



STUDY ABOUT CUSTOMER'S ATTITUDE TOWARDS ONLINE SHOPPING ON CALICUT CITY

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ABSTRACT

In the present scenario online shopping is more popular than the retail shopping. The influence of internet shopping is created high changes the attitude of the customers. The main intention of this study was to find out the customers attitude towards online shopping. For this purpose the researcher conducted study among the customers from Calicut city. The sample size of the study was 135 customers and used questionnaire method for data collection.

Key words: e-web-store, e-shop, e-store, web shop, web-shop, web store, on-line store, and digital store.

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1. INTRODUCTION

Many firms possess began utilizing the web with the aim of shopping advertising costs, thereby decreasing the value of their services so as to keep forward in extremely aggressive markets. Corporations additionally use the web to communicate communicates and spread information, to vend the product, to procure suggestions and likewise carry out satisfaction surveys with customers (Jaya & Gopinath, 2020). Clients use the web but also to purchase the product online, but additionally to check prices, product options and afterwards sale service amenities the need obtain in the event that they buy the product from a specific store (Usharani & Gopinath, 2020). Several consultants are optimistic concerning the prospect of on-line business. In addition to

the large potential of the E-commerce market, the web offers a singular alternative for corporations to extra effectively attain already and potential customers. Even though many of the income of on-line transactions come from business-to-business commerce, the practitioners of business-to-consumer commerce ought to not lose confidence. It has been greater than ten years since business-to-consumer E-commerce initially evolved (Gopinath & Kalpana, 2019). Students and practitioners of digital commerce always try to realize an improved perception into shopper behaviour in cyberspace. Together with the event of E-retailing, researchers keep going to clarify E-consumers behaviour from totally different perspectives. Lots of their research own posited new emergent components or assumptions that are primarily based on the normal fashions of client behaviour, after which look at their validity in the web context (Karthick *et al.*, 2020 a).

1.1. On-Line Procuring in India

E-commerce is thus taking part in an important function in multi channel strategies, that are new to several rising markets together with in India. A country's prospect for on-line retail success is carefully associated to what number of folks use the web and what number of are comfy buying or shopping for online. Although Republic of India is ranked 5th in GRDI, because the web penetration nonetheless low when put next to international common and those that are linked to web don't e-commerce as a result of poor infrastructure that stop dependable supply and return. Republic of India doesn't construct it into the highest ten of A.T.Kearney's e-commerce index as a result of its infrastructure is underneath developed (Karthick *et al.*, 2020b). India is a giant market (1.2 billion people) but infrastructure, technology, finance logistics, etc nonetheless wants lots of work, but with a rising center course and more and more urbanizes population, Consumer Perception (Gopinath, 2019 a), Consumer Behaviour (Gopinath, 2019 b) and Bharat is a thrilling alternative in on-line market. "The on-line procuring business in Republic of India is quick catching on, not only within the bigger metros but additionally within the smaller cities (Kavitha & Gopinath, 2020). Now the market is estimated at Rs.46, 000 Crores and is rising at 100 per cent per year," Ajit Chauhan, managing director, Synergy Promotions and Advertising Services, said.

1.2. On-Line Purchasing in Kerala

E-commerce has come to remain in Kerala, and with it comes rising alternatives for the enterprising. Kerala has additionally cashed in on the net purchasing boom. The state's main Malayalam newspapers, the Mathrubhumi and the Malayala Manorama, each hold their very own on-line buying websites to capitalize on their model name. Courier providers hold benefited drastically from the web buying pattern as immediate success and supply of orders is of prime importance. Web sites are built-in with name facilities that present immediate steerage to prospects who've any difficulties or doubts (Unnamalai & Gopinath, 2020). The online has damaged down limitations and made the earth a single market place, retaining each the client and vendor happy- and in Kerala too, it's rising as a very important medium for trade. Kerala holds the ninth place by way of e-commerce transactions within the country (Gopinath & Irismargaret, 2019). Practically fifty per cent of the customers from the state buy expertise based mostly product by means of e-commerce. Kochi, Thiruvananthapuram, Thrissur, Kozhikode and Paravoor are the ecommerce hubs of the state, as revealed by a latest census carried out by eBay. In a web-based procuring website.

