



www.eprawisdom.com

## Research Paper

## CONSUMERS RATING ON PROSPECTS OF ONLINE SHOPPING IN COIMBATORE REGION

Mr. S.R Arun<sup>1</sup>

<sup>1</sup>Ph.D Research Scholar, Department of Business Administration,  
Annamalai University, Annamalai Nagar, Tamil Nadu, India

## ABSTRACT

**T**he act of purchasing products or services over the Internet is called online shopping. It has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item. This paper deals with Consumers Rating on Prospects of Online Shopping in Coimbatore Region. It outlines the various prospects of buying goods through online mode. The influence of occupational status, age structure, education status, caste status and income status on realization of prospects of online shopping is discussed in the paper. This paper concludes some interesting findings.

**KEYWORDS:** Online Shopping, Consumers Rating, online store, debit card, PayPal

## INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smart phones. An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from other businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables

the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices. Online stores typically enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer typically sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

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 favorable perceptions of shopping online. Increased exposure to technology also increases the probability of developing favorable attitudes towards new shopping channels. In a December 2011 study, Equation Research surveyed 1,500 online shoppers and found that 87% of tablet owners made online transactions with their tablet devices during the early Christmas shopping season. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine. Once a particular product has been found on the website of the seller, most online retailers use shopping cart software to allow the consumer to accumulate multiple items and to adjust quantities, like filling a physical shopping cart or basket in a conventional store. A “checkout” process follows (continuing the physical-store analogy) in which payment and delivery information is collected, if necessary. Some stores allow consumers to sign up for a permanent online account so that some or all of this information only needs to be entered once. The consumer often receives an e-mail confirmation once the transaction is complete. Less sophisticated stores may rely on consumers to phone or e-mail their orders (although full credit card numbers, expiry date, and Card Security Code, or bank account and routing number should not be accepted by e-mail, for reasons of security).

### **METHODS AND MATERIALS**

This study is undertaken in Coimbatore region. The online consumers are identified from the address of the reputed companies viz Amazon.in, ebay, Snap deal and Make My trip. From each company 50 consumers are selected sample under simple random sampling method. The relevant data are collected from them with

the help of questionnaire method. The collected data are classified and tabulated. The data interpretation is done with the help of average and ANOVA two way method.

### **PROSPECTS OF BUYING GOODS THROUGH ONLINE MODE**

This section deals with consumers’ rating on prospects of buying goods through online mode. It can be assessed with the help of 33 factors on a 5 point rating scale. These include user friendly, lower price, quick delivery, low cost delivery, easy process of product comparison, easy search process through smart phone, visual and auditory content, communication with other users, links to other websites, shopping on internet save the time, access to enough information over the internet, option to have access to more products, products on the internet is cheaper than store, online shopping is safe, product options can be easily compared, shopping can be done on any time of the day, free from goods and services tax, spontaneous purchase can be done while browsing online, worthy service quality in online shopping, the websites are reliable and trustworthy, protection of security of personal credit card information, the products are delivered in time, proper packing by the products, easy process of comparison of prices in online, online services are up to the level of expectations, online products are up to the level of expectations, satisfaction about the online products warranty policies, getting best online services compared to the store service, websites provide customer care services, websites provide different language option, no need to deal with sale people, ease of product return and money refund and access to the products which are not available in the store.

