

International Journal of Scientific Research and Reviews

An Analytical Study on Service Quality of Tailing With Special Reference to Tiruchirappalli City

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ABSTRACT

Online has been a buzzword in India over the past few years across business such as travel, banking, insurance, trading and lately in education and entertainment. The pervasive nature communication technology (i.e. internet) has enabled entrepreneurs to conduct business transactions without even meeting in person. E-Tailers is an online directory of E- Tailers who are there to serve the consumers with the best quality products at extremely reasonable prices. You can compare the prices of products offered by different E-Tailers and make an intelligent choice. E -Tailing has emerged as the sunrise industry in India. It has helped in bringing a consistent hike in the economy of the country. The survey revealed that, in India, digital downloads were the most popular form of consumer ecommerce. Seventy –six per cent of respondents from India, the highest among Asia Pacific countries (including Hong Kong, Singapore, Japan, Korea and Australia), have bought some form of digital entertainment over the Internet in the last year; music downloads (63 per cent) emerged as the most popular digital entertainment purchase. Bringing internet facilities to the rural areas in India as it remains a largely untapped resource and the possibilities are endless for a major boom in the e-commerce industry, as India's Internet penetration is very low.

KEYWORDS: E –Tailing, communication technology, sunrise industry and so on.,

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INTRODUCTION:

Online has been a buzzword in India over the past few years across business such as travel, banking, insurance, trading and lately in education and entertainment. The pervasive nature communication technology (i.e. internet) has enabled entrepreneurs to conduct business transactions without even meeting in person. (G. Shashidhar Rao, 2018). This mode of business through communication technology has come to be known as “electronic commerce” or e-commerce. E-Tailing is the process of selling retail goods using the internet. It supports the concept of business-to-business (B to B) transaction. With the introduction of a huge range of e-tailing tools, it has become quite convenient for the online business professionals to manage their business in the most beneficial manner. E-Tailers is an online directory of E-Tailers who are there to serve the consumers with the best quality products at extremely reasonable prices. You can compare the prices of products offered by different E-Tailers and make an intelligent choice.

E-Tailing has emerged as the sunrise industry in India. It has helped in bringing a consistent hike in the economy of the country. E-Tailing or E Retailing market has become a blooming market in India and a huge population of business professionals have started entering into the e-tailing domain with a great amount of excitement. These business professionals are ready to invest a good amount of capital into their online venture of selling the products and/or services. E-Tailing is not only restricted to the e-commerce websites but even auction sites that sell groceries, apparel, books, electronic items, CD's etc. Some of the most popular E-Tailers in India include indiatimes.com, fabmart.com and rediffshopping.com. Since many years from now, these websites have been able to retain their position due to their innovative business strategies and supply chain model.

E-TAILING IN INDIA

According to a recent e-commerce survey by Visa, the credit card company, eighty per cent of Internet users in the Asia Pacific made an online transaction, and spent an average of over US\$ 3,000 each in the past 12 months. The survey revealed that, in India, digital downloads were the most popular form of consumer ecommerce. Seventy –six per cent of respondents from India, the highest among Asia Pacific countries (including Hong Kong, Singapore, Japan, Korea and Australia), have bought some form of digital entertainment over the Internet in the last year; music downloads (63 per cent) emerged as the most popular digital entertainment purchase.

Indian consumers recognize the convenience of online shopping as reflected in the high percentage of Internet users who buy a wide range of products online—from those for everyday use to the occasional high value item. According to the Visa report, the top draws for shopping online

were airline tickets, online travel agents, and travel accommodation. Clothes and shoes grabbed the fourth spot. However, the food and groceries segment was positioned seventh in this survey.

The preferred source of digital business analytics, comScore, reports that coupon (daily deal) sites are also a part of the e-commerce craze. In November 2011, around 16.5 per cent of the Indian online population visited sites such as Snapdeal. Kedar Gavane, director, comScore, said, "The online channel is playing an increasingly important role in connecting retailers with potential customers in India. The rapid growth of online coupon sites suggests that consumers in India are looking for deals, highlighting the need for online retailers to adopt effective marketing and pricing strategies"

A report by the Internet and Mobile Association of India (IAMAI) revealed that India's e-commerce market is growing at an average rate of 70 per cent annually.

ESSENTIALS OF E-TAILING

To be successful, an e-tailing business must have a few ingredients. It is important to focus on these components before setting up a virtual store. These essential components are:

- ❖ Attractive business-to-consumer (B2C) e-commerce portal.
- ❖ The right revenue model.
- ❖ E-catalogue: This gives a database of products, with their prices and the available stock.
- ❖ Shopping cart: The customers select their goodies and put them in a virtual shopping cart. Finally, as in a real store, at the time of checkout, the system calculates the price to be paid for the products selected.
- ❖ A payment gateway: Customers make payments using their credit/ debit cards or with e-cash through this gateway. Therefore, this payment mechanism must be fully secure.