1.3. On-Line Advertising and Marketing in Kozhnikode

During classical antiquity and the center Ages, Kozhikode was dubbed the "City of Spices" for its position as the main buying and selling level of Japanese spices. Arab Muslim retailers traded with the area as early as 7th century, and Portuguese explorer Vasco da Gama landed at Calicut

on 20 May 1498, thus opening a commerce route between Europe and Malabar. These reveal the legacy of Kozhikode in trading (Gopinath, 2016a). In keeping with knowledge compiled by economics analysis agency Indices Analytics on Residences, earnings and investments, Kozhikode ranked because the moment finest borough in Bharat to reside in. The vast majority of the full inhabitants in Kozhikode are youth and so they are extra conscious of fixing development and technology. In such a positive state of affairs and its buying and selling history, Kozhikode is in a thrilling alternative in on-line market (Gopinath, 2016 b).

1.4. Assertion of the Problem

The numbers of on-line customers in the town are rising a period of 365 days by year. For this reason an Examine concerning the customer's angle and notion in the direction of the web procuring is of enormous significance. This Research have the right "A Research About Consumer's angle and notion in the direction of on-line purchasing on Kozhikode city" makes an attempt to know the behavior, degree of satisfaction perspective and notion of shoppers in the direction of on-line shopping.

1.5. Aims of the Study

- To determine the components which inspire customers to go for the net shopping.
- To examine the notion and angle of customers in direction of on-line shopping.
- To know the purchases stages of satisfaction with regard to online-shopping.

1.6. Scope of the Study

The scope of the examine restricted to Kozhikode city. The town was chosen on a Comfort foundation and it is likely one of the Indian on-line market hubs. Comfort sampling includes utilizing pattern which are the simplest to acquire and is sustained till the sampling dimension that's want is reached.

1.7. Research Methodology

Data for this examine was collected by the use of a survey performed in Kozhikode city. The sort of analysis was descriptive analytical in assessment based mostly on a pattern survey. The questionnaire was used to gather information for the study.

Sample Design

Here the pattern dimension is 100 on-line customers from Kozhikode borough and information collected from these on-line consumers.

1.8. Limitations of this Study

Owing to time limitation, we solely searched just a few varieties of journals. This will depart another distinguished empirical research out. In addition, owing to the multidisciplinary nature of on-line procuring it's tough to seek out precise information.

2. OVERVIEW OF LITERATURE

Petrovic Dejan (2006) in his examine on Evaluation of shopper behaviour on-line defined that essentially the most related behavioral traits of on-line customers and study the methods they find, compared to and consider product information. Comparability of the newly collected survey information with the present shopper behaviour principle resulted in detection of a variety of points associated to a particular client group. Execution of those suggestions will lead to higher conversion of holiday makers into clients and encourage buyer loyalty and referrals.

Shun & Yunjie (2006) of their examine confirmed that there are product types, which usually tend to be offered on-line resembling software, books, electronics and music. Acumen for that is that when buying a majority of these products, one doesn't require private inspection and more importantly of all options could be outlined within the product description and images. There are 4 distinct shopper teams with completely different intentions and motivations are:

- Exploration
- Entertainment
- Shopping
- Information

Anders Has slinger; Selma Hodzic; Claudio Opazo (2008) The aim of this dissertation was to look at if there are any explicit elements that affect the web consumer. Price, Belief and Comfort have been recognized as necessary factors. Worth was thought-about to be a very powerful issue for a most of the students. Three segments have been identified, Tall Spenders, Value Easers and Cut price Seekers. By means of these segments we discovered a variation of the several components significance and established implications for on-line e-book stores.

Atanasov (2001) these specialists revealed that online purchasers are additionally worried about security issues when making on the web buys. Despite the fact that numerous shopper concerns with respect to the characteristic security of monetary exchanges online have been settled through the improvement of complex encryption programs, numerous buyers require extra affirmation that their monetary information will be held in certainty. In spite of the fact that most online retailers do give away from of security methods, some Internet customers actually try not to utilize charge cards on the web.

Ogenyi Ejye Omar, Alan Hirst (2006) in their investigation they assess ladies' disposition as a general tendency towards online attire shopping. Its discoveries recommend that ladies for the most part show uplifting mentalities towards shopping on the web for clothing. They know about a portion of the debilitating highlights of internet shopping, however these highlights don't hinder them from purchasing on the web. The suggestion for online retailers is that they should zero in on creation the experience of internet shopping all the more obliging and more clients - agreeable.