**Table 1 Occupation Wise Consumers' Rating on Prospects of Buying Goods through Online Mode**

Variables	Government Employees	Private Employees	Business	Self Employee	Professionals	Mean
User friendly	3.02	2.81	2.35	2.13	2.43	2.52
Lower price	3.81	3.65	2.92	2.70	3.15	3.27
Quick delivery	4.05	4.00	3.45	3.16	3.54	3.66
Low cost delivery	2.38	2.22	1.82	1.76	1.88	2.01
Easy process of product comparison	3.49	3.23	2.75	2.38	2.83	2.95
Easy search process through smart phone	3.75	3.59	2.86	2.64	3.09	3.21
Visual and auditory content	2.86	2.65	2.25	2.16	2.32	2.45
Communication with other users	4.23	4.17	3.87	3.66	4.00	4.06
Links to other websites	4.16	4.01	3.26	3.04	3.48	3.60
Shopping on internet save the time	4.19	4.12	3.72	3.61	3.95	4.01
Access to enough information over the internet	3.43	3.17	2.69	2.36	2.77	2.89
Option to have access to more products	3.46	3.30	2.78	2.57	2.91	3.02
Products on the internet is cheaper than store	2.49	2.28	1.88	1.79	1.95	2.08
Online shopping is safe	4.21	4.21	4.06	3.99	4.06	4.12
Product options can be easily compared	2.32	2.16	1.76	1.70	1.82	1.95
Shopping can be done on any time of the day	3.88	3.72	2.99	2.77	3.22	3.34
Free from goods and services tax	4.19	4.15	3.79	3.53	3.90	3.93
Spontaneous purchase can be done while browsing online	3.09	2.88	2.42	2.20	2.50	2.59
Worthy service quality in online shopping	3.52	3.36	2.84	2.63	2.97	3.08
The websites are reliable and trustworthy	4.11	4.06	3.51	3.22	3.60	3.72
Protection of security of personal credit card information	2.55	2.34	1.94	1.85	2.01	2.14
The products are delivered in time	3.95	3.79	3.06	2.81	3.24	3.41
Proper packing by the products	4.08	3.92	3.19	2.97	3.41	3.54
Easy process of comparison of prices in online	2.61	2.40	2.00	2.09	2.07	2.20
Online services are up to the level of expectations	3.58	3.42	2.90	2.69	3.03	3.14
Online products are up to the level of expectations	2.74	2.53	2.13	2.04	2.20	2.34
Satisfaction about the online products warranty policies	3.16	2.90	2.44	2.15	2.52	2.64
Getting best online services compared to the store service	3.34	3.08	2.62	2.33	2.70	2.82
Websites provide customer care services	4.06	4.00	3.66	3.40	3.77	3.80
Websites provide different language option	2.72	2.46	2.06	1.97	2.13	2.27
No need to deal with sale people	4.20	4.21	3.69	3.37	3.80	3.87
Ease of product return and money refund	4.03	3.87	3.14	2.92	3.36	3.49
Access to the products which are not available in the store	3.22	2.96	2.50	2.21	2.58	2.70
Average	3.48	3.32	2.83	2.63	2.95	3.06

Source: Computed from the primary data

**ANOVA**

Source of Variation	SS	df	MS	F	F crit
Variation due to prospects of buying goods through online mode	67.01788	32	2.094309	194.0667	1.534095
Variation due to occupational groups	16.37406	4	4.093516	379.3209	2.442453
Error	1.381337	128	0.010792		
Total	84.77328	164			

Data presented in table 1 indicate the occupation wise respondents' rating on prospects of buying goods through online mode. It could be noted that out of the 33 prospects of buying goods through online mode, the respondents rate the online shopping is safe as their first level prospect of buying goods through online mode and it is evident from their secured a mean score of 4.12 on a 5 point rating scale. Communication with other users is rated at second level prospect of buying goods through online mode and it is estimated from the respondents' secured a mean score of 4.06 on a 5 point rating scale. The respondents rate that the shopping on internet save the time as their third level prospect of buying goods through online mode. It is evident from their secured a mean score of 4.01 on a 5 point rating scale. The respondents reflect the fourth level prospect of buying goods through online mode by citing the advantage that goods are free from goods and services tax and it is observed from the respondents' secured a mean score of 3.93 on a 5 point rating scale. No need to deal with sale people is rated at fifth level prospect of buying goods through online mode and it could be known from the respondents' secured a mean score of 3.87 on a 5 point rating scale.

The respondents' have sixth level prospect of buying goods through online mode by citing the fact that websites provide customer care services and it is revealed from their secured a mean score of 3.80 on a 5 point rating scale. The websites are reliable and trustworthy is rated at seventh level observed prospect of buying goods through online mode and it observed from the respondents' secured a mean score of 3.72 on a 5 point rating scale. The respondents rate the eighth level prospect of buying goods through online mode by citing the fact of quick delivery and it is evident from their secured a mean score of 3.66 on a 5 point rating scale. The respondents have ninth level prospect of buying goods through online mode by citing the fact that possibility of having links to other websites as per their secured a mean score of 3.60 on a 5 point rating scale. Proper packing by the products is rated at tenth level observed prospect of buying goods through online mode and it is evident from the respondents' secured a mean score of 3.54 on a 5 point rating scale.

