

A study on changing pattern of consumers behavior while making online purchase in Rathapuram Taluk, Tirunelveli District

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Abstract

Before to start the research paper work, the researcher having a question himself about the study area of Rathapuram Taluk in Tirunelveli District that is how the remote area people are making online purchase through internet and what are the factors influencing them and their level of satisfaction. In order to answer for the question he framed two objectives that is 1 To study the demographical profile of the online shopping consumers in Rathapuram Taluk and To find out the major factors influencing online shopping behaviour of consumer goods. For that he made a descriptive in nature with single cross sectional data research. Specific objectives of the study as stated earlier require using of both primary and secondary data. The profile of the study unit shows that the total respondents demographic factor, level of education, purchasing pattern, major competitors, factors influencing etc. The research paper is purely based on primary data for that the minimum required sample size is 384. Sample sizes of 550 respondents were selected for this study for the accuracy of the result. Out of 550, 520 filled questionnaires received, 478 were found to be completed. So Researcher fix the sample size as 478 and applied the convenience sampling method to collect the primary data for online shoppers. After completing the data collection, relevant statistical tool were used in the research. Statistical tools such as percentage, Mean, Standard Deviation are used for basic analysis and Weighted Score Ranking Techniques are used for hypothetical analysis. Finally the researcher, in the light of the research work he found that some research findings, suggestion and recommendation based on demographical profile and factors influencing of the online consumer. To conclude the research work, there is no need high level education on computer but the basic level of computer literacy is enough.

Key Words: 1. online shopping 2. Consumer behavior 3. Demographical profile

1.1 Introduction

The Internet and worldwide web (www) have dramatically changed the way consumers seek and use information. The Internet, which was earlier conceptualized as a tool for enhancing information, has become

an important place of business these days. For businesses, the key to survival in the future depends on how well they can integrate this medium in their business model today. In order to sell anything over the internet, they have to take into account that who the consumers are, what their spending habits are like and the products and services they prefer. Consuming habits have undergone major shifts in the years after independence. For people born in the post independence era, shortages were a way of life. They were not interested in the frills or fancy features and bought what they got regardless of quantity. It was bit like Henry Ford's famous quote about the model T Ford: "the consumer can have any colour he wants, as long as it's black." Today's consumer is a different kettle of fish. The disposable income of the middle class is rising and the emphasis is more on spending than saving.

Due to exponentially rising business opportunities, there are a number of services being offered on the internet. Online shopping has emerged as one of the most prominent services available through internet. It has enormous advantages for the consumers as well as business houses. Through on-line shopping, business houses have been able to reach out to more consumers at less cost. They have been able to reach out to consumers living in remote areas. In-fact these are acting as stepping-stones to concept of global village.

Therefore, even if consumer is staying in remote area, they can easily shop through internet. If a consumer goes to any retail outlet or any other shop, the choice of products is normally very limited. However, here consumers can visit any number of sites to reach at final choice. Hence, online shopping provides unlimited choices to the consumers in nut shell. The consumer can shop any day of the year on any time of the day. This also helps in consumers' time and energy saving.

As consumer has unlimited choice, they can fall a victim to over choice. Consumer may spend a good amount of time without taking any final decision. But the biggest disadvantage is that there is no "touch and feel factor" involved in on-line shopping. Apart from item or product cost, transaction cost is also very important. Therefore, it is very much possible that consumer purchases from internet by just looking at price, but ultimately may land up paying more due to transaction cost. Thus, these extra costs become very crucial in online shopping. Other important issue is that one of the major options to purchase from Internet is through credit cards. However, it is quite possible that consumers may fall victim due to security and privacy problems on the Internet, so the researcher analyses both positive and negative side of online shopping among the consumers in Rathapuram Taluk in order to find their behaviour towards online shopping.

1.2 Statement of the Problem

There is no place around the world which doesn't have at least a small market that caters to the needs of the consumers. Human beings need a lot of things from dawn till dusk. Even after dusk, they needs things to cater to their sleeping needs. Most of the money earned by many around the world are spent on fulfilling the daily needs of the people. Almost 80% of the total earning done by a man is spent on shopping needs. That is the reason behind the humongous development of the shopping industry in the world.

