to ensure customer loyalty. This study attempts to explore the evolution of e-commerce in India and identifies various challenges as well as the factors responsible for the future growth and development of e-commerce. The future lies not in a market where traditional brick and mortar stores are dominated by e-commerce websites, but, in a business environment where offline stores are perfectly complemented by their online counterparts. (Numberger & Renhank, 2005). With the number of online vendors, with similar offerings of goods and services increasing every day, the consumers are becoming largely fickle with respect to their preferences, turning every time to the website offering more discounts and offers. In such a scenario, survival becomes difficult and can only be sustained by increasing the number of touch points with the consumers, to expand the seller's visibility. In May 2015, India's largest fashion portal, Myntra shut down its desktop website to become an app only marketplace but had to relaunch it in June 2016 owing to customer attrition. Thus, the convergence of bricks and clicks projects a more sustainable ecosystem. According to (Melao, 2008) the clear commonalities among these definitions, include the improvement of business processes and the use of ICT in intranets, extranets, and the Internet to conduct business. He defines e-Business as the use of ICT as an enabler to (re)design, manage, execute, improve, and control business processes both within and between organizations. Thus, front, and back-office integration and multi-channel integration become crucial in e-Business, which requires a challenging process improvement approach to support the necessary organizational, technological and social changes. The article published by Rahmath Safeena, Hema Date and Abdullah Kammani in January 2001, states that, the various areas where the banks are preparing to use e-business approach include familiar and relatively mature electronically based products in developing markets, such as telephone banking, mobile banking, credit cards, ATMs, and direct deposit. This means that most of the banks have recognized the need to change their business process to conform to changing business trends in order to keep up with competition. In the article published by Windrum, and De Berranger in 2002 focussed on the integration of the internet and related ICTs into the business organization forming e-business. It has two facets. One is the integration of the supply chain so that production and delivery become a seamless process. The other is the creation of new business models based on open systems of communication between customers, suppliers and partners. Where the integration of the supply chain provides increased efficiency and significant cost advantages through waste

minimization, the development of new products and services are facilitated by new ways of conducting business based on internet working between organizations and individuals. 24 • The Stages theory has been widely used as a way of examining the adoption and progression of various aspects of electronic business in organizations. The main assumption of the Stages theory is that organizations progress towards electronic business through a few clearly defined and successive stages or phases. Each adoption stage or phase is characterized by the existence of distinctive applications, benefits, and problems while it reflects a particular level of maturity in terms of the use and management of Information Systems and Information Technologies (Taylor and Murphy, 2004). • According to Basu and Muyllé (2007), companies can gain two fundamental types of benefits from e-Business. These are generally described as: Value Creation or Value Enhancement for one or more of a company's stakeholder groups; and Lower Cost of providing goods and services to the marketplace. Examples under Value Creation include Improvement in internal and external communication through effective eMarketing, increment of sales through an e-commerce website integrated with a back-office systems and Improvement in supplier relations and productivity through collaborative workspaces (Basu and Muyllé, 2007). And examples under Lower cost are: reduction in communication and travel costs using online meeting tools; shared workspaces and; benefit from license free open-source alternatives to proprietary software.

Research Gap: The studies have shown the influence of E commerce in the Indian economy with reference to Amazon. The pandemic breakdown would have created an impact on how people perceive and use e commerce or online shopping. The research focuses to fill the gap of impact of pandemic on E commerce. The relation across ages is also studied here to fill the gaps.

3. Research Methodology

Statement of The Problem: The primary reason for the analyzes of e-commerce is the explanatory interest of gaining a better understanding of the casual process involved in the online marketing and the information technology. By analyzing e-commerce, it covers a range of different type of businesses, from consumer-based retail sites to business exchange trading goods and services between corporations. e-commerce can be considered as a form of nonstore retailing. Due to the entrance of MNCs into the Indian market, the existing market forced to improve and expand to retain the customers. In today's consumer market, there are various products and services are very much available along with different purchase mode. Now a day, even the rural area people started adopting e-retailing. So, it is important

to analyze and identify the factors which influence online shopping. This study was designed to do the analytical study and the use of e-commerce with the reference of Amazon.

Objective of the Study:

To study the growth of e-commerce. To study the factors affecting e-commerce. To find the factors that influence online buying behavior of customers. To understand the customer awareness on Amazon. To determine the factors responsible for customer satisfaction. **SAMPLING** In this study we use the overall analyses and convenience sampling techniques. In this research simple random sampling is being used. Source of Data for conducting this research was collected from both the primary and secondary. Primary data: In this study, primary data was collected through structured questionnaire. Secondary data: The secondary data was collected from early research, internet, books, magazine etc.

Tools for Data Collections: The tools used for this study are various websites, newspapers, articles and research publishing. Also used descriptive analyses tools, convenient sampling method and graphical methods. 26 Limitation of the Study No research is complete without admitting the limitations that was faced while conducting a study which will contribute to present learning. This study too like the others have certain constraints which has been discussed below. The study was restricted to Bangalore city only. The study is mainly concentrated on Amazon.com. The sample size will be limited to time and resources. The information will be collected valid until there is not any technical change or any innovation. The result is assuming that respondents have given accurate information.

Hypothesis: Hypothesis is an assumption created in the beginning of a research study and with completion of research study either the assumption formed will be accepted or rejected based upon the findings and conclusion of the study made. In this study there are two hypotheses created and they are explained below: H₀ (Null Hypothesis): There is no significance difference in the services of Amazon on customer satisfaction. H₁ (Alternative Hypothesis): There is a significance difference in the services of Amazon on customer satisfaction

4. Summary of Findings, Suggestions and Conclusion

Findings: There is not much difference in gender for using online shopping. Students and salaried persons are most frequent users of Amazon. Frequency of purchase for electronics, books and music, apparels and accessories are more in Amazon. Word of mouth was more influential in

promotion as many people were made aware by their friends and family when customers recommend this website to them. Highly discounted products got out of stock quickly, since customers purchased it as soon as they could when they see high discount on good, featured product. The services provided by Amazon are good and even more scope of development is there for increasing the customer strength. Digital marketing techniques like search engine marketing, links providing other website and advertisement also functioned well for promotion of this website. Fast delivery is one of best service Amazon is providing. Different payment options available in Amazon made customers more satisfied and comfort for paying while purchasing product. Customers feeling more secured when purchasing through Amazon because of different policies and services they have. In comparison with competitors, Amazon is charging free shipping for the purchase of 300 plus rupees, while others free ship the service without any barrier. Out of stock is the main issue faced by Amazon. Most of customers have good experience with Amazon while purchasing products. Most of them are satisfied with the services of Amazon and so that they succeed in retaining the customers. Advertising is an important way to have the brand and products familiar to consumers. Convenience and time saving are two important factors that customer looking for while purchasing through online.