The respondents' rate the ease of product return and money refund is their eleventh level prospect of buying goods through online mode and it could be known from their secured a mean score of 3.49 on a 5 point rating scale. The products are delivered in time is rated at twelfth level prospect of buying goods through

online mode and it is clear from the respondents' secured a mean score of 3.41 on a 5 point rating scale. The respondents express the thirteenth level prospect of buying goods through online mode by citing the fact that shopping can be done on any time of the day. It is evident from the respondents' secured a mean score of 3.34 on a 5 point rating scale. The respondents reflect the fourteenth level prospect of buying goods through online mode by citing the benefit of selling at Lower price and it is clear from their secured a mean score of 3.27 on a 5 point rating scale. Easy search process through smart phone is rated at fifteenth level expressed prospect of buying goods through online mode as per the respondents' secured a mean score of 3.21 on a 5 point rating scale. The respondents' rate the online services are up to the level of expectations as their sixteenth level expressed prospect of buying goods through online mode and it could be known from their secured a mean score of 3.14 on a 5 point rating scale.

The respondents' rate the worthy service quality in online shopping is the seventeenth level expressed prospect of buying goods through online mode and it could be known from their secured a mean score of 3.08 on a 5 point rating scale. Option to have access to more products is rated at eighteenth level reflected prospect of buying goods through online mode and it is reflected from the respondents' secured a mean score of 3.02 on a 5 point rating scale. The respondents rank the nineteenth level prospect of buying goods through online mode by citing the fact of easy process of product comparison. It is evident from the respondents' secured a mean score of 2.95 on a 5 point rating scale. The respondents reflect the twentieth level prospect of buying goods through online mode by citing the situation that access to enough information over the internet and it is clear from their secured a mean score of 2.89 on a 5 point rating scale. Getting best online services compared to the store service is rated at twenty first level expressed prospect of buying goods through online mode as per the respondents' secured a mean score of 2.82 on a 5 point rating scale.

The respondents' have twenty second level prospect of buying goods through online mode by citing the scenario that access to the products which are not available in the store and it is revealed from their secured a mean score of 2.70 on a 5 point rating scale. Satisfaction about the online products warranty policies is rated at twenty third level observed prospect of buying goods through online mode and it observed from the respondents' secured a mean score of 2.64 on a 5 point

rating scale. The respondents rate the twenty fourth level prospect of buying goods through online mode by citing the fact that spontaneous purchase can be done while browsing online and it is evident from their secured a mean score of 2.59 on a 5 point rating scale. The respondents have twenty fifth level prospect of buying goods through online mode by citing the fact that it is user friendly as per their secured a mean score of 2.52 on a 5 point rating scale. Visual and auditory content is rated at twenty sixth level observed prospect of buying goods through online mode and it is evident from the respondents' secured a mean score of 2.45 on a 5 point rating scale.

The respondents' rate the online products are up to the level of expectations is their twenty seventh level prospect of buying goods through online mode and it could be known from their secured a mean score of 2.34 on a 5 point rating scale. Websites provide different language option is rated at twenty eighth level prospect of buying goods through online mode and it is clear from the respondents' secured a mean score of 2.27 on a 5 point rating scale. The respondents express

the twenty ninth level prospect of buying goods through online mode by citing the fact that it is possible to have easy process of comparison of prices in online. It is evident from the respondents' secured a mean score of 2.20 on a 5 point rating scale. The respondents reflect the thirtieth level prospect of buying goods through online mode by citing the situation of protection of security of personal credit card information and it is clear from their secured a mean score of 2.14 on a 5 point rating scale. Products on the internet is cheaper than store is rated at thirty first level expressed prospect of buying goods through online mode as per the respondents' secured a mean score of 2.08 on a 5 point rating scale. The respondents' rate the low cost delivery as their thirty second level expressed prospect of buying goods through online mode and it could be known from their secured a mean score of 2.01 on a 5 point rating scale. The respondents' rate the product options can be easily compared is the thirty third level expressed prospect of buying goods through online mode and it could be known from their secured a mean score of 1.95 on a 5 point rating scale.

