

THE IMPACT OF FACTORS ON ONLINE SHOPPING EXPERIENCE SPECIAL REFERENCE TO SURAT CITY (GUJARAT)

MR. KRUNALKUMAR PRAVINBHAI RAJPUT

Ph.D. RESEARCH SCHOLAR, DEPARTMENT OF COMMERCE, VEER NARMAD
SOUTH GUJARAT UNIVERSITY, SURAT-395007, GUJARAT, INDIA

DR. SEJAL A. DESAI

ASSOCIATE PROFESSOR, M.sc, D.C.A, Ph.D.
J.Z. SHAH ARTS & H.P. DESAI COMMERCE COLLEGE, AMROLI, SURAT – 394107,
GUJARAT, INDIA

ABSTRACT

In the modern digital era, the pervasive influence of technology has reached unprecedented heights, with the term "online" permeating every aspect of our lives. This phenomenon highlights the profound impact of the internet on our daily routines, particularly in the realm of shopping. This research paper delves into the realm of our routine habits, focusing specifically on the revolutionary impact of internet technology on the act of shopping. The digital revolution has ushered in a wave of time-saving measures, streamlined efficiency, advanced knowledge acquisition, and the development of new skills and techniques. This study aims to draw attention to the influential factors related to online shopping that significantly shape individuals' shopping habits and drive the growing dominance of online retailers over traditional ones. A sample of 536 individuals from different age groups and genders was selected from seven distinct zones in Surat City. By analyzing these data, the research identifies specific factors that exert a significant influence on individuals' online shopping preferences, shedding light on the shifting dynamics of the retail landscape.

Keywords: E-commerce, E-retailers, online shopping

INTRODUCTION

In the mesmerizing realm of India's retail sector, a remarkable transformation has taken hold, powered by the awe-inspiring force known as e-commerce. This revolutionary concept has birthed a new era of business called e-business, swiftly propelling growth to unprecedented heights. At the heart of this epochal shift lies the transformative mantra of "Digital India," awakening minds to boundless possibilities and shattering narrow perspectives. With the advent of e-commerce, the once stagnant retail landscape of India has undergone a profound metamorphosis. Like a magnificent tapestry unfurling, this mystical realm has ushered in an imaginary progression, bestowing upon us a future where goods and services thrive with unparalleled speed and grace. This extraordinary revolution beckons us to witness a harmonious fusion of innovation and tradition, as e-commerce transcends boundaries and etches its indelible mark upon the very essence of Indian retail. Brace yourselves, for the captivating saga of growth and transformation has only just begun, promising a future that shall exceed our wildest dreams.

Online shopping, a dazzling facet of e-commerce, emerges as the conduit that empowers consumers to effortlessly procure an array of goods and services, seamlessly bridging the gap between desires and fulfilment through the boundless expanse of the internet. Behold, for in the tapestry of this digital landscape, names like Amazon, Flipkart, Snapdeal, Myntra, Meesho, Tata Neu, and Nykaa shine resplendently as the vanguards of contemporary online retail, capturing the hearts and minds of countless individuals in recent times. Their offerings, a testament to the evolution of our shopping habits, transport us to a realm where convenience and choice converge in a symphony of effortless satisfaction. Thus, we embrace this paradigm shift, for online shopping holds the key to unlocking a world where desires manifest at the click of a button, fostering an era where commerce dances harmoniously with our fast-paced lifestyles.

The Influence of Factors on the Enigmatic Realm of Online Shopping

Within the ethereal domain of online shopping, a myriad of factors weaves an intricate tapestry, shaping the very essence of this digital experience. Let us delve into the enchanting depths of these influences:

1. **Convenience:** The allure of online shopping lies in its unrivaled convenience, offering a seamless way to shop from the comfort of one's abode or workplace. With a few

clicks, customers can explore a vast array of products and make purchases without the need to traverse physical stores.

