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Digital Revolution and Online Shopping, Special Reference to Malappuram District

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ABSTRACT: As per some recent statistics, there are 3.49 billion internet users around the world. India rank second in a top of countries with most internet users (statista, 2017). Changing public policy is also encouraging successful digital evolution. The launch of digital India by the central government, with the objective of connecting rural areas with the high speed internet networks and improving digital literacy, leads high growth in the areas of digital services. India is also leading the world in payment system evolution. Demonetization have created favorable situation for adoption of electronic payment system in India. Experts' opinion is that electronic commerce companies will be the big winner in digital revaluation in India. Even though, percentage of online sales as share of total sales in India in 2017 is 2.2 percentages only. In this context this study seeks to know attitude of internet users to online shopping and their perception towards shopping online.

Keywords: *Internet, digital evolution, digital India and online shopping.*

I. Introduction

Online shopping or e-shopping is a form of electronic commerce which allows consumers to buy goods or services directly from a seller over the internet using a web browser. Alternative names for online shopping are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online store front and virtual store. The largest of these online retailing corporations are Alibaba, Amazon.com and e bay.

In the normal online shopping process, when potential consumers recognize a need for some product or service, they go to the Internet and search for need-related information. Potential consumers are attracted by information about products or services associated with the felt need. They then evaluate alternatives and choose the best one that fits their criteria for meeting the felt need. Finally, a transaction is conducted and post-sales services provided. Online shopping attitude refers to consumers' psychological state at the time of making purchases on the Internet. Electronic Business firms are coordinating different marketing activities such as market research, product development, inform customers about product features, promotional activities and customer services to attract customers. Online shopping is more convenience and day by day increasing its popularity.

Online customers must have access to the Internet and a valid method of payment in order to complete a transaction. Generally, higher levels of education and personal income correspond to more favourable perception of shopping online. Increased exposure to technology also increases the probability of developing favourable attitudes towards new shopping channels.

Digital revolution in India opens up vast space for internet companies. According to Abheek Singhi, Senior Partner and Director, BCG, India, "It is widely known that by 2021, India will have more internet users than the entire population of six G7 countries." This study attempted to know online buying behaviour among internet users in malappuram district and it also check consumer perception towards online shopping. At the end of this study, it will be possible to know the most important motivational factor(s), which leads to shopping online.

II. Objectives

- To study the awareness level of consumers about various dimensions of online shopping
- To study the extend of usage of online shopping
- To identify what are the motivational factors behind online shopping
- To study the perception of customers towards various aspects of online shopping
- To identify the satisfaction level of online consumers
- To identify the problems faced by consumers

III. Statement of the problem

The internet is being developed rapidly since last two decades in the world. After a long term development of internet, which rapidly increased web users and has become common means for delivery and trading information, goods and services. India has 34.4% (Internet *World Stats*, 2017) internet penetration and India has second largest internet user base in the world. However, Kerala declared as the first digital state, by achieving cent percent mobile density, 75% e-literacy, highest digital banking rate, and broadband connection up to Panchayat level.

In the modern world customer, prefer online shopping than traditional shopping which allows customers to directly buy goods or services from a seller over the internet using a web browser. Online shopping provides numerous benefits over conventional shopping such as convenience, better price, variety products, fewer expenses, comparison of price, no crowds, less compulsive buying, information etc, but still people are reluctant to do online shopping. In this context, it is relevant to identify to what extent people in Kerala are involving in online shopping is a matter of analysis.

IV. Research Methodology

RESEARCH DESIGN: The study was conducted based on the responses of sample respondents. Through this research, researcher describes the online buying behaviour among internet users in Malappuram district. Therefore, this study is Descriptive in nature.

SAMPLING DESIGN: Convenient sampling is adopted .The data will be collected from a sample of 50 respondents from Malappuram district.

SOURCES OF DATA: Primary data were collected from users of online shopping by using structured questionnaire. Secondary data were collected from published sources like textbooks, journals, articles, research report, internet, etc.

TOOLS FOR ANALYSIS:

- Mean score
- ANOVA
- Percentage Analysis

V. Limitations

The researcher had the following limitations while conducting the study.