But in the recent years, as the popularity of internet grew, the shopping world also absorbed the internet and went online. It is estimated that in the USA alone the total amount spent for online purchasing in the year 2014 was \$248 billion and grew at the rate of 10% every year¹. Today in the US alone the value of the online market is around \$400 billion. So, the total amount of the sales achieved through online stands at a whopping 2.8 trillion U.S. dollars in the present day². But compared to the world, the Indian market is

¹ <http://wwwmetrics.com/shopping.htm>

² <https://www.statista.com/topics/871/online-shopping/>

relatively small. The value of online sales in India in the year 2015 was USD\$24 billion³. But, it is still growing.

Similarly, another major problem that affect the online shopping is the problem of transaction. Many people are still hesitant to share their account details when it comes to online shopping. There is a very high possibility of money being lost in the process resulting in greater disappointment for the consumer. In the Indian context, many people don't even have a bank account and therefore there is no possibility of paying online for shopping. Thus, it is very clear that the field of online shopping has its own pros and cons and analyzing some of the major issues in online shopping is the focus of the present research. The focus is further restricted to the Rathapuram Taluk in order to provide a clear picture.

1.3 Objectives of the study

- 1 To study the demographical profile of the online shopping consumers in Rathapuram Taluk
- 2 To find out the major factors influencing online shopping behaviour of consumer goods.

1.4 Scope of the study

The full potential of the online shopping is yet to explored and exploited. There are still hindrances that inhibit the consumers from entering into the online shopping spree. The present research aims to identify the major problems that affect the consumers from taking entirely to the online shopping while purchasing electronic products and to analyse the consumers' convenience level towards online shopping .

1.5 Research Design

The research is descriptive in nature with single cross sectional data research. Specific objectives of the study as stated earlier require using of both primary and secondary data. Methods used for the collection and analysis of data are provided in this section. Specific tools of analysis and empirical models are also presented.

1.6 Collection of Data

The study is based on both primary and secondary data. The other secondary data are made available from the various journals, books and websites.

The required primary data are collected from the selected respondents with the help of a comprehensive, pre-tested enquiry schedule, through personal interview method. The data are collected over a period of nine months. Care has been taken to avoid bias and necessary cross checks that are applied to ensure the accuracy of data.

1.7 Sampling Techniques

Rathapuram Taluk has been selected as the universe for this study for the researcher is familiar with the area and so it is possible to get the co-operation of the officials and also respondents. Minimum required sample size is 384. Sample sizes of 550 respondents were selected for this study for the accuracy of the result. Out of 550, 520 filled questionnaires received, 478 were found to be completed. So Researcher fix the sample size as 478 and applied the convenience sampling method to collect the primary data for online shoppers.

³ <https://www.statista.com/topics/2454/e-commerce-in-india/>

1.8 Statistical Tool

After the fieldwork, the data have been carefully scrutinized and edited in order to ensure accuracy, consistency, and completeness. Most of the analyses are based on the responses presented in the form of frequency tables. The data tabulated are systematically processed and interpreted on the basis of the objectives formulated. Statistical tools such as percentage, Mean, Standard Deviation are used for basic analysis, Weighted Score Ranking Techniques are used for hypothetical analysis.

1.9 REVIEW OF RELATED LITERATURE

Akrosh& Al-Debei (2015)⁴ The researcher examines the elements affecting mind-set closer to on-line shopping in Jordan via an integrated version. Data was collected thru an online survey from 273 online customers in Jordan. SEM become used to test the outcomes. Study concluded that recognition of internet site, relative advantage, photo of the internet site and trust were the elements that affected clients' mind-set toward on line buying. Further, the attitude of the consumers became tormented by the advantages supplied by the internet site and consider which were at once stimulated by means of the picture of the internet site.

Al-debei et al. (2015)⁵ The researcher examines the elements affecting mind-set towards on-line buying in Jordan. Data turned into accrued through an online survey from 273 on line buyers in Jordan. SEM turned into used to check the outcomes. It became determined that internet site quality changed into one of the elements which prompted the believe and perceived blessings and ultimately affected on-line shopping mind-set of the online buyers.