2. **Cost:** Online shopping often presents a tantalizing world of competitive prices, enticing customers with potential savings and exclusive deals. The digital marketplace's ability to bypass traditional overhead costs can result in favorable pricing for consumers.
3. **Quality:** The quest for superior quality finds solace in the online realm, as reputable e-retailers curate a selection of products known for their excellence. Through customer reviews and detailed product descriptions, shoppers can make informed decisions, fostering trust in the quality of their purchases.
4. **Time Saver:** Time, a precious commodity in our fast-paced lives, finds respite in the virtual aisles of online stores. Eliminating the need to physically visit multiple shops, online shopping expedites the purchasing process, allowing for swift transactions and efficient browsing.
5. **24/7 Access:** The digital realm never sleeps, granting unrestricted access to online stores around the clock. Be it day or night, customers can indulge their shopping desires at any time, embracing a world of endless possibilities that transcend temporal boundaries.
6. **Packaging:** Online retailers employ meticulous packaging practices, ensuring products arrive safely at their destination. Thoughtfully designed packages not only protect the purchased items but also enhance the overall shopping experience, creating a sense of anticipation and delight upon delivery.
7. **Return Policy:** A reliable return policy serves as a comforting safety net, reassuring customers that their satisfaction remains paramount. Online retailers often provide flexible return options, offering peace of mind in case a product fails to meet expectations.
8. **Maximum Choices:** The digital landscape presents an astonishing abundance of choices, catering to diverse preferences and tastes. Shoppers can explore an expansive catalog of products, unveiling a treasure trove of options that might be inaccessible within traditional brick-and-mortar stores.

9. **Privacy & Security:** In the virtual realm, privacy and security stand as paramount concerns. Online retailers employ robust measures to safeguard customer information and transactions, assuring shoppers of a safe and secure shopping environment.

As the invisible threads of these influential factors intertwine, the enchanting world of online shopping continues to evolve, reshaping the retail landscape and weaving a tapestry of convenience, savings, and unparalleled choice.

REVIEW OF LITERATURE

Amit Ranjan, Modhvendra Misra, Indian institute of technology, Allahabad and Jitendra Yadav, K.L. University. (2021) explores the impact of the COVID-19 pandemic on customers' orientation towards e-shopping. The findings reveal a correlation in the range of 0.5-0.80 and a coefficient of determination of 25%, indicating the influence of social media, product quality, seller information, and other factors on customer purchasing behavior during the pandemic. The convenience of free shipping, faster delivery, and exciting services were identified as key factors driving customers' preference for online shopping. The study collected data from 439 respondents through questionnaires and employed statistical analyses such as Cronbach's alpha, coefficients, standard errors, and T-statistic.

Nebojsa Vasic, Milorad Killibarda, and Tanja Kaurin (2019), This research paper explores the relationship between customer satisfaction and various determinants in the context of online shopping in Serbia. The study presents a detailed conceptual model comprising 26 distinct factors grouped into seven significant variables. The aim is to shed light on the evolving digital landscape and provide insights into the specific influences that impact customer satisfaction in the Serbian online market.

Ajay Kumar Sharma, Archana, and Selvam (2016) This study focuses on understanding the factors that influence the online shopping behavior of youngsters in Vellore District, Tamil Nadu, India. The research explores the increasing popularity of online shopping among teenagers and emphasizes the importance for companies to consider these factors in their strategies. Factors such as pricing, product variety, convenience, trust, website design, and customer reviews are examined in detail to uncover their impact on the behavior of young online shoppers. The findings provide valuable insights for companies targeting this consumer segment.

Prashar, Vijay, and Prasad (2015), e-shoppers have a preference for online stores that offer a superior web atmosphere characterized by visually appealing graphics and an engaging

website design and layout. This highlights the importance of creating an attractive and captivating online environment to attract and retain customers in the realm of e-commerce.

Saha and Rathore (2014), examines the transition from traditional retailing to e-retailing. The study highlights the similarities and differences between these two retail models and emphasizes the importance of incorporating the elements of traditional retailing into successful online retail businesses. The research aims to provide a comprehensive understanding of the concept of e-retailing and its significance in the evolving retail landscape.

OBJECTIVE

- **To find out significant factors which can affect the mode of shopping of customers in Surat City.**

RESEARCH METHODOLOGY

Research methodology encompasses the exploration and examination of various approaches and techniques employed to investigate and comprehend research problems. It represents a structured and systematic process involved in identifying, selecting, analysing, and processing information pertinent to a particular study. Methodology, on the other hand, entails a comprehensive and theoretical analysis of the methodologies and principles that underpin a specific field of knowledge.