- Sampling technique used in a selection of sample is convenience sampling .The study suffers from all limitations associated within this sampling plan.
- Sample size was restricted to 50 due to time constrains.
- This study was carried out only among the peoples of malappuram district.

VI. Review of literature

- **Farm and Crady (1995)** identified that the ease of use is considered as one of the most important factors to customer on the internet. This concept has been characterized as the customer ability to use as few “clicks” as possible. It also includes the issue of navigation, effective search engines, the ability to easily change or cancel an order, and the ability to inform customer of missing information.
- **Bellman (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 behaviour, such as earlier online purchases.
- **Leong (2001)** examined the marketing strategies adopted by local hotel establishments in the competitive hospitality industry. It also analyses the adoption and role of information technology in strategic marketing. It was found that most hotels seemed to have embraced the marketing concept, given the existence of extensive marketing plans. Although most hotels appeared to have successfully incorporated information technology into their marketing campaigns, the level of commitment seemed to be insignificant. Following a brief comparison

with a similar US study, the paper concludes that there are only differences between US and Singapore hotels in terms of their marketing practices.

- **Wolfenbarger and Gilly (2002)** has shown that privacy plays a crucial part in the evaluation of an online service. The concept of privacy refers to companies not sharing information with third parties unless the customer gives permission. It includes the security of sensitive information between the customer and company. In addition, this includes providing visual symbols; so the customer feels a secured connection is being achieved.
- **Narayandas (2002)** identified several reasons for success of internet marketing. These are low prices, expedited delivery, and long term relationship with customer, truly transactional approach, and quick service with relatively little expense and customer satisfaction.
- **Parasuraman (2002)** stated that the motivations for this special issue and propose a conceptual framework pertaining to the issue's theme. Using this frameworks a backdrop, they then offer an overview of the remaining articles by segmenting them into categories and discussing their relationship to the framework. They conclude by highlighting research avenues for augmenting our understanding of marketing to and serving customers through the Internet.
- **Bechrer (2004)** stated that Internet marketing is a field that is continuing to grow, and the online auction concept may be defining a totally new and unique distribution alternative. Very few studies have examined auction sellers and their internet marketing strategies. This research examines the internet auction phenomenon as it relates to the marketing mix of online auction sellers. The data in this study indicate that, whilst there is great diversity among businesses that utilize online auctions, distinct cost leadership and differentiation-marketing strategies are both evident. These two approaches are further distinguished in terms of the internet usage strategies employed by each group.
- **Ryan (2004)** conducted a research on the mosaic of institutional issues associated with gaining credibility for internet marketing standards. Strong claims for a predominantly self-regulatory approach are reviewed in conjunction with other factors that inhibit credibility, namely: competing internet worldviews, weak moral coherency, and offline ambiguity about respective institutional roles, especially as regards moral dimensions of notions of regulation and self-regulation.
- **Wang (2006)** conducted a research to examine the current use and predict future Web-based marketing activities of U.S. convention and visitor bureaus. A survey was sent to 600 randomly selected American convention and visitor bureaus with a focus on assessing the applications included in the bureaus' Web sites, their Web site promotion techniques, and customer relationship management programs in relation to these Web sites. The results indicate that most bureaus' Internet marketing activities are relatively limited, focusing on providing travel information to prospective visitors

VII. Data Analysis And Interpretation

S.NO	VARIABLES	CLASSES	PERCENTAGE
1	Gender	Male	66
		Female	34
2	Age	21-30	74
		31-40	18
		41-50	8
		Above 50	0

3	Qualification	Under Graduation	42
		Post Graduation	36
		Professional	14
		Others	8
4	Frequency of using internet	Frequently	58
		Sometimes	30
		Occasionally	12
		Rarely	0
		Never	0
5	Income	Less Than 4 Lakh	86
		4-5 Lakh	8
		5-7 Lakh	4
		Above7 Lakh	2
6	Media Using	Computer	27.72
		Mobile	72.28
7	Frequency of doing online shopping	Frequently	6
		Sometimes	32
		Occasionally	30
		Rarely	32
		Never	0
8	Product Purchasing	Jewellery	2.6
		Textiles	24.22
		Books/CDs	7.8
		Electronic goods	24.18
		Mobile	20.6
		Software	6.6
		Others	14