Tomomi Hanai, Takashi Oguchi (2009) in their examination to explore What sort of data adds to confide in arrangement in internet shopping? All the web based shopping sites managed marked items where there is more noteworthy accentuation on the reliability of online shops or items. The outcomes show that data depicted on the sites was grouped into two classes, initially, data about the shop and its methodology and administrations. Also, the solid data important for the utilization cycle, for example, installment data and return data, which uplifts the unwavering quality of these shops.

David Anderson (2006) in their exploration completed by a buyer conduct scientist at Henley Management College has researched what drives individuals to look through on the web. The discoveries uncover that comfort, time-productivity and individual control are the critical drivers for shoppers to look through on the web, as opposed to cost. It additionally shows that the connection among conventional and internet retailing sources should be more bound together E-shopping has changed the essence of retail, and surfers are presently searching for spring deal deals. In any case, the new discoveries uncover that accommodation and individual control are the critical drivers for customers to look through on the web.

Bikramjit Rishi (2010) of their examine on on-line purchasing is an revolutionary possibility of distribution out there within the fingers of marketers. This analysis examine is an empirical research to search out the motivators and decisional influencers of on-line shopping.

The examine highlights that reliability; accessibility and comfort are the key motivator elements which encourage the Indian client to purchase online. Similarly, reluctance and desire are the 2 decisional components which affect the decision.

A.M. Sakthivel (2009) his analysis notes is makes an attempt to unearth the affect of the demographics on on-line buy which is now comparatively limited. It might support the entrepreneurs to establish the demographic profile of shoppers which is in any other case not identified on account of the intangible nature of internet. The findings would assist the entrepreneurs to design their offerings.

Rajeev Kamineni (1999) this research is of a really exploratory nature and it intends to ascertain the variations between a number of web - based mostly buyers from totally different components of the world. a number of vital elements related to on-line buying behaviour might be explored. A cross cultural information set will likely be collected and an illustrative description of the patrons will likely be provided. As a ultimate step the cross cultural variations between a number of consumers shall be explored. One query which is able to run as a theme all over the course of this notes is, "Will the normal shopper behaviour idea and analysis be altered by the appearance of web primarily based shopping?"

Anita desai (2003) in her examine E-tailing is the apply of promoting retail items on the internet. E-tailing is simply not restricted to placing up merchandise on the market for shoppers to buy. As shoppers are well-informed, it is known that they'd construct a nicely knowledgeable choice as well. This includes a good number of product research, value comparability and checking the credibility of the e-store.

3. THEORETICAL FOUNDATION

The web has developed into a brand new distribution channel and on-line transactions are swiftly responded increasing. This has created a necessity to underneath how the shoppers understand on-line purchasing. Price, belief and comfort have been recognized as essential factors. worth was regarded as to be a most vital issue for a most of the scholars the web has created a paradigm shift of the standard way individuals shop. A client isn't any longer sure to opening a time or particular location. So he can turn out to be lively at just about any time, anywhere and buy the product or service. The web is comparatively a brand new medium for communication and the knowledge alternate that has current in on a regular basis life. The variety of web customers are always growing which can also be signifies that on-line buying is increasing. The fast rising is defined by the patron behaviour. the web is taken into account a mass medium that gives the buyer with buy traits as no different medium. Sure traits are making it extra handy for the buyer in comparison with the normal way of shopping, resembling the power to anytime view and buy product visualize the necessity with merchandise and talk about product with different consumers. On-line buying is the means of client goes by way of once they choose the store on the internet.

E-commerce has now identified, utilizing the web G8 buy on-line has turn out to be one among the first acumen to make use of the web mixed with trying to find merchandise and discovering the data about them. Subsequently web develop the businesses additionally use the web to convey, talk and pass on information, to vend the product, to acquire suggestions and in addition carry out satisfaction survey with customers. Clients use the web but also to purchase the product online, but in addition to check price, product options and later sale service amenities they'll obtain in the event that they buy the product from a selected store. Many consultants are optimistic concerning the prospect of on-line enterprise attributable to the fast improvement of the applied sciences surrounding the internet; an organization that's enthusiastic about promoting merchandise from its will consistently has to look for an edge within the fierce competition. Since there are such a lot of potential consumers, it's of, the

out more importantly significance to give you the chance to know what the buyer needs and needs.