Sampling Technique

The responses were used for the identification of factors that can influence the shopping mode of customers and have an impact on offline retail businesses. The researcher applied the **probabilistic stratified sampling technique** for the survey.

Data collection

To gather primary data for this study, a well-structured e-questionnaire was utilized with the assistance of Google Forms. The data collection process targeted individuals from various age groups residing in Surat, encompassing both online and traditional buyers. A total of 536 respondents participated in the study, representing a diverse range of consumers. The data collection effort covered seven different zones within Surat, focusing on individuals who identified as online buyers, traditional buyers, or a combination of both.

Data analysis and Interpretation

Age group of Respondents

Table 1: Age group of Respondents

Age	Frequency	Percentage
18-25	305	56.9
26-35	181	33.8
36-45	27	5.0
46-60	18	3.4
Above 60	5	0.9
Total	536	100

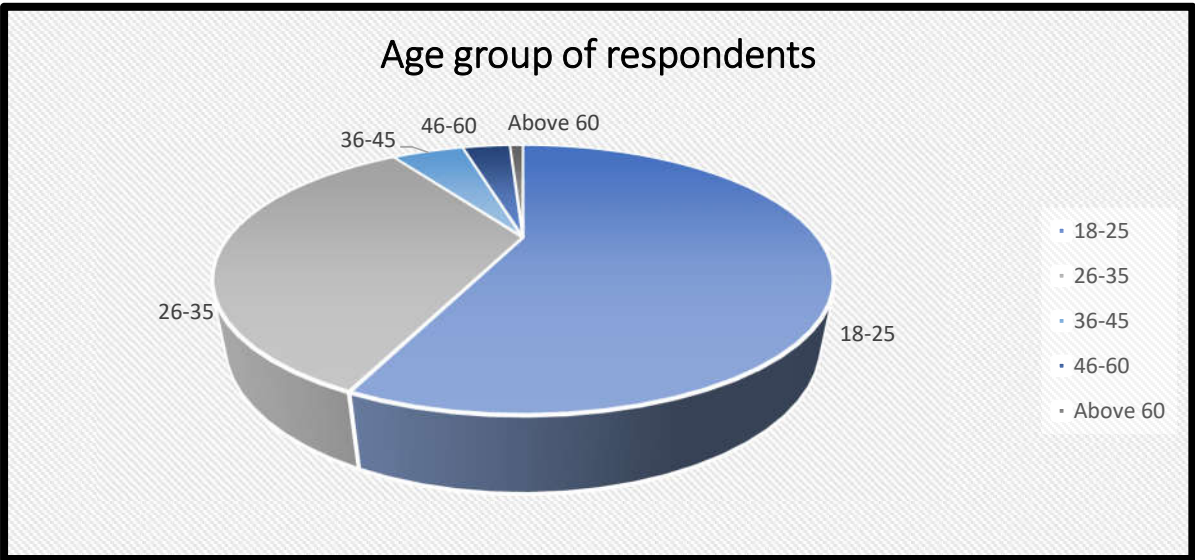


Chart 1: Age group of Respondents

Upon analyzing the provided table and chart 1, it is evident that the majority of respondents, comprising 56.4%, fell within the age range of 18 to 25. The second largest group consisted of individuals aged between 25 and 35, accounting for 33.8% of the respondents. Subsequently, the age group of 36 to 45 comprised 5.0% of the participants, while those aged 46 to 60 constituted 3.4%. Lastly, individuals above the age of 60 represented the smallest proportion, with only 0.9% of the respondents falling into this category.