**Table 2 Age Wise Consumers' Rating on Prospects of Buying goods through Online Mode**

Variables	20-30 years	30-40 years	40-50 years	50-60 years	Mean
User friendly	2.86	2.65	2.39	2.17	2.52
Lower price	3.70	3.54	3.01	2.79	3.27
Quick delivery	3.94	3.89	3.54	3.25	3.66
Low cost delivery	2.27	2.11	1.91	1.85	2.01
Easy process of product comparison	3.38	3.12	2.84	2.47	2.95
Easy search process through smart phone	3.64	3.48	2.95	2.73	3.21
Visual and auditory content	2.75	2.54	2.34	2.25	2.45
Communication with other users	4.12	4.06	3.96	3.75	4.06
Links to other websites	4.05	3.90	3.35	3.13	3.60
Shopping on internet save the time	4.08	4.01	3.81	3.70	4.01
Access to enough information over the internet	3.32	3.06	2.78	2.45	2.89
Option to have access to more products	3.35	3.19	2.87	2.66	3.02
Products on the internet is cheaper than store	2.38	2.17	1.97	1.88	2.08
Online shopping is safe	4.15	4.10	4.10	4.08	4.12
Product options can be easily compared	2.21	2.05	1.85	1.79	1.95
Shopping can be done on any time of the day	3.77	3.61	3.08	2.86	3.34
From goods and services tax	4.08	4.04	3.88	3.62	3.93
Spontaneous purchase can be done while browsing online	2.98	2.77	2.51	2.29	2.59
Worthy service quality in online shopping	3.41	3.25	2.93	2.72	3.08
The websites are reliable and trustworthy	4.00	3.95	3.60	3.31	3.72
Protection of security of personal credit card information	2.44	2.23	2.03	1.94	2.14
The products are delivered in time	3.84	3.68	3.15	2.90	3.41
Proper packing by the products	3.97	3.81	3.28	3.06	3.54
Easy process of comparison of prices in online	2.50	2.29	2.09	2.18	2.20
Online services are up to the level of expectations	3.47	3.31	2.99	2.78	3.14
Online products are up to the level of expectations	2.63	2.42	2.22	2.13	2.34
Satisfaction about the online products warranty policies	3.05	2.79	2.53	2.24	2.64
Getting based online services compared to the store service	3.23	2.97	2.71	2.42	2.82
Websites provide customer care services	3.95	3.89	3.75	3.49	3.80
Websites provide different language option	2.61	2.35	2.15	2.06	2.27
No need to deal with sale people	4.15	4.10	3.77	3.46	3.87
Ease of product return and money refund	3.92	3.76	3.23	3.01	3.49
Access to the products which are not available in the store	3.11	2.85	2.59	2.30	2.70
Average	3.37	3.21	2.91	2.72	3.06

Source: Computed from the primary data

**ANOVA**

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>F crit</i>
Variation due to prospects of buying goods through online mode	52.48125	32	1.640039	126.2898	1.564048
Variation due to age groups	8.520439	3	2.840146	218.703	2.699393
Error	1.246686	96	0.012986		
Total	62.24837	131			

Data presented in table 2 indicate the age wise respondents' rating on prospects of buying goods through online mode. The respondents identified in the age group 20-30 years rank the first position in their overall rated prospects of buying goods through online mode as per their secured a mean score of 3.37 on a 5 point rating scale. The respondents come under the 30-40 years age group register the second position in their overall rated prospects of buying goods through online mode as per their secured a mean score of 3.21 on a 5 point rating scale. The respondents identified in the 40-50 years age group register the third position in their overall rated prospects of buying goods through online mode as per their secured a mean score of 3.27 on a 5 point rating scale. The respondents observed in the

50-60 years age group come down to last position in their overall rated prospects of buying goods through online mode as per their secured a mean score of 2.72 on a 5 point rating scale.

The anova two way model is applied for further discussion. The computed anova value 126.28 is greater than its tabulated value at 5 percent level significance. Hence, the variation among the prospects of buying goods through online mode is statistically identified as significant. In another point, the computed anova value 218.70 is greater than its tabulated value at 5 percent level significance. Hence, the variation among the age groups is statistically identified as significant as per the respondents expressed prospects of buying goods through online mode.

