A Study on Online Shopping Experience with Reference to Cloth Purchase over Online Portalat Bangalore City

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*Abstract:-*This research article is intended to investigate the college students online shopping experience with reference to jabong.com, this research is chosen in the view of fast double digit growth in e-commerce space, this study would help to identify the college female students buying experience over jabong.com. Since little research literature found with reference to female students' online buying experience. The researcher has developed an appropriate questionnaire with all necessary statistical tools such as reliability and factor analysis, tested questionnaire was used to collect data from 100 samples in Bangalore city, then data was analyzed using SPSS. Normality tests show non-normal distribution of responses, hence non-parametric tests used for analyzing data. The results found that customers are happy with the timely delivery of the apparels and also happy with the pricing and website design by jaboong.com. However, customers have shown discomfort over credit/debit card payment option due to security issue.

Key Words: Online Shopping Experience, college female students Online Shopping Experience, jabong.com experience, Women Buying Behavior.

I. INTRODUCTION

E-commerce industry in Asia – Pacific region is growing at a rate of 35.2% year on year compared to any other regions. The digital commerce market in India has grown steadily from $4.4 billion in 2010 to $38billion in 2017.The big e-commerce companies are focusing on innovative digital strategies to gain higher market share and achieve better reach. Nowadays e-commerce companies are focusing on mobile apps for convenience and for higher penetration. Companies are utilizing data analytics to gain real-time insights into customer buying behavior and thus offer customized user experience. The e-commerce companies are building customer groups on social media networks to identify the customer needs and to adopt effective marketing strategies. This empirical article is investigating women buying experience with reference amazon.com. E – Commerce has changed the way of purchasing the product online, different age groups of people with different demographics, social status, income level, education etc shop online. The research mainly focuses on the experience of different aspects involved in online shopping for women customers with reference to apparels.

II. JABONG.COM

Jabong.com is an Indian design and a way of life e-business gateway, offering attire, footwear, style adornments, magnificence items, scents, home embellishments and other design and way of life products. The organization is headquartered in Gurgaon. Jabong.com is an e-business activity of Jade-E Services, a German speculation firm that begins organizations all once again the world. Jabong is a youthful and lively organization that plans to give great quality marked items. It takes into account the style needs of men, ladies and children crosswise over footwear, clothing, jewelry, beauty items, Fragrances, home frill/outfitting and adornments. At Jabong.com we endeavor to accomplish the most elevated amount of "Consumer loyalty" conceivable. The front line E-business stage, very experienced purchasing group, lithe distribution center frameworks and best in class client care focus furnishes clients with: - Broader determination of items - Superior purchasing background - On-time conveyance of items - Quick determination of any worries

III. LITERATURE REVIEW

According to *Tauber (1972)*, experiences are an important part of consuming and shopping. Shoppers are not always simply looking to buy products, but also want to get pleasure from the shopping activity. *Holbrook and Hirschman (1982)* established that it is highly important to create hedonic significance through good experiences in order to toughen up the relationships with consumers. *Huang (2003)* stated that the online shopping environment is highly interactive. The content of the website is a critical aspect in terms of how accurate and relevant it is. The website design is also very important if the company wants conduct a successful e-retailing business. The website visuals include: color themes, font usage, photos, logos, graphic qualities and so on. These visuals capture the consumers' attention by communicating a distinct image of the organization and its products and services. Factors such as low prices, good customer service,

easy navigation, and also plainly stated return and exchange policies, are a part of the online shopping experience. It is possible to improve the experience of online shoppers by responding to the problems they may face, particularly safety concerns. The best way organizations can handle this issue is through communication. They should let the consumers know that their website is secure and that privacy

IV. THEORETICAL BACKGROUND OF THE STUDY

To study the women online buying experience, we have selected 4 dimensions from 4P's of marketing along with website design and company policy. This empirical study contains 32 items. To confirm the questionnaire, we have conducted reliability and factor analysis tests using SPSS.

Table 1:- Explains Online shopping Factors and items of scale

	Dimension	Number of Items
Shopping Experience	Product	5
	Price	2
	Distribution	4
	Promotion	4
	Website Design	6
	Company Policy	6
	Ranking	5

V. OBJECTIVES

- To study the buying trend of female college students over Jabong.com.
- To identify the influencing factors for online shopping.
- To identify the Customer's experience factors such as convenience, product availability, web accessibility etc.

VI. SCOPE OF THE STUDY

E – Commerce is the industry which has an excellent growth worldwide. People are shifting from the traditional way of leading their life to online where they can access the required solution just with a click of a button. People are adapting to online shopping drastically for the benefits of time saving, more collections, lower price, etc… With the changing trends it is very important to conduct a survey on college female students online shopping experience, since female students are considered to be the new segment of business where online companies are making huge profits from female customers. This study is limited to only female customers of jabong.com and selected 100 samples from Bangalore city.