INTERPRETATION: 66 percentages of the total respondents are Male and 34 percentages are Female. majority of the respondents i.e., 74 percentage are youngsters and there is no respondents comes under the age group of above 50. Classification based on educational qualification shows that out of 50 respondents 42 percentage are under graduate and 36 percentage are post graduate. While interpreting income level of respondents, majority of them include the income class of below four lakh rupees per Annuam, i.e. 86 percentages. 72.28% of the respondents are using mobile as a media for using internet while others are using computer as the media for using internet. 6% respondents are using online shopping frequently. 32% respondents are using online shopping sometimes and 32% are rarely. Electronic goods and textiles are the most purchased goods where customers are reluctant to purchase jewellery items.

SOURCE OF INFORMATION ABOUT ONLINE SHOPPING

Factors	Very Important	Important	Neutral	Somewhat Important	Never	Total	Mean Score
	5	4	3	2	1		
Friends	17	14	9	3	7	181	3.62
Newspaper	10	11	13	14	2	163	3.26
Television	1	22	13	8	6	154	3.08
Social media	35	15	0	0	0	235	4.7
Pop ups	17	10	15	4	4	182	3.64
Others	0	6	6	8	30	88	1.76
TOTAL MEAN SCORE							20.06

AVERAGE MEAN SCORE	3.343333
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INTERPRETATION: The above table shows average mean score is 3.343333. Social Medias, pop ups and friends are score above 3.343333 respectively. Hence respondents consider these sources are most important source of information about online shopping. News papers and television advertisement and all other sources provide less information's regarding online shopping.

AWARENESS LEVEL OF CONSUMERS REGARDING ONLINE SHOPPING

FACTORS	MEAN	STD. DEVIATION
Amazon.com	4.36	0.85141
Yepme.com	4	1.14286
Flipkart.in	4.56	0.90711
EBay. In	3.2	1.34012
Myntra.com	3.72	1.08872
Snapdeal.com	3.72	1.06981
Others	1.86	0.92604
Credit Card	3.28	1.34073
Debit Card	4.68	0.47121
Cash On Delivery	5	0
EFT	1.58	1.26314
Online Banking		
	2.48	1.55498
Redressal System	3.26	1.15723

INTERPRETATION: The above table shows awareness level of respondents regarding online shopping on the basis of calculating mean score and it is measured by using different attributes i.e., various online shopping sites , various modes of payment and customer redressal system. The above table shows that respondents are fully aware about cash on delivery and most of the customers are not aware about EFT and online banking system. This also finds that customers are aware about well known online sites and they do not trust in other sites.

RELATIONSHIP BETWEEN AWARENESS LEVEL AND QUALIFICATION

H_0 = qualification of respondents and awareness level are independent

ANOVA						
		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
Amazon. In	Between Groups	12.387	4	3.097	5.999	.001
	Within Groups	22.715	44	.516		
	Total	35.102	48			
Yepme.com	Between Groups	22.121	4	5.530	5.943	.001
	Within Groups	41.879	45	.931		
	Total	64.000	49			
Flipkart.in	Between Groups	5.070	4	1.267	1.618	.186
	Within Groups	35.250	45	.783		
	Total	40.320	49			

EBay. In	Between Groups	10.256	4	2.564	1.484	.223
	Within Groups	77.744	45	1.728		
	Total	88.000	49			
Myntra.com	Between Groups	10.255	4	2.564	2.412	.048
	Within Groups	47.825	45	1.063		
	Total	58.080	49			
Snapdeal.com	Between Groups	6.621	4	1.655	1.506	.216
	Within Groups	49.459	45	1.099		
	Total	56.080	49			
Others	Between Groups	1.447	4	.362	.401	.807
	Within Groups	40.573	45	.902		
	Total	42.020	49			
Credit card	Between Groups	29.374	4	7.343	5.629	.001
	Within Groups	58.706	45	1.305		
	Total	88.080	49			
Debit card	Between Groups	2.430	4	.607	3.235	.020
	Within Groups	8.450	45	.188		
	Total	10.880	49			
Cash delivery	Between Groups	.000	4	.000	.	.
	Within Groups	.000	45	.000		
	Total	.000	49			
EFT	Between Groups	2.821	4	.705	.421	.793
	Within Groups	75.359	45	1.675		
	Total	78.180	49			
Online banking	Between Groups	15.474	4	3.868	1.690	.169
	Within Groups	103.006	45	2.289		
	Total	118.480	49			
Redressal	Between Groups	14.670	4	3.668	3.239	.020
	Within Groups	50.950	45	1.132		
	Total	65.620	49			