Gender of Respondents

Table 2: Gender of Respondents

Gender	Frequency	Percentage
Female	272	50.7
Male	264	49.3
Total	536	100

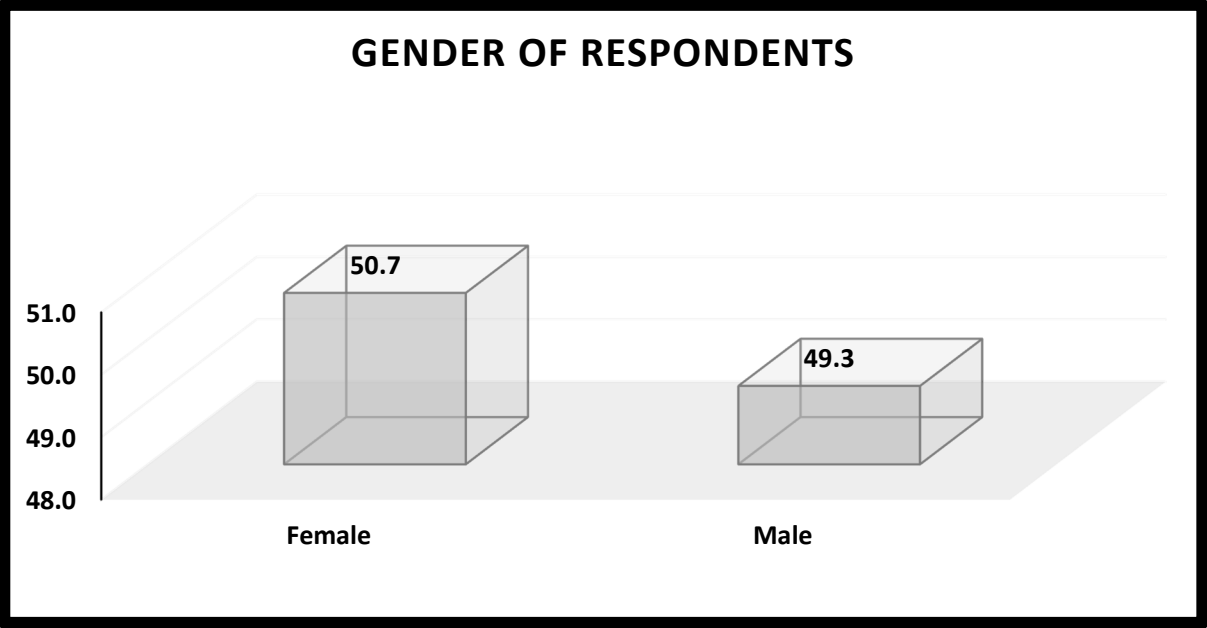


Chart 2: Gender of Respondents

Upon examining the provided table and chart 2, it is apparent that the distribution of respondents between male and female was nearly equal. Specifically, the data reveals that female participants accounted for 50.7% (272) of the total respondents, while male participants represented 49.3% (264).

Important Factors while Shopping from **Online** Retailers

Table 3: How important following factors while shopping from **online retailers?**

How Important Following Factors While Shopping from Online Retailers?	Not Important	Less Important	Quite Important	Very Important	Total
Convenience	1.7	4.1	20.3	73.9	100.0
Cost	1.5	9.5	36.2	52.8	100.0
Quality	1.7	8.0	24.4	65.9	100.0
Time Saver	2.1	6.5	23.3	68.1	100.0
24/7 Access	7.5	18.7	23.3	50.6	100.0
Packaging	2.2	14.2	38.4	45.1	100.0
Return Policy	2.4	9.5	25.2	62.9	100.0
Maximum Choices	3.2	8.2	30.6	58.0	100.0
Privacy and Security	4.3	8.6	18.8	68.3	100.0