1.10 History of on-line shopping

The growth of the internet as a comfy purchasing channel has advanced considering that 1994, with the primary sales of sting album "Ten summoner's Tales". Wine, goodies and plant life quickly followed and had been some of the pioneering retail categories which fueled the growth of on-line buying. Researchers determined that are having appropriate products for e-trade became a key indicator of internet success. Many of those products did nicely as they're conventional merchandise which buyers did not want to touch and experience in order to shop for. But also importantly in the early days there were few customers on line and they had been from a slender segment. Online buying has come a long manner due to the fact that those early days and in UK bills for full-size percents.

1.11 Online Shopping In India

Today, India is one of the quickest-developing e-trade markets in Asia/Pacific in conjunction with China. With boom in net penetration, adoption of clever phones and decrease information rates, the way India shops is completely converting, stated Flipkart Co-founder and CEO Sachin Bansal. Analysts say the online purchasing space in India is expanding at a massive scale, consulting company PwC's India Technology Leader Sandeep Ladda stated, e-commerce area has visible growth in 2019 with the fast era adoption led via the growing use of gadgets like smart telephones and tablets and get entry to the Internet thru broadband, 5G, and so on. particularly in more modern market segments consisting of real-estate, grocery and furnishings, and PwC expects India's e-trade marketplace to boom by over 70% in 2019.

⁴ Akroush, M. N., & Al-Debei, M. M. (2015). An integrated model of factors affecting consumer attitudes towards online shopping. *Business Process Management Journal*, 21(6), 1353-1376.

⁵ Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online shopping: the effects of trust, perceived benefits, and perceived web quality. *Internet Research*, 25(5), 707-733.

There are a massive quantity of online buying portals out there. However, which 20 million in 2013 to forty million in 2016, as an additional two hundred million Indians will access the Internet within the subsequent 3 years, with majority of them coming online through clever telephones, shows a brand new joint look at by means of “ASSOCHAM and Grant Thorton”. Industry chamber ASSOCHAM said that average on-line purchases in India are predicted to boom by means of 78% in 2016 on the back of attractive deals and aggressive advertising and marketing of products.

The pinnacle a few on line purchasing web sites in India 2017 are:

1.Flipkart.Com

This one has to come first. The whole U.S. Is completely depending on Flipkart.Com for almost all their shopping wishes. Flipkart.Com sells the whole thing from present vouchers to electronics to domestic home equipment. In fact statistics claims that there are greater gadgets on Flipkart.Com than in a mall. Hence, Indians are closely reliant on Flipkart.Com for all their shopping wishes.

2.Amazon .In

A massive quantity of human beings from India swear by means of the services of Amazon. Amazon and Flipkart.Com are continually at struggle with every different and are always at close heels. Amazon has equally huge variety of products as Flipkart.Com. In reality Amazon seemingly sells extra than Flipkart.Com. Since, Amazon is an American business enterprise , it lacks the desi flavour that could be desired by using the Indians.

3 Snapdeal.Com

Snap deal is a completely Indian internet site and is regularly preferred through loads for its cheap costs. It sells product at surely low costs and for this reason, is a favourite of hundreds. 4.**Jabong.Com**

Jabong is once more an American logo however appears to be doing very well in India. It has a large range of clothes and accessories on the market and is a complete paradise for people who love purchasing for garments.

1.12 RESPONDENTS' LEVEL OF EDUCATION

In online market a level of technical education is important factors to make online purchase. Table 1.1 expose that the level of education of respondents and their percentage of respondent. Here the percentage of respondents are calculated by segregating the respondents as per their educational qualification.

TABLE NO: 1.1
RESPONDENTS' LEVEL OF EDUCATION

S. NO	LEVEL OF EDUCATION	NO. OF RESPONDENTS	PERCENTAGE
1	School Level	103	22
2	Undergraduate level	202	42
3	Post Graduate level & Above	173	36
	TOTAL	478	100

Level of respondents' education varies into three segments as school level education, Under Graduate degree holders and Post Graduate and above. Maximum respondents are UG degree holders. These respondents (202

respondents) are of massive percent (42 percent). Next to UG level of education, 36 percent have completed PG and above, they are 173 in numbers. Respondents with school level education are less. These respondents with school level education are of 22 percent and 103 in numbers. The table clearly depicts that enormous respondents are UG degree holders.