FIVE CONSUMER TRENDS THAT WILL SHAPE E-TAILING

1. Crowd-Shaping
2. The Social Marketplace
3. Gamification
4. Guilt-Free Consumption & Sustainability
5. Hyper-Connectivity

STATEMENT OF THE PROBLEM

Payment Issues Credit card transactions are becoming the preferred mode of payment for the web at this point. Credit card providers take a percentage of the transaction, and this is higher for the web, than for a traditional retail store. They can rationalize this as the web is perceived as higher

risk, as the E-Tailer does not capture the signature of the purchaser. Privacy vs. Personalization Issues there is a conflict between the need for privacy on the part of the consumer, and the need to be able to personalize the offering on the part of the E-Tailer. Finding the correct balance is problematic. E-tailing scenarios that can address this are likely to be able to make a significant impact. Global and Legal Issues E-tailing exists as a global bazaar. Rules for commerce, and its legal framework, have evolved within geographically limited borders i.e. nation, state and local laws and tax systems.

SCOPE OF THE STUDY

Reduction in cost of broadband internet facilities to ensure more people come online. Encouraging more domain registrations and letting e-commerce websites maintain them at cheaper rates. Encouraging innovative schemes such as the COD (Cash on Delivery) in a country where credit card use is not prominent shows how we have eased into this particular niche. Bringing internet facilities to the rural areas in India as it remains a largely untapped resource and the possibilities are endless for a major boom in the e-commerce industry, as India's Internet penetration is very low.

OBJECTIVES OF THE STUDY

The main objective of the study is "An Analytical Study of the Service Quality in E- Tailing. The following are the more specific objectives.

1. to analyze the willingness and loyalty of customers to purchase the goods from the same E-Tailer repeatedly by proving their patronage;
2. to examine the factors influencing the loyalty of online shopper's minds in Tiruchirappalli;
3. to study the consumer trust towards a particular E-Tailer in order to looking at the pricing of the product in an online environment;
4. to examine the factors causing dissatisfaction to the online shoppers in e-marketing;
5. to find out whether there is any association between relationship building and customer satisfaction; and
6. to analyze the level of satisfaction of online shoppers via online shopping.

RESEARCH METHODOLOGY

Research comprises "creative and systematic work undertaken to increase the stock of knowledge, including knowledge of humans, culture and society, and the use of this stock of knowledge to devise new applications." It is used to establish or confirm facts, reaffirm the results of previous work, solve new or existing problems, support theorems, or develop new theories. A

research project may also be an expansion on past work in the field. Research projects can be used to develop further knowledge on a topic, or in the example of a school research project, they can be used to further a student's research prowess to prepare them for future jobs or reports. To test the validity of instruments, procedures, or experiments, research may replicate elements of prior projects or the project as a whole. The primary purposes of basic research (as opposed to applied research) are documentation, discovery, interpretation, or the research and development (R&D) of methods and systems for the advancement of human knowledge.

RESEARCH DESIGN

A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research problem. The design of a study defines the study type (descriptive, correlation, semi-experimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive-longitudinal case study, research problem,

Hypothesis independent and dependent variables, Design of experiments / experimental design, and, if applicable, data collection methods and a statistical analysis plan. Research design is the framework that has been created to find answers to research questions.

SAMPLING TECHNIQUES

Probability sampling technique has been used for this study. Under this sampling technique Simple Random sampling is adopted. The respondents have been selected based on Simple random sampling.

POPULATION SIZE

The study has been conducted for the customers of the Indian population out of which we have surveyed 120 respondents only in which the researcher has deleted 20 respondents which was not properly filled.

SAMPLING SIZE

Sample size denotes the number of sample selected for the study. The sample size for this study is fixed at 120 respondents.

SAMPLING METHOD

Simple random sampling method was adopted for selecting the sample size. In Trichy there are around 1 million people out of which 1/4 million are Internet users in which my random sampling was about 120 respondents.

DATA COLLECTION METHOD

Data are the basic input to any decision making process. Data gives statistics of importance of the study.

PRIMARY DATA: Primary Data were collected through Questionnaire. The data which are collected fresh for the first time and happen to be original in character.

SECONDARY DATA: Secondary data means those data which were already collected and analyzed by someone else. Secondary Data were collected from Website, News Paper, Journals and from various other sources.