5. Suggestions

Amazon has successfully placed itself into the prospects mind making it the India's largest online store with huge range of products. But it still needs to work on their core competence that is stationery items. 39 Delivery services can be improved mainly in rural areas by selecting appropriate courier service which has services in customer area for dispatching an item. Can make free delivery to all priced products. Can include more coupon codes and gift vouchers for increasing the traffic of the customers. Out of stock items can made available as soon as possible and intimate the needed customers. Should look for International/ Overseas markets or Neighboring Countries. Critical mass of Internet users – Internet users in India is increasing at increasing rate, so Amazon can target more & more cities i.e. not only tier 1 & 2 but also tier 3 & 4 cities, which will help generate stronger customer base & more revenues. Should clearing focus on the Growing Online Apparel business & it can diversify into apparel category either organically or inorganically by acquiring other portals. User Experience: Portal should continuously aim to work to improve the user experience by adding more & more innovative features in the website like virtually shopping basket, virtual trial rooms. In this competitive world to differentiate via user experience, the ultimate winner

will be the Indian online consumer. Should comprehensively invest into E-CRM & online reputation management. Logistics & Supply Chain: can continuously aim to reduce the delivery time cycle.

6. Conclusion

The unique combination of fast growth and low market share means that there is an enormous opportunity for the sector to grow and for new dominant players to outpace industry leaders. Enterprise retailers need to watch who is emerging, track who's loved, and research what's driving success. In addition, Amazon must continue to optimize their in-store experiences with connections between online and offline worlds. In e-commerce, more and more value chain activities are conducted electronically, therefore, businesses should understand the implication of the virtual value chain activities. The virtual chain offers several distinct advantages over the physical value chain. Some of these advantages lie in forging alliances between customers and manufacturers, advertising products and services selectively with effects of audio, video, and graphics, and saving time and money in efficiently processing customer's orders and enquiries. Perhaps one of the most exciting developments in e-commerce is one we are already starting to see in testing - drone delivery. Drones will in the future allow companies to deliver packages much more efficiently and quickly, with delivery times of just 60 or even 30 minutes from order entirely plausible. Drones will be sent out from distribution centers and travel directly to the delivery addresses provided, at significantly lower cost and logistical hassle than at present. Amazon, 40 among others, is already seriously close to making this a reality across the entirety of their business, and it seems that others will follow suit as quickly as possible. The proposed system helps in building a website to buy, sell products or goods online using internet connection. Enables consumers to shop or do other transactions 24 hours a day, all year round from almost any location. It can be accessed over the Internet. Purchasing of goods online, user can choose different products based on categories, online payments, delivery services and hence covering the disadvantages of the existing system and making the buying easier and helping the vendors to reach wider market. It Provides consumers with more choices. Customer can purchase Products Online. This existing system of buying goods has several disadvantages. It requires lots of time to travel to the shop to buy the goods. It is having lots of manual work. Since everyone is leading busy life now a days, time means a lot to everyone. Also, there are expenses for travelling from house to shop. It is less user-friendly. In current system user must go to shop and order products. It is difficult to identify the required product. Moreover, the shop

from where we would like to buy something may not be open 24*7*365. Hence, we must adjust our time with the shopkeeper's time or vendor's time. In current e-commerce system user must go shop to view the description of the product. It is unable to generate different kinds of report. Online retail is

Amazon's playground, and it makes the rules. The company's breadth equates to no company before it, resulting in the impossibility of determining the overall impact of such an expansive and competitive force. However, what is known is that the effect of Amazon's collective intent is consequential to the brands it once depended on so heavily. The equalizing and attenuating of brands represented on Amazon and its infiltration into the daily lives of consumers weakens brand identity. The layout of the site and the customer review system develops an inaccurate depiction of brands. Additionally, loopholes in Amazon's collectiveness delegitimizes brands. Consumer reviews may be fraudulent with the recent onset of brushers, its FBA program creates a grey market for counterfeit goods, and its discount program diminished brand value by drastically cutting prices. All these effects of Amazon's collective intent directly result in brand dilution and a loss of brand loyalty, but the consequences do not stop there. Amazon may seem like the beneficiary here, but unfortunately for the company there is no winner in this situation. Brands are like magnets that draw likeminded consumers who share values and beliefs to them, thus where brands sell their products is almost as important as the products themselves.¹⁸³ With that being said, if brands no longer have the leverage from their identity and support from their loyalty, there is no reason for a consumer to go to the store to purchase it or in this case visit the website. A future without brands, is a grim future for Amazon. To improve the future of Amazon, focusing on the need for brand retention and preservation, the Brand Matrix was created. The Brand Matrix provides brands with a tool to evaluate the risk of their partnership with Amazon, allowing them to take the appropriate measures to safeguard their brand identity. This added transparency not only supports brands, but consumers and Amazon as well. Consumers will continue to have access to the brands they desire, and Amazon will continue to sell the brands it depends upon to succeed. Amazon is a force, and its achievements are awe inspiring, but every Titan has an Achilles heel. As the evolution of retail demonstrates, no retail channel is immortal, thus it is imperative for Amazon to implement the Brand Matrix to support its brands, consumers, and its future. Experts predict a promising and glorious future of e-commerce. In the foreseeable future e-commerce will further confirm itself a major tool of sale. Successful e-commerce will become a notion inseparable from the web because e-shopping is becoming more and more popular and natural. At the same time

severe rivalry in the sphere of ecommerce services will intensify their development. Thus, prevailing future trends of e-commerce will be the growth of Internet sales and evolution. Each year number of e-commerce deals grows enormously. Sales volumes of on-line stores are more than comparable with those of “brick-and-mortar” ones. And the tendency will continue, because a lot of people are “imprisoned” by work and household duties, while Internet saves a lot of time and gives opportunity to choose goods at the best prices. Present-day Internet sales boom is the foundation for magnificent ecommerce future. The “quantity to quality” tendency of ecommerce is also becoming more and more obvious, as the Internet has excluded geographical factor from the sale. So, it does not matter anymore whether your store is situated in New York or London or in a small town. To survive, merchants will have to adapt rapidly to the new conditions. To attract more customers e-storeowners will have not only to increase the number of available services, but to pay more attention to such elements like attractive design, user friendliness, appealing goods presentation, they will have to opportunely employ modern technologies for their businesses to become parts of e-commerce future.