1.13 RESPONDENTS' LEVEL OF COMPUTER LITERACY

Table 1.2 brings out the computer literacy level of respondents and the percentage of respondents made according to their computer literacy level. Here the percentage of respondents are calculated by segregating the respondents as per their level of computer literacy which was analysed under the segregation of low, medium and high.

TABLE NO: 1.2
RESPONDENTS' LEVEL OF COMPUTER LITERACY

S. NO	LEVEL	NO. OF RESPONDENTS	PERCENTAGE
1	Low	62	13
2	Medium	279	58
3	High	137	29
	TOTAL	478	100

58 percent of the respondents (279 respondents) are having medium level of computer literacy. 29 percent of the respondents are having medium level of literacy (137 respondents). 13 percent of the respondents are low level of literacy (62 respondents). Thus the above table depicts that majority of the respondents are having medium level of computer literacy.

1.14 GADGETS USED FOR ONLINE SHOPPING

Gadgets used by respondents for online shopping varies into three categories namely, Mobile Phone , Laptop/System and Others .

TABLE NO: 1.3
GADGETS USED FOR ONLINE SHOPPING

S. NO	GADGETS USED	NO. OF RESPONDENTS	PERCENTAGE
1	Mobile Phone	318	67
2	Laptop/System	120	25
3	Others	40	8
	TOTAL	478	100

Mobile phone is the most important gadget used by enormous respondents. Respondents using mobile phone as their main gadget for online shopping are of 67 percent (318 respondents). Laptop/system is the second important gadget used by some respondents. Respondents using Laptop/system as their main gadget for online shopping are 120 members. 25 percent of respondents are using laptop/system as their gadget for online shopping. Respondents using gadgets other than Mobile phone and Laptop/system are only few holding the percentage of 8 (40 respondents).

PREFERABLE WEBSITE FOR ONLINE SHOPPING

Table 1.4 lists the various websites used for online shopping and their rank list according to their preference status.

TABLE NO: 1.4

PREFERABLE WEBSITE FOR ONLINE SHOPPING

Weight		10	9	8	7	6	5	4	3	2	1	Total Score	Rank
Rank		1	2	3	4	5	6	7	8	9	10		
Flipkart	N	81	89	71	63	54	42	32	21	14	11	3384	2
	WS	810	801	568	441	324	210	128	63	28	11		
Myntra	N	51	47	53	61	82	53	51	37	26	17	2925	5
	WS	510	423	424	427	492	265	204	111	52	17		
Snapdeal	N	21	22	24	32	37	42	64	85	112	39	2030	8
	WS	210	198	192	224	222	210	256	255	224	39		
Jabong	N	73	71	91	62	51	49	32	25	14	10	3323	3
	WS	730	639	728	434	306	245	128	75	28	10		
Amazon	N	92	84	70	61	52	41	33	21	13	11	3412	1
	WS	920	756	560	427	312	205	132	63	26	11		
Shopclues	N	34	37	39	41	51	57	76	94	23	26	2521	7
	WS	340	333	312	287	306	285	304	282	46	26		
Firstcry	N	42	42	47	53	62	82	48	41	37	24	2740	6
	WS	420	378	376	371	372	410	192	123	74	24		
Home shop 18	N	6	11	9	8	12	28	45	49	111	199	1247	10
	WS	60	99	72	56	72	140	180	147	222	199		
Infibeam	N	14	16	13	23	23	38	58	71	99	123	1643	9
	WS	140	144	104	161	138	190	232	213	198	123		
Ebay	N	64	59	61	74	54	46	39	34	29	18	3065	4
	WS	640	531	488	518	324	230	156	102	58	18		

Note: N – No. of Respondents, WS – Weighted Score

Considered websites are, Flipkart, Myntra, Snapdeal, Jabong, Amazon, Shopclues, Firstcry, Home shop 18, Infibeam and Ebay. Amazon takes the first place. As per the weighted score it is visible that massive respondents prefer Amazon first. Weight Score attained by Amazon in the table is 3384. Next Flipkart grabbed the second highest weight score (weight score=3383) and obtained the second rank. Next to Amazon many customers prefer Flipkart. Third rank belongs to Jabong (weight score=3323). Remaining websites are ordered as per their ranks are Ebay (Rank 4), , Myntra (Rank 5), Firstcry (Rank 6) , Shopclues (Rank 7), Snapdeal (Rank 8), Infibeam (Rank 9) and Home Shop 18 (Rank 10). The table clearly shows that amidst of the ten listed websites Amazon, Flipkart and Jabong grabbed the attention of massive respondents and first three ranks respectively.