**Table 3 Education Wise Consumers' Rating on Prospects of Buying goods through Online Mode**

Variables	Secondary	Higher secondary	Under graduate	Post graduate	Research degree	Mean
User friendly	2.41	2.49	2.58	2.77	2.99	2.52
Lower price	2.98	3.21	3.42	3.61	3.78	3.27
Quick delivery	3.51	3.60	3.78	3.96	4.02	3.66
Low cost delivery	1.88	1.94	2.00	2.18	2.35	2.01
Easy process of product comparison	2.81	2.89	3.05	3.19	3.46	2.95
Easy search process through smart phone	2.92	3.15	3.36	3.55	3.72	3.21
Visual and auditory content	2.31	2.38	2.47	2.61	2.83	2.45
Communication with other users	3.93	4.06	4.09	4.13	4.20	4.06
Links to other websites	3.32	3.54	3.76	3.97	4.13	3.60
Shopping on internet save the time	3.78	4.01	4.04	4.08	4.16	4.01
Access to enough information over the internet	2.75	2.83	2.95	3.13	3.40	2.89
Option to have access to more products	2.84	2.97	3.11	3.26	3.43	3.02
Products on the internet is cheaper than store	1.94	2.01	2.10	2.24	2.46	2.08
Online shopping is safe	4.10	4.12	4.15	4.17	4.20	4.12
Product options can be easily compared	1.82	1.88	1.94	2.12	2.29	1.95
Shopping can be done on any time of the day	3.05	3.28	3.49	3.68	3.85	3.34
From goods and services tax	3.85	3.96	4.03	4.11	4.16	3.93
Spontaneous purchase can be done while browsing online	2.48	2.56	2.65	2.84	3.06	2.59
Worthy service quality in online shopping	2.90	3.03	3.17	3.32	3.49	3.08
The websites are reliable and trustworthy	3.57	3.66	3.84	4.02	4.08	3.72
Protection of security of personal credit card information	2.00	2.07	2.16	2.30	2.52	2.14
The products are delivered in time	3.12	3.30	3.55	3.75	3.92	3.41
Proper packing by the products	3.25	3.47	3.69	3.88	4.05	3.54
Easy process of comparison of prices in online	2.06	2.13	2.22	2.36	2.58	2.20
Online services are up to the level of expectations	2.96	3.09	3.23	3.38	3.55	3.14
Online products are up to the level of expectations	2.19	2.26	2.35	2.49	2.71	2.34
Satisfaction about the online products warranty policies	2.50	2.58	2.70	2.86	3.13	2.64
Getting based online services compared to the store service	2.68	2.76	2.88	3.04	3.31	2.82
Websites provide customer care services	3.72	3.83	3.90	3.96	4.03	3.80
Websites provide different language option	2.12	2.19	2.28	2.42	2.69	2.27
No need to deal with sale people	3.76	3.81	3.99	4.17	4.21	3.87
Ease of product return and money refund	3.20	3.42	3.64	3.83	4.00	3.49
Access to the products which are not available in the store	2.56	2.64	2.76	2.92	3.19	2.70
Average	2.89	3.00	3.13	3.28	3.45	3.06

Source: Computed from the primary data

**ANOVA**

Source of Variation	SS	df	MS	F	F crit
Variation due to prospects of buying goods through online mode	70.94175	32	2.21693	363.779	1.534095
Variation due to educational groups	6.605107	4	1.651277	270.9602	2.442453
Error	0.780053	128	0.006094		
Total	78.32691	164			

Data presented in table 3 indicate the education wise respondents' rating on prospects of buying goods through online mode. The research degree level educated respondents rank the first position in their overall rated prospects of buying goods through online mode as per their secured a mean score of 3.45 on a 5 point rating scale. The post graduate level educated respondents register the second position in their overall rated prospects of buying goods through online mode as per their secured a mean score of 3.28 on a 5 point rating scale. The under graduate level educated respondents record the third position in their overall rated prospects of buying goods through online mode as per their secured a mean score of 3.13 on a 5 point rating scale. The higher secondary level educated respondents record the fourth position in their overall rated prospects of buying goods through online mode

as per their secured a mean score of 3.00 on a 5 point rating scale. The secondary group educated respondents come down to last position in their overall rated prospects of buying goods through online mode as per their secured a mean score of 2.89 on a 5 point rating scale.

The anova two ways model is applied for further discussion. The computed anova value 363.77 is greater than its tabulated value at 5 percent level significance. Hence, the variation among the prospects of buying goods through online mode is statistically identified as significant. In another point, the computed anova value 270.96 is greater than its tabulated value at 5 percent level significance. Hence, the variation among the educational groups is statistically identified as significant as per the respondents expressed prospects of buying goods through online mode.