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Chapter - 5

A Study on Impact of Online Shopping on Consumer Buying Behaviour among Different Categories Using Python

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Abstract

This study supports the online shopping on consumer buying behaviour among different categories such as Medicine, Groceries and apparels etc. This study is done by taking 150 respondents of consumers buying behaviour among different categories and sampling technique is simple random sampling and tool used for analysis is python.

Keywords: Consumer buying behaviour, online shopping, Python

1. Introduction

Marketing is a tool and consumers are the pillars for buying the different categories varieties and in this study consumers are likely to purchase not only groceries and apparels etc. but also on overall consumer buying behaviour it is concentrated.

2. Review of Literature

According to (Furaji *et al.* 2012; Sudharshan Pawar, 2016), he stated that in the current marketing environment, it is imperative to conduct research on consumer behaviour. The rulers of marketplaces are customers who successfully fulfil the three essential responsibilities of payer, buyer, and user. No commercial group can ride because of a lack of consumers. Customers and their satisfaction are the focus of any examination into corporate suspicions. Online services are anticipated to rise as internet operators may also increase in the next years. Since its inception two decades ago, online shopping has expressly matured and is progressively becoming more common.

(Vrender, 2016) claimed that "Day-to day taste, preference, and choices are shifting related several aspects, such as the growth of the Internet." This improvement does, however, require deeper comprehension of customer behaviour. Consumer behaviour study identifies a generic model of purchasing behaviour that represents the steps customers take while deciding which products to buy (Vrender, 2016). These designs are appropriate for the market periods since they can forecast and explain the buying habits of consumers.

3. Research Methodology

The sample undertaken in this study is 150 respondents from the customers who visits online shopping and the sampling technique which used is random sampling technique.

Objective of the Study

The main objective of the study is to know the "Impact of Online Shopping on Consumer Buying Behaviour among Different Categories."

Contribution of the Study

The contribution of the study is to meet and satisfy targeted consumer's needs, wants, perceptions, preferences and there by influencing the consumer online shopping and buying behaviour. This study has undertaken 5 different categories such as Clothing, Cosmetics, Home appliances, Groceries, Medical. From all the categories the highest buying comes on clothing as main factors affecting the clothing are price, brand, quality, style etc. and also and lowest category is medical where most consumers have many barriers to buy online medicines. Considering the categories this study suggests ideas by analysing the data. The most preferable household appliances are considered in this study to know the main criteria of the usage. Some of Demographical factors are also considered such as Age, Gender, income etc. It also includes suggestions for future development in the online shopping sector.

4. Data Analysis & Interpretation

4.1 Barriers to Purchase Online

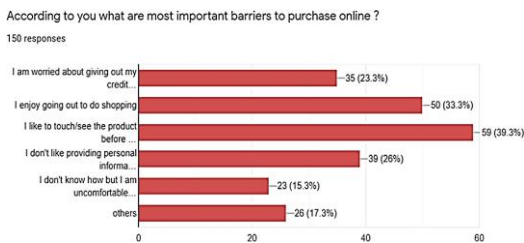


Fig 4.1: The Figure shows the barriers to Purchase Online

Interpretation

From the above chart the study identified that there are 39.3 per cent of consumers who like to touch / see the product before they purchase, there are 23.3 per cent of consumers who are worried about giving their credit cards for online purchases, the consumers who enjoy going out to do shopping are of 33.3 per cent, there are consumers who do not like to provide personal information to online websites are 26 per cent. There are 15.3 per cent of consumers who feel uncomfortable for online purchasing and there are consumers who have other barriers than this are of 17.3 per cent. Hence from the chart it is proved that mostly consumers like to touch/see the product before they make any purchase and the second most barrier is consumers enjoy going out to do shopping.

4.2 Sector To Buy In Future

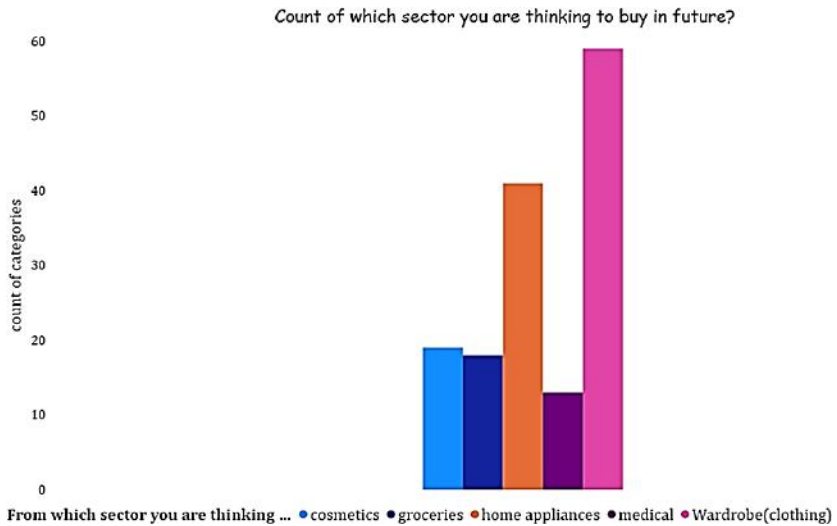


Fig 4.2: The Figure shows the count of Sector Consumer Thinking to buy in future

Interpretation

From the above chart the study identified that there are 60 per cent of consumers who are thinking to make a online shopping in clothing sector, there are 10 per cent of consumers who are thinking to buy online in medical sector, there are 45 per cent of consumers are thinking to buy home appliances in future online websites, there are 18 per cent of consumers who are thinking to buy groceries online in future, there are 20 per cent of consumers who are thinking to buy cosmetics in future online stores. Hence from the study it is conclude that there are majority of consumers who are thinking to buy online

clothing and the consumers who are thinking to buy medical in online sites are very least.