3.1 On-Line Procuring in India

Kearney, an administration consulting agency presents a comparative evaluation for potential markets for retail and on-line retail and their respective challenges. The findings hold put Republic of India on 5th place in its international Retail Growth Index (GRDI) and moment in Asia afterwards China. The report highlights how on-line retail is altering Worldwide retailer's world growth methods and presents an e-commerce index about which of the creating markets maintain probably the most potential for on-line growth.

Globally, retail growth is more and more occurring via on-line as a strategy to top into rising markets for constructing manufacturers and studying about customers as a web-based presence is proving to be a low threat approach to check new markets and complement existing retailer footprints. E-commerce is thus enjoying a significant function in multi channel strategies, that are new to various rising markets together with in India. A country's prospect for on-line retail success is carefully associated to what number of folks use the web and what number of are snug buying or shopping for online. Although Bharat is ranked 5th in GRDI, it will not be ranked within the e-commerce index, because the web penetration nonetheless low in comparison to world common and people who are related to web do not e-commerce as a result of poor infrastructure that stop dependable supply and return. Bharat doesn't craft it into the highest ten of A.T.Kearney's e-commerce index as a result of its infrastructure is below developed. Republic of India is a giant market (1.2 billion people) but infrastructure, technology, finance logistics, etc nonetheless wants plenty of work, but with a rising center lesson and more and more urbanizes population, and Republic of India is a thrilling alternative market. India is the 2nd largest nation if inhabitants and about 120 million of the inhabitants is accessing internet, Republic of India now has a greater place in web inhabitants within the world. 38% of the entire populations are youth, the utilization of web and appropriate gadgets amongst youth are additionally increasing. The expansion of the Indian e-commerce market appears unavoidable attributable to following reasons; With 8 – 10% of web penetration, it gives an enormous marketplace for progress potential as round 120 million of the inhabitants is accessing internet. Variety of web shoppers in Republic of India is on a pointy rise because the market is building; new prospects are getting acquired each day. Rate web penetration is 10.2% in line with web planet stats. Mobile and Brilliant telephone penetration charges are elevated the place customers are switching to Brainy telephones for web and there's a rise in cell shopping. Logistic providers in Republic of India are aggressively coping up with the present demand of e-commerce gamers with new specialized gamers coming to the scene. Rise of disposable revenue and center course is including consumer's willingness to spend. Low penetration of organized retail and lack of availability of merchandise is facilitating e-commerce transaction in Tier 2/ Tier 3 cities that are witnessing sharp escalate in demand.

If the web is something to go by, India's technological and financial development has moved into the highest gear. With extra India's on-line buying registering an exceptional 100 per cent yearly growth, various retail chains and client sturdy firms are becoming a member of the online bandwagon to tap the e-shopping market. "The on-line procuring trade in Bharat is quick catching on, not only within the bigger metros but in addition Within the smaller cities. Now the market is estimated at Rs.46, 000 crore and is rising at 100 per cent per year," Ajit Chauhan, managing director, Synergy Promotions and advertising and marketing Services, said. In keeping with Google, Republic of India hold greater than 100 million Web users, out of which round half go for on-line purchases and the quantity is rising each year. With such a big market size, companies, proper from retail outlets to client goods, are coming into the net house to draw

potential customers. Even conventional retailers love consumers Stop, Westside and Pantaloons are taking a look at the web purchasing area for growth. In keeping with the Related Chambers of Commerce and business of Republic of India (Assocham), the scale of the net retail trade is anticipated to the touch Rs.7, 000 Crore by 2015, up from Rs.2, 000 crore now, at an yearly progress fee of 35 per cent. In response to trade leaders, portals providing each day offers and low cost provides with good supply companies entice the most important variety of on-line shoppers. "The corporations that present day by day offers or low cost provides are doing brisk business. Individuals are searching for price buying that saves their cash in addition to time," Chatham said. He added that the company's Synergy low cost playing cards supply 15-90 per cent reductions on offers from about 2,000 dining, film and retail chains in varied cities - for film tickets, dining, and hospital payments or for purchasing for native brands. "The buyer behaviour is altering dramatically. Folks are usually not solely utilizing the net to guide air tickets and film tickets but additionally don't hesitate in putting orders for mobiles, laptops and different client electronics and residential appliances," a senior advertising government from Flipkart.com, an internet purchasing portal, advised Mail Today. "Seeing this daring shopper behavior, extra corporations are collaborating with such every day deal and low cost site.. All of the top client electronics and residential home equipment corporations are listed with us. Within the rising competitor's house corporations with good supply providers rating factors over others," the chief said. Protecting in thoughts this rising potential, not only enormous model but even basic retail chains are upgrading their websites for ecommerce, making it extra handy for patrons to put on-line buy orders. In response to eBay, Indian stay model savvy, even after they are procuring online. The eBay Republic of India Census has discovered that manufacturers resembling Sony, Nokia, Samsung, Apple and Reebok keep going to top.