1.15 FACTORS INFLUENCING ONLINE SHOPPING

**TABLE NO: 1.6
FACTORS INFLUENCING ONLINE SHOPPING**

Weight		10	9	8	7	6	5	4	3	2	1	Total Score	Rank
Rank		1	2	3	4	5	6	7	8	9	10		
Offers/discount on prices	N	81	89	71	63	54	42	32	21	14	11	3384	2
	WS	810	801	568	441	324	210	128	63	28	11		
Time saving	N	73	71	91	62	51	49	32	25	14	10	3323	3
	WS	730	639	728	434	306	245	128	75	28	10		
Convenience	N	42	42	47	53	62	82	48	41	37	24	2740	6
	WS	420	378	376	371	372	410	192	123	74	24		
Possibility of knowing others' feedback (reviews)	N	34	37	39	41	51	57	76	94	23	26	2521	7
	WS	340	333	312	287	306	285	304	282	46	26		
Ease of finding products and comparing	N	21	22	24	32	37	42	64	85	112	39	2030	8
	WS	210	198	192	224	222	210	256	255	224	39		
Assurance of on-time delivery	N	14	16	13	23	23	38	58	71	99	123	1643	9
	WS	140	144	104	161	138	190	232	213	198	123		
Ease of product return and money refund	N	51	47	53	61	82	53	51	37	26	17	2925	5
	WS	510	423	424	427	492	265	204	111	52	17		
To Avoid transportation / Road Pollution	N	6	11	9	8	12	28	45	49	111	199	1247	10
	WS	60	99	72	56	72	140	180	147	222	199		
More Collections / Varieties	N	92	84	70	61	52	41	33	21	13	11	3412	1

	WS	920	756	560	427	312	205	132	63	26	11		
Availability of products that are unavailable in stores	N	64	59	61	74	54	46	39	34	29	18	3065	4
	WS	640	531	488	518	324	230	156	102	58	18		

More collections/varieties kindles the respondents to indulge in online shopping. More collections/ varieties grabbed the enormous weighted score of 3412 and obtain the first rank. Offers and discounts on prices takes vital part in creating better interest on respondents towards online shopping. Offers and discounts on prices factor attained the second highest weight score of 3384 and stands in the second place. Next comes Time consuming concept (weight score=3323) . Time consumption is the third most vital factor that influence more respondents to indulge in online shopping. Availability of different products which are unavailable in stores makes the respondents to go for online shopping. It grabbed the weight score of 3065 and stands in the fourth place. Fifth rank is grabbed by ‘Ease of product return and money refund’ (weight score=2925) this made many respondents to feel convenient with online shopping. Remaining influencing factors that influence the respondents to indulge in online shopping are ordered according to their ranks here in the series of, Convenience, Possibility of knowing others' feedback (reviews), Ease of finding products and comparing and Assurance of on-time delivery.

Amidst of all these factors the factor of To Avoid transportation / Road Pollution’ is not at all a matter for any of the respondents. Hence this factor grabbed the last rank with the very least mean score of 1247.

1.17 Findings

I. Demographical Profile of the online shopping consumers

- 1 In the present study, Majority 59 percent of respondents are male and 41 percent are female.
- 2 Majority Young respondents below the age of 25 years are of 35 percent. Second highest percent of respondents falls under the age group of 25 to 35 years
- 3 The majority 35 percent of the respondents are private employees.
- 4 Single respondents take the major share with the great percent of 60 and respondents those who are Married are less in the percent of 40.
- 5 Majority 54 percent of respondents belong to nuclear type of family and 46 percent of respondents belongs to joint family.
- 6 Maximum respondents are having Rs. 30,000- Rs. 60,000 rupees as their family income and only few are having better income of less than Rs. 60,000.
- 7 In this study, the urban area living respondents are high in numbers and percent while comparing with the respondents those who are living in rural areas.
- 8 Maximum respondents are of Under Graduate degree holders (42 percent).