4.3 Preferable Category In Online Shopping

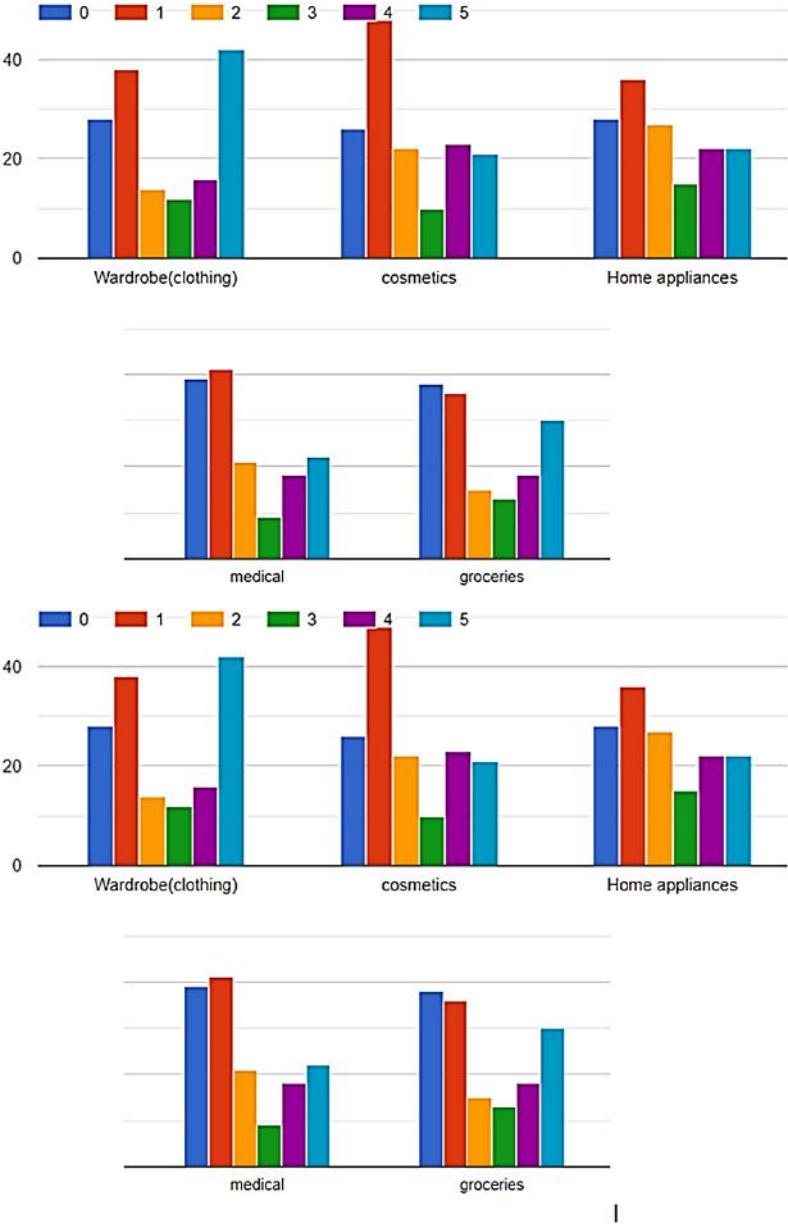


Fig 4.3: The Figure shows the Preferable Category in Online Shopping

Interpretation

From the above chart it is identified that, in the wardrobe sector 45 per cent of consumers prefer to buy online sector rather than other mentioned sectors and there are 32 per cent of consumer who don't prefer the wardrobe sector to shop online. According to cosmetics sectors there are 48 per cent of consumers who prefer not to buy in online and only 20 per cent of consumers who prefer to buy online cosmetics. According to home appliances sector there are 30 per cent of consumers who don't prefer to buy online and there are only 25 per cent of consumer who prefer to buy online home appliances. According to medical sector there are 42 per cent of consumers who rather not prefer to buy online and only 25 per cent of consumers prefer to buy online.

Data Analysis in Python

```
# Seaborn
>import seaborn as sns
# Comparision Among Parameters (Clothing)
>sns.barplot(x="parameters of clothing [price]",y="parameters of clothing [brand]",data=v1)
```

Output

4.4 The Plot Shows The Combination Between Parameters Of Price And Brand In Clothing

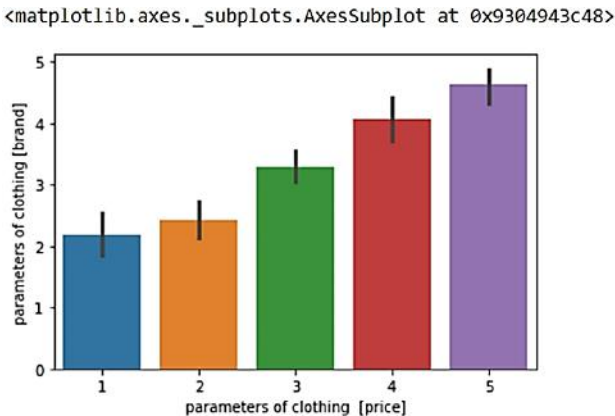


Fig 4.4: The Figure shows the difference between the parameters of price and brand.