**Table 4 Caste Wise Consumers' Rating on Prospects of Buying goods through Online Mode**

Variables	Forward caste	Backward caste	Most backward caste	Scheduled caste	Mean
User friendly	2.92	2.71	2.52	2.43	2.52
Lower price	3.71	3.55	3.36	3.15	3.27
Quick delivery	3.95	3.90	3.72	3.54	3.66
Low cost delivery	2.28	2.12	1.94	1.88	2.01
Easy process of product comparison	3.39	3.13	2.99	2.83	2.95
Easy search process through smart phone	3.65	3.49	3.30	3.09	3.21
Visual and auditory content	2.76	2.55	2.41	2.32	2.45
Communication with other users	4.13	4.07	4.03	4.00	4.06
Links to other websites	4.06	3.91	3.70	3.48	3.60
Shopping on internet save the time	4.09	4.02	3.98	3.95	4.01
Access to enough information over the internet	3.33	3.07	2.89	2.77	2.89
Option to have access to more products	3.36	3.20	3.05	2.91	3.02
Products on the internet is cheaper than store	2.39	2.18	2.04	1.95	2.08
Online shopping is safe	4.16	4.11	4.09	4.06	4.12
Product options can be easily compared	2.22	2.06	1.88	1.82	1.95
Shopping can be done on any time of the day	3.78	3.62	3.43	3.22	3.34
From goods and services tax	4.09	4.05	3.97	3.90	3.93
Spontaneous purchase can be done while browsing online	2.99	2.78	2.59	2.50	2.59
Worthy service quality in online shopping	3.42	3.26	3.11	2.97	3.08
The websites are reliable and trustworthy	4.01	3.96	3.78	3.60	3.72
Protection of security of personal credit card information	2.45	2.24	2.10	2.01	2.14
The products are delivered in time	3.85	3.69	3.49	3.24	3.41
Proper packing by the products	3.98	3.82	3.63	3.41	3.54
Easy process of comparison of prices in online	2.51	2.30	2.16	2.07	2.20
Online services are up to the level of expectations	3.48	3.32	3.17	3.03	3.14
Online products are up to the level of expectations	2.64	2.43	2.29	2.20	2.34
Satisfaction about the online products warranty policies	3.06	2.80	2.64	2.52	2.64
Getting based online services compared to the store service	3.24	2.98	2.82	2.70	2.82
Websites provide customer care services	3.96	3.90	3.84	3.77	3.80
Websites provide different language option	2.62	2.36	2.22	2.13	2.27
No need to deal with sale people	4.16	4.11	3.93	3.75	3.87
Ease of product return and money refund	3.93	3.77	3.58	3.36	3.49
Access to the products which are not available in the store	3.12	2.86	2.70	2.58	2.70
Average	3.38	3.22	3.07	2.94	3.06

Source: Computed from the primary data

**ANOVA**

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>F crit</i>
Variation due to prospects of buying goods through online mode	57.62199	32	1.800687	410.1828	1.564048
Variation due to caste groups	3.592064	3	1.197355	272.7483	2.699393
Error	0.421436	96	0.00439		
Total	61.63549	131			

Data presented in table 4 indicate the caste wise respondents' rating on prospects of buying goods through online mode. The forward caste respondents' ranks the first position in their overall rated prospects of buying goods through online mode as per their secured a mean score of 3.38 on a 5 point rating scale. The backward caste respondents register the second position in their overall rated prospects of buying goods through online mode as per their secured a mean score of 3.22 on a 5 point rating scale. The most backward caste respondents' records the third position in their overall rated prospects of buying goods through online mode as per their secured a mean score of 3.07 on a 5 point rating scale. The scheduled caste respondents come down to last position in their overall rated

prospects of buying goods through online mode as per their secured a mean score of 2.94 on a 5 point rating scale.

The anova two way model is applied for further discussion. The computed anova value 410.18 is greater than its tabulated value at 5 percent level significance. Hence, the variation among the prospects of buying goods through online mode is statistically identified as significant. In another point, the computed anova value 272.74 is greater than its tabulated value at 5 percent level significance. Hence, the variation among the caste groups is statistically identified as significant as per the respondents expressed prospects of buying goods through online mode.