VII. SAMPLING PLAN

Sample size taken for the study is 100 female college student customers of age group ranging from 18 to 25 years, according to the researcher's convenience in Bangalore city. Diversified age group and education group maintained while choosing a sample. To better spread 100 samples were selected from different area within Bangalore city.

VIII. DATA COLLECTION & ANALYSIS

Collected data from the sample was analyzed by using descriptive statistics and inferential statistics. Before selecting statistical methods, normality test was conducted. The results of the normality test show that the data was distributed in non-normal format. Hence, non-parametric statistical tests like MANN -WHITNEY – TEST &KRUSKAL-WALLIS TEST was used to test the difference in means among various group of sample. The Correlation was applied to test the relation between each dimension of the questionnaire. All statistical tests were conducted with the help of SPSS (Statistical Package for Social Science) software. Following is the illustration of descriptive statistics along with reliability and commonality of each item of the questionnaire.

IX. QUESTIONNAIRE CONSTRUCTION

The data required for the study are collected with the help of a structured questionnaire and personal interview with the women customers of Jabong. A Questionnaire was constructed by trial and error method; final prepared questionnaire was validated by 6 research experts. Suggested corrections and changes incorporated in the final questionnaire. Reliability tests and Principal component analysis are illustrated in the tables below.

Table2 :- Explains Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	No. of Items
.840	32

X. FACTOR ANALYSIS

Table 3:- - Explains KMO and Bartlett's Test for Factor Analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.626
Bartlett's Test of Sphericity	Approx. Chi-Square	1460.259
	Df	496
	Sig.	.000

XI. NORMALITY TESTS

Table 4:- - Explains test of normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PRODUCT	.126	100	.000	.929	100	.000
PRICE	.353	100	.000	.763	100	.000
PROMOTION	.161	100	.000	.951	100	.001
DISTRIBUTION	.132	100	.000	.907	100	.000
WEBSITE	.115	100	.003	.973	100	.039
POLICY	.169	100	.000	.945	100	.000
RANKING	.130	100	.000	.959	100	.004

Above tests of Kolmogorov –Smirnov & Shapiro-wilk shows non-normal distribution of data, Hence, non-parametric statistical tests chosen for data analysis.

Descriptive Statistics

Below table describes about reliability and communality along with basic descriptive statistics.

Table 5:- Explainsdescriptive statistics, Reliability and Communality factors

Sl No	Item Details	Mean	Standard Deviation	Reliability Cronbach alpha	Communality, Factor Analysis
1	Quality expectation	4.12	0.518	0.837	0.629
2	Brand availability	4.32	0.618	0.834	0.679
3	Product specification	4.05	0.642	0.836	0.737
4	Variety of collections	4.25	0.833	0.834	0.629
5	Availability of trend	3.7	0.835	0.835	0.637
6	Reasonable price	3.7	0.659	0.835	0.793
7	Value for money	3.62	0.708	0.833	0.764
8	Impulsive buying	2.84	0.982	0.846	0.635
9	Discounts on credit/debit card	3.43	0.82	0.834	0.595
10	Gift cards	3.6	0.841	0.835	0.703
11	Clearance sale	2.76	1.026	0.847	0.621
12	Timely delivery	4.27	0.617	0.834	0.752
13	Proper package	4.19	0.677	0.834	0.766
14	Free shipping	4.58	0.572	0.834	0.635
15	Cash on delivery	4.69	0.598	0.841	0.67
16	Appropriate links	3.81	0.563	0.837	0.57
17	Security of debit/credit card	2.97	0.904	0.841	0.717
18	Navigation site	3.88	0.591	0.831	0.564
19	Sorting and filtering option	4.19	0.677	0.838	0.706
20	Architecture	3.98	0.724	0.836	0.664
21	Sharing in social media	3.65	0.744	0.835	0.478
22	Replacement/return policy	4.08	0.72	0.833	0.801
23	Product guarantee	3.95	0.73	0.829	0.772
24	Customer review	4.26	0.733	0.831	0.815
25	Frank feedback	4.44	0.538	0.838	0.669
26	FAQ	4.03	0.717	0.834	0.462
27	Order status	4.2	0.682	0.836	0.639
28	Website design	3.37	0.825	0.834	0.705
29	Promotions	3.4	1.044	0.832	0.703
30	Delivery time	3.62	1.099	0.838	0.721
31	Quality and Originality	3.49	1.03	0.835	0.747
32	Price	3.49	0.835	0.832	0.671

Kruskal-Wallis Test -1

As the data are non-normal distribution Kruskal-Wallis test is used to test the means between different variables below table explains the Kruskal-Wallis test different education group versus dimensions of online shopping experience.