FACTORS FOR THE GROWTH OF E-TAILING IN INDIA

- ❖ **Electronic Payment System:** E-tailing encourages the buying and selling products, information and services on the internet and other online environment. In this environment, payment take the form of money exchange in an electronic form, and are therefore called Electronic Payment.
- ❖ **Enhanced communication with the client:** E-tailing enables personalized interaction with customers.
- ❖ **No rent or land costs:** E-retailers do not require sophisticated showrooms in prime locations, and operate through their websites or portals. This significantly saves the store maintenance costs, which are pretty high for physical store retailers.
- ❖ **Effortless and joyful shopping:** Online shopping saves time. Shopping in the comfort of your home through the Internet is a huge attraction for customers.
- ❖ **Universal reach:** A supermarket has a limited geographical area of operation. It caters only to a limited number of customers of a particular locality, but a website can be accessed from any part of the globe, which increases its market multifold. Such websites also serve as a good medium of advertising at a minimum cost, and reach out to the world.
- ❖ **Any time accessibility:** The online store is accessible 24×7 and delivers your products home. That saves time and effort. Prices can be compared. Online shoppers can compare the prices of the products they want to buy with competitive sites, and then go for the purchase.
- ❖ **No duplication of products:** Branded products are sold at competitive prices on credible online portals. This reassures the consumer that no duplicated, low quality products will be sold on these sites.

RESEARCH FINDINGS

- ❖ 46 Per cent of the respondents are between 18-21 years of age. 60 Per cent of the respondents were male and the rest 40 Per cent were female. 58Per cent were students. 86 Per cent of the respondents were from Urban. 72Per cent liked Amazon.
- ❖ 62 Per cent of respondents rated the E- Tailers with points. 46Per cent feel that the representatives are responsive, 46 Per cent say that representatives are neutrally knowledgeable. 42 Per cent respondents purchase in every quarter from online. 36Per cent feel they have prompt service. 96 Per cent receive correct item ordered.
- ❖ 88 Per cent have good knowledge of the platform. 56 Per cent respondents have 3/4th trust on the E- Retailers. 66 Per cent get their problems resolved. Service received was rated with 4 points by 63 Per cent. Customer Service handled call quickly for 38Per cent. They received product under the line of expectation by 42Per cent 68Per cent feel online payment safe. 80 Per cent say that their servers are smooth without interruptions. 47 Per cent say their billings are properly maintained. 44 Per cent feel that the product reaches them in correct time. 82 Per cent get detailed information about the product.

SUGGESTIONS

LOYALTY OF CUSTOMERS

Currently e-retailers offer very few or no Loyalty programs for e-consumers which most of the solid stores provide. To maximize customer lifetime value for long term run Loyalty Programs for existing high value e-consumers should be launched. Online shopping services are mostly available in metro cities or in the urban areas for e-retailers to expand the customer base in smaller towns they need to do tie ups with small entrepreneurs & local suppliers.

TRUST OF THE CUSTOMERS

More of Brand & trust building exercises should be carried out in order to position a positive image of online shopping in consumers mind. Cash on delivery is a most preferred option, but cash spending is limited and have restrictions. Consumers spend more with credit card compared to cash. Still consumer's doesn't trust e-retailer because of history of credit card frauds. E-retailers need to find a solution to this problem to increase spending in the future.

OFFERS

Multiple order delivery of single e-consumer is not delivered by single person. It is delivered by different delivery boys. Multiple delivery planning should be done in order to save cost of delivery & time. Based on past purchases & transaction history e-consumers should get automatic

Product recommendations which in turn will lead to increase in online shopping. On Big billion day's sale, Great Indian Festive Offers or similar offers stocks unavailability is a major concern. Product demand forecasting should be done and activity need to be pre planned in order to avoid spot stock out situation. Consumers don't get alerts & messages about new product, product/category launch, e-consumers have to visit websites for information. Consumers should get adverts, blinks, SMS or emails to be informed.

LEVEL OF SATISFACTION

Promotional activity through TV and newspaper is very expensive. E-retailers need to plan, newer ways to promote the product which will result to save the cost and pass on benefits to end consumers. The multilevel promotional activities in one of them where e-consumers will get royalty points for inviting new consumers though there referral codes. The Indian customers give high importance of security and privacy concerns. Perceived privacy of customer information can be improved by ensuring that at no point of time the customer is asked for irrelevant personal information.

RELATIONSHIP WITH CUSTOMER

An Indian e-consumer still has a habit of checking the product physically before purchasing it, which creates a mental hurdle for him to shop online. So, e-retailers selling customized products should stress more on providing this facility with better communication to the customers through telephone or through product clear images and videos on their website. E-retailers drastically need make their website more fast and convenient. Also they should make their website more attractive and appealing in order to retain the potential shoppers. Moreover, the e-retailer should ensure that the shopper easily and quickly gets to the final shopping-cart web page, instead of undergoing a series of clicks from one webpage to another.

CONCLUSION

This research is done in order to study service quality customer receives through online service providers. In this project report the introduction gives you various perception of E-Tailing and need for such a study. The study was done by providing questionnaires to people using Google Forms which itself is an indication which says they are online users. There was a detailed analysis of the preference of the E-Tailers and the limitation of the study was in Trichy Geographical area. The suggestion would be to increase their loyalty with customers. The project ultimately sees that the service quality served by the E- Retailers are proper and useful and gives utmost satisfaction to the customers.

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