Interpretation

From the above chart the study identified that majority of the consumers are mostly effected by price and brand.

```
>sns.violinplot(x="mode of purchasing [Department store]", y="mode of purchasing [online]",data=v2)
```

4.5 The Plot Shows The Combination Between The Mode of Purchasing In Online Ans Departmental Stores

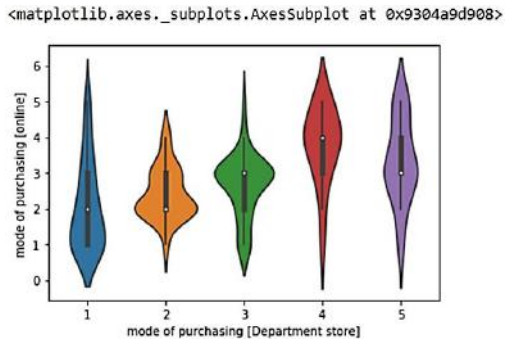


Fig 4.5: The Figure Shows The Mode Of Purchasing Using Departmental Store And Online.

Interpretation

From the above graph it is identified that the majority of the consumers are mostly using the departmental store for purchasing cosmetics and less consumers are using online platform to purchase online.

```
>sns.violinplot(x="mode of purchasing [catalogue]", y="mode of purchasing [makeup dealer / consultants]",data=v2)
```

Output

4.6 The Graph Shows The Combination Between Catalogues Abd Makeup Dealers/Consultancies

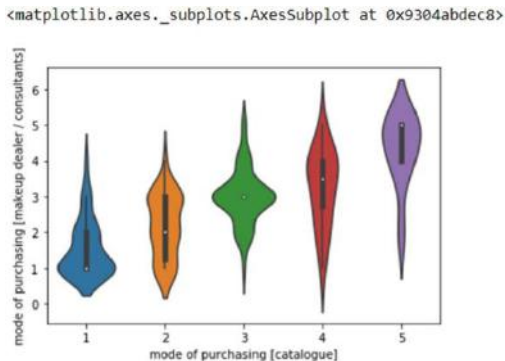


Fig 4.6: The Figure Shows The Difference Between Catalogues, Makeup Dealers/Consultants.

Interpretation

From the above chart it is identified that the mode of purchasing cosmetics through catalogue is rated such as 1 which is very less, 3 which is average, 4 which is high and 5 is highest. Hence it is proved that most of the consumers buy their cosmetics through makeup dealers, consultants and catalogue. Some of the consumers give average rating to both catalogue and also for makeup dealers to purchase online cosmetics.

```
>sns.violinplot(x="mode of purchasing [makeup dealer / consultants]",y="mode of purchasing [Specialty cosmetic]",data=v2)
```

Output

4.7 The Graph Shows The Combination Between Makeup Dealers/Consultants, Speciality Cosmetics

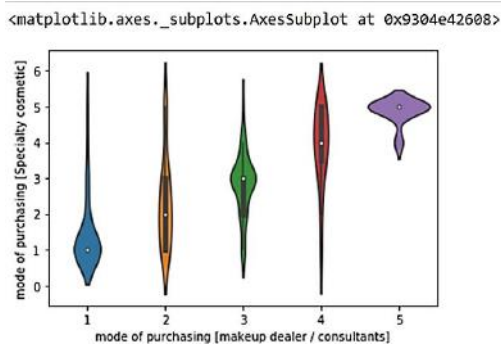


Fig 4.7: The Figure Shows The Difference Between The Makeup Dealers/Consultants, Speciality Cosmetics.

Interpretation

From the above chart it is identified that the mode of purchasing cosmetics through makeup dealer or consultant is more rated as 1 which is very less, 3 which is average, 4 which is high and 5 is highest. Hence it is proved that most of the consumers buy their cosmetics through makeup dealers, consultants and special cosmetic stores.

```
#Pie Chart
```

```
>import matplotlib.pyplot
```

```
>name=['most preferable to buy ? [Wardrobe(clothing)]', 'most preferable to buy ?
```

```
[cosmetics]', 'most preferable to buy ? [Home appliances]', 'most preferable to buy ? [medical]', 'most preferable to buy ? [groceries]']
```

```
co=[5,3,4,1,2]
```

```
plt.pie(co,labels=name, autopct='%0.1f%%', shadow=True,  
startangle=90)
```

OUTPUT

4.8 The Graph Shows the Count Between Groceries, Medical, Home Appliances, Cosmetics, Clothing

```
([<matplotlib.patches.Wedge at 0x9304f231c8>,  
<matplotlib.patches.Wedge at 0x9304f2a308>,  
<matplotlib.patches.Wedge at 0x9304f2f6c8>,  
<matplotlib.patches.Wedge at 0x9304f35b08>,  
<matplotlib.patches.Wedge at 0x9304f432c8>],  
[Text(-0.9526279613277876, 0.5499999702695114, 'most preferable to buy ? [wardrobe(clothing)]'),  
Text(-0.44741023525114115, -1.0049000355222, 'most preferable to buy ? [cosmetics]'),  
Text(0.9526280128224967, -0.5499999810780429, 'most preferable to buy ? [Home appliances]'),  
Text(0.9526278454646611, 0.5500001709502991, 'most preferable to buy ? [medical]'),  
Text(0.4474100941228392, 1.0049000983565441, 'most preferable to buy ? [groceries]'),  
[Text(-0.5196152516333387, 0.29999998378336984, '33%'),  
Text(-0.24404194650062241, -0.5481272921030181, '20%'),  
Text(0.5196152797213618, -0.2999999351334779, '27%'),  
Text(0.5196151884352695, 0.3000000932456176, '7%'),  
Text(0.24404186952154863, 0.5481273263762968, '13%')])
```

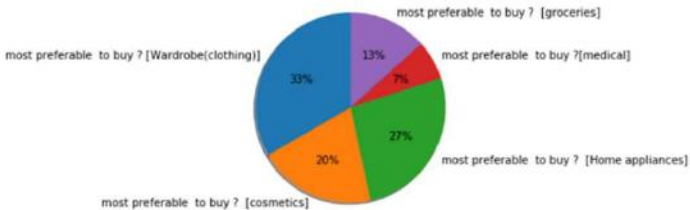


Fig 4.8: The Figure Shows the Count between the Categories

Interpretation

From the above pie chart it is identified that 13 percent of consumers prefer to buy groceries online, 7 percent of consumers prefer to buy medicines online, 27 percent of consumers prefer to buy home appliances online, 20 percent of consumers prefer to buy cosmetics online, 33 percent of consumers prefer to buy clothes online. Hence it can be concluded that most of the consumers are preferable to buy clothes online and consumers are not preferable to buy medicines online.