**Table 5 Income Wise Consumers' Rating on Prospects of Buying goods through Online Mode**

Variables	Below Rs.10,000	Rs.10,000- 20,000	Rs.20,000- 30,000	Rs.30,000- 40,000	Rs.40,000- 50,000	Above Rs.50,000	Mean
User friendly	2.17	2.39	2.47	2.56	2.75	2.96	2.52
Lower price	2.74	2.96	3.19	3.40	3.59	3.75	3.27
Quick delivery	3.20	3.49	3.58	3.76	3.94	3.99	3.66
Low cost delivery	1.80	1.86	1.92	1.98	2.16	2.32	2.01
Easy process of product comparison	2.42	2.79	2.87	3.03	3.17	3.43	2.95
Easy search process through smart phone	2.68	2.90	3.13	3.34	3.53	3.69	3.21
Visual and auditory content	2.20	2.29	2.36	2.45	2.59	2.80	2.45
Communication with other users	3.70	3.91	4.04	4.07	4.11	4.17	4.06
Links to other websites	3.08	3.30	3.52	3.74	3.95	4.10	3.60
Shopping on internet save the time	3.65	3.76	3.99	4.02	4.06	4.13	4.01
Access to enough information over the internet	2.40	2.73	2.81	2.93	3.11	3.37	2.89
Option to have access to more products	2.61	2.82	2.95	3.09	3.24	3.40	3.02
Products on the internet is cheaper than store	1.83	1.92	1.99	2.08	2.22	2.43	2.08
Online shopping is safe	4.03	4.05	4.10	4.13	4.15	4.20	4.12
Product options can be easily compared	1.74	1.80	1.86	1.92	2.10	2.26	1.95
Shopping can be done on any time of the day	2.81	3.03	3.26	3.47	3.66	3.82	3.34
From goods and services tax	3.57	3.83	3.94	4.01	4.09	4.13	3.93
Spontaneous purchase can be done while browsing online	2.24	2.46	2.54	2.63	2.82	3.03	2.59
Worthy service quality in online shopping	2.67	2.88	3.01	3.15	3.30	3.46	3.08
The websites are reliable and trustworthy	3.26	3.55	3.64	3.82	4.00	4.05	3.72
Protection of security of personal credit card information	1.89	1.98	2.05	2.14	2.28	2.49	2.14
The products are delivered in time	2.85	3.10	3.28	3.53	3.73	3.89	3.41
Proper packing by the products	3.01	3.23	3.45	3.67	3.86	4.02	3.54
Easy process of comparison of prices in online	2.13	2.04	2.11	2.20	2.34	2.55	2.20
Online services are up to the level of expectations	2.73	2.94	3.07	3.21	3.36	3.52	3.14
Online products are up to the level of expectations	2.08	2.17	2.24	2.33	2.47	2.68	2.34
Satisfaction about the online products warranty policies	2.19	2.48	2.56	2.68	2.84	3.10	2.64
Getting based online services compared to the store service	2.37	2.66	2.74	2.86	3.02	3.28	2.82
Websites provide customer care services	3.44	3.70	3.81	3.88	3.94	4.00	3.80
Websites provide different language option	2.01	2.10	2.17	2.26	2.40	2.66	2.27
No need to deal with sale people	3.41	3.72	3.79	3.97	4.15	4.20	3.87
Ease of product return and money refund	2.96	3.18	3.40	3.62	3.81	3.97	3.49
Access to the products which are not available in the store	2.25	2.54	2.62	2.74	2.90	3.16	2.70
Average	2.67	2.87	2.98	3.11	3.26	3.42	3.06

Source: Computed from the primary data

**ANOVA**

Source of Variation	SS	df	MS	F	F crit
Variation due to prospects of buying goods through online mode	82.44028	32	2.576259	287.6781	1.516086
Variation due to caste groups	12.25888	5	2.451775	273.7776	2.270667
Error	1.432857	160	0.008955		
Total	96.13202	197			

Data presented in table 5 indicate the income wise respondents' rating on prospects of buying goods through online mode. The highest income group respondents rank the first position in their overall rated prospects of buying goods through online mode as per their secured a mean score of 3.42 on a 5 point rating scale. The respondents belong to the income group in the range of Rs.40,000-50,000 record the second position in their overall rated prospects of buying goods through online mode as per their secured a mean score of 3.26 on a 5 point rating scale. The respondents come under the income group in the range of Rs.30,000-40,000 register the third position in their overall rated prospects of buying goods through online mode as per their secured a mean score of 3.11 on a 5 point rating scale. The respondents belong to the income bracket Rs.20,000-30,000 record at the fourth position in their overall expressed prospects of buying goods through online mode as per their secured a mean score of 2.98 on a 5 point rating scale. The respondents come under the income group in the range of Rs.10,000-20,000 rank the fifth position in their overall revealed prospects of buying goods through online mode as per their secured a mean score of 2.87 on a 5 point rating scale. The lowest income group respondents come down to the last position in their overall rated prospects of buying goods through online mode as per their secured a mean score of 2.67 on a 5 point rating scale.