INTERPRETATION: The result of ANOVA shows that that the calculated values of flipkart.in, eBay. in, snapdeal.com, other not well known online sites, EFT, and online banking are higher than the table value (0.05), so the hypothesis is accepted and we can conclude that the educated and non educated respondents are same in case of awareness towards flipkart.in, eBay. in, snapdeal.com, other not well known online sites, EFT, and online banking. The awareness level about Amazon.com,

Yepme.com, myntra.com, and credit card and Redressed system varies according to the qualification level of respondents, so the null hypothesis is rejected in this case.

RELATIONSHIP BETWEEN USAGE AND AGE

H_0 : There is no age wise difference in the usage of online shopping.

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Amazon. In	Between Groups	.980	2	.490	.276	.760
	Within Groups	83.520	47	1.777		
	Total	84.500	49			
Yepme.com	Between Groups	8.002	2	4.001	2.538	.090
	Within Groups	74.078	47	1.576		
	Total	82.080	49			
Flipkart.in	Between Groups	10.299	2	5.149	3.224	.049
	Within Groups	75.081	47	1.597		
	Total	85.380	49			
Ebay.in	Between Groups	6.347	2	3.173	1.569	.219
	Within Groups	95.033	47	2.022		
	Total	101.380	49			
Myntra.com	Between Groups	8.589	2	4.294	1.990	.148
	Within Groups	101.411	47	2.158		
	Total	110.000	49			
Snapdeal.com	Between Groups	.149	2	.074	.046	.955
	Within Groups	75.231	47	1.601		
	Total	75.380	49			
Others	Between Groups	.697	2	.348	.464	.632
	Within Groups	35.303	47	.751		
	Total	36.000	49			
Credit card	Between Groups	.847	2	.423	.284	.754
	Within Groups	70.033	47	1.490		
	Total	70.880	49			
Debit card	Between Groups	9.473	2	4.736	3.683	.033
	Within Groups	60.447	47	1.286		
	Total	69.920	49			
Cash on delivery	Between Groups	.553	2	.276	.926	.403
	Within Groups	14.027	47	.298		
	Total	14.580	49			
EFT	Between Groups	12.409	2	6.205	8.377	.001
	Within Groups	34.811	47	.741		
	Total	47.220	49			
Online banking	Between Groups	1.935	2	.967	.718	.493
	Within Groups	63.285	47	1.346		
	Total	65.220	49			

FACTORS	MEAN	STD. DEVIATION
Website Clearness	4.2600	.85261
Information	4.1200	.59385
Product Selection	4.3400	.68839
Ordering Procedure	4.0200	.89191
Payment	3.6800	.99877
Image Quality	3.7200	.90441
Supplementary Information	3.8000	.88063
Do Not Misuse Information	3.0400	.96806
Check Delivery	3.5600	.95105
Confirmation Message	4.2000	.60609
Do Not Sell Email Address	2.9000	1.09265
After Sale Service	2.5600	1.34255

INTERPRETATION: This table shows that the calculated values of Flipkart.in and EFT are less than the table value (0.05), so the hypothesis is rejected. Which means the usage level of EFT and Flipkart in varies according to the age of respondents. And there is no age wise difference between the usages of Yepme.com, Myntra.com, snapdeal.com, other online sites, credit card, debit card, cash on delivery, and online banking.