5. Conclusion

This study concludes by saying that consumer buying behaviour is studied in various categories such as groceries, medicine, apparel and household appliances etc and analysis is done in python programming also and output is given above in brief. Through the research paper titled “A Study On Impact Of Online Shopping On Consumer Buying Behaviour Using Python” concluded that the demographic factors such as age, gender, income and

occupation impact on the online shopping where as there are majorit of the consumers using internet these days with high priority so it can be concluded that the e-commerce industry going to be a leading industry in future. There are some parameters where the brand and style is more effecting the consumer perception towards buying a clothes using e-commerce websites, there are majority of the consumers who are buying their cosmetics by makeup dealers and consultants, so it can be conclude that the consumer trust towards ecommerce websites to buy cosmetics. From the preference of house hold appliances and home appliances it can be conclude that majorty of the people likely dissatisfied with this purchasing using ecommerce websites. So, there is a scope to ensure the changing of consumer preception for online purchasing of home appliances. According to medical industry from overall study it can be concluded that consumers are not much interested towards online medical buying because of lack of knowledge, so gaining the knowledge about online medical buying is important. Hence from the overall study it can be concluded that consumers are mostly interest towards some of the e-commerce websites as they know about it where as there are some websites which haven't get into the consumer's site untill know so if it is shown properly then there is a scope of using all the e-commerce websites for their purchases.

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Chapter - 6

A Study of E-Commerce in India with Particular Reference to Flipkart

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Abstract

The trend of e-commerce has been increased significantly in the recent years with the development of internet and due to the easy accessibility of internet usage. Easy access to internet has driven consumers to shop online. In fact, according to the University of California, Los Angeles communication policy, online shopping is third most popular activity on the internet after email using and web browsing. Globally more than 627 million people have done online shopping so far. World's biggest online shoppers include Germans and British. Books, airline tickets/reservations, clothing/shoes videos/games and other electronic products are the most popular items purchased on the internet. Through electronic marketing and internet communication, business firms are coordinating different marketing activities such as market research, product development, inform customers about product features, promotion, customer services, customer feedback and so on. Online shopping is used as a medium for communication and electronic commerce, it is to increase or improve in value, quality and attractiveness of delivering customer benefits and better satisfaction that is why online shopping is more convenient and day by day increasing its popularity.

Keywords: On-Line Shopping, E-Commerce, Supply Chain

Introduction

Customers use the Internet not only to buy the product online but also to compare prices, features and after sale service facilities they will receive if they purchase the product from a large store. Many experts are optimistic about the prospect of online business. In addition to the tremendous particular product potential of the E-commerce market, the Internet provides a unique

opportunity for companies to more efficiently reach existing and potential customers. Although most of the revenue of online transactions comes from business-to-business commerce, the practitioners of business-to-consumer commerce should not lose confidence.

It has been more than a decade since business-to-consumer E-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behaviour in cyberspace. Along with the development of E-retailing, researchers continue to explain E-consumers' behaviour from different perspectives. Many of their studies have posited new emergent factors or assumptions that are based on the traditional models of consumer behaviour, and then examine their validity in the Internet context.

Flipkart Pvt Ltd is an Indian electronic commerce company based in Bengaluru, India Founded by Sachin Bansal and Binny Bansal senior and junior in Indian institute of technology Delhi and colleagues at Amazon in 2007 and the company initial stage focused on book sales before expanding into other products such consumer electronics fashion n lifestyle and home care products.

Flipkart Private Limited is an Indian e-commerce company established in 2007. It started with a primary focus on online book sales and soon, expanded to lifestyle products, electronics, home essentials and groceries. Today, Flipkart is the biggest online Indian marketplace competing with the world leader Amazon.

The service primarily competes with Amazon Indian subsidiary and domestic rival Snapdeal. As of 2020 the flip-kart market share is all about approximately 50%, of Indian e-commerce industry. Flipkart is significantly dominant in the sale of apparel Because Flipkart also owns phone-pe, mobile payment services based on the united payments interface. (UPI).

Digs Flip" with products such as smartphones, tablets, USB's and laptop and bags Flip-kart has also launched its own range of personal health care and home appliances under the brand "cithin".

The first product was sold by them was the book living Microsoft to change the world bought by VVK Chandra from Andhra Pradesh Flip-kart now employs more than 15000 to 18000 people. Flip-kart allows payments early as in cash on delivery and night now present scenario the transactions went mostly 80 to 90% digital payment only due to pandemic Later on, it has started to expand its market by selling not only books but also other products. Now flip-kart has so many categories of products available.

Funding: Flipkart has received more than \$ 4.5 billion in funds till date, with the biggest funding coming in July 2014 worth \$ 1 billion and in April 2017 worth \$ 1.4 billion. Some of the top investors in Flipkart include Naspers, Steadview Capital, Tiger Global Management, DST Global, Accel Partners, Dragoneer Investment Group, Baillie Gifford, GIC, Greenoaks Capital, ICONIQ Capital, Microsoft, Morgan Stanley, Qatar Investment Authority, and Sofina.

Review of Literature

(Raju *et al.* 2009) Without the presence of customers, there is no existence of any business firm. With the distinct roles played by the consumers in the form of user and buyer, it's quite essential for the market to keep a strong track of the mindsets of the customers, in order to not only acquire but also retain them. Firms are busy in analyzing the mindsets of their potential customers, in order to bring the highest level of satisfaction even in these difficult times, in order to create opportunities, one needs to identify the different aspects which can help to evolve during time to time. One of such sectors is the e-commerce which at the very one set of the disease understood the limitations, opportunities and challenges that they are going to face. Consumers are willing to experience and try new technological advancements available, so they are showing more interest in online shopping. A study named will permanently change "consumer behaviour" conducted by Accenture have been highlighted of changed behaviour of consumers during the period of time and through their analysis have predicted which of these changed "consumer behaviour towards online shopping in India" the researchers gave a comprehensive view about how in this technological era, online shopping has become an integral part of our daily life style due to high level of internet penetration and other factors. "A study on consumer's buying behaviour towards online shopping". "A case study on Flip-kart.com users in Perampur town" gave a detailed description about the various attitudes or behavioral traits of users towards online shopping. In the study named "Consumer perception online buying of electronic products from flip-kart and amazon" describes the scenario how majority customers were purchasing electronic items from flip-kart and other online shopping sites prior from time-to-time period.