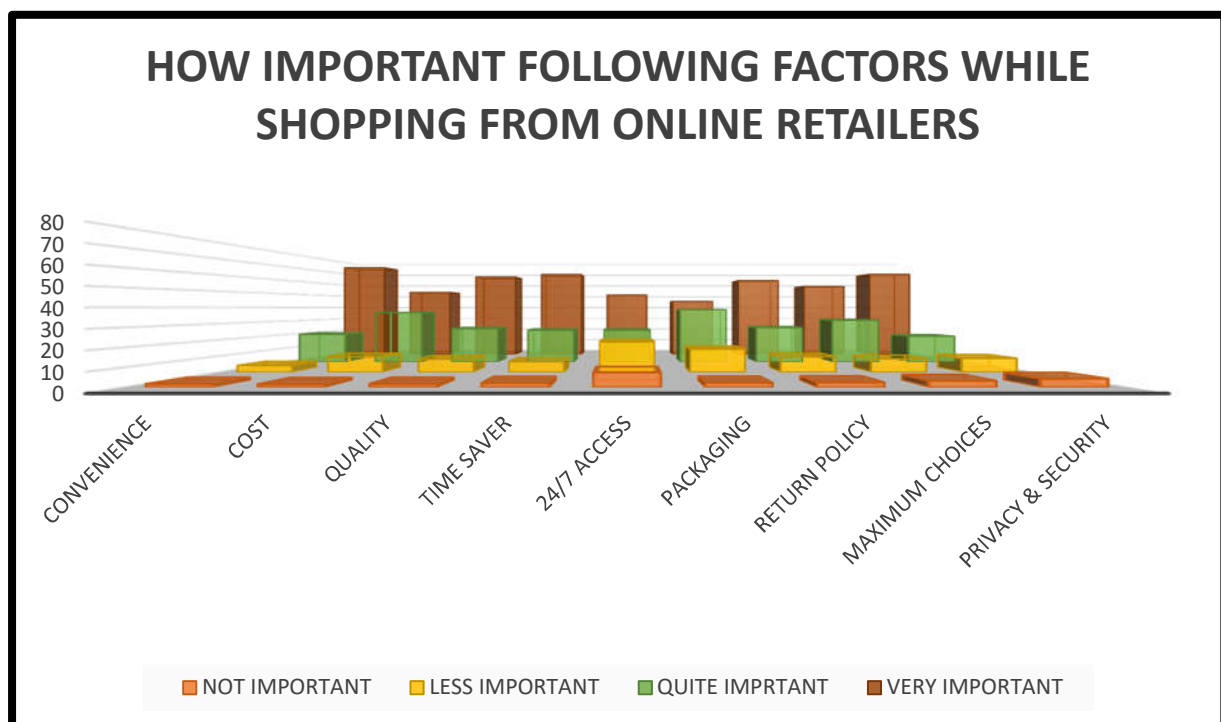


Chart 3: Important following factors while shopping from **online retailers?**

The provided table and chart (3) highlight the importance attributed by respondents to various factors when engaging in online shopping. Among the participants, convenience emerged as a highly significant factor, with 73.9% stating its utmost importance. Privacy and security were deemed very important by 68.3% of respondents, closely followed by time savings, which

garnered a response of 68.1%. Additionally, 62.9% of participants considered the return policy to be of great importance. The factors of product quality and maximum choices were rated highly important by 65.9% and 58% of respondents, respectively.

Table 4: KMO and Bartlett's Test & Communalities Table about important following factors while shopping from online retailers

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.824
Bartlett's Test of Sphericity	Approx. Chi-Square	935.461
	D.F.	36
	Sig.	0

Based on the information provided in table 4, the Kaiser-Meyer-Olkin Measure of Sampling Adequacy for assessing the importance of factors during online shopping is calculated to be 0.824. This value exceeds the threshold of 0.7, indicating that conducting component or factor analysis is appropriate. Furthermore, the Bartlett's Test of Sphericity yielded a significance level of less than 0.05, indicating a significant distinction between the correlation matrix and the identity matrix. The variables under consideration demonstrated zero correlation, further reinforcing the significance of the exploratory factor analysis conducted with the nine variables. The Bartlett's Test of Sphericity recorded a value of 0.0, providing additional evidence of its significance in the analysis process.

Exploratory Factor Analysis

Exploratory Factor Analysis (EFA) is a statistical method employed to condense a large dataset into a concise set of summary variables, allowing for an in-depth examination of the underlying theoretical framework of a given phenomenon

Exploratory Factor Analysis (EFA) serves as a valuable tool for investigating the structure of factors and assessing the internal consistency of research measures. It proves particularly beneficial in scenarios where researchers lack specific hypotheses regarding the nature and organization of the underlying factor structure within their measurements. By employing EFA, researchers can objectively explore the relationships between variables, allowing for a comprehensive exploration of the latent constructs and dimensions present in the data. This approach enables researchers to gain a deeper understanding of the structure and reliability of their measures without predetermined assumptions or expectations.