Table 6:- KRUSKAL-WALLIS TEST table for different Education Group Vs OS Factors

	P1	P2	P3	P4	P5
Chi-Square	.386	.021	.161	1.090	1.660
Df	1	1	1	1	1
Asymp. Sig.	.535	.884	.688	.296	.198

Inference:

The Table below indicates that significant value is more than 0.05 hence we can claim there is no difference of opinion between different education group respondents.

Kruskal-Wallis Test - 2

As the data are non-normal distribution Kruskal-Wallis test is used to test the means between different variables below table explains the Kruskal-Wallis test different age group versus dimensions of online shopping experience.

Table 7:- KRUSKAL-WALLIS TEST table for different Age group Vs OS Factors

	P1	P2	P3	P4	P5
Chi-Square	1.748	4.632	6.259	5.678	3.542
Df	3	3	3	3	3
Asymp. Sig.	.626	.201	.100	.128	.315

Inference:

Above table indicates that significant value is more than 0.05 hence we can claim there is no difference of opinion between different education group respondents.

XII. CORRELATION RESULTS

An Inter Correlation test was conducted to know the relation between various dimensions of the questionnaire, Results of the Inter-correlation tests shown that all dimensions are not strongly related to each other as significant p value varies among different dimensions.

Table 8 : - Correlation between Online shopping Factors

		PRODUCT	PRICE	PROMOTION	DISTRIBUTION	WEBSITE	POLICY
PRODUCT	Correlation Coefficient	1	0.174	0.041	.343**	.448**	.341**
	Sig. (2-tailed)	.	0.084	0.688	0	0	0.001
	N	100	100	100	100	100	100
PRICE	Correlation Coefficient	0.174	1	-0.032	.273**	0.05	.287**
	Sig. (2-tailed)	0.084	.	0.752	0.006	0.621	0.004
	N	100	100	100	100	100	100
PROMOTION	Correlation Coefficient	0.041	-0.032	1	0.064	.262**	0.128
	Sig. (2-tailed)	0.688	0.752	.	0.526	0.008	0.205
	N	100	100	100	100	100	100
DISTRIBUTION	Correlation Coefficient	.343**	.273**	0.064	1	.240*	.296**
	Sig. (2-tailed)	0	0.006	0.526	.	0.016	0.003
	N	100	100	100	100	100	100
WEBSITE	Correlation Coefficient	.448**	0.05	.262**	.240*	1	.309**
	Sig. (2-tailed)	0	0.621	0.008	0.016	.	0.002
	N	100	100	100	100	100	100
POLICY	Correlation Coefficient	.341**	.287**	0.128	.296**	.309**	1
	Sig. (2-tailed)	0.001	0.004	0.205	0.003	0.002	.
	N	100	100	100	100	100	100

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

*. Correlation is significant at the 0.05 level (2-tailed).

XIII. SUMMARY OF THE FINDINGS

Statistical analysis found that majority of respondents visit the Jabong websites to know thefashion trends. Respondents are satisfied about Jabong discounts and offers. Respondentsagree that Jabong provides good quality of accessories. The Majority of respondents agree thatJabong gives a good description about the products. The Majority of respondents agree torecommend Jabong.com to others for the latest trend of accessories. The Majority of respondentsagree that they receive the order in proper package and receive the order on time. The Majority of respondents agree that Jabong gives product information in detail and satisfies all theinformation needs. The Majority of respondents agree that price is reasonable in Jabong. Respondents agree that it is secured to make online payment through credit/debit card, however a large number of respondents still prefers cash on delivery.

XIV. SUGGESTIONS

- Discounts and offers are major motive behind visiting the website, hence Jabong need to give good discounts and offers for higher sales
- The second attraction for customers is a large number of collections Hence Jabong need to providea good collection of accessories to ensure more customers
- Jabong need to ensure that its customers receive accurate order status.
- Jabong need to improvise its navigation. and browsing speed of its information search.

Limitations of the Study

- This study is confined to a period of one month.
- The study was limited only to Bangalore.
- Some respondents were not feeling free to answer the questions.

XV. CONCLUSION

Jabonghas infused immense capital from investors for more customer acquisition through discounts and offers.The big difference now is that the competition is too intense and almost all players are capable of spending huge money on promotional activity. Only promotional activity may not help to sustain in the business, Jabong needs to ensure its presence is felt through leadership positioning strategy. Jabong need to ensure its proper delivery of the goods on time to retain customer faith. Customer service and differentiation will help the jabong to lead competitive e-commerce market.

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