"Another study on consumers online behaviour with reference to flip kart" gave a detailed description about the features of flip-kart which consumers like the most and the products like which consumer segment prefer more to buy the products from flip kart.

Research Methodology

Data collection. For quantitative research the primary data collection is the questionnaire.

Primary Data: The primary data collected through questionnaires, which is the major part of the project.

Secondary Data: The secondary data is readily available from the dealers, news gazines, data like company profile and organization norms and procedures are aped from the office. Consumers are frequently responding in positive manner for truthful feedback for effective of their loyal organization.

Data Analysis

Table 1: Showing Age Category of Responses

Age	Percentage
0-20	50.5%
20-40	45.6%
40-60	3.9%

Source: Primary data

It is inferred from the table that 50.5% of respondents fall under the age of 0-20 45.6% of the respondents are between 20-40 and 3.9% are above the age of 40yrs and 3.9% are above the age of 40yrs

Table 2: Showing Category of Goods Preferred through Flipkart

Stationery	18.4%
Cosmetics	14.6%
Clothes	28.2%
Electronics	38.8%

Source: Primary data

It is inferred from the table that 18.4% of the respondents are purchasing stationery products, 14.6% of respondents are buying cosmetics, 28.2% of respondents are purchasing clothes and 38.8% of respondents are willing to buy electronic gadgets through Flipkart

Table 3: Showing Preferred Reasons for On-Line Shopping through Flipkart:

Good customer service	31.7%
Good price	15.4%
Service timely	21.2%
Various Items	31.7%

Source: Primary data

It is inferred from the table that 31.7% of the respondents are getting good

customer service and variety of items in Flipkart, 21.2% are experiencing timely service availability through Flipchart.

Major Findings

- The research reveals that the most of the users of Flipkart are males i.e. about 71% of males are interested in shopping through Flipkart.
- From the above table study we had known that the 50% of respondents are between age of 20yrs.
- It is found that everyone in the study are aware about the company.
- Most of the respondents are having a good experience nearly 71%.
- From the study it is found that 85% of the respondents are interested on purchasing products through online.
- It is found that most of the people are purchasing electronics (38.8%) through Flipkart.
- It explains that about 31.7% respondents are buying products through Flipkart.
- From the study it is found that 39.5% of the respondents have purchased more than 4 times from Flipkart.
- It explains that 65% of the respondents are satisfied with the facilities of flipkart. (Table9).

Suggestions

- It would be better if Flipkart will improve the quality of other items so as to increase costumer.
- If Flipkart would provide different designs and variety of products, they can gain more no of costumers and can easily satisfy them.
- They should add some more design, it will be better for the company.
- According to respondents, if company improve the promotion activities in order to get more consumers, like through pamphlets, news, specially to rural area because now a days companies are targeting them more.
- Company should look towards its quality product as it is more important to attract customers. They should add some offers with the products in every quarter so as to gain more and more no. of costumers.

Conclusion

The study concludes that majority of the customer prefer shopping through other shopping websites rather than Flipkart because of lack in product variety, quality, which makes the customers more comfortable with other shopping websites rather than Flipkart. Consider the fact that there are many of middle class, less educated people in India, Flipkart although has many of impact on middle class people but it should think about less educated people as now only educated peoples are using the Flipkart.

So, Flipkart should increase the variety of products and they should go with qualitative products so as to satisfy the people who are willing to purchase through Flipkart despite of this Flipkart is providing less cost products which helps to serve middle as well as other relevant people of the society.

From the following's sections, it can be concluded that customer satisfaction basically refers to the customer's happiness means if a customer is happy with the product and the service quality then the customer shows positive views towards the company which is very important for any organization to grow their business opportunity in the market. From the study, customer satisfaction is the customer's fulfillment response means when a customer happy with the service and the product quality then the customer shows their loyalty towards the company and used to buy the products from that company again which enable more financial benefit in the organizational context. From the concept of customer satisfaction point it can be concluded that companies are showing their motivation for providing best quality service to their old customers as well as the companies are providing new offers and discounts on their products as it will help the organization to attract more new customers which will enable more satisfactory performance of the employees in the organizational context. Additionally, customer satisfaction will help the organization to enhance their brand name in the market as well as it will impact the efficiency level of the organizations. That section also refers that if any organization will fail to felicitate customer satisfaction, then it can negatively impact the business opportunity of the organization which will lead the company towards absolute loss.

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Chapter - 7

A Study on Consumers Attitude towards Myntra in Digital Marketing with Reference to Coimbatore City

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Abstract

The importance of this study is to examine the customer satisfaction towards Myntra.com users in Coimbatore city. Also tried to find out various attributes of Myntra users of Coimbatore city towards the online shopping. For this study survey was conducted. The data will be collected from respondents through scheduled containing questions. The study result concluded that future of e-tailers in India especially in cities looking very bright. Myntra.com offering best prices, good products and completely easy shopping experience for our customers. The success of any e-tailer company in India is depending upon its popularity, its branding image, its unique & fair policies, and its customer relations etc.

Keywords: Customer attitude, E-commerce, Myntra, Coimbatore City, Online Shopping.

Introduction

Recently at present time online shopping or E-tailing is the new trend (Transformative Change) of shopping in India that is used to refer to computer-based-shopping or E-shopping same like Internet banking or E-banking. Over that past few years, online shopping or E-tailing has increased percentage of online buyer's in India. New concept of the online shopping is a great example of the business revolution in India. We can say that E-tailing in India is currently experiencing a period of rapid development. E-tailing in India is a rich segment waiting to be explore. Actually, E-tailing is a form of E-commerce. In online shopping, buyers (consumers) purchase the products (Like: -Apparel, electronic appliances, footwear, Home & Kitchen

Appliances, etc.) directly from the E-tailors by using a web browser. I think in India E-shopping or online shopping is the new buzzword.