The anova two ways model is applied for further discussion. The computed anova value 287.67 is greater than its tabulated value at 5 percent level significance. Hence, the variation among the prospects of buying goods through online mode is statistically identified as significant. In another point, the computed anova value 273.77 is greater than its tabulated value at 5 percent level significance. Hence, the variation among the income groups is statistically identified as significant as per the respondents' overall rated prospects of buying goods through online mode.

## CONCLUSION

It could be seen clearly from the above discussion that the respondents' have high level prospects of buying goods through online mode by citing the indicators of online shopping is safe, communication with other users, shopping on internet save the time, free from goods and services tax, no need to deal with sale people, websites provide customer care services, websites are reliable and trustworthy, quick delivery, links to other websites and proper packing by the products as per their secured a mean score above

3.50 on a 5 point rating scale. The respondents' have moderate level prospects of buying goods through online mode by citing the indicators of ease of product return and money refund, the products are delivered in time, shopping can be done on any time of the day, lower price, easy search process through smart phone, online services are up to the level of expectations, worthy service quality in online shopping, option to have access to more products, easy process of product comparison, access to enough information over the internet, getting best online services compared to the store service, access to the products which are not available in the store, satisfaction about the online products warranty policies, spontaneous purchase can be done while browsing online and user friendly as per their secured a mean score in the range of 2.50 to 3.50 on a 5 point rating scale. The respondents' rate the low level prospects of buying goods through online mode by expressing the indicators of visual and auditory content, online products are up to the level of expectations, websites provide different language option, easy process of comparison of prices in online, protection of security of personal credit card information, products on the internet is cheaper than store, low cost delivery and product options can be easily compared as per their secured a mean score of below 2.50 on a 5 point rating scale. The government employee respondents rank the first position in their overall rated prospects of buying goods through online mode, private employee respondents the second, professional respondents' the third, Business doing respondents' the fourth and self employed respondents' the last.

The result of age wise analysis reveals that the respondents identified in the 20-30 years age group rank the first position in their overall rated prospects of buying goods through online mode, respondents come under the 30-40 years age group the second, respondents identified in the 40-50 years age group the third and respondents observed in the 50-60 years age group the last. The result of education wise analysis reveals that the research degree level educated respondents rank the first position in their overall rated prospects of buying goods through online mode, post graduate level educated respondents' the second, under graduate level educated respondents the third, the higher secondary level educated respondents the fourth and secondary level educated respondents the last. The result of caste wise analysis reveals that the forward caste rank the first position in their overall rated prospects of buying goods through online mode,

backward caste respondents the second, most backward caste respondents the third and scheduled caste respondents the last. The result of income wise analysis reveals that the respondents belong to highest income group rank the first position in their overall rated prospects of buying goods through online mode, respondents come under the income group in the range of Rs.40,000-50,000 the second, respondents income belong to the income bracket Rs.30,000-40,000 the third, respondents come under the income group in the range of Rs.20,000-30,000 the fourth, respondents come under the income group in the range of Rs.10,000-20,000 the fifth and the lowest household income group respondents the last.

## REFERENCES

1. Rohm, Andrew J.; Swaminathan, Vanitha (2004-07-01). "A typology of online shoppers based on shopping motivations". *Journal of Business Research. Marketing on the web - behavioral, strategy and practices and public policy*. 57 (7): 748–757.
2. Doherty, N.F.; Ellis Chadwick, F.; Hart, C.A. "Cyber retailing in the UK: the potential of the Internet as a retail channel". *International Journal of Retail & Distribution Management*. 27 (1): 22–36.
3. Geena Rao (July 19, 2010). "Mopay Now Allows You To Bill Mobile Payments To A Landline Account". *TechCrunch.com*. Retrieved 23 November 2010.
4. Falk, Louis K.; Sockel, Hy; Chen, Kuanchin. (2005) "E-Commerce and Consumer's Expectations: What Makes a Website Work." *Journal of Website Promotion*, 1(1) (65–75)
5. Walker, John (2007-11-22). "RPS Exclusive: Gabe Newell Interview". *Rock, Paper, Shotgun*. Retrieved 2013-06-28.
6. Bigne, Enrique (2005). "The Impact of Internet User Shopping Patterns and Demographics on Consumer Mobile Buying Behavior" (PDF). *Journal of Electronic Commerce Research*. 6 (3).
7. Denise J., Deveau (14 January 2010). "Keeping It Real for Cross-Border Online Shoppers". *ecommercetimes.com. ECT News Network*. Retrieved 19 March 2014.