MEAN SCORE OF MOTIVATIONAL FACTORS BEHIND ONLINE SHOPPING

FACTORS	MEAN	STD. DEVIATION
Payment	4.1400	.60643
Safety	3.1000	1.03510
Delivery	4.2600	.98582
Product	3.8800	1.33463
Product Information	4.1400	.85738
Refund policy	2.4400	.88433
Price	4.4200	.81039
Minimal browsing	3.9800	.82040
Choice	4.3000	.83910
Latest product	4.4000	.80812
Cancellation of order	2.8400	.93372
Replacement of product	2.3600	1.27391

INTERPRETATION: Customers have different levels of interpretation about online shopping.. Twelve factors are considered to measure the satisfaction level at five point Likert scale and values 5,4,3,2 and 1 are assigned to strongly agree, agree, neutral, disagree, and strongly disagree. Most of the customers have positive perception towards various dimensions of online shopping. They have negative perception towards after sale service and e mail advertisements.

CUSTOMER'S PERCEPTION TOWARDS ONLINE SHOPPING

INTERPRETATION: There are different factors which motivate customers to shop online. Above table shows that speed, offers, ease of use, wide range of choices and availability of more information's are the most influencing factors to do online shopping. Security is the least motivating factor.

MEAN SCORE OF SATISFACTION LEVEL OF RESPONDENTS REGARDING ONLINE SHOPPING

INTERPRETATION: Twelve factors are considered to measure the satisfaction level at five point Liker scale and values 5,4,3,2 and 1 are assigned to highly satisfied, satisfied, neutral, dissatisfied and highly dissatisfied. The customers are satisfied with all the factors except refund policy, cancellation of orders and replacement of products.

MEAN SCORE OF PROBLEMS FACED BY RESPONDENTS

FACTORS	MEAN	STD. DEVIATION
Price	4.4000	.85714
Quality	3.0200	1.07836
Delivery	3.6200	1.32311
Safety	2.1400	1.21235
Risky to use credit card	1.7000	1.14731
Trust on online site	2.0000	.94761
Refund policy	2.3600	1.35164
False information	2.8400	1.18425
Redressal system	2.5000	1.12938

INTERPRETATION: This study also tried to find out various barriers faced by customers while doing online shopping on the basis of calculating mean score. The barriers faced are measured by using nine attributes. It is measured by using five point Likert scale and values 1,2,3,4 and 5 are assigned strongly agree, agree, neutral, disagree, and strongly disagree. Above table shows that safety, risky to use credit card, trust on online site, refund policy, false information and Redressal system are the main barriers faced by customers while shopping online.

VIII. FINDINGS

In demographic profile it shows that Most of the respondents are male. Majority of the respondents comes under the age group 21-30. Most of the respondents are under graduate. Most of the respondents have an annual income with below four lakh. 58% of respondents are frequently using

internet.72.28% of respondents are using mobile/ tablets as a media for using internet.32% respondents are doing online shopping sometimes and 32% at rarely.

Social Medias are the main source of information about online shopping. Most of the consumers use online shopping to purchase textiles and electronic goods.Flipkart is the well known online site and all respondents are fully aware about cash on delivery payment system. Most of the customers make payments through cash on delivery. By using ANOVA, there is an age wise difference between the usage of EFT and flipkart.in. Ease of use, speed offers, information, and wide range of choice are the most influencing factors of online shopping. Even though, the Customers are dissatisfied with refund policy, cancellation of orders and replacement of products. Majority of the respondents have positive perception towards online shopping and they are satisfied with online shopping. The main barrier of online shopping is concerned with security and use of credit card.

IX. Suggestions

- More offers and discounts should be used as a weapon to attract customers.
- Companies should offer easy return policy.
- Proper awareness regarding online shopping should be provided to consumers.
- Strict government regulations have to be implemented for security issues.
- The online sites should provide feedbacks and reviews regarding the products.
- Facilities for fast delivery of goods have to be enhanced.
- Companies should try to provide most effective refund policy.
- Advertisements through social Medias will create more growth in online sales.

X. Conclusion

Now a day's most of the internet users are doing online shopping. Digital economy created positive impact in online trading. The concept of online shopping is spreading through social Medias and pop ups word of mouth advertising also influences the growth of online shopping. Most of the persons have good awareness regarding online shopping. They are satisfied with all the attributes of online shopping except refund policy, cancellation of orders and replacement of products.

Even though they are satisfied, there are certain problems while doing online shopping, such as safety, risky to use credit card, trust on online site, refund policy etc. If the companies try to provide more innovative facilities to overcome these problems, it will enhance the growth of online shopping.

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