3.2. On-Line Purchasing in Kerala

The Kerala has got on the web bandwagon, and found the pleasure and revenue of on-line shopping. the web is not any longer a wonder, and broad band connectivity is not any longer a luxurious that solely the well-off may afford. Even the villages in Kerala are actually wired to the earth and e-commerce too is not any longer a novelty. Subsequent era in Kerala buys nearly all the pieces on line, from books to appliances, and from computer systems to clothes. buying from the consolation of one's house is an enormous attraction to many. For others it's the time saved, whereas the large reductions supplied are the attract for these on the lookout for solid savings. E-commerce has come to remain in Kerala, and with it comes rising alternatives for the enterprising.

E-Commerce has established itself as the brand new way of doing business. To start with overheads are lower, and the client can thus be provided decrease prices. Extra merchandise will be showcased, and there aren't any fastened hours- it's 24 sixty minutes purchasing for the customer, and 24 60 minutes gross sales for the seller. The shopper vulgar is not any longer restricted to 1 area, but unfold throughout the world. There are several types of e-commerce which can be catching on. B2C represents promoting merchandise by an internet site to the public, whereas B2B represents enterprise to enterprise shopping for and selling. Various sizeable farms, mainly expertise companies, buy all their merchandise on the web. In some enterprise models, clients counsel the price, normally by way of auctions, whereas others are strictly public sale solely sites. There isn't any restrict to the forms of merchandise that will be sold. Digital items are a hot favourite as distribution prices for something digital is zero on the internet. However, even gadgets be fond of ornaments, jewelers and garments hold an enormous demand, with branded items promoting be partial to hotcakes. Contemplating the time not enough and restricted decisions at common shops, the web shopper has an enormous selection of goods, the chance to match prices, discover evaluations and take heed to different opinions earlier than making a purchase. Moreover, house supply takes the ache out of procuring whereas

cost will be made simply utilizing bank cards and even with money on delivery. Kerala has additionally cashed in on the web procuring boom. The state's main Malayalam newspapers, the Mathrubhumi and the Malayala Manorama, each own their very own on-line procuring websites to capitalize on their model name. The brand new on-line shops are market savvy and hold learnt that the principles for on-line promoting are completely different from conventional retailing. Courier companies hold benefited enormously from the web buying development as immediate achievement and supply of orders is of prime importance. Web sites are built-in with name facilities that present immediate steering to clients who've any problems or doubts. The online has damaged down boundaries and made the earth a single market place, maintaining each the customer and vendor happy- and in Kerala too, it's rising as a crucial medium for trade.

3.3. On-Line Procuring and Kozhikode

During classical antiquity and the center Ages, Kozhikode was dubbed the "City of Spices" for its position as the key buying and selling level of jap spices. Arab Muslim retailers traded with the area as early as 7th century, and Portuguese explorer Vasco da Gama landed at Calicut on 20 May 1498, thus opening a commerce route between Europe and Malabar. These reveal the legacy of Kozhikode in trading. Based on information compiled by economics analysis agency Indices Analytics on Residences, earnings and investments, Kozhikode ranked because the moment finest municipality in Bharat to reside in. Nearly all of the whole inhabitants in Kozhikode are youth they usually are extra conscious of fixing pattern and technology. In such a good state of affairs and its buying and selling history, Kozhikode is in a thrilling alternative in on-line market.