Competing in a high-pressure business scenario has become a challenge for retailers. As an effective alternative sales channel sellers are looking at the internet, which gives them direct access to target customers. Online retailing (also known as e-tail) is a web-enabled interface between a retailer and its target consumers for selling products and services on the web with the facility of ecommerce. These kinds of retailers are also known as e-tailors. Almost all big retailers are now electronically present on the World Wide Web.

The online shopping environment has gone through a lot of transformation and today it is still developing in a much diversified way. It has become very popular in the areas of apparel, arts and crafts, books, car rentals, computers and electronics, cosmetics, financial services, gifts and novelties, etc.

Some of the major advantages of e-retailing which makes it popular among the retailers are: low investment cost, direct access to target customers, quick return on investment.

This kind of retail format helps the retailers to serve their customer quickly and more efficiently by offering them a detailed portfolio of products and services. On the other hand, availability of the point of transaction data helps the retailers to analyze and interpret their target customers. It has become the most efficient way to offer valuable information to the customers like discounts, promotions, new and existing products as per the customer requirements and past shopping behavior. Availability of plenty of information about the products has increased the confidence level among the consumers.

Objectives of the Study

- To know whether the price is less in Myntra compared to other websites.
- To evaluate the growth of Myntra.
- To analyze the consumer interest on the Myntra website.
- To determine the factors effecting Myntra.
- To find out the factors that attracts the consumers towards Myntra.
- To identify the key factors which influence consumer's buying behavior.
- To study about consumers satisfaction level.

- To know the consumers awareness and perception about the products and services.

Review of Literature

Internet shopping is still in development stage and limited research studies have been done. But various international studies have been undertaken in other countries.

- The strategies that marketers are using have not adequately addressed the changing demands of the consumer to ensure customer satisfaction (Day & Landon, 1977). The marketing function limits the scope of marketing strategies in operating successfully online. New electronic communication marketing variables have exploded the alternatives available to customers globally. These changes have redefined many of the old views of marketing, trade and power. Furthermore, many researchers recognize and accept that customer satisfaction is a logical measurement of success in market exchanges (Dubrovski, 2001).
- Crawford, (1997) in his paper said that traditional consumer behaviour shopping has its own model, which the buying process starts from the problem recognition, information search, evaluation of alternatives, then purchase, and at last post purchase behavior.

Tools Used for Analysis

To Analysis the Data Which Has Been Collected By the Researcher, the Tools of Analysis Were Employed Are

- Simple percentage method.
- Rank correlation.
- Chi-Square.

Table 1: Showing that Purchase in Myntra of the Respondents

Purchase In Myntra			
		Frequency	Percent
Valid	Quality	58	38.4
	Quantity	22	14.6
	Availability	60	39.7
	Design	11	7.3
	Total	151	100.0

Source: Primary Data

Interpretation

It is clear that the above table indicates that 39.7% of the respondents belong to Availability which is highly preferred in the study on consumer's attitude towards Myntra in digital marketing with reference to Coimbatore city and finally 38.4% of the respondents belong to Quality and 14.6% belongs to Quantity and 7.3% of respondent belongs to Design.

Table 2: Showing those Types of Product in Myntra of the Respondents

	Types of Product		
		Frequency	Percent
Valid	Dresses	35	23.2
	Cosmetics	73	48.3
	Home Appliance	31	20.5
	Accessories	12	7.9
	Total	151	100.0

Source: Primary Data

Interpretation

It is clear that the above table indicates that 48.3% of the respondents belong to Cosmetics which is highly preferred in the study on consumer's attitude towards Myntra in digital marketing with reference to Coimbatore city and finally 23.2% of the respondents belong to Dresses and 20.5% belongs to Home Appliance and 7.9% of the respondent belongs to Accessories.

Findings

From Percentage Analysis and Weighted Average Table the Result Are Revealed Are Shown Below:

- Maximum respondents 62.9% belong to the age group 21-30 years.
- Maximum respondents 44.4% of the respondent belongs to Friends which is highly prefer.
- Maximum respondents 65.6% most of the respondents belong to easy mode of online payment highly preferred.
- Maximum respondents 94.0% of the respondents belong to yes option.
- Maximum respondents 39.7% of the respondents belong to Availability.
- Maximum respondents 43.7% of the respondents belong to Monthly Once.

- Maximum respondents 48.3% of the respondents belong to Cosmetics.
- Maximum respondents 35.1% of the respondents belong to Costumes.
- Maximum respondents 69.9% of the respondents belong to strongly agree.
- Maximum respondents 53.6% of the respondents belong to agree.
- Maximum respondents 49.0% of the respondents belong to Strongly Agree.
- Maximum respondents 59.6% of the respondents belong to Highly Superior.
- Maximum respondents 58.9% of the respondents belong to Superior.
- Maximum respondents 52.3% of the respondents belong to Allen Solly.
- Maximum respondents 46.4% of the respondents belong to Easy to find Product or Service.
- Maximum respondents 41.7% of the respondents belong to Quick Guide.
- Maximum respondents 39.1% of the respondents belong to Food & Dinning.

Suggestion

In this research, the survey of consumer attitude towards myntra in digital marketing with reference to Coimbatore city revealed that the respondents were useful in adopting the digital marketing techniques. Digital marketing techniques are fully based on the website and the advertisements provided over there. In this study the consumers were highly accepted that purchase decisions were made based on the website ads and its performance. It would seem an obvious growth strategy in a company by using multimedia technology and it is evident that Myntra was adopted among the respondents.

Conclusion

Online marketing has gained a lot of importance in present marketing conditions. But along with its vital growth the number of scams, fraudulent practices and cheating also increased. Such cheating activities had created fear in the minds of customers and also an adverse impact in the attitude of consumers towards online purchase. The problem area of this survey is consumer's satisfaction and attitudes towards online shopping will determine

the factors that influence customers to shop online and those factors will help the marketers to formulate their strategies towards online marketing.

If E-Marketers analyze and understand the factors influencing Indian customer's online behavior, they can further fine-tune their business strategies towards customer preferences.