Table 5: Total Variance Explained Table for about important following factors while shopping from online retailers

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.204	35.599	35.599	3.204	35.599	35.599	1.011	11.235	11.235
2	1.062	11.796	47.395	1.062	11.796	47.395	1.011	11.232	22.467
3	.968	10.757	58.153	.968	10.757	58.153	1.011	11.230	33.697
4	.819	9.099	67.251	.819	9.099	67.251	1.009	11.206	44.903
5	.768	8.539	75.790	.768	8.539	75.790	1.007	11.189	56.092
6	.667	7.409	83.199	.667	7.409	83.199	1.003	11.146	67.238
7	.569	6.327	89.526	.569	6.327	89.526	1.003	11.145	78.383
8	.533	5.919	95.445	.533	5.919	95.445	.994	11.040	89.423
9	.410	4.555	100.000	.410	4.555	100.000	.952	10.577	100.000
Extraction Method: Principal Component Analysis									

In table 5, the distribution of total variance among nine factors associated with online shopping is presented. The researcher observed that two factors possessed eigenvalues greater than one, suggesting the relevance of the conducted factor analysis. Conversely, eigenvalues less than one indicated that the respective factors explained less information compared to a single factor. However, many researchers considered such factors acceptable due to their substantial contribution. Consequently, it can be deduced that three factors out of the nine under consideration account for a cumulative total variance of 58.153%.

Table 6: Rotated Component Matrix Table about important following factors while shopping from online retailers

Rotated Component Matrix									
	Component								
	1	2	3	4	5	6	7	8	9
Convenience	.096	.971	.023	.084	.084	.115	.055	.087	.099
Low Cost	.969	.096	.008	.058	.061	.127	.112	.080	.095
Quality	.136	.123	.096	.047	.063	.948	.143	.139	.112
Time Saver	.121	.059	.114	.144	.054	.145	.945	.123	.130
24*7 Access	.060	.083	.126	.102	.977	.057	.050	.027	.043
Packaging	.008	.024	.957	.114	.135	.094	.110	.122	.132
Return Policy	.118	.122	.158	.182	.054	.129	.150	.268	.894
Maximum Choices	.061	.089	.116	.948	.112	.047	.142	.130	.155
Privacy & Security	.091	.100	.135	.141	.031	.152	.131	.917	.247
Extraction Method: Principal Component Analysis.									
Rotation Method: Varimax with Kaiser Normalization.									
a. Rotation converged in 6 iterations.									

Rotated component matrix table 6 describes the loading of each factor while **shopping from online retailers with related factors. This matrix is the key matrix for understanding the actual analysis of the factors. Loading with 0.50 or higher declares the absolute values, or the values without considering sign, are more than 0.50.** Here, every item shows some loading related to other factors. Within each factor, the items are sorted from the one with the highest loading factor to the one whose factor has the lowest loading on that first factor. The most important factors while shopping from online retailers in Surat city according to rotated component matrix are as follow **(1) 24/7 Access, (2) Convenience, (3) Low cost, (4) Packaging, (5) Maximum choices, (6) Quality, (7) Time saver, (8) privacy security, (9) Return policy.**

FINDINGS

- Online shopping from retailers garnered higher appeal among a significant portion of the younger population.
- The distribution of female and male shoppers remained relatively balanced across both online and offline retailers among the total respondents.
- Outlined below are the top five crucial factors influencing the decision to shop from online retailers:
 1. **Return Policy:** The convenience and flexibility offered by the return policy emerged as a key consideration for online shoppers.
 2. **Privacy and Security:** Ensuring the protection of personal information and maintaining a secure online environment were paramount concerns for individuals engaging in online shopping.
 3. **Time Saver:** The ability to save time by eliminating the need to physically visit stores and conveniently browse and purchase products online was highly valued.
 4. **Maximum Choices:** Online retailers' vast range of options and the ability to access a diverse selection of products proved to be a significant factor for consumers.
 5. **Quality:** The assurance of product quality and reliability played a crucial role in influencing individuals' decisions to shop from online retailers.

CONCLUSION

The younger population demonstrates a notable inclination towards online shopping, and this trend is reflected in an almost equal proportion of male and female shoppers. Their experiences with online shopping shed light on the substantial influence exerted by specific factors provided by online retailers. These factors play a pivotal role in shaping their preferences and cultivating a habit of engaging in online purchases. The convenience and advantages offered by online retailers act as a catalyst, prompting a shift in their shopping habits. As a result, their interest in traditional shopping methods diminishes as they become increasingly drawn to the ease, variety, and other appealing aspects of online shopping. This shift represents a broader societal transformation, highlighting the growing importance of digital platforms in the retail landscape.

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