3.4. On-Line Purchasing Methods

Online buying technique is a course of, there should be a on-line Buyer gaining access to the web and a sound approach to fee to be able to total a transaction (in Dec 2011 study, Equation analysis surveyed 1500 Web shoppers in U.S and located that 87% of shoppers made on-line transaction with their pill device). Clients discover a product of curiosity by visiting the web site of the net retailer straight into straight away or by looking amongst a choice distributors utilizing a buying search engine. Later the product identification many of the customers use purchasing cart software's to permit them to build up a number of objects and to regulate quantities, enjoy falling a bodily buying cart or basket in a traditional store. Web shoppers often use a credit/debit card or a pay pal account so as to construct fee or some websites present money on supply methodology for payment. As soon as a cost has been accepted the products or service may be delivered in the next ways; Residence delivery, Downloading / Digital distribution, Drop shipping, In-store choose up, Shipping, Will call, etc... Retail success is not any longer all about bodily stores, this is obvious as a result of the rise in retailers now providing on-line retailer interfaces for consumers.

4. DATA ANALYSIS

Table 1

Stores	No. of respondents	% of respondents
Flip kart	33	26%
Snapdeal	10	7%
Myntra	20	15%
Naptol	13	10%
Yempe	7	5%
Fashion and you	5	4%
Amazon	33	24%

Ebay	8	6%
Other	4	3%
Total	135	100%

4.1 Most Preferred Stores

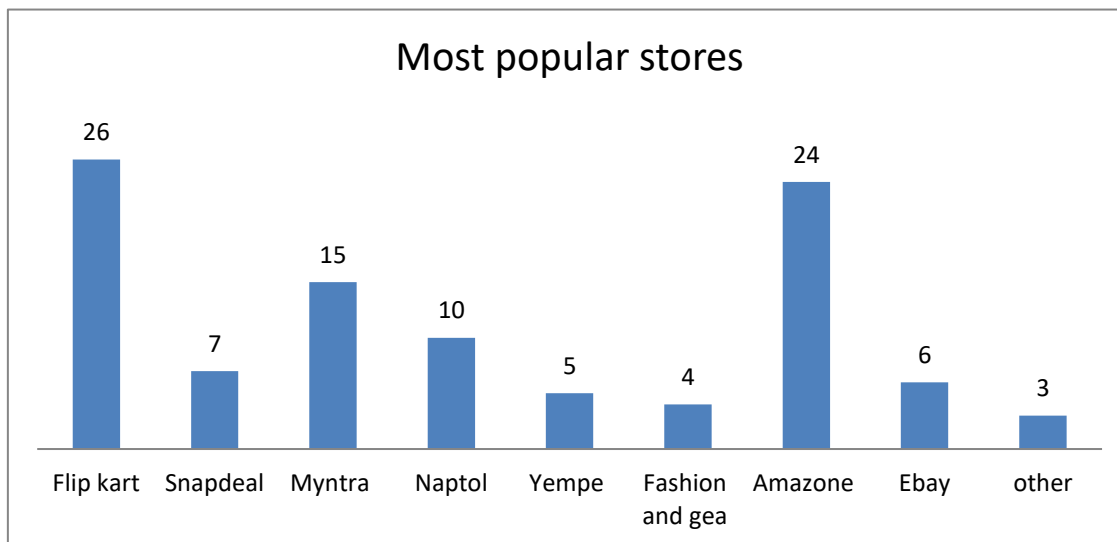


Figure 1

Table 2 Influencing factors to prefer online shopping

Factors	No.of respondents	% of respondents
Convenience in shopping	65	45%
Variety of products	30	22%
Payment method	20	15%
Seasonal price discount	20	15%
Total	135	100