II. Major factors influencing online shopping behaviour of consumer goods

- 9 In the present study, Majority 58 percent of respondents (279 respondents) are having medium level of computer literacy. High level of computer literacy can be seen amidst of 29 percent respondents those who are 137 in numbers
- 10 Majority 38 percent of respondents purchase through online shopping one time in a month.
- 11 Most 69 percent respondents are having own laptop and 31 percent respondents are not having their own laptop/system.

- 12 Very huge respondents are having smart phone and respondents without smart phone are very few. 96 percent respondents are having smart phone and only 4 percent respondents are not having smart phone..
- 13 Mobile phone is the most important gadget used by enormous respondents. Respondents using mobile phone as their main gadget for online shopping are of 67 percent (318 respondents).
- 14 Majority respondents consider Amazon as the most preferred online shopping websites. The second preferred website is Flipkart and the last preferred website is Homeshop18.
- 15 Majority 86 percent of the respondents have purchased headphones, the second highest purchased product is mobile phones (80%). The least purchased product is musical instruments.
- 16 Majority respondents show high interest and shows enormous involvement in buying Mobile Phones in online. The massive mean score of scored by the factor brings out the huge involvement level of the respondents in buying Mobile phones. Next to mobile phones comes Office Products. High involvement of respondents can be witnessed in the purchase of office products (mean score=3.74). Computers and accessories purchase grabbed the attention of many respondents and obtained the mean score of 3.72. The least involvement is on laptops (mean score = 3.00) and speakers (mean score = 2.94).

Consumers' level of satisfaction and post purchase behaviour towards online shopping

- 17 From the present study, with regard to level of satisfaction and post purchase behaviour of customers, in the case of customer satisfaction towards online buying behaviour, 'I am satisfied that online shopping saves my time and money' becomes the most important factor. In the case of post purchase behaviour, 'I will go back online to purchase the product that I want' becomes the most important factor.

1.18 Conclusion

The online shopping is becoming more popular day by day with the increase in the usage of internet. Understanding customer's needs and desires for online buying, the selling has become challenging task for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive advantage over the others. Some of the major issues that hinder the customers from shopping online are, product quality, logistics, delivery time, payment, hidden costs, unclear policies, lot of options, complicated website design and interfaces. With multiple problems like this, customers will obviously feel hesitant to go online for purchasing for their needs.

It is the responsibility of the company to make sure that the problems mentioned above are rectified in a proper way so that the customers are attracted towards online shopping. One of the major hindrances that inhibit the customer from going online is the insecure nature of the online payment mechanism. Being a developing country, India is yet to achieve full coverage in providing banks accounts for its citizens. At this time, the mechanism to pay online is tending to be limited in nature. Moreover, people are not ready to trust the online transactions because of the possibility of losing their money to hackers and fraudsters. Therefore, the online vendors can make sure that their payment mechanism is fool proof and that the customer can trust it with their money.

Despite the availability of variety of products online, customers are reluctant to go online because of the unclear return policies that the online vendors have. For example, some websites allow returning of the products within month and full refund, but some companies don't offer refund, the products can be replaced, but no refund will be provided. Because of this reason, the customers are reluctant to go online. Therefore, the companies can make sure that the return and refund policies are clear to the customer and that it is being strictly followed.

Delivery is another major area where many customers have faced problems and therefore are reluctant to go back online for purchasing. Delayed delivery, no availability of delivery in remote areas and delivery of faulty products or wrong products are some of the problems related to delivery. In order cover more customers the companies need to make sure that the delivery mechanism is strengthened and no address is left out from delivery. Moreover, the products need to be checked and verified before being packed safely and during the time of transit also enough care might be taken in order to make sure that the right product reaches the right customer without any delay or damage.

When the major problems that restrict the customers from going online are rectified, the market share of online purchase also will increase. It has been observed that a shop that has both the physical store as well as online presence is tend to increase its profits manifold compared to a shop that has only a physical presence or even a shop that has only an online presence. Thus taking this into account all the shops might utilize the online facility but with proper care.