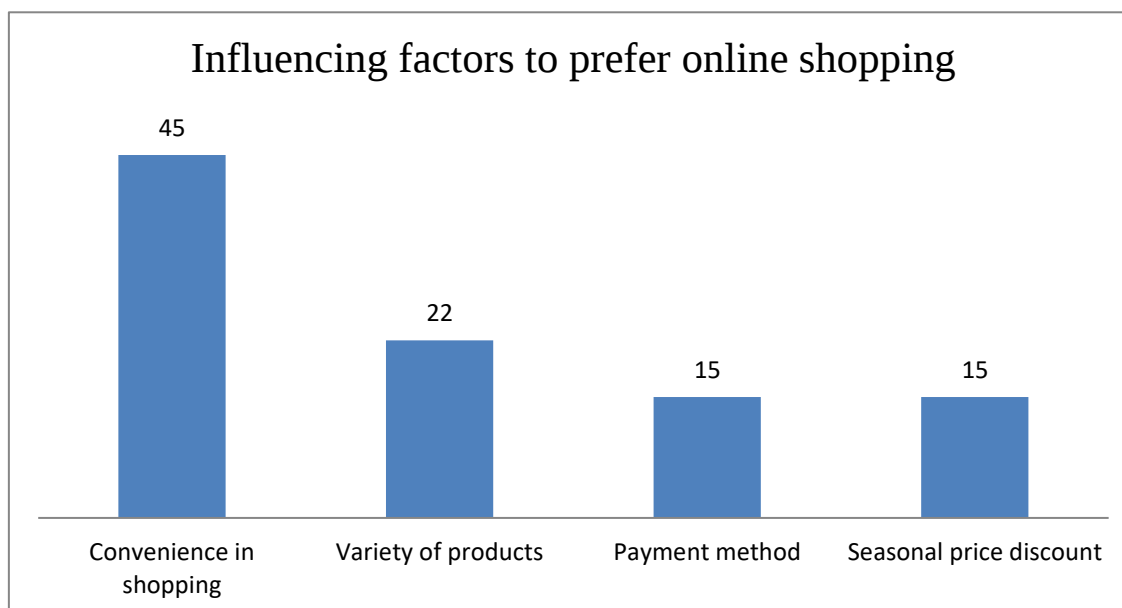
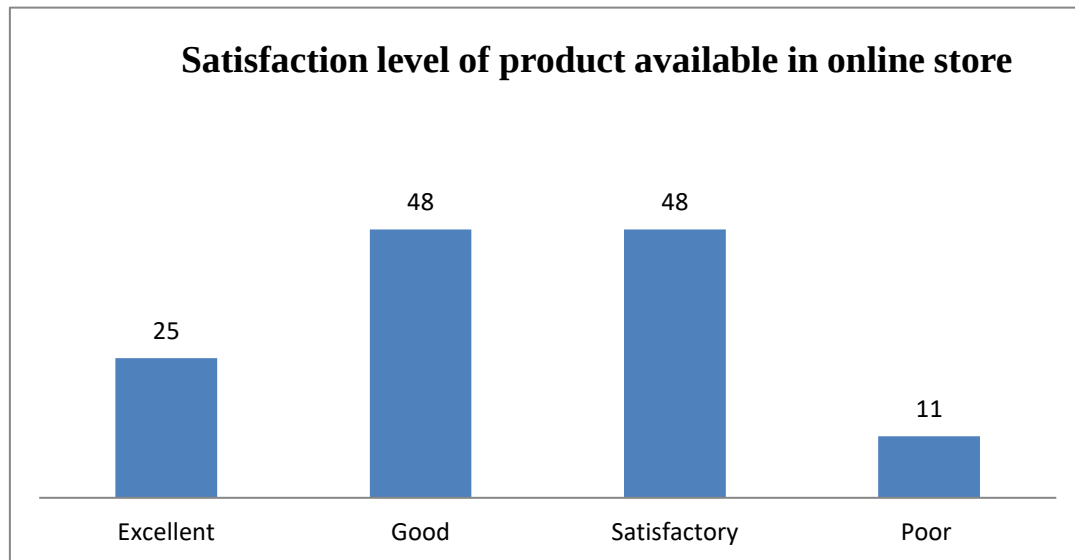


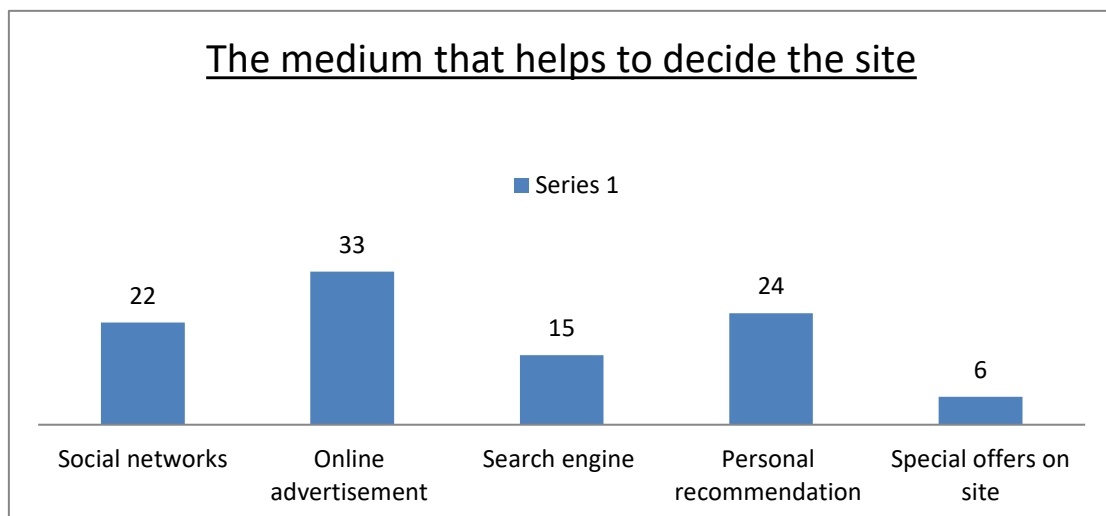
Figure 2

Table 3 Satisfaction level of product available in online store

Satisfaction level	No. of respondents	% of respondents
Excellent	22	16%
Good	33	25%
Satisfactory	65	48%
poor	15	11%
Total	135	100 %

**Figure 3****Table 4** The medium that helps to decide the site

Medium	No. of respondents	% of respondents
Social networks	30	22%
Online advertisement	45	33%
Search engine	20	15%
Personal recommendation	32	24%
Special offers on site	8	6%
Total	135	100

**Figure 4**

5. FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings

- The researcher reveals that Flipkart, Amazon, Myntra are the dominant online buying retailer in the web market in Calicut city.
- The highlights are the comfort of shopping, variety of selection are the key motivational elements which encourage the shoppers in Calicut city.
- The researcher considered the satisfaction level of customers in online shopping, which reveals that 89% of customers are prefer to online shopping. Only 11% customers are not ready to select online shopping.
- Online advertisement and personal recommendation are the important medium that helps to decide the site of Calicut customers.

5.2 Suggestions

The on-line sellers must craft their product supply clear and make sure high quality of product, for rising the belief amongst consumers, as persons are approaching their websites they usually are shopping for their products. Transaction of cash may be very reduce they need to craft it Quick in order that buyer don't should face a lot downside to pay for the product, if buyer goes to face some downside he just isn't going to go to our web site anymore and buy products. As per this research identified, cost on supply technique is extra favorable. Retailers hold to present extra reductions to their prospects in order that they will go to repeatedly to their website and it additionally helps to assemble individuals extra conscious concerning the low threat procuring of the net. Direct hyperlink for buying site. Primarily in more importantly utilizing social networks. The retailers should be certain that their web site is out of malwares and virus attacks. Following implications needs to be followed: Low cost price, a switch and dependable retailer, Quick transactions and Deal with buyer satisfaction. Check the web site insurance policies earlier than prospects order. A superb on-line vendor will allow buyer to return gadgets and they're going to not share prospects private data with others. Encryption is essential to safe web purchases. It's a future that routinely codes prospects private information when it's entered.

5.3 Conclusion

Increased Web penetration, a trouble free procuring setting and elevated ranges of Net financial savings see increasingly more Indians purchasing online. But on the identical time the businesses want to scale back the dangers associated to client incompetence by ways akin to making buy web sites simpler to navigate, and introducing Web kiosk, computer systems and different aids in stores. The purpose isn't to transform all consumers to on-line purchasing, but to point out them its an option. Along with above, efforts have to be taken to coach the web patrons on the steps that should be undertaken whereas making a web-based purchase. Moreover, the suggestions of a web based purchaser ought to be captured to establish legal guidelines in service delivery. This might be accomplished by way of on-line communities and blogs that function promoting and advertising instruments and a supply of suggestions for enterprises. I discovered that it's a problem for E-marketers to transform low frequency on-line patrons into common consumers by propitious web site design and by addressing considerations about dependable performance. Thus, the net retailing raises extra points than the advantages it at present offers. The standard of merchandise supplied on-line and procedures for service supply are yet to be standardized. Until the identical is done, the customer is at the next danger